



# PRACTICUM: SOCIAL INNOVATION LAB

PRAC-3950-3/6

Winter Semester 2023

Room: B330

**Instructor:** James Magnus-Johnston PhD (ABD), McGill University; MPhil, Cambridge University

**Contact:** [jmagnus-johnston@cmu.ca](mailto:jmagnus-johnston@cmu.ca)

**Lessons:** [postgrowth.ca/SILab](http://postgrowth.ca/SILab)

**Discussions:** Appointed meeting times and Mondays at 4 PM

In this course, co-hosted with the CMU Centre for Resilience, a transdisciplinary cohort of students will co-design and implement ideas proposed by community organizations and businesses. Students will work with mentors and faculty members in small online teams. They will select a topic, draft a course of action, and produce a final product. The course is applied and competency-based, embracing a “problem-based learning” approach where students will share knowledge, peer support, and feedback on an ongoing basis.

*Note: The course will culminate in an online colloquium, organized by its participants, highlighting course-related ideas and initiatives*

## Overall objectives:

- Gain a better understanding of social and institutional challenges
- Drive social impact in partnership with businesses, churches, and other community organizations
- Learn the principles of problem-based learning, action-oriented research, and service design
- Learn how to work in transdisciplinary teams
- Improve emotional intelligence, communication, and conflict resolution skills

## READING LIST (PROVIDED)

Download at [postgrowth.ca/SILab](http://postgrowth.ca/SILab)

Brown, Tim, and Jocelyn Wyatt. *Design Thinking for Social Innovation*. Stanford Innovation Review, 2010.

Etmanski, Al. *Impact: Six Patterns to Spread Your Social Innovation*. 2016.

IDEO. *The Field Guide to Human Centered Design*. IDEO, 2015.

Stickdom, Marc, Markus Hormess, Adam Lawrence, and Jakob Schneider. *This Is Service Design Doing: Applying Service Design Thinking in the Real World: a Practitioner's Handbook*. O'Reilly, 2018.

**(note: find the online methods resource at [thisisservicedesigndoing.com/methods](http://thisisservicedesigndoing.com/methods))**

Strandberg, Coro. *Maximizing the Capacities of Advanced Education Institutions to Build Social Infrastructure for Canadian Communities*. McConnell Family Foundation, 2017.

Westley, Frances, and Sam Laban. *The Social Innovation Lab Guide*. Waterloo Institute for Social Innovation and Resilience, 2016.



## ASSIGNMENTS/GRADES

**Grades:** Student involvement will be evaluated on a pass/fail basis according to attendance and workshop involvement.

**Project design:** After an overview of the tools and methods of service design, students will be required to select a project and consider the appropriate methods for project engagement. Consider using the “mapping journeys” tool from the Service Design Methods website: (<https://www.thisisservicedesigndoing.com/methods/mapping-journeys>)

**Workshops and meeting attendance:** Students will be required to attend a number of project meetings with the instructor and organizational stakeholders. Initiative, attendance, and participation at these meetings is an important part of the service design process.

**Prototype evaluation and re-design:** The service design process is “exploratory, adaptive, and experimental.” While the whole process will require engagement and the collection of feedback on an ongoing basis, students will have an opportunity for a grand overhaul (or second prototype) at the mid-way point of the project.

**Reflective evaluation (weekly):** Students will prepare a reflection on their work (including their emotional life, challenges, and lessons learned – see “iteration review” in Stickdorn et al). The evaluation will be shared with course peers and the instructor.

**Colloquium participation:** In lieu of a final exam, you will be expected to participate in a student-led final video colloquium online. Each of you will present your projects using a Pecha Kucha format.

## POLICIES

**Final grades:** Grades submitted by instructors become final only after they are vetted by the Dean’s Council. That process occurs early in January for fall semester grades and early in May for winter semester grades.

**Academic integrity:** *Academic Integrity*—All material referred to in any assignment MUST be appropriately referenced. Plagiarism is a serious matter. Students should be aware of CMU Academic Policies, particularly those regarding academic misconduct (plagiarism and cheating), which apply to all University courses. These are detailed on CMU’s [website](#) and in the CMU Calendar. If you still have questions about appropriate referencing and what plagiarism is, a useful tutorial can be found [here](#). For more information on CMU policies regarding grades, academic misconduct, appeals, and other matters, please see CMU’s *Academic Calendar*.

**Accessibility:** CMU strives to provide a fair and supportive learning environment for academically qualified students with disabilities. If you are eligible for these services or have questions about becoming eligible, please contact Sandra Loeppky, Coordinator of Accessibility Programs at [sloeppky@cmu.ca](mailto:sloeppky@cmu.ca) or 204.487.3300 x.340. In recognition of individuals with asthma, allergies and severe environmental/chemical sensitivities, CMU is striving to become a scent-free campus. Students, staff and guests are asked to refrain from wearing fragrances and scented personal care products at CMU. This



includes perfumes, colognes, aftershave and scented hair products. Your cooperation is greatly appreciated by those affected.

**Academic support services:** Student studying, tutoring, and the Peer Assisted Learning (PAL) program are offered to CMU students free of charge in the Marpeck Mezzanine.

**Counselling:** University students face many challenges and at times may benefit from having a trained professional to talk to. There are qualified counsellors at CMU who volunteer their services free of charge to students on the CMU campus. Students wishing to book an appointment with a counsellor are asked to contact the North Side Receptionist at 204.487.3300 or [info@cmu.ca](mailto:info@cmu.ca). Confidentiality is maintained at all times. The counselling office is located at C365 (north side) and is free for CMU students.

## COURSE SCHEDULE (proposed)

		Topic	Stickdorn et al	Supp.
Jan	11	Service design for problem-solving	Ch. 1-2	Etmanski
	16	Workshop: project design		IDEO site
	18	Pitches by stakeholders	reference: 2-3	Brown & Wyatt
	23	Tools, process, methods	Ch. 3-4	
	30	Workshop: meetings		
Feb	6	Workshop: meetings		
	13	Workshop: meetings		
	20	Workshop: meetings		
	27	Workshop: meetings		
Mar	6	Workshop: meetings		
	13	Prototype re-design!	Ch. 9	
	20	Workshop (no class)		
	27	Decompression, evaluation		
	3	Colloquium		