



MANDELA
WASHINGTON
FELLOWSHIP
FOR YOUNG AFRICAN LEADERS

PURDUE
UNIVERSITY

MANDELA WASHINGTON FELLOWS PROGRAM



What is Mandela Washington Fellows?

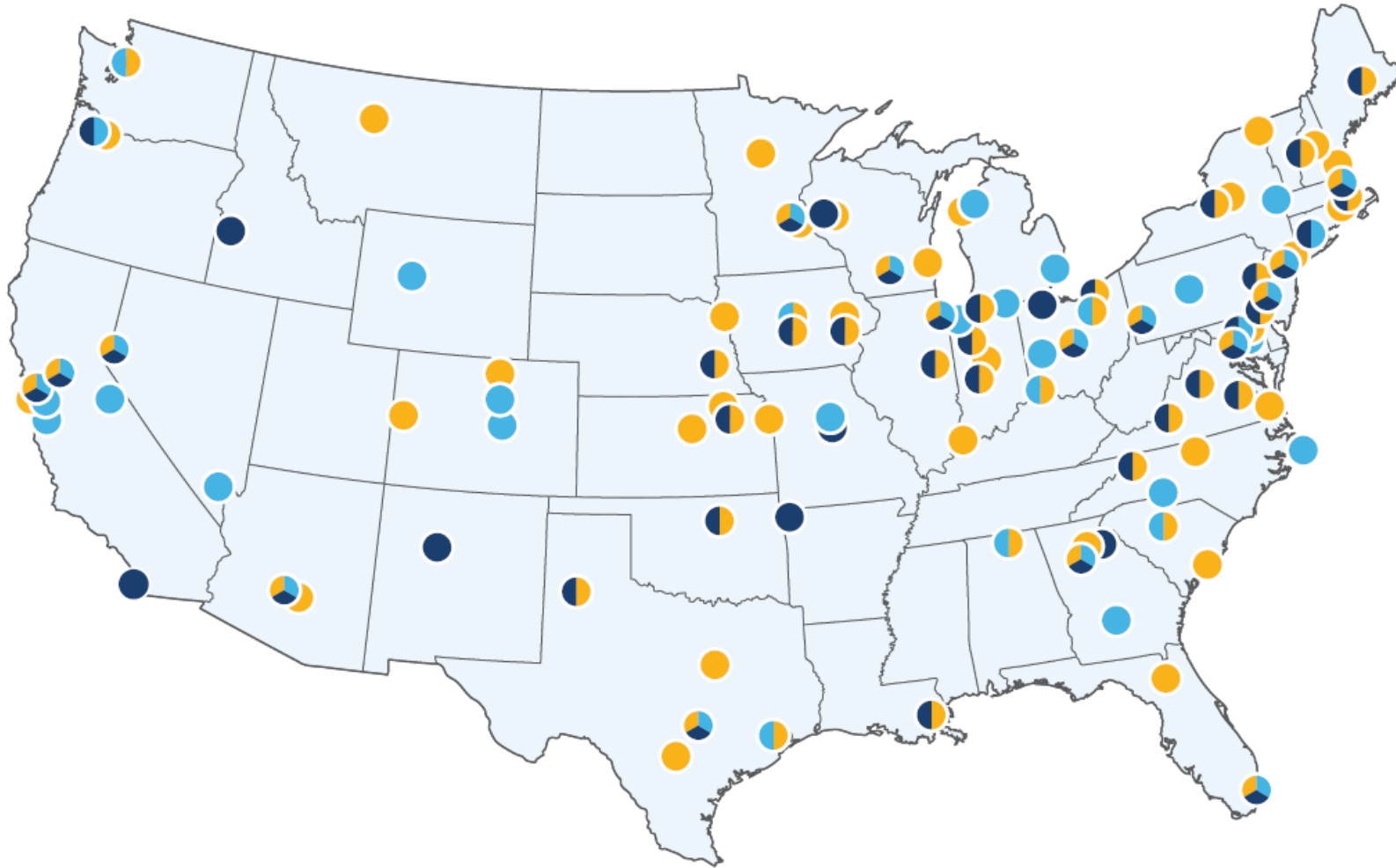
- MWF is the flagship program of the Young African Leaders Initiative (YALI), empowers young African leaders through academic coursework, leadership training, and networking opportunities, and embodies the U.S commitment to invest in the future of Africa.
- The MWF is designed to encourage and foster the ingenuity, confidence, passion, and commitment of the next generation of African leaders.
- Through this initiative, young African leaders gain the skills and connections they need to accelerate their own career trajectories and contribute more robustly to strengthening democratic institutions, spurring economic growth, and enhancing peace and security in Africa.
- MWF leadership tracks: **Business**, Civic Engagement & Public Management

MWF Institute at Purdue University

- This is Purdue's Third Institute – Previous ones in 2016 & 2017.
- The 2020 Institute will be held **June 18 - July 25** on campus in West Lafayette. The 25 young African leaders will focus in business and entrepreneurship for a six-week academic and leadership program.
- Over the course of the six weeks, the fellows will work in groups as they move through Firestarter using their own agriculture-related business ideas or innovations.







Since 2014, 42 states and the District of Columbia have hosted Fellowship activities.

- **Institutes** – Educational institutions in 32 states and the District of Columbia have hosted Fellows since 2014.
- **Professional Development Experiences** – Fellows have completed **136,000 hours** of professional training at over **275 companies, organizations, and government agencies** in 29 states and the District of Columbia.
- **Reciprocal Exchanges** – Since 2015, Americans from 35 states and the District of Columbia have traveled to 41 countries in Africa for a Reciprocal Exchange.

- The Fellowship leverages private and institutional funding each year, with Institute Partners providing **more than \$22 million in direct support** of the program since 2014.
- More than **80% of Institute Partners** in 2019 report that the Fellowship helped create or strengthen relationships with private companies.

2020 Fellowship Components

LEADERSHIP INSTITUTES



All 700 Fellows participate in six-week Leadership Institutes at U.S. colleges and universities, studying Business, Civic Engagement, or Public Management.

During their time on campus, Fellows connect with Americans and enrich local U.S. communities while sharing best practices.

PROFESSIONAL DEVELOPMENT EXPERIENCES



Up to 70 competitively-selected Fellows remain in the United States for four weeks to work with private, public, and non-profit organizations. Both Fellows and hosts

benefit from discussing shared issues and challenges in their sectors, broadening their perspectives, and positioning U.S. organizations for international engagement.

SUMMIT



After the Institutes, Fellows convene for a multi-day Summit in Washington, D.C., where they forge connections with one another and

U.S. leaders from the private, public, and non-profit sectors, setting the stage for long-term engagement between the United States and Africa.

RECIPROCAL EXCHANGES



Americans have the opportunity to apply to travel to Africa to collaborate on projects with Fellowship Alumni, building upon connections initiated while

Fellows were in the United States. These partnerships and professional connections are intended to form lasting relationships, expand markets and networks, and increase mutual understanding.

FELLOW DEMOGRAPHICS



50-50

female and male
gender balance



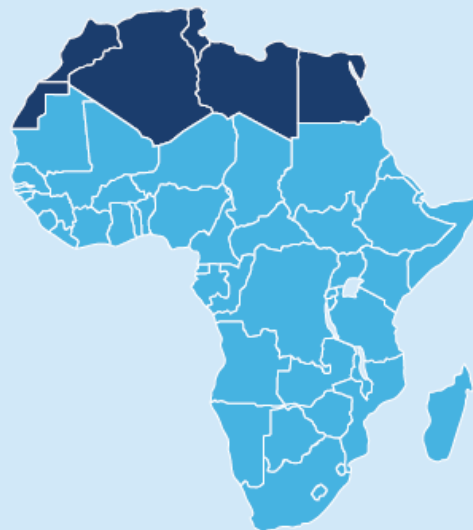
5% report
having a disability



44% own
a business



41% run
a non-profit



Fellows come from **all 49 countries**
in Sub-Saharan Africa.

From 2016 to 2019, Fellows contributed more than **39,000 hours of community service** to American organizations and social services.

One-third of 2019 Fellows had professional contacts in the United States prior to the Fellowship. After the program, **75%** have specific plans to collaborate with Americans after they return home.

Institute Objectives and Goals

- **Explore challenges and opportunities with regard to agricultural and engineering innovation**, including post-harvest management, food processing, agricultural mechanization, bioenergy, trending agricultural technology developments, and information and communication technologies;
- Develop an understanding of the **interconnectedness of business, agriculture, engineering, and environmental and social sustainability**.
- **Strengthen business and entrepreneurship principles and concepts** in order to bring innovative ideas to the market;
- Develop a **business plan** following the Firestarter curriculum;
- Develop a **shared understanding of the group's potential** and create a strong *esprit de corps*;
- Enhance **leadership, critical thinking and networking** skills;
- Promote **intercultural awareness** between Fellows and with the greater Lafayette/Indiana and U.S. communities; and
- Refine and demonstrate **presentation delivery skills**.

Overview of Program

1. Common Leadership Curriculum (CliftonStrengths)
2. FireStarter
3. Academic Sessions
4. Community Service
5. Cultural Exchange

WEEK 1 (Thursday – Sunday, June 18-21): Orientation & Shared Expectations | Agriculture and Economy

Activities

- Title IX Office presentation on Purdue's policies on sexual harassment
- Welcoming remarks – Gebisa Ejeta
- Gathering for introduction of Fellows and key staff/faculty
- Practical Session on the Institute's philosophy of learning and expected outcomes
- Practical session on Cultural Adaptation, Diversity and Inclusion
- Academic session – Leadership
- Firestarter – Introduction, napkin sketch and problem statement
- Introductions to Mentors and Peer Collaborators

WEEK 2 (Monday – Sunday, June 22-28):

Concepts in Marketing and Entrepreneurship | Introductions to the Lafayette Business Community

Activities

- Firestarter – Value proposition, market landscape and market segment
- CliftonStrengths Session 1
- Academic Session – Agricultural Policy and Economics focusing on **International/Regional Trade**
- Academic Session – Market and Supply Chain Development
- Welcome Reception – Convergence Center for Innovation and Collaboration – with Mentors, Peer Collaborators, political and business leaders – a matching and networking event
- Academic Session – Technology Adoption
- Academic Session – Entrepreneurial Ecosystems
- Academic Session – **Food Security**
- Practical Session – Preparing Winning Proposals

WEEK 3 (Monday – Sunday, June 29-July 5): Understanding the Market | Food Processing & Product Design | Community Service & Cultural Events

Activities

- Firestarter – Customer archetypes, value chain and competitive analysis
- CliftonStrengths – Session 2
- Practical Session – Learning through Service
- Academic Session – Human Resources and setting an example through **Ethical Leadership**
- Practical Sessions – Giving Pitches and preparation for Summit presentations
- Academic Session & Lab Visits – Post Harvest Innovations and Food Processing
- Farm tours in Indiana
- State House tours – Free time in Indianapolis (**option for weekend in Indy on their own**)
- Community Service activities and facilitated reflection
- Cultural – 4th of July outing; cooking demos

WEEK 4 (Monday – Sunday, July 6-12)

Identifying and Adding Value | Agricultural and Engineering Technologies

Activities:

- Firestarter – business model, team development and milestones
- CliftonStrengths – Session 3
- Academic sessions – Local Food Systems
- Academic session – Technology-based Tools for Entrepreneurs
- Site visits and coaching sessions – Agrobiotechnologies
- Site visits and agribusiness leader exchanges – Digital Agriculture, ITC and Service Delivery
- Academic Sessions – Digital Materials and Hand-held Devices
- Practical Sessions – Ag Robotics and Ag Mechanization
- Academic Session – Social Entrepreneurship
- Hospitality dinners with local community

WEEK 5 (Monday – Sunday, July 13-19)

Networking | Challenges and Opportunities for Start-ups | Leadership and Innovation

Activities:

- Firestarter – fundraising principles, start-up company finances, pitch design
- CliftonStrengths – Session 4
- Community service and facilitated reflection
- Opportunities to network and engage young entrepreneurs in Lafayette
- Trip to Chicago: Biotown Ag, The Plant, Sram, 1871 – incubator/startup space within the Merchandise Mart
- Minority Engineering Programs and initiatives
- Corteva site visit – Indianapolis

WEEK 6 (Monday – Friday, July 20-24)

Pitches and Presentations | Leadership | Business Operations | Final Summit Prep

Activities

- CliftonStrengths – Session 5
- Academic Session – Purdue Ventures – thinking as investors
- Farm tours – Purdue experimental farms – crops, livestock and fisheries
- Community service – reflections and wrap-up
- Pitches: preparation, video pitches and final pitches to a Purdue and MWF stakeholder audience
- Preparations for summit presentation
- Reception and closing celebration

Opportunities for Purdue Faculty to Enhance Program

- Topic Specific Lectures
- Participate in the Welcome Reception
- Mentors
- Host Hospitality Dinner
- Encourage your students to volunteer
- Provide swag from your department
 - Water bottles
 - Ink pens
 - Flash drives
 - Note Pads
 - others



Executive Committee

- Gary Burniske
- Pamela McClure
- Scott Hutcheson
- Heidi Arola

- Gerald Shively
- Tim Peoples
- George Chiu
- Diana Harbison
- Pallavi Gupta

Purdue Partnerships

Center for Global Food Security

Purdue Polytechnic Institute

Office of Global and Corporate
Partnerships

College of Agriculture (IPIA)

Purdue Foundry

Office of Global Engineering