

## Leveraging Social Enterprise to Deliver on Your Mission

### Instructors:

**Jennifer Herbert:** Jennifer is the Executive Vice President and Chief Operating Officer at More Than Words, where she has worked in a variety of roles over the past 11 years. She has an MBA from Baylor University and has over 18 years of experience working with youth in juvenile justice and substance abuse prevention programs.

**Shaun Newell:** Shaun currently serves as the Chief of Social Enterprise at More Than Words, where he leads and manages a diverse used book social enterprise that aims to generate \$4 million in revenue for this fiscal year. He has been working in non-profit for over 10 years and specifically with social enterprises helping build growth and expansion plans. He is a graduate from Northeastern where he earned his MBA with a concentration non-profit management.

Time	
9:00am – 10:00am	Overview of the day with shift planning with MTW Youth
10:00am – 11:00am	Business Development – Get an in depth overview of donation processing, logistics, donor management, material flow, and more
11:00am – 12:30pm	Sort, Scan, Ship, Receive – Get an in depth overview and hands on experience with processing to marketplace management
12:30pm – 1:15pm	Lunch – Have the chance to further discuss your organization with other attendees
1:15pm – 2:30pm	Store and Events – Get an in depth overview and hands on experience with inventory management, COGS, and more
2:30pm – 3:30pm	Financial Management – Customer service, product quality, internal and EOM financial management overview
3:30pm – 3:45pm	Social Enterprise Resources – Resources MTW utilizes to aid in our success
3:45pm – 4:00pm	Wrap-up and evaluations