

Social Inclusion for the Deaf people Social Enterprise through
Students Social Business Plan & Execution Competition of Innovation
Service-Learning:

A Case of Deaf People Bakery & University Courses Group in
Business School, Taichung, Taiwan

1. Background of the NPO which S-L served

There are 200 Service-Learning students from three teachers courses group in business school of Providence University in Taichung, Taiwan.

The NPO which Service-Learning students served is the Deaf People Lives Association in Taichung, Taiwan. And Grace Deaf People Bakery Firm is a subsidiary social enterprise of the Deaf People Lives Association.

(<http://www.deaflive.org.tw/MOMO/Index.php>)

There are several lasting operational problems of the social enterprise of Grace Deaf People Bakery Firm which Service-Learning students & teachers try to provide solution:

Problem #1

Because there are “only 2 normal hearing managers” (the husband as the CEO, and his wife as the vice CEO):

- a) they cover the task of sale division and production division in this 25 workers, in total, Grace deaf people bakery firm, within the 25 workers, there 19 deaf people;
- b) they also take the role of main teacher & trainer of hand-language for those deaf people who join this association or social enterprise;
- c) they also take the role of Christian Church pastor and pastor’s wife, both are busy at preaching, shepherding and training those deaf Christian and development evangelist;

Problem #2

For those important decision of “to take or not to take” those pressing orders with only short period of time of production lead time and delivery date, the often appeared task of these important decision disturb the “only 2 normal hearing managers” (especially when the husband as the CEO is not in the firm, so his wife as the vice CEO has to make quick and correct decision by herself, which she is not good at):

Problem #3

For years, there are always some (not very little) customers reveal that they are not so satisfied with the product line and the package of the hand-made cookies (hand-made cookies are the 50% revenues product line). But it seems the deaf people bakery firm does not know how gather suitable persons to make reform or improvement more quickly and efficiently.

2. Background of the this S-L course group

In this innovative kind of Service-Learning for social enterprise of the disadvantaged group, the solution of helping the deaf people bakery firm can be more possibly achieved through an a pedagogy of social business plan competition (especially for college students of business school), if the teachers of Service-Learning has already accumulated a lasting collaboration of deep trust and partnership relation with the disadvantaged nonprofit organization or social enterprise which will be served by the college students.

In fact, the students will get inspirations, of combining fresh-picked plum by the students themselves and the related design or sale of bakery food, from two disadvantaged NPO institutions: 1)the Grace bakery by the deaf people; 2)the mountain indigenous tribe people in Alan Gluban (Clean River tribe in Nanto County, JenAi village, near Taichung), which are the survivors and decedents of WuSer historical massacre incident; in this community, there are a lot of plums which are to cheap in the market, therefore the farmers usually abandon these plums for harvesting, but these plum fruit can, in fact, still be used as a very good kind food material for the bakery product.

So these service-learning students from three teachers courses group in business school try to provide solution to raise up the efficiency and at the same time ease the heavy management burden of these “only 2 normal hearing managers”. Through a “social business plan & execution competition” as an innovation kind of service-learning. (six subjects or themes). There are six subjects or themes in this “social business plan & execution competition” for this deaf people bakery firm, including:

Subject #1: develop new food production with the use of plums as material

*the exciting new experience of being competition experience judge of “innovative food material application” (combining the indigenous tribe community fresh plum and bakery product

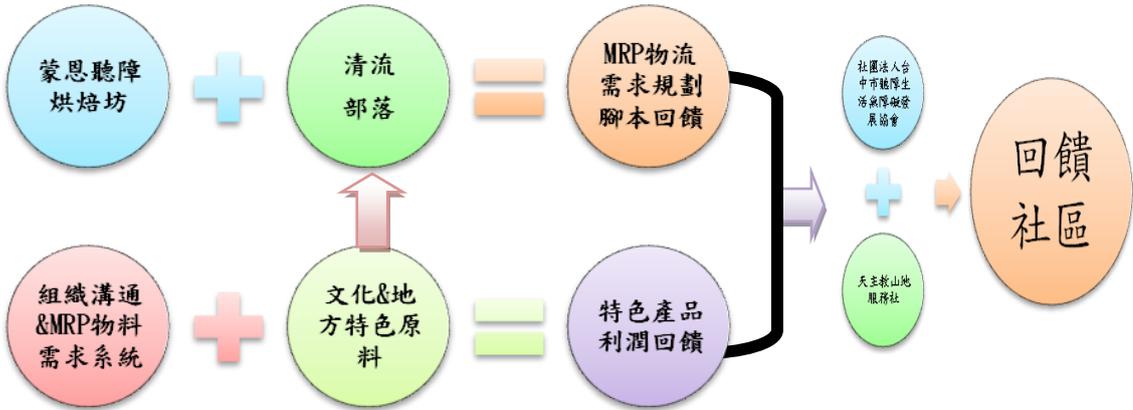
Subject #2: filming of 5 minutes “micro movies” as the marketing tool for the two disadvantaged NPO institutions: the Grace deaf people bakery firm and the mountain indigenous tribe people in Alan Gluban, Taichung.

Subject #3: designing the standard operation procedure (SOP) touring guide for the future : sight-seeing factory of the the Grace deaf people bakery firm.

Subject #4: develop new package for food product of the Grace deaf people bakery firm

Subject #5: develop sale promotion for the one-year buying contract of hand-made cookies of the Grace deaf people bakery firm, which will be delivered every month for 12 months.

Subject #6: develop electronic form of production material requirement and bakery recipe, in order to raise up the production efficiency of the Grace deaf people bakery firm.



3. Output--Multiple ways of social inclusion for the deaf people social enterprise--empowerment through employment of the this S-L courses group

1) Social Inclusion from the students perspective:

Most of the students have high identification with the deaf people and their perseverance in manage a social enterprise, including exchange students from China. And the students feel greatly empowered when they do the “social business plan & execution competition” for the deaf people social enterprise

2) Social Inclusion from those new customers’ perspective:

new one-year customers “inside” the University Campus, who order 12-months hand-made cookies from the deaf people sale project of “Dream come true”

3) Social Inclusion from those new customers’ perspective: new one-year customers “outside” the University Campus , who order 12-months hand-made cookies from the deaf people sale project of “Dream come true”

4) Extended Social Inclusion from interaction of other Asia deaf people nonprofit organization(NPO): Asia deaf people nonprofit organization (including deaf people Christian Church)--“empowerment through employment” strategy forum

5) Extended Social Inclusion from interaction of other people through radio interview.

6) Extended Social Inclusion from deaf people of the exciting new experience of being competition experience judge of “innovative food material application” (combining the indigenous tribe community fresh plum and bakery product) etc...