

KEY EVENTS 'N YOUR AREA

Central Arkansas & Beyond!

A Conversation with Scott Hamilton, Madeline Burke, and Kwami Abdul-Bey About The Clinton School of Public Service's Social Entrepreneurship Conference



by Kelly K. Eddings

Special to Today's Communique

ReMix Ideas, Urban League of the State of Arkansas, and Advancing Black Entrepreneurship have partnered with the Clinton School of Public Service to host a panel entitled, 'Creating Better Communities Through Innovation & Social Entrepreneurship. The event will be hosted in-person at CALS Rock It! Lab on Thursday, April 21st at 5:30pm with a virtual option available, as well.

I caught up with Urban League of the State of Arkansas's CEO, Scott Hamilton, first-year Clinton School student, Kwami Abdul-Bey, and second-year Clinton School student, Madeline Burke to learn about the concept of social entrepreneurship and how it can be leveraged to improve communities.

Scott Hamilton, CEO Urban League of the State of Arkansas

Do you consider innovation limitless?

Yes! Innovation, when encouraged, has no boundaries. Limits are typically caused by resource accessibility and innovation should be encouraged and supported particularly with a focus on diversity in sources/participation.

Other than innovation, what other items are crucial to the success of any organization?

Diversity of ideas - an encouragement of addressing needs and objectives from multiple viewpoints and sources - an organization must truly take a broad and wide approach of information gathering as it determines its approach to offering its solutions



Scott Hamilton, CEO Urban League of the State of Arkansas

What forms of technology would effectively contribute towards social entrepreneurship?

Pretty much any form of technology has the capability of contributing towards social entrepreneurship: email, internet, and social media allow for communication to large groups of people in a timely manner. Technology allows for avoiding some societal or communication biases and barriers. Technology allows for rapid data analysis and hypothesis testing- technology is an absolute component to successful social entrepreneurship

Why is it important that the Urban League of the State of Arkansas take a major role in initiatives like this?

The Urban League of Arkansas's core objective is societal equity and equality- thus we want to make sure that our entire society has the opportunity to participate and provide input towards the solutions of societal needs.



Madeline Burke

**Madeline Burke, 2nd year student,
Clinton School of Public Service**

What forms of technology would effectively contribute towards social entrepreneurship?

This question is a little hard for me to answer! As I implied in my previous answer, access to resources like technology is important for entrepreneurs to be successful. Some individuals still struggle to get a reliable internet connection or do not own a computer which creates a major barrier for them in terms of getting information.

How would you measure past social impact from businesses? And what is needed to strengthen it?

I think businesses can measure past social impact by examining their triple bottom line (people, planet, and prosperity) or their environmental, social, and governance factors. In general, businesses should engage with both internal and external stakeholders to learn more about their opinions and perceptions of social impact. Monitoring and evaluation can strengthen social impact.

What is the direct correlation between social entrepreneurship and economic growth?

Social entrepreneurship can promote economic growth by creating new/more jobs, increasing income levels, and building more wealth.

What is the correlation between racial injustice and racial inequality?

Racial injustice and racial inequality both involve historical systemic barriers that make it difficult or unfair to achieve equitable outcomes and opportunities. According to this report from the National Education Association, "racial justice—or racial equity—goes beyond 'anti-racism.' It is not just the absence of discrimination and inequities, but also the presence of deliberate systems and supports to achieve and sustain racial equity through proactive and preventative measures."



Kwami Abdul-Bey

**Kwami Abdul-Bey, 1st year student,
Clinton School of Public Service**

What is the direct correlation between social entrepreneurship and economic growth?

There are a lot of theories about such a correlation, each of which requires a certain type and amount of data to attempt to prove. One thing that I have seen in my own observations and research is that social entrepreneurship provides innovative services and products to the marketplace in a consistently sustainable manner. I am also very interested in furthering my own knowledge base in the connection between social entrepreneurship and community-based sustainable economies like Arlo Washington's People's Trust Community Loan Fund, Benito Lubazibwa's Remix Ideas Business Academy., or my own working idea of a grocery cooperative being erected along the 12th Street corridor. Because, for me, economic growth is meaningless if it is not adding value to the community.

What do you consider the differences between disruptive, incremental and radical innovation?

WOW!!! Thank you for asking that! So, the latter two are innovations that usually occur within existing frameworks and are usually governed by their profitability. Take the electric car. It was a radical innovation when it first appeared in the marketplace in the 1960s. However, since it did not fit into the existing model when it was seen as profitable, it has instead been forced into an incremental innovation status. So, most consumers today think that the concept of an electric car is new. But, it is only a "new" innovation now because it is now deemed marketable. Now, take the company Tesla which is named after the inventor of the first operational gasless car, Nikola Tesla. The way Elon Musk flipped the script and created his own business plan that literally created the market that currently exists for electric cars, that is disruptive innovation.

Which do you believe is most effective in business?

The Geto Boys said it best when they rhymed that all they have in this world are their balls and their word. You have those two things, everything else will fall into place.

The panel discussion will include four guest speakers with experience in the social entrepreneurial spaces:
[Click Here to Register for the In-Person Session](#)
[Click Here to Register for the Virtual Session](#)

Kelly Eddings is an experienced communications specialist throughout various industries. He holds an economics degree from Morehouse College and an MBA in marketing. His biggest claim to fame however, is younger brother to Today's Communique founder, Kenya Eddings.

