



2016 SOCIAL IMPACT CHALLENGE FINALS

*Revitalizing the Old Tiger Stadium site
to benefit Detroit youth*

Tues, Feb. 9, 2016
5:00 - 8:00PM

Ross School of Business
at University of Michigan

Presented by

M | MICHIGAN ROSS
CENTER FOR SOCIAL IMPACT
UNIVERSITY OF MICHIGAN

Hosted by

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Co-Sponsored by

M | SCHOOL OF PUBLIC HEALTH
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architecture + urban planning
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socialimpact.umich.edu

Challenge Overview

The annual Social Impact Challenge asks students to address a real-life strategic challenge facing a mission-driven organization in Detroit. This year, student teams from twelve different U-M schools and colleges researched and developed proposals to position Detroit PAL for long-term financial sustainability and growth, honor the history of the Old Tiger Stadium site, and engage the Corktown community.

U-M SCHOOLS REPRESENTED BY STUDENT TEAMS INCLUDE:

- Ross School of Business
- Stamps School of Art & Design
- Ford School of Public Policy
- School of Natural Resources & Environment
- Taubman College of Arch. & Urban Planning
- College of Literature, Science, & Arts
- School of Public Health
- College of Engineering
- School of Social Work
- School of Information
- School of Education
- Medical School

Community Partners



THE SKILLMAN FOUNDATION

Old Tiger Stadium
Conservancy

Corktown Economic Development Corporation

THANKS TO OUR FIRST ROUND JUDGES:

- **Detroit PAL staff:** Fred Hunter, Greg Hicks, Jacquelyn Steinacker, Officer Chenetta Pasley, Dewayne Jones, Alexandra Gardner, Lenore Dudley, Officer Marcus Norwood
- **U-M Students:** Arshan Ahmad, Jaime Botero, Mark Kroening, Heidi Terpstra
- **Detroit PAL board:** Gerry Boylan, Ronald E. Hall Jr., Michelle Lewis-Watts
- **Kids At The Corner Capacity Campaign:** Karen Dumas
- **Corktown Economic Development Corporation:** Chad Rockkind

#MSIC16

Teams receiving Special Awards include: "C.E.N." - George Xu (Ross '18), Daniel Yuan (Engineering '19), Liangqiu Wan (LSA '18), Haoyang Wang (LSA '18), Joon Lee (LSA); "Team DWM" - Carolyn Ayaub (LSA '18), Jake Steslicki (Ross '18), Sam Vetromile (Ross '18), Raina Srivastava (Ross '18), Ian Crowley (Stamps '18)

Tonight's Schedule

5:05PM

Welcome & Challenge Overview

Rishi Moudgil - Managing Director, *Center for Social Impact*

5:10PM

Finalist Team Presentations

EACH TEAM HAS A 12-MINUTE PRESENTATION AND 5-MINUTE Q&A

"Detroit

Nick Walsh (LSA '19), Peter Kim (LSA '19)

Tomorrow"

Michael Ralph (Engineering '18),

DeVanté Coleman (Stamps '19), Kishan Patel (LSA '19)

"We-troit"

Adrienne Bombelles (Social Work '16),

Zainab Farhat (Social Work/ Public Health '17),

Richa Singh Yadav (SNRE '17), Brad Ziajor (Ross '16)

"MC5"

Katherine Eyster (Social Work/Ford '17),

Matt Kretzman (Ford '16), Terence Lee (Ford '16),

Allison Zimmermann (Ross/Ford '17),

Alex Berger (Ford '16)

"Eye of the

Karen Yocky (Ford '17), Andrew Kelley (Ross '17),

Tiger"

Michelle Rubin (Ford/Taubman '18),

Aaron Ledbetter (Ford '17)

6:35PM

Reception / Judges Deliberation

PLEASE RETURN TO YOUR SEAT BEFORE 7:00PM

7:00PM

University of Michigan Remarks

Francine Lafontaine – Associate Dean, *Ross School of Business*

Nick Tobier – Senior Counsel on Civic Engagement, *Provost Office*

Nydia Cardenas – Project Manager, *Center for Social Impact*

Heidi Terpstra (Ross '16) & Arshan Ahmad (Ross '17) – Student VPs

7:15PM

Judges' Leadership Lessons from Detroit

Thom Linn – Chairman, *Old Tiger Stadium Conservancy*

Rico Razo – District 6 Manager, *City of Detroit*

Tonya Allen – President & CEO, *The Skillman Foundation*

7:50PM

Winning Team Announcement

Tim Richey - CEO, *Detroit PAL*

**\$2,500
Winner**

About the Center for Social Impact

Mission: To prepare and inspire leaders to solve complex social challenges.

The Center for Social Impact at the Ross School of Business provides students support and opportunities to design a pathway to become social impact leaders. The Center works across disciplines and collaborates with mission-driven organizations across sectors to develop innovative solutions to pressing social challenges.

TEAM

Michael Gordon Faculty Director
Rishi Moudgil Managing Director
Tanya Upthegrove Student Program Director

Nydia Cardenas Project Manager
Matt Kelterborn Program Coordinator
Erica Outhwaite Administrative Assistant

STUDENT ADVISORY BOARD

Whitney Martin Business
Mark Kroening Public Policy & Business
2015-16 Board Co-Presidents

Arshan Ahmad Business
Heidi Terpstra Business
Simon Chafetz Business
Sandy Mervak Public Policy & Business
Blake Van Fleteren Social Work & Business
Aubrey Sittler Public Policy & Social Work
Sam Charner Business
Max Dixon Education & Business
Grace Evans Public Policy
Chloe Fagan-Tucker Business
Pilar Koopman Social Work & Business
Allie Schachter Business
Dilparinder Singh Business
Karen Yocky Public Policy

PROGRAMS

Nonprofit Board Fellowship
Social Impact Challenge
Impact Corps Consulting Internships
Impact Corps Social Enterprise
Summer Internship Fund
Social Innovation Series
**Michigan Business Challenge -
Social Impact Track**
Social Entrepreneurship Competitions
Student Advisory Board

