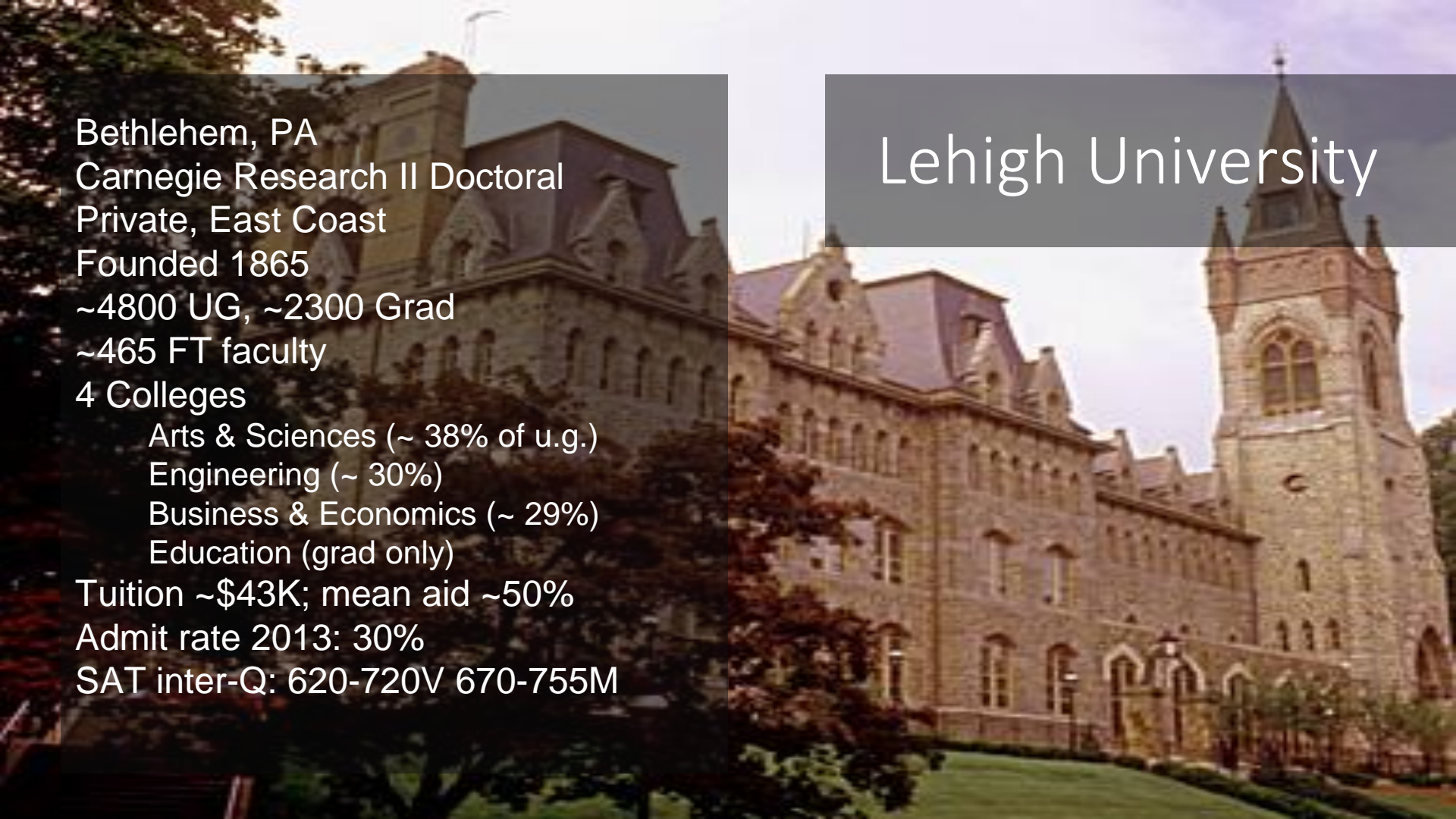


Can Short-stay International Field Immersion Programs Have Real Impact?

Fusing Sustainable Development and Entrepreneurship Curricula



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A photograph of a large, multi-story stone building with Gothic architectural features, including a prominent tower with a spire on the right side. The building is surrounded by greenery and trees. The text is overlaid on the left side of the image.

Bethlehem, PA

Carnegie Research II Doctoral

Private, East Coast

Founded 1865

~4800 UG, ~2300 Grad

~465 FT faculty

4 Colleges

Arts & Sciences (~ 38% of u.g.)

Engineering (~ 30%)

Business & Economics (~ 29%)

Education (grad only)

Tuition ~\$43K; mean aid ~50%

Admit rate 2013: 30%

SAT inter-Q: 620-720V 670-755M

Lehigh University



Program Overview

IMPACT

2x Revenue





Full Scale Testing

Proven Business Model



Premier League





Challenges

A group of students and adults are gathered in a field of tall grass. Some students are wearing blue school uniforms and backpacks. Adults are dressed in casual clothing. The scene is outdoors with trees in the background. A dark semi-transparent box in the upper right corner contains the word "Students" in white text.

Students

METHODS

10-day Field Research Agenda

Timing

<p>Tentative Itinerary Lehigh International Social Entrepreneurship in Ghana 7-16 Oct, 2011</p> <p>Accommodations: Blue Royal Hotel (Osu section of Accra) Tel +233-21-783075 Daasebre Lodge (Assasan) Rev. Essouon +233-24-308-5161 Assasan is near Ajumako</p> <p>Prof. Todd A. Watkins International mobile: +1-610-504-5362 taw4@lehigh.edu</p> <p>Our main host in Assasan: Reverend Essuon's mobile: +233-24-308 5161</p>					<p>Friday, 10.07.11</p> <p>Van departs 4:00 PM Rauch/Zoellner flagpoles</p> <p>Depart JFK Delta 26 9:50 PM: JFK to Accra, Ghana</p> <p>Overnight flight</p>	<p>Saturday, 10.08.11</p> <p>Arrive Accra 12:30 PM. Hotel shuttle pick up.</p> <p>Makola Market 2:30 PM</p> <p>Dinner with Health Professionals, Osu, 7 PM</p> <p>Overnight: Blue Royal Hotel Osu section of Accra</p>
<p>Sunday, 10.09.11</p> <p>Depart Accra ~7:30AM Van to Assasan</p> <p>Arrive Assasan ~10:00 AM</p> <p>Religious Services 10-12</p> <p>Transect Walk 1-3</p> <p>Orientation w/ Rev. Essouon 3-4</p> <p>Courtesy Call on Local Traditional Elders 5-6</p> <p>Victoria Arrives BA 0081 8:20 PM</p> <p>Overnight: Daasebre Lodge</p>	<p>Monday, 10.10.11</p> <p>Meet Mayor/MP 9 AM</p> <p>Student Forum on Agricultural Conservation Project 10 AM</p> <p>District Health Directorate 11AM</p> <p>Abide Inst. Orphanage 1PM</p> <p>Walk & Map the Fields @ KAVTS</p> <p>Field Surveying 3PM</p> <ul style="list-style-type: none"> • Families • Farmers <p>Overnight: Daasebre Lodge</p>	<p>Tuesday, 10.11.11</p> <p>Kofi Annan Vocational School 9:30 AM Launch SEAD project</p> <p>Agricultural Extension meeting w/ REDEP & AGRA (TBD)</p> <p>Univ. Winneba (TBD)</p> <p>Reproductive Health & HIV/AIDS Fawamanye, 2PM</p> <p>Overnight: Daasebre Lodge</p>	<p>Wednesday, 10.12.11</p> <p>Afranse School Principal & pupils 10 AM</p> <p>Health Forum with Basic School Pupils Kasoa 11AM</p> <p>Assasan Catholic School 1-2 PM</p> <p>Assasan/Eduyaw Communities Family Visits & Interviews 2-4 PM</p> <p>Overnight: Daasebre Lodge</p>	<p>Thursday 10.13.11</p> <p>Tourism Day</p> <p>AM Kakum National Forest (Canopy Walk, Jungle)</p> <p>PM Elmina Castle near Cape Coast (Major export site for slave trade, World Heritage site)</p> <p>Meetings at University of Cape Coast</p> <p>Overnight: Daasebre Lodge</p>	<p>Friday, 10.14.11</p> <p>Microfinance team to Microfinance Investors Conference, Accra ~7AM departure (TBD)</p> <p>Daasebre Lodge Agricultural Stakeholders Roundtable 10 AM</p> <p>Bethel Youth Foundation Project Appraisal Mtg. 2PM</p> <p>Nutrition Field Surveys Obontel All day</p> <p>Prof. Oduro, Kwame Nkrumah Univ. Nutrition team to Kumasi All day</p> <p>Overnight: Daasebre Lodge</p>	<p>Saturday, 10.15.11</p> <p>Return to Accra</p> <p>Arts Center</p> <p>Victoria Departs 10:45 PM BA 0078</p> <p>Return to JFK Depart Accra 11:35 PM Delta 27</p> <p>Sunday, 05.22.11 Arrive JFK 7:10 AM.</p> <p>Van departs JFK ~8:00 AM.</p> <p>Return to Lehigh University ~11:00 AM</p> <p>Victoria arrives JFK 11:00 AM</p>



On Ground MVP



Inquiry vs. Implementation



Personal Relationships

Repeat Engagement



2013



2014



Tractable Scale

ASSESSMENT

THANK YOU

