



DIGITAL MEDIA  
FOR **SOCIAL IMPACT**

# 2023 Program Viewbook

## Executive Program in Digital Media for Social Impact

### PROGRAM LENGTH

February - June 2023

### APPLICATION DEADLINES

Early Admit: November 7, 2022

Regular Admit: December 5, 2022

### PROGRAM FORMAT

Online, mostly asynchronous with a synchronous virtual Program Launch in February, an in-person three-day Convening on the University of Pennsylvania campus\* in March, and a synchronous virtual Program Closing in June.

\*The on-campus convening will be subject to all health guidance set forth by the University of Pennsylvania.

### CERTIFICATION

The Executive Program in Digital Media for Social Impact is a non-credit, non-degree, master's level certificate program. At program completion, students will receive a signed certificate from the University of Pennsylvania School of Social Policy and Practice and the Annenberg School for Communication.



The Center for  
**Social Impact Strategy**



**Annenberg**  
SCHOOL FOR COMMUNICATION  
UNIVERSITY of PENNSYLVANIA

# Digital media platforms are transforming the face and reach of social impact work.

Digital media platforms and technologies have introduced new possibilities and challenges for people working across sectors to create social impact. The Center on Digital Culture and Society (CDCS) at the University of Pennsylvania’s Annenberg School for Communication and the Center for Social Impact Strategy (CSIS) at the School of Social Policy & Practice (SP2) have come together to launch an executive program that will help changemakers not only master their digital tools, but develop a digital practice that reflects their goals and values. The Executive Program in Digital Media for Social Impact (DMSI) combines training from scholars and practitioners at the forefront of today’s media landscape with action-oriented tools and frameworks to help you think strategically and creatively. Along the way, you will join a global community and make authentic, lasting connections with changemakers who care as much as you do.

Ready to learn more?  
Let’s dive in.



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*“Now more than ever, our digital and physical worlds are intertwined. Penn’s Executive Program in Digital Media for Social Impact is an exciting opportunity to sharpen both technical and social impact skills through an important lens. Working at the intersection of technology and civil rights, I know that social media and digital communication have deeply impacted the way individuals and communities function. Ethics, equity and social good need to be at the forefront of our digital world--but we’re not there yet. The DMSI program will allow learners to enhance their understanding of the relationship between technology, community, and social impact to become thoughtful leaders in this space.”*

— **LAUREN KRAPP**, Counsel for Technology Policy & Advocacy, Anti-Defamation League; CSIS Executive Program Alum

# Who Is This Program For?

The Executive Program in Digital Media for Social Impact (DMSI) is a place for anyone seeking to better navigate the complex intersection of internet technologies and social impact.



- It is for professionals working in mission-driven organizations who need tools and frameworks to achieve their digital outreach, membership, and fundraising goals.
- It is for activists seeking to harness digital media for accelerating their movements and mobilizing their communities.
- It is for tech and media professionals who want to use their skills and knowledge for positive change, but aren't sure where to start.
- It is for anyone who wants to harness the power of media to drive change.

*“Being able to execute digital media is critical for social change organizations to be able to get the word out, to reach their beneficiaries, to make sure their partners know about them. It’s also a space that’s changing incredibly quickly and that can be really hard to keep pace with. By learning the foundations of digital media and social change, leaders will be set up to keep pace with those changes and implement all things digital within their organizations.”*

— **JULIA BLUMENSTYK**, Product Marketing Manager, The Commons Foundation; CSIS Executive Program Alum

# Program Goals

The Executive Program in Digital Media for Social Impact combines emerging research on digital technologies and social change with practical applications, frameworks, and tools. You won't just leave the program with an enhanced digital toolkit; you'll also have a new understanding of the relationship between technology and social impact, developed in conversation with communication experts and fellow changemakers. The digital tools we use every day have the potential to take our social change goals from idea to implementation to impact. DMSI will help you build the critical knowledge and skills you need to make it happen.

- **Learn** research-driven approaches to designing, launching, and evaluating digital outreach campaigns
- **Develop** a critical understanding of the affordances and limitations of digital technologies for social impact
- **Cultivate** your unique digital voice and audience
- **Build** a digital media approach capable of adapting with emerging technologies
- **Connect** with and learn alongside a diverse cohort of activists, professionals, and changemakers
- **Join** an alumni network with opportunities for continued learning and networking engagements, including free courses and annual alumni gatherings.



*"As leaders, we need to understand that digital media is no longer new media. Organizations that develop mastery in this space have a high chance of resonating with stakeholders, have a high chance of understanding trends, and have a high chance of calling people into action and then that action that will help cause change. Digital media are a critical component, if we want to be successful in the twenty-first century, and the social entrepreneurship space."*

— DR. OSCAR KENYA RADOLI, Information Technology Project Manager, Carnegie Mellon University; CSIS Executive Program Alum

# Program Highlights

## An intensive program designed to help changemakers advance their digital media strategies

Over the course of five months, you will take four online courses, join group discussions, attend a three-day in-person convening, and join five virtual gatherings to develop, launch, and evaluate custom impact frameworks for your digital initiatives.

*"The value of the program is that you have an international community of people. You have more perspectives, more diversity of thought, more diversity of background than perhaps you might find on campus in a classroom. It gives you a community to feel connected to, as well as the agility to be able to navigate the program at your own speed considering everything else that is going on in your life and in the world. You can draw on and collaborate with other people, form a community, increase your network, and have the ability and flexibility to navigate the program based on your own needs and on your own time."*

— CHRISTINE CEA, Founder, Posit Communications; CSIS Executive Program Alum

## Leading Scholars and Practitioners

Our instructors stand at the forefront of digital media research and practice. As platforms and technologies evolve and advance, there is no better time to learn from leading experts about the complex relationship between social media and social impact.

## Structured Learning

Fresh content is released every Sunday, so you can review it at any point during the week, on your own time. Weekly content includes video lectures, readings, applied assignments, and discussions that take 4-6 hours a week to complete.

## Applied Assignments

Assignments invite you to integrate tools into your own work and discover new possibilities through case studies. Throughout the program, the teaching team will guide you through the process of developing a mission-driven digital media strategy for your existing organization or a new initiative.

## Access to Community

Throughout the program, participate in group video calls for constructive feedback from a dedicated teaching team and your peers. Whether you're feeling "stuck" or want to bounce around ideas, your colleagues are just a video call away.

## Ivy League Education

Graduates receive an Ivy League education and a signed certificate from the University of Pennsylvania, a credential that's known and respected around the world.

# Program Timeline

<p><b>Program Launch</b> Synchronous online orientation and workshops, plus additional asynchronous content</p>	<p>February 1, 2023</p>
<p><b>The Social Impact of Digital Media - Part 1</b> Online Course, 3 Weeks</p>	<p>February 5, 2023 - February 26, 2023</p>
<p><b>On-Campus Convening at the University of Pennsylvania</b> 3-Day Synchronous Training</p>	<p>March 1, 2023 - March 3, 2023</p>
<p><b>The Social Impact of Digital Media - Part 2</b> Online Course, 3 Weeks</p>	<p>March 5, 2023 - March 26, 2023</p>
<p><b>Digital Marketing for Social Impact</b> Online Course, 3 Weeks</p>	<p>April 2, 2023- April 23, 2023</p>
<p><b>Principles of Inclusive Technology and Ethical Design</b> Online Course, 3 Weeks</p>	<p>April 23, 2023- May 14, 2023</p>
<p><b>Program Electives</b> Online Courses, 4 Weeks</p> <p>Complete two electives. Students may also audit as many electives as they wish. Elective offerings include:</p> <ul style="list-style-type: none"> <li>-Influencer Marketing for Social Impact</li> <li>-Climate Justice and Digital Media</li> <li>-Media Reform, Policy Activism, &amp; Designing a People’s Newsroom</li> <li>-Problems and Potentials in Race and Technology</li> </ul> <p><i>*See Appendix for Course Descriptions</i></p>	<p>May 21, 2023- June 25, 2023</p>
<p><b>Program Closing</b> Synchronous online workshops and closing certificate ceremony</p>	<p>June 27, 2023</p>

# Admissions and Next Steps

## IMPORTANT DATES

	Early	Regular
<b>Application Deadline</b>	November 7, 2022	December 5, 2022
<b>Tuition Due Date</b>	December 7, 2022	January 5, 2023

## PROGRAM TUITION

<b>Early Admit Tuition</b>	\$4,650
<b>Regular Admit Tuition</b>	\$5,250

Tuition includes seven online courses, an online program launch, an in-person convening hosted on campus at the University of Pennsylvania, and an online program closing. Graduates will receive a certificate from the University of Pennsylvania upon completing three core courses, two electives, a capstone assignment, and attending the program launch and in-person convening.

*A nonrefundable \$950 deposit is required to enroll in the program.*

## FINANCING OPTIONS

We are proud to say that the Executive Program in Digital Media for Social Impact is among the most affordable executive programs available today. While scholarships are not available, interest-free payment plans are available for admitted students.

## INFO SESSIONS

Is the Executive Program right for you? Let's talk about it! Spend 60 minutes with our team to find out how the Exec Program works and what students learn and do throughout the program.

<b>August 24, 2022, 4:00 pm US ET</b>	<a href="#">Register for August 24th Session</a>
<b>September 27, 2022, 4:00 pm US ET</b>	<a href="#">Register for September 27th Session</a>

## MASTER CLASS

Thinking about applying to the Executive Program? This Master Class will give you a sample of the type of learning and community-building you will engage in throughout the program. Learn from an expert working at the intersection of digital media and social impact and get a feel for whether the program is right for you.

<b>October 20, 2022, 4:00 pm US ET</b>	<a href="#">Register for October 20th Class</a>
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# About the Center on Digital Culture and Society

Founded in July 2019, the Center on Digital Culture and Society (CDCS) at the University of Pennsylvania's Annenberg School for Communication supports critical, interdisciplinary scholarship and dialogue on digital culture, technology, and society. CDCS aims to create collaborative spaces for discussion and debate among academics, citizens, and activists; develop critical approaches to the study of digital culture and technology; help train new generations of digital researchers at the University of Pennsylvania and beyond; build global networks of researchers; advocate for socially just design, production, and use of digital technologies; and explore and foster new visions of digital futures through scholarship and public communication.





# About the Center for Social Impact Strategy

We are a research and action center based in the University of Pennsylvania’s School of Social Policy & Practice. Our mission is to make tools and resources for social impact available to anyone, anywhere. We believe in providing cutting edge content with immediate real world application. Our programs are designed for accessibility and affordability. More than 1,000 CSIS alumni work around the globe, in disciplines that cut across private sector, public sector, and nonprofit work.

## Our Objectives

- Provide trainings and tools to individuals with innovative visions who seek to have social impact around the world.
- Develop a deeper understanding of the distinctive strategies adopted by changemakers as they seek to innovate and generate social impact.
- Create a thriving global community of leading social innovators who are committed to the growth and success of the entire field.

<p><b>Establish Intention</b> Our actions and words are informed by the aspirations we set for ourselves.</p>	<p><b>Build Community</b> We know we can’t do it alone; we open ourselves to others for support and guidance.</p>	<p><b>Lead with Empathy</b> Our work is driven by compassion and generosity; we assume the best in others.</p>
<p><b>Create Every Day</b> Our creativity is cultivated through a daily practice; our days are up to us to create.</p>	<p><b>Authorize Yourself</b> Our worth is inherent and internally-sourced; we may have to take risks to make the right choice.</p>	<p><b>People Matter</b> We remember that to affect many, we must affect some and to affect some, we must affect one.</p>
<p><b>Make It Happen</b> We are driven by action; we don’t think to build, but rather build to think.</p>	<p><b>Believe in a Better World</b> Though some days may feel grim, we anchor ourselves not in problems, but possibilities.</p>	<p><b>Listen In</b> When in conversation, we don’t wait for our chance to speak, but rather actively listen.</p>

# Core Courses

## The Social Impact of Digital Media (6 weeks)

**Dr. Guobin Yang**

*Director, Center on Digital Culture and Society; Grace Lee Boggs Professor of Communication and Sociology, University of Pennsylvania*

**Dr. Rosemary Clark-Parsons**

*Faculty Instructor, Center for Social Impact Strategy, University of Pennsylvania*

Digital media platforms have transformed the possibilities, modalities, and long-term outcomes of social change projects. In this course, you will learn general frameworks for understanding the role digital media can play in social impact initiatives and build strategies for incorporating digital media into your impact model. Drawing on research at the intersection of digital media, social impact, activism, and cultural studies, you will explore the affordances and challenges internet technologies present for changemakers. By the end of the course, you will have a clearer vision of what a mission-driven approach to digital engagement might look like for your initiative.

## Digital Marketing for Social Impact (3 weeks)

**Anna Miller, MBA**

*Faculty Instructor, Center for Social Impact Strategy, University of Pennsylvania*

Successful marketing campaigns require an artful combination of empathy and experimentation. This course will give you a framework to confidently build a comprehensive marketing strategy from the ground up. We'll outline how to best leverage digital tools to test, track, and iterate on your strategy. We'll explore the ethics of marketing for social impact. You'll learn the foundational building blocks required to successfully reach people. And you don't need to be a marketer to enjoy this class. This course will give you a chance to pause, consider your audience, get curious, and explore deep empathy as a way of connecting your audience to the incredible work you're doing. You'll walk away with a marketing plan in hand, ready to implement.

## Principles of Inclusive Technology and Ethical Design (3 weeks)

**Dr. Jessa Lingel**

*Associate Professor of Communication, University of Pennsylvania*

Information and communication technologies (ICT) are powerful tools of connectivity and social change, but they also contain embedded ideological tensions that can produce inequalities and deepen inter-group disparities. At the core of this class is a sustained analysis of how race, gender, class and sexuality shape the development and use of ICT. Drawing on a range of theories for communication, information, media, race, gender, sexuality and technology, this course helps students understand ethical critiques of science and technology; develop critical analyses of public policies that have consequences; identify barriers to the recruitment and retention of historically marginalized groups in the technology industry; and understand frameworks for thinking about communication technologies as shaping everyday life.

# Elective Courses

\*Elective course offerings may vary year to year.

## Influencer Marketing for Social Impact

**Dr. Emily Dean Hund**

*Research Affiliate, Center on Digital Culture and Society, University of Pennsylvania*

In the last decade, influencer marketing has grown from a small and haphazard digital endeavor to a multibillion dollar industry with continually expanding reach. Social media influencers have quickly become key figures in the marketing plans for organizations of all sizes and scopes. While influencers have traditionally been associated with consumer products and experiences, in recent years they have proven valuable for mission-driven groups and organizations, helping to increase visibility of particular issues and encourage various actions. While the influencer industry can be fraught with continually shifting norms, practices, and risks, this course will teach you how to understand the landscape and the potential role of influencers for your initiative.

## Climate Justice and Digital Media

**Dr. Hanna E. Morris**

*Postdoctoral Research Fellow, Annenberg School for Communication, University of Pennsylvania*

This course examines how issues of climate justice are represented across different forms of digital media. Students will learn how to comprehensively assess the development, design, and efficacy of online advocacy and climate justice policy campaigns. Through an engagement with an array of case studies, from the #NoDAPL Movement to Fridays for Future to the Sunrise Movement and Green New Deal, students will learn best practices and strategies for communicating issues of climate justice, equity, and inclusion to a variety of audiences and stakeholders. Students will leave the course with a well-developed set of skills and strategies required to produce robust digital campaigns dedicated to climate justice and social change.

## Media Reform, Policy Activism, and Designing a People's Newsroom

**Dr. Victor Pickard**

*Professor of Media Policy and Political Economy, University of Pennsylvania*

This course will examine several case studies of activist interventions toward creating a radically democratic media system. The course will first provide a historical overview of the American media system. Then it will examine the contemporary changes facing our news and information ecosystems. Finally we will consider alternatives that center racial equity and community governance. Drawing from historical case studies, the course will foreground activist theories, strategies, and practices.

## Problems and Potentials in Race and Technology

**Dr. Sarah J. Jackson**

*Presidential Associate Professor, University of Pennsylvania*

This course considers the latest issues on race and technology. We will read and otherwise engage with algorithms and artificial intelligence, digital activism and resistance, and web innovation from the margins. Students will develop practice-oriented assignments connected to their specific fields that seek to address problems and/or harness potentials in race and technology.



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