# Table of Contents

*Index of Innovator Profiles* ix  
*Preface* xv  
*Acknowledgments* xix  

## Part 1  
**STEM for Social Innovation: The Time Is NOW!** 2

1. Science and Technology for Societal Impact  
   **Phil Weilerstein**  
   President and Executive Director, VentureWell  
   4  

2. What Is STEM Anyways?  
   **Peter Butler**  
   Professor and Associate Dean, Penn State  
   6  

3. Why Science, Technology, and Innovation?  
   **Sara E. Farley**  
   Cofounder and COO, Global Knowledge Initiative  
   9  

4. Changing the Conversation about Engineering in K-12  
   **B.L. Ramakrishna**  
   Professor, Arizona State University  
   11  

5. Are We There Yet?  
   **Cathy Leslie**  
   Executive Director, Engineers Without Borders (EWB) – USA  
   13  

6. The Future of Technology in the Social Sector  
   **Edward G. Happ**  
   Global CIO, International Federation of Red Cross and Red Crescent Societies (IFRC)  
   15  

7. Now Is the Best Time to Work in Technology for Global Development  
   **Rob Goodier**  
   Manager, Engineering for Change (E4C)  
   18  

8. Go Now!  
   **John Gershenson**  
   Professor, Michigan Technological University  
   Cofounder, Baisikeli Ugunduzi  
   21

## Part 2  
**Organizations in the Social Innovation and Sustainable Development Arena** 24

1. Organizations in the Social Innovation and Sustainable Development Arena: An Overview  
   **Editorial Team**  
   26
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>To E, or not to E</td>
<td>37</td>
</tr>
</tbody>
</table>
|         | **Carl Hammerdorfer**  
Chief of Party, Small Enterprise Assistance Fund |      |
| 3       | Why You Might Want to Work in Relief and Development (and Why You Might Not) | 39   |
|         | **Nick Macdonald**  
Relief and Development Professional, Mercy Corps |      |
| 4       | Ten Myths of Working in the Nonprofit Sector                         | 41   |
|         | **Triparna Vasavada**  
Associate Professor, Penn State |      |
| 5       | Five Reasons Not to Start Your Own NGO (and the One Time You Can Consider It) | 43   |
|         | **Alanna Shaikh**  
International Development Consultant |      |
| 6       | The Evolving Role of Large Corporations in Social Innovation         | 45   |
|         | **Renee Wittemyer**  
Director of Social Innovation, Corporate Affairs Group, Intel Corporation |      |
| 7       | The Secret Life of Universities as Economic and Social Development Hubs | 47   |
|         | **James K. Woodell**  
Assistant Vice President, Association of Public and Land-grant Universities (APLU) |      |
| 8       | Academia: Base for Innovation and Entrepreneurship                   | 50   |
|         | **Sven Bilén**  
Professor, Penn State |      |
|         | **Gari Clifford**  
Associate Professor, Emory University and Georgia Tech |      |
|         | **Part 3** Innovator Profiles                                        | 56   |
|         | See Index of Innovator Profiles on Page ix                           |      |
|         | **Part 4** Professional Preparation                                  | 258  |
| 1       | Five Steps to Establishing Good Outcomes                             | 260  |
|         | **Christina Garcia**  
Senior Program Officer, James Irvine Foundation |      |
| 2       | Deciding Which Opportunities to Jump On                              | 263  |
|         | **Editorial Team** |      |
| 3       | Overview of Formal Degree Programs                                   | 266  |
|         | **Sarah Ritter**  
Assistant Professor, Penn State |      |
|         | **Dustin Ritter**  
Senior Scientist, BioMagnetic Solutions LLC |      |
| 4       | Essential Liberal Arts Competencies                                  | 269  |
|         | **Susan Knell**  
Director, Career Enrichment Network, Penn State |      |
Contents

5 Graduate School: Launchpad for an Impactful Career 272
  KUNAL PARIKH  Grad Student and Entrepreneur, Johns Hopkins University

6 Should You Get a PhD? 274
  TOBY CUMBERBATCH  Professor, Cooper Union
  PRITPAL SINGH  Professor, Villanova University

7 How to Evaluate and Select a Graduate Program 277
  RACHEL DZOMBAK AND STEVE SUFFIAN  Grad Students, UC-Berkeley and Villanova University

8 Should You Get a Master’s in Business Administration (MBA)? 281
  STUART MERKEL  Director of Corporate and Foundation Partnerships, Jhpiego
  DAVE LENZE  Director of Applied Professional Experience, Penn State Smeal College of Business

9 So You Are Thinking about Business School? 284
  JAILAN ADLY  Director, MBAs Without Borders – PYXERA Global

10 Should You Get a Master’s in Public Health (MPH)? 286
  ANOOP JAIN  Founding Director, Sanitation & Health Rights in India

11 Should You Get a Master’s in Public Administration (MPA)? 289
  FRANCISCO NOGUERA  Head of Social Innovation Lab, Compartamos con Colombia

12 Fulbright Scholar Program 291
  RUTH MENDUM  Director of University Fellowships Office, Penn State
  MIKE HENRY, SHAYNE BEMENT  Fulbright Scholars

13 Peace Corps 295
  ERIC OBEYSEKARE AND LIZ EWASKIO  Returned Peace Corps Volunteers

14 Teach For America 299
  HOLLY PLANK AND STEPHEN BELL  Teach For America Fellows

15 AAAS Science & Technology Policy Fellowship 302
  KARELYN CRUZ  AAAS Science & Technology Policy Overseas Fellow, USAID Mozambique

Part 5

Professional Competencies 306

1 Building Your Personal Brand 308
  ROSE CAMERON  Director of Innovation, Outreach and Online Education, Penn State

2 Curiosity, Connections, Creating Value: An Entrepreneurial Mindset 310
  DOUG MELTON  Program Director, Kern Entrepreneurial Engineering Network (KEEN)
## Contents

3  Eight Ways to Prepare Yourself for a Life of Entrepreneurship  
   **Matt Brezina**  
   Cofounder, Sincerely Incorporated and Xobni  

4  How Fieldwork and a Community-Centered Approach Contribute to Project Success  
   **Esther Obonyo**  
   Associate Professor, Penn State  

5  How Fieldwork Prepares You for a Career in Social Impact  
   **Preeti Shroff-Mehta**  
   Former Dean, SIT Graduate Institute  

6  Here Is How You Become a Better Storyteller!  
   **Jeff Kirschner**  
   Founder, Litterati  

7  Communicating Effectively across Cultures  
   **Dennis Jett**  
   Professor, Penn State  
   Former US Ambassador  

8  Integrating Disparate Ways of Knowing  
   **Audrey Maretzki**  
   Codirector of Inter-institutional Center for Indigenous Knowledge (ICIK), Penn State  

9  Five Reasons to Learn Multiple Languages  
   **Sher Vogel**  
   Summit Coordinator for International Development Innovation Network (IDIN), MIT  

10 Writing Well: The Master Key to Unlocking Opportunity in Social Impact Careers  
    **Elizabeth Hoffecker Moreno**  
    Head of Research for International Development Innovation Network (IDIN), MIT  

### Part 6  
### Finding Your Niche  

1  Finding and Working with Mentors  
   **Pamela Roussos**  
   Head of Global Social Benefit Institute, Santa Clara University  

2  Ten Tips for a Balanced Conference  
   **Alexander J. Moseson**  
   AAAS Science & Technology Policy Fellow, USAID Global Development Lab  
   **Ticora V. Jones**  
   Division Chief, USAID Higher Education Solutions Network (HESN)  

3  Finding Your First Job in the Social Sector  
   **Christina Gilyutin**  
   Director, REDF Talent Management
Contents

4 How to Network Your Way into a New Job 340
Wayan Vota  Senior Mobile Advisor, FHI360
Serial Entrepreneur

5 Deciding on a Career Switch from Industry to Mission-Driven Organizations 342
John Lyon  President and CEO, World Hope International

6 Should You Engage alongside Your Job? 344
Harald Quintus-Bosz  CTO, Cooper Perkins
Visiting Lecturer, MIT

7 Deciding on a Career Switch from Mission-Driven Organizations to Industry 347
Rebecca A. Delaney  Team Leader of Sustainable Engineering Studio,
Skidmore Owings & Merrill

8 Prominent Career Advancement Resources 349
Editorial Team

Part 7

Personal Considerations 350

1 Salary and Compensation Practices 352
Robert Orndorff  Senior Director of Career Services, Penn State
Blair Ciccioppi  Account Executive, On Assignment

2 Understanding and Aligning with Work Culture 361
Choton Basu  Associate Professor, University of Wisconsin – Whitewater
Carol Backman  Programme Officer, Swedish International Development
Corporation Agency (SIDA)

3 Considerations for LGBT Travel and Work Abroad 365
Bruce E. Smail  Executive Director, The MOCHA Center

4 Logistical Issues while Pursuing Careers in Less Developed Countries 367
Jeffrey M. Erickson  Professor and Director of International Sustainable
Development Projects Law Clinic, Penn State

5 Beating Burnout 370
Lee Ann de Reus  Associate Professor, Penn State
Cofounder, Panzi Foundation

Epilogue: Marching Orders for Professors and Universities 372