

Title: Mission on Purpose: A Story of Wartburg College's Creative Struggle to Develop a Holistic Program Addressing the College's Mission and Society's Need

Author: Timothy Ewest (Wartburg College)

Abstract:

This paper (case study) will discuss and delineate Wartburg College's recent approval of a minor in Social Entrepreneurship. Wartburg College is an undergraduate Liberal Arts College located in Waverly, IA consisting of approximately 2,100 students. Wartburg is a college of the church, Evangelical Lutheran Church of America (E.L.C.A) and is nationally recognized for community engagement and service. Wartburg is dedicated to challenging and nurturing students for lives of leadership and service as a spirited expression of their faith and learning. Wartburg College is also a recipient of a Lilly Foundation grant for "Discovering and Claiming our Callings", an initiative directed by the college's Center for Civic Engagement (C.C.E.), which endeavors to align people's passion, with the world's need. This case study will explore the creative struggles the C.C.E., faculty and the institution met and overcame in trying to develop a holistic program encompassing the college's faith tradition with a new minor aimed at creating new venture solutions (Social Entrepreneurship) which address global social concerns including poverty.

This case study will delineate the process and results in a narrative format providing the reader with insight into the formative process as well as the results. The case also leaves the reader with open questions concerning the next steps for the college in carrying out its mission through social entrepreneurship. The intention is to provide the reader with a working example of one institution's challenge to create a holistic program addressing both the college's mission and society's need, as well as challenging the reader to consider strategic implementation in their organization.

This case study includes: Discussion of the E.L.C.A.'s history of social engagement, the college's history and mission, the motivation for the new academic program, the strategic implementation process, interdepartmental curricular discussions, benchmarked institutions, benchmarked organizations, the literature review done by the committee, the committee's working definition of "Social Entrepreneurship" and examples of successful graduates practicing in the field of social entrepreneurship. Relevant examples for each topic will be provided in the appendices or in the body of the case.

The case study resolves by asking the readers or participants to determine next steps for the college. These challenges include: ideas for determining personal calling for program enrollees, supportive leadership theories, confluences of various spiritual traditions with Lutheran traditions surrounding service, funding for a prospective endowed chair, funding for social start up activities, community need assessment, global needs assessment, benefits of creating alliances with working organizations like Ashoka and mentoring programs to develop vocational and spiritual lives of students.