

Slippery Rock University School of Business

United Nations Principles for Responsible Management Education (PRME)



Sharing Information on Progress (SIP)

2022 PRME Report

PRME

Principles for Responsible
Management Education

an initiative by the



United Nations
Global Compact

Sharing of Information on Progress Report

Academic Years 2020-2022

Celebrating 7 years of Responsible Management Education



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Table of Contents

Letter from Lawrence Shao, Dean of the College of Business	4.
PRME Overview	5.
History of Slippery Rock University	6.
Introduction	9.
Principle 1 – Purpose	14.
Principle 2 – Values	15.
Principle 3 – Method	25.
Principle 4 – Research	32.
Principle 5 – Partnerships	44.
◆ SEA	45.
◆ Internal, Government, Business Community	47.
◆ Regional Chambers of Commerce, Internships	47.
◆ Service Learning, Professional Associations	48.
A. Principle 6 – Dialogue	
◆ Business Advisory Councils	51.
◆ School of Business Week, Speakers	52.
◆ Workshops, Community	55.
B. Alignment of Goals	56.

Letter from Dr. Lawrence Shao
Dean of the College of Business



May 2022

Dear PRME Members,

The School of Business at Slippery Rock University of Pennsylvania is the first of fourteen higher education institutions in the Pennsylvania State System of Higher Education (PASSHE) to become a signatory institution in the United Nations Principle for Responsible Management Education (PRME) program. Slippery Rock University has a long history of incorporating sustainability practices into its culture and operational processes. As an AACSB International accredited School of Business, we constantly strive to demonstrate positive societal impact through initiatives and activities that help us achieve our mission and anticipated outcomes. Several UN Sustainable Development Goals (SDGs) we focus particular attention include quality education, decent work and economic growth, industry and innovation, responsible consumption and production, and the establishment of partnerships. Our business faculty are always working on ways to cultivate engagement, hasten innovation, and strengthen the impact of the educational experience we provide our students. Being a member of PRME provides important structure for us to improve our programs and to incorporate responsible management practices into our curriculum. As an active member of PRME, we are better able pursue our goal of developing business leaders who are able to meet the growing challenges faced by businesses and society at large. Our School of Business has a long tradition of embracing the core principles of PRME in both our business curriculum and program offerings. Our Sustainable Enterprise Accelerator (SEA) Center helps foster close cooperation between student entrepreneurs and businesses to create environmentally friendly, sustainable business practices. The fundamental goals of the School of Business are to promote responsible management business education and corporate sustainability. Welcome to the Rock!

Lawrence P. Shao

Dr. Lawrence Shao, Dean, School of Business



PRME Overview

The Principles for Responsible Management Education (PRME) is a United Nations initiative founded in 2007 at the UN Global Compact Leaders' Summit in Geneva by an international task force comprised of deans, university presidents and official representatives of leading business schools and academic institutions. With over 700 signatories across the globe, PRME creates a bridge between the United Nations and academia, specifically universities with management programs to communicate and collaborate among the stakeholders. PRME's goal is to inculcate the United Nations' Sustainable Development Goals (SDGs) into responsible management curriculum and programs in higher education.

The Sustainable Development Goals are listed below. Slippery Rock University as a signatory, has committed to the Six PRME principles and this report will highlight some of the progress.





SLIPPERY ROCK UNIVERSITY

Slippery Rock University, founded in 1889, is a member of Pennsylvania's State System of Higher Education. The University is shaped by its normal school heritage and characterized by its commitment to intellectual development, leadership and civic responsibility. SRU provides students with a comprehensive learning experience that intentionally combines academic instruction with enhanced educational and learning opportunities that will help them succeed in their lives, professional careers and be engaged citizens.

Slippery Rock University opened its doors March 26, 1889 as Slippery Rock State Normal School with the primary purpose of training teachers. In 1926, the institution was purchased by the Commonwealth, renamed Slippery Rock State Teachers College, became a four-year teachers college, and continued the tradition of teacher training.

Slippery Rock State College was established in 1960 and for the first time, could award undergraduate and graduate degrees in the liberal arts and in the professions. Expanded curricular offerings and an increased number of degree programs created an appreciable rise in enrollment. It was granted university status in 1983.

Today, Slippery Rock University is a four-year, public, coeducational, comprehensive university offering a broad array of undergraduate and select graduate programs to more than 8,500 students. The University has earned full institutional accreditation through the Middle State Commission on Higher Learning and discipline specific accreditations.

Located in the rolling hills of western Pennsylvania, the 660-acre campus is less than an hour north of Pittsburgh, one hour south of Erie, and 45 minutes east of Youngstown, Ohio. Two major highways, I-79 and I-80, intersect with seven miles of the University, conveniently linking it to the entire Commonwealth and its contiguous regions.

The campus is situated in the borough of Slippery Rock in Butler County, Pennsylvania, a safe and friendly community of approximately 3,500 people.

We are proud of the many awards that we receive annually including the four most recent College of Distinction awards listed. According to COD, "Globalization and the intricacies of modern business operations require effective communication and apt problem-solving



strategies. SRU's programs in business keep their future leaders adaptable as they grow alongside their industry." <https://www.sru.edu/news/061920a>



Slippery Rock University was ranked in The Wall Street Journal/Times Higher Education College Rankings 2022, scoring highest in the area of Engagement.

For the sixth consecutive year, Slippery Rock University has secured a spot on the Wall Street Journal/Times Higher Education College Rankings. SRU was ranked nationally in the >600 band among 796 institutions for 2022. The WSJ/THE, which started ranking colleges and universities in 2017, bases its rankings on several data sources, including annual surveys of more than 170,000 U.S. students across all ranked colleges and 10,000 academic professionals and other experts.

The WSJ/THE uses a scoreboard of 15 individual performance metrics, grouped into four pillars representing Resources, Engagement, Outcomes and Environment. The 15 performance indicators have been selected in order to answer the questions that matter the most for people choosing a university.



Slippery Rock University's business programs earned another national endorsement from the Colleges of Distinction, an online guide for college-bound students that honors colleges and universities throughout the U.S. for their excellence. In addition to being named a 2022-23 College of Distinction, SRU received specialized recognition for business.

According to COD, the specialized endorsement for business is intended to advocate for schools "whose undergraduate experiences are grounded in a philosophy of well-rounded, individualized engagement." Among these institutions, "SRU excels at graduating students into the workforce with solid, well-developed critical thinking skills as well as the ability to adapt in an ever-changing society."

"We complete a thorough review of the programs in question before giving the awards," said Tyson Schritter, chief operating officer for Colleges of Distinction. "We're looking for qualities such as accreditation, breadth of program, advising and mentoring, integration of career services, and successful outcomes for students. It's wonderful to see how SRU really exemplifies these qualities within the field." SRU's College of Business consists of eight academic departments, more than 80 faculty members and nearly 2,000 students across 16 degree programs.

"This national recognition reinforces our reputation for having a student-centric focus and innovative approach to business education," said Lawrence Shao, dean of the College of Business. "We are fortunate to have such outstanding faculty, staff, students and administrative support that help us meet the highest standards for our programs."

<https://www.sru.edu/news/061722a>



Slippery Rock University was also ranked in several categories by BestValueSchools.org, an online resource that helps prospective college students make career decisions and determine the right fit. <https://www.sru.edu/news/090121a>

SRU was named No. 1 on the list of "[The Best Colleges in Pennsylvania in 2021.](#)" All the rankings on BestValueSchools.org are based on the company's scoring system that accounts for values including the cost of attendance, faculty experience, student feedback, the number of online offerings, student resources, graduation rate, job placement and total enrollment.



Slippery Rock University is once again being recognized as one of the nation's most environmentally responsible colleges. The Princeton Review named SRU to its "[Guide to Green Colleges: 2022 Edition.](#)" SRU has appeared on the list each year since 2010 when the Princeton Review started annually recognizing institutions for their commitments to the environment and sustainability.

The Princeton Review, a tutoring, test preparation and college admission services company, chose the 420 schools in the guide based on its survey of administrators at 835 colleges in 2020-21. The company's editors analyzed more than 25 survey data points to select the schools.



SRU was ranked by Washington Monthly for public good and 'Best Bang for the Buck'. - Slippery Rock University was recognized in the Washington Monthly's 2021 College Guide and Rankings, a publication whose editors rank four-year schools based on their contribution to the public good in three broad categories: social mobility, research and providing opportunities for public service. The publication also ranked SRU on its list of "Best Bang for the Buck" colleges, measuring them by how well non-wealthy students obtain marketable degrees at affordable prices.



More than 1,200 Slippery Rock University undergraduates had their degrees conferred as SRU hosted its spring commencement ceremonies, May 7, 2022, at Morrow Field House. There were three separate ceremonies for SRU's four colleges: the College of Business, the College of Liberal Arts/College of Education, and the College of Health, Engineering and Science.

INTRODUCTION

Slippery Rock University (SRU) is one of the fourteen institutions of higher education in the Pennsylvania State System of Higher Education (the State System). It is a four-year, public, coeducational, comprehensive university offering a broad array of undergraduate and select graduate programs to more than 8,500 students. Located in western Pennsylvania, the 660-acre campus is less than an hour north of Pittsburgh, Pennsylvania (USA). The University just celebrated its 125th anniversary and has a long tradition of embracing values that are consistent with the six PRME principles.

The School of Business became a signatory institution in PRME in the spring of 2014. During the past 6 years, we continue to make progress toward integrating PRME principles into our business climate and curriculum. We have incorporated PRME principles into the strategic planning process as noted by the addition of a strategic goal related to **'principle-centered students who are responsible global citizens.'**

VISION, MISSION AND STRATEGIC GOALS

Slippery Rock University is situated within the hierarchy of the Pennsylvania System of Higher Education (State System). Vision, mission, strategic goals and core values should be aligned within the State System. Likewise, the College of Business and School of Business vision, mission and core values must be consistent with the University.

A. Pennsylvania System of Higher Education (State System)

Sites

The Pennsylvania State System of Higher Education (PASSHE) comprises 14 universities, four branch campuses, several regional centers and the McKeever Environmental Learning Center. The universities are situated in rural, suburban and small-town settings throughout Pennsylvania, in the communities of Bloomsburg, California, Cheyney, Clarion, East Stroudsburg, Edinboro, Indiana, Kutztown, Lock Haven, Mansfield, Millersville, Shippensburg, Slippery Rock and West Chester. The four branch campuses are in Oil City (Clarion), Freeport and Punxsutawney (Indiana) and Clearfield (Lock Haven). The Office of the Chancellor, the central headquarters for PASSHE, is situated in the capital city of Harrisburg at the Dixon University Center. The Center also offers academic programs through a consortium of public and private colleges and universities.

Mission

As established by the founding legislation, Act 188 of 1982, the primary mission of the Pennsylvania State System of Higher Education “. . . is the provision of instruction for undergraduate and graduate students to and beyond the master’s degree in the liberal arts and sciences, and in the applied fields, including the teaching profession.”

While the universities share a common mission, each also embraces specific spheres of excellence. Additionally, the purpose of PASSHE is “to provide high quality education at the lowest possible cost to students.”

Governance

A 20-member Board of Governors, which comprises four legislators, three students, the governor or a designee, the secretary of education or a designee and 11 citizens appointed by the governor, sets general policy for PASSHE. The Board of Governors has “. . . overall responsibility for planning and coordinating the development and operation of the System.” The board appoints the university presidents and the chancellor, who serves as the chief executive officer of PASSHE. The chancellor, with the aid of professional staff in the central headquarters in Harrisburg, is responsible for the administration of PASSHE under the policies prescribed by the Board. Each university has an 11-member council of trustees, which carries out Board policy and deals with a variety of local issues. The chancellor is an ex-officio member of each council.

https://www.passhe.edu/inside/anf/strategicsourcing/Documents/PASSHE_FactSheet10-11.pdf

B. Pennsylvania System of Higher Education (Slippery Rock University)

SRU Vision

Slippery Rock University will excel as a caring community of lifelong learners connecting with the world.

SRU Mission

The fundamental educational mission of Slippery Rock University (SRU) is to transform the intellectual, social, physical, and leadership capacities of students in order to prepare them for life and career success. Complementary missions are to engage in scholarly activity and professional service.

SRU is committed to serving a diverse student body and empowering anyone regionally, nationally, and internationally who can benefit from its programs and lifelong learning opportunities.

Thereby SRU addresses the educationally related economic, health, environmental, social, cultural, and recreational needs of the communities served by the university.

In pursuit of SRU's educational purpose, talented faculty and staff provide creative integrated curricula and experiences that are connected to the world in which graduates will work and live. Students are taught using powerful and engaging pedagogies in appropriate learning spaces employing State-of-the-art technology. They study in an open, caring, nurturing, and friendly environment, and live in a safe community with access to high-quality student services. SRU strives to be a best-value institution with an affordable cost and substantial student financial support. <http://www.sru.edu/about/mission-and-vision>

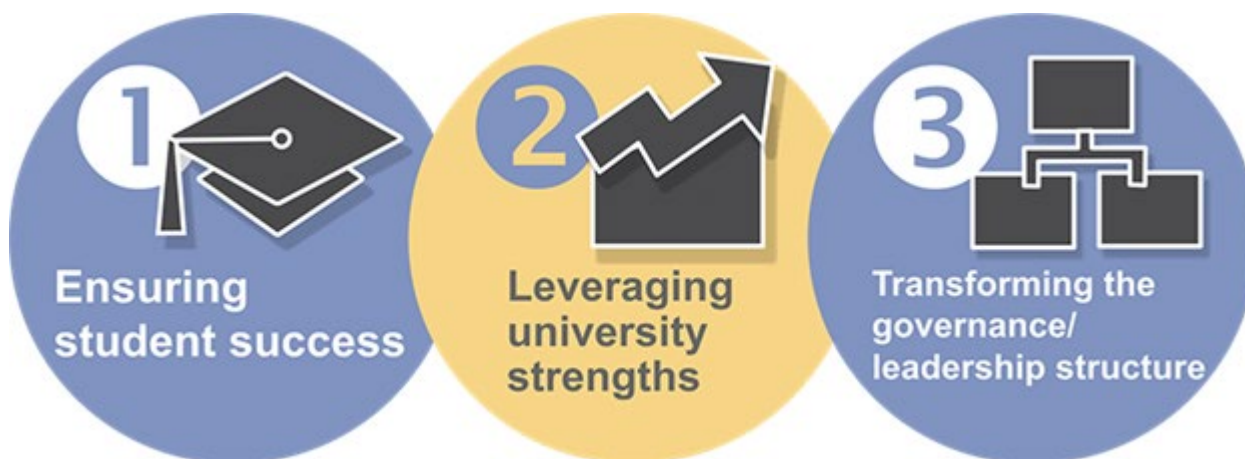
Environmental Analysis

A. Internal – SRU and SBUS

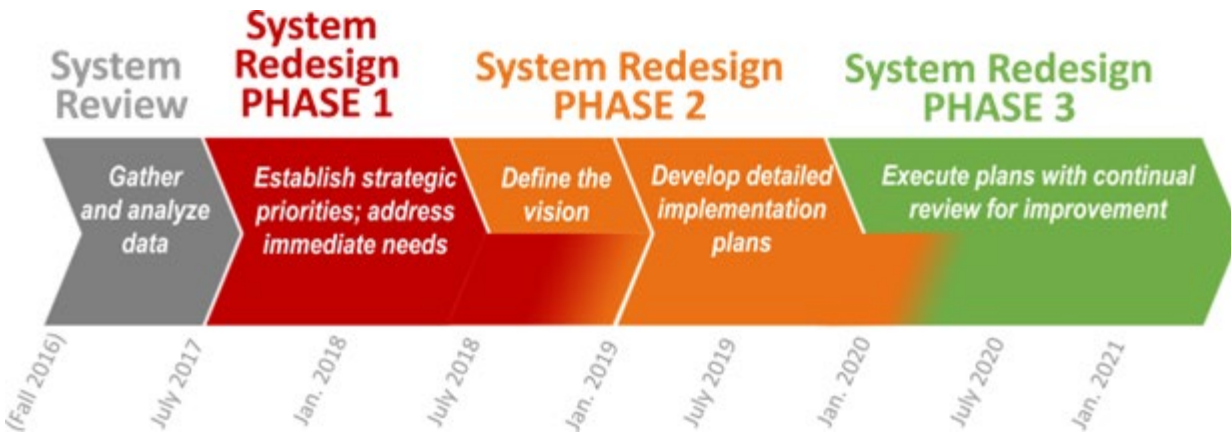
Although many of the universities within the State System are experiencing declining enrollments and budget deficits, SRU remains among the stronger organizations. Aside from the reorganization within the SBUS, there have been several recent administrative changes. William Behre became the 17th President of SRU on July 1, 2018. The Dean of SBUS continues to be Dr. Lawrence Shao. While SRU is accredited by Middle States regionally, SBUS is officially AACSB accredited, granted in December, 2021.

B. External – Trends in Business Education – National, Regional and Global

In the paragraphs below, several environmental opportunities and threats to business management education are summarized. While they are primarily global, state and local environmental changes are also important. The State System is redesigning itself in response to an array of challenges that confront public higher education nationally, but are acutely concentrated in Pennsylvania. As such, all eyes are on Pennsylvania as it draws on lessons learned from more focused efforts in other states in order to fundamentally transform its education and business models—allowing it to sustainably drive economic development and social mobility into the 21st century. **The three priorities of the System Redesign are:**



Beginning in 2016 with a top-to-bottom review of the entire System. This led to Phase 1 of the System Redesign process in 2017. Phase 2 began in the fall of 2018 with the arrival of the new chancellor, Dan Greenstein. We are presently in Phase 3.



<https://www.passhe.edu/SystemRedesign/Pages/redesign.asp>

This external environmental analysis primarily focuses on national and global trends. Like many business schools in Western Pennsylvania, SBUS faces a decline in the number of high school graduates that increases competition and forces schools to take advantage of opportunities in the non-traditional and international markets.

Lifelong Learning

Lifelong learning and the future of work discusses the concept and the importance of learning how to learn for upcoming future transitions. As a global concept, it requires coordination of governments, organizations and people. As a UN goal, lifelong learning can benefit from new ways of working.

<https://youtu.be/vm4b-50YkmU>

Accelerated - MBA programs

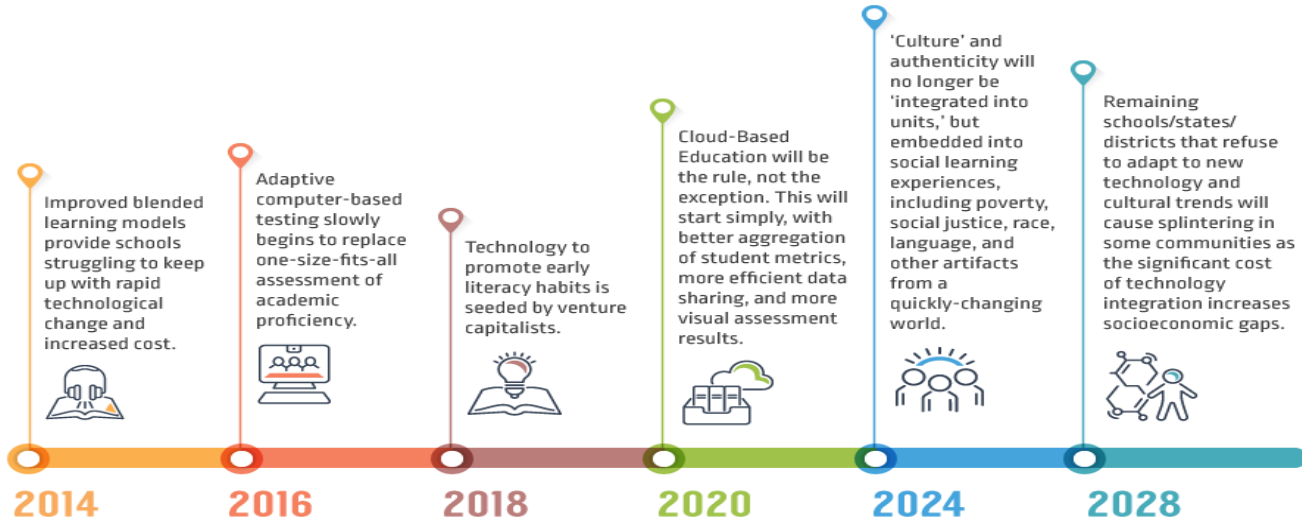
There is an increase in popularity in accelerated formats, while two-year MBA programs have less interest. As a result, the SRU MBA is an accelerated format that can be completed in a little over a year.

<https://www.usnews.com/education/best-graduate-schools/top-business-schools/articles/2018-04-02/how-to-get-an-mba-in-less-time>

Technology Trends

In addition to the flipped classroom and an increase in the use of adaptive learning tools, this graphic depicts some projections for the future:

WAYS EDUCATION WILL CHANGE BY 2028



teachthought

<https://www.teachthought.com/the-future-of-learning/technology-change-education/>

United Nations Sustainable Development Goals



The [Sustainable Development Goals](#)

are universal for all nations to promote prosperity while protecting the planet. Participation and partnership in the U.N. Global Compact and the Principles for Responsible Management Education (PRME) respectively by corporations and business schools has continued to grow.

<https://www.un.org/sustainabledevelopment/>

AACSB Research Report: Five external environmental opportunities

In the AACSB research report 'A Collective Vision for Business Education' the authors identify five opportunities for business schools to thrive. They are: 1) catalyst for innovation, 2) co-creators of knowledge, 3) hubs of lifelong learning, 4) leaders on leadership, and 5) enablers of global prosperity. These opportunities create the needs for cultivating the intersection between the academe and practice, being a driver of innovation in higher education, and seizing opportunities to reinforce interdisciplinary learning.

<https://www.aacsb.edu/publications/researchreports/collective-vision-for-business-education>

Business Education Trends

The COVID 19 pandemic created many challenges for education as academia struggled through the consistent whitewater in COVID cases, and variants as they look now to a new, better normal. Some of the changes have resulted in the biggest business education trends to watch in 2022:

1. [Rise of the Virtual Campus](#)
2. [Climate Consciousness](#)
3. [Stackability](#) - more flexible ways of learning - Credentials, certificates, and stackable degree programs
4. [Interdisciplinarity](#)
5. [Return of the International Candidate](#)

<https://www.aacsb.edu/insights/articles/2022/01/5-business-education-trends-to-watch-in-2022>

PRINCIPLE 1 – PURPOSE

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.
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SRU has a long tradition of embracing core values that are consistent with PRME principles. According to the 2019 UNGC/Accenture study, 92% of CEOs believe that sustainability is critical to business success, although only 48% are doing it. SRU School of Business understands our role to help inculcate the PRME principles into the curriculum. In 1990, the Robert A. Macoskey Center for Sustainable Systems Education and Research was founded. The Pennsylvania Climate Action Plan detailing what the state will undertake to reduce greenhouse gas emissions was completed in 2009. SRU's former President, Robert Smith, was the first signatory in The State System to commit the University to net climate neutrality. SRU has been a member of the Association for the Advancement of Sustainability in Higher Education (AASHE) since 2009.

SCHOOL OF BUSINESS (SBUS)

SBUS Vision Statement: *We will provide transformational educational experiences that equip students to be lifelong learners who engage the world as knowledgeable, principle-centered and responsible global citizens.*

SBUS Mission Statement

The School of Business at Slippery Rock University prepares students to be career-ready emerging leaders by developing competencies for success professionally and personally. All of our academic programs are student-centered with high levels of engagement in an environment where student learning is enhanced through faculty scholarly activities. The School of Business also serves as a catalyst for regional economic development through outreach and partnerships.

School of Business Core Values

- Impact*
- Quality*
- Collaboration*
- Caring community*
- Engagement*
- Innovation*
- Social Responsibility*

Resource Database for Faculty: A resource database by discipline was created for faculty to assist in further revising their course content to incorporate issues related to the sustainable development goals.

Student-Led Activities and Organizations: Student organizations such as Alpha Kappa Psi, the Society for the Advancement of Management (SAM), American Marketing Association, Enactus, the Sustainable Enterprise Accelerator, Future Health Care Leaders, Finance and Economics Club, and APICs provide opportunities for discussing sustainability topics. Solar Women’s Business Center was developed in the spring of 2016 by students as an educational and networking group to address gender-related issues in business.

SRU is committed to being at the forefront of preparing the next generation of thinkers, innovators and entrepreneurs to help the world meet its profound environmental challenges. We are focused on meeting the sustainability goals outlined in our [Climate Action Plan](#). That is our road map to achieving carbon neutrality by the year 2037, in keeping with the President's Climate Commitment and our long term Strategic Plan, [Trend Five: "The world is reaching a point of diminishing returns regarding resource utilization"](#). We are proud of our achievements to date, which include:



- Consistently making the **Sierra Club's Top 100 Cool Schools** list, the **Princeton Review's Guide to Green Colleges**, and ranking in the top 100 schools in the **University of Indonesia's International Green Metric Survey**
- Being the first 4-year college in Pennsylvania to be named a **Green Ribbon School** by the U.S. Department of Education
- **Reducing our net GHG Emissions by approximately 30% since 2005**
- Achieving the **Silver Rating** by the Association for the Advancement of Sustainability in Higher Education (AASHE) - see our latest [AASHE STARS report](#) for a complete description of all our sustainability initiatives and curricula.
- Regularly exceeding our **EPA Green Power Partnership** minimum green power purchasing requirement.
- Achieving the “2018 *Governor's Award for Environmental Excellence*” for the EPA Environmental Summer Camp and Community Projects Incubator program. View our [student-produced highlights video here](#).

Sustainability initiatives and resources at SRU are coordinated through the SRU Office of Sustainability, which coordinates and leverages the efforts of all sustainability and environmentally related SRU organizations and groups. The SRU Office of Sustainability is also responsible for collecting data on sustainability curriculum, co-curricular activities and events, research and publications; reporting our progress in all these areas; and providing community outreach for all sustainability initiatives on and off campus. The President’s Commission on Sustainability is comprised of a cross-section of representatives from the SRU community to advise the President on sustainability initiatives, strategies, and policies. For more information, please visit [Sustainability at SRU](#).

To get a flavor for some of our other sustainability events and initiatives, check out the following:

- [Campus Sustainable Features Map](#)
- [Green Fund Grant RFP process](#) and [Description of Previously Awarded Green Fund Projects](#)

Many of the methods we're using to reduce our greenhouse gas emissions and to prepare our students to be good stewards of our environment are summarized in the topic areas shown below, which also include reports on our progress in each area and additional resources relevant to that topic.

The Robert A. Macoskey Center at SRU: The Robert A. Macoskey Center for Sustainable Systems Education and Research (RAMC) was created in 1990 to promote sustainability at SRU and in the local community. The Center is located on 83 acres of the University campus and enacts its mission in three ways: education about sustainability, physical demonstration of sustainable technologies and systems, and supporting sustainability-focused academic initiatives and research. The Harmony House is a newly renovated facility certified LEED-Silver for existing buildings: operation and maintenance and serves as a classroom and public meeting space.

Weather and Air Quality Observatory: The PA Departmental of Environmental Protection has partnered with Slippery Rock University to operate weather and air quality observatory (WAQO) on the Slippery Rock University campus. This observatory produces environmental data that is publicly available to the Slippery Rock community and serves as an excellent resource for both teaching and research.

Energy Conservation: In 2011, SRU formally adopted an [Energy Conservation Policy](#) which is reviewed and updated regularly; other ongoing initiatives to identify new ways to conserve our resources include the standing Energy Conservation Committee, the "Small steps. Big payoff." Energy Action Pledge campaign, and the [Green Fund Grants](#) program. [Check out this chart that shows a 22% decrease in our campus's total energy use since 2005!](#)

Alternative Transportation: To help reduce automotive use on campus, SRU offers free bus service (sponsored by the Student Government Association), as well as a free green bike loan program (which provides free "loaner bikes" to interested students for an entire semester). In addition, the Facilities department has begun replacing traditional pick-up trucks with electric club cars for use by various grounds and labor crews, and has begun producing a limited amount of biofuel from used dining hall cooking oil for use in grounds maintenance equipment such as the Equestrian Center tractor.

Waste Minimization & Recycling: SRU has an active recycling program, typically recycling more than 200 tons of material each year that would have been sent to landfills. This has allowed us to reduce the amount of material sent to landfills by over 25% since our base year of FY 2005. [Check out this chart that shows a 25% reduction in landfill waste generated by our campus since 2005!](#) In addition to our recycling efforts, 16 tons of pre-consumer food scraps are taken from campus dining halls and, combined with leaves collected from Slippery Rock Borough's annual free leaf collection program, is used to make compost that is then used for campus beautification and/or organic gardening projects. SRU also provides filtered water bottle refilling stations at most of our major buildings in an effort to reduce the use of single-use disposable plastic bottles. By using reusable water bottles, Slippery Rock students save \$1.69 per bottle or more at current retail price and, in the first two years of the program, avoided using over 250,000 plastic bottles - many of which wind up in landfills or waterways!

Climate Change & Global Warming: Today, scientists widely agree that global climate change is already causing major environmental effects, such as changes in the frequency and intensity of precipitation, droughts, heat waves and wildfires; rising sea level; water shortages in arid regions; new and larger pest outbreaks afflicting crops and forests; and expanding ranges for tropical pathogens that cause human illness. [Check out this chart that shows our decrease in greenhouse gas emissions on campus since 2005!](#)

Alternative & Renewable Energy: SRU currently uses a variety of small-scale renewable energy systems, including several solar photovoltaic systems and a wind turbine. The grid-connected solar PV system serving the Harmony House at the Macoskey Center produces approximately 2,500 kWh per year and uses a net metering system to feed excess electricity into the local utility grid when production exceeds the amount of energy needed at any given time. A demonstration wind turbine of approximately the same capacity is also located at the Macoskey Center. In the meantime, SRU also purchases Renewable Energy Credits (RECs) equal to approximately 25% of our annual electrical usage to support the alternative energy industry.

Environmental Preservation: The Bartramian Audubon Society, a local chapter of the National Audubon Society that was started by three Slippery Rock students in 1983, has been active in identifying, assessing, and monitoring SRU's Audubon Wildlife sanctuaries. Slippery Rock University has received a Conservation Award from the Bartramian Audubon Society for establishing four new [Audubon wildlife sanctuaries](#) since 2005. The sanctuaries, part of the University's green landscape and outdoor learning initiative, preserve 266.2 acres, including 151.2 acres on campus. The sanctuaries include 70.8 acres at the Robert A. The Macoskey Center for Sustainable Systems Education and Research, 73 acres behind the Old Stone House (off campus), 42 acres of Miller forest on Wolf Creek (off campus), 16 acres of old growth forest off South Main Street, 10 acres at Wally Rose Ballpark, 23.7 acres at the Storm Harbor Equestrian Center, and 30.7 acres at the Branchton Road Sanctuary. The SRU Office of Sustainability manages the Land Use Project Request process, in which appropriate groups such as the Environmental zoning Committee are requested to review proposed temporary or permanent outdoor property use by campus organizations and make recommendations to the President regarding whether the use is appropriate or requires restrictions to protect the natural environment.

Sustainable Agriculture & Permaculture: SRU's [Robert A. Macoskey Center](#) for Sustainable Systems Research and Education is our flagship site for sustainable agriculture research and demonstration programs. On this 80 acre site (just across Harmony Road from our main campus) can be found the LEED Silver certified Harmony House, organic gardening demonstration areas, a solar-powered greenhouse, a market garden, community gardens, free range chickens, a windrow composting site utilizing community leaf collections and dining hall food waste used to make compost for gardening and campus beautification projects.

Green Jobs, Green Careers: For an overview of SRU's sustainability programs and green career background info, view [Preparing Our Students for a Green Economy](#). To find the latest info on green careers, education/skills required, and salary ranges in the following fields, go to the [U.S. Bureau of Labor Statistics green careers](#) website.

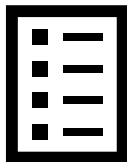
In addition to environmental ecology, many University initiatives address social justice and promote diversity throughout the academic year. They include:

- Office of Diversity and Equal Opportunity
- Office of Global Engagement
- President's Commission on Women

- President’s Commission on Gender Identity and Sexual Orientation
- President’s Commission on Race and Ethnic Diversity
- President’s Commission on Disabilities
- APSCUF Committee on Social Justice
- APSCUF Gender Issues Committee
- Solar Women’s Business Center
- SRU Women’s Center
- SGA Committee on Social Justice

Slippery Rock University is also an institutional member of the Ph.D. Project (www.phdproject.org) demonstrating a strong commitment to diversifying the faculty, staff and student populations by encouraging minorities to become part of the SRU community.

2022-2024 Principle 1 Goals:



- ✓ Continuously assisting faculty members in obtaining information about best practices in curriculum development related to sustainability through the resource repository
- ✓ Encouraging faculties to integrate sustainability across various business functional areas.
- ✓ Enhancing communication with student organizations to incorporate global citizenship values into their activities.

PRINCIPLE 2 – VALUES

We will incorporate into our academic activities and curricula the values of global social responsibility, as portrayed in international initiatives such as the United Nations Global Compact.

Slippery Rock University (SRU) is a signatory to the UN Global Compact. As a member of SRU, the School of Business (SBUS) promotes the UN Global Compact principles of Human Rights, Labor, the Environment and Anti-Corruption through our University’s core values of academic excellence and impact, inclusiveness and diversity, integrity and transparency and effective stewardship. The SBUS supports this principle by incorporating topics like reduced inequalities, the environment and ethics into our curriculum, speaking engagements, student projects and campus environment.

Values of Global Social Responsibility at the University Level

Slippery Rock University is committed to being at the forefront of preparing the next generation of thinkers, innovators and entrepreneurs to help the world meet its profound environmental challenges. We are also focused on meeting the sustainability goals set forth in our *Climate Action Plan*. This serves as our road map to achieving carbon neutrality by the year 2037, in keeping with the *President's Climate Commitment* and our Long Term Strategic Plan, Trend Five: *The world is reaching a point of diminishing returns regarding resource utilization*.

We are proud of our achievements at the University level, which include:

- Consistently making the Sierra Club's Top 100 Cool Schools list, the Princeton Review's Guide to Green Colleges, and ranking in the top 100 schools in the University of Indonesia's International Green Metric Survey
 - Being the first 4-year college in Pennsylvania to be named a Green Ribbon School by the U.S. Department of Education
 - Reducing our net GHG Emissions by approximately 30% since 2005
 - Achieving the Silver Rating by the Association for the Advancement of Sustainability in Higher Education (AASHE) - see our latest [AASHE STARS report](#) for a complete description of all our sustainability initiatives and curricula.
 - Regularly exceeding our EPA Green Power Partnership minimum green power purchasing requirement.
 - Achieving the 2018 Governors Award for Environmental Excellence" for the EPA Environmental Summer Camp and Community Projects Incubator program.
- Slippery Rock University has again been ranked among the world's most environmentally friendly colleges and universities by the University of Indonesia's GreenMetric World University Rankings. SRU was ranked 9th in the United States and 153rd in the world. SRU moved up 11 spots in national ranking while its global position jumped 41 spots in 2019. 780 universities from 85 countries participated in the rankings. The UI rankings are the only university rankings that measure each participating university's commitment in developing an "environmentally friendly" infrastructure by looking at six indicators for each university, including: setting and infrastructure, energy and climate change, waste, water, transportation and education.

Data for the rankings was collected through an online questionnaire with answers validated through evidence provided by each participating institution

Many of the methods we're using to reduce our greenhouse gas emissions and to prepare our students to be good stewards of our environment are summarized in the topic areas shown below, which also include reports on our progress in each area and additional resources relevant to that topic. For link see: <http://www.sru.edu/about/sustainability>

- SRU recognized in Business Officer magazine for *Powering Forward*: Four Slippery Rock University administrators co-authored a case-study article about the SRU's approach to deferred maintenance and energy savings that was published in Business Officer, the magazine of the National Association of College and University Business Officers in May 2018.
- Sustainability Grant: Two Slippery Rock University professors received a \$29,010 grant from *ASIANetwork* to conduct a sustainability study that will benchmark outcomes from rapid modernization initiatives in China by accounting for economic, environmental and social influences. John Golden, assistant professor of business, and Li Pu, associate professor of communication, wrote the successful proposal, "*The Development and Benchmarking of Contemporary Sustainability Indicators for Rural Ethnic Chinese Villages: A Case Study of the Social, Economic, and Ecological Issues of Two Gelao Villages Near Chongqing Municipality.*"

Alignment of the Values between PRME and The School of Business

The participation of SBUS at Slippery Rock University as a signatory institution in the U.N. Global Compact's *Principles for Responsible Management* education has important implications for curriculum content. Faculty members are challenged to incorporate not only PRME principles but also the newly promulgated U.N. sustainable development goals into the business school curriculum. SBUS is the first business school in the State System to make this commitment.

The SBUS is aligned with the values of the PRME as the strategic management processes associated with being mission-driven and developing a strategic planning process have become embedded. Moreover, these processes are expected to be continued. The SBUS has a well-developed mission statement that serves as a basis for instituting innovation, engagement and impact into the culture.

Strategic Goals

To pursue the vision, mission, and values of the SBUS, the Strategic Planning Committee developed **Six Strategic Goals**, which are consistent with the University goals and the SBUS mission Statement. The six strategic goals include:

#1 Curriculum: SBUS is committed to providing high quality curriculum designed to make students 'career ready'. We emphasize excellence in teaching incorporating high impact practices to facilitate student engagement.

#2 Recruitment, Retention and Graduation: SBUS faculty and staff in conjunction with the University administration are highly engaged in the recruitment and retention of quality and diverse students.

#3 Qualified Faculty: SBUS strives to recruit and retain academically qualified, experienced and diverse faculty and staff.

#4 Scholarship: SBUS faculty conduct scholarship that enhances student learning.

#5 Partnerships: SBUS is engaged with faculty, students, its advisory board, University staff and other external stakeholders.

#6 Global Citizenship: SBUS strives to develop principle-centered students who are responsible global citizens.

The newly revised SBUS vision, mission, and value statements emphasize the roles of engagement, innovation and impact that are embedded within the curriculum development process. As a teaching-centered institution, our primary emphasis lies with our commitment to students. Moreover, an additional point of distinction is our applied and experiential approach to business education. In fact, the slogan for the University is *Experience the Difference*. Our academic programs are 'student-centered' with high levels of engagement and our graduates are principle-centered and responsible global citizens.

Curriculum Development

Slippery Rock University has been progressive in terms of adopting a curriculum that addresses sustainability concepts and processes. The Robert A. Macoskey Center, McKeever Environmental Learning Center, Sustainable Enterprise Accelerator, and the Weather and Air Quality Observatory all offer non-credit educational programs related to environmental protection. There are many programs and courses which either are devoted entirely to sustainability or have sustainability content. The Certificate in Sustainability is an interdisciplinary certificate that provides foundations in sustainability that diverse student groups may not be introduced to in their degree programs. The Hospitality, Event Management and Tourism (HEMT) department offers three courses in Sustainability: HEMT114 Sustainability in the Hospitality Industry; HEMT210 Ecotourism; and HEMT314 Sustainable Planning for Tourism. The Geography, Geology and the Environment (GG&E) department offers several courses in Sustainability: GES 235

Conservation; GES 355 Earth’s Changing Climate; GES 215 Planning for Sustainable Communities; GES 324 Environmental Law and Policy; and GES 362 Applications in Sustainability.

In an effort to benchmark the coverage of sustainability topics within the business program, the 2020 UN Sustainable Development Goals were utilized to map sustainability coverage across the core business curriculum. The business faculty was surveyed as to which development goals were covered in various courses, and at what level. The levels chosen were text chapter (T), module within a chapter (M), a topic box within the text (TB), current events discussion (C), and/or as part of a graded assignment (A). Not all of the core courses had coverage reported. The results for those that did report coverage of at least one topic are found in Table 1 below. All of the topics were covered in at least one of the core courses and many were covered in significant detail. Table 2 lists business courses that cover significant amounts of sustainability in their content.

Table 1. 2022 UN Sustainable Development Goals and SBUS Core Curriculum

	A210	A340	B303	B458	E201	E202	M320	M351	MK330
No Poverty			M,TB,A		T,M,C,A	T,M,C		M	C
Zero Hunger			M,C			TB			C
Good Health and Well-Being	M,T,C,A		M,TB	M	M,C,A	T			C
Quality Education	C,A		M		M,C	M		C	C
Gender Equality				C	TB	M,C		M	C
Clean Water and Sanitation			C			M,C			C
Affordable and Clean Energy			M,TB,C		M				C
Decent Work and Economic Growth	M,T,C,A		T,C,A		T,M,C,A		M	M,C	TB
Industry, Innovation and Infrastructure	M,T,C,A		T,C,A	C	T,M,A	T,M,A	M	C	M,TB,C
Reduced Inequalities			M,C		T,C	T,C		M,C	
Sustainable Cities and Communities						M,C			C
Responsible Consumption and Production	C,A		TB,C	T,M		M,C	M		M,C
Climate Action			M			M,C			C
Life Below Water			M,TB,C			C			C
Life on Land			M,TB,C	T		C			C
Peace, Justice, and Strong Institutions	C, A	T	T,M,C,A		T,M,C,A	T,M,C		T,M,C	C
Partnerships for the Goals	C, A		M,C	T		M			

Note, T: Text Chapter, M: Module within a Chapter, TB: Topic Box, C: Current Events, A: Assignment

A209: Financial Accounting B458: Business Capstone M320: Operations Management
 A340: Legal Envir. of Business E201: Macroeconomics M351: Organizational Behavior
 B303: Issues in Global Business E202: Microeconomics MK230: Principles of Marketing

Table 2. 2020-2022 Sustainability Courses Taught at the School of Business*

Course #	Title	Description
ECON 315	Economics of Sustainable Development	Economic causes and effects of pollution are discussed along with the issue of sustainable economic development. Government policy with respect to the environment and renewable energy is surveyed. The connection between sustainability and the core functions of business for profit are presented.
BUSA 370	Sustainable Entrepreneurship and Innovation	This integrative course introduces students to issues related to sustainable new venture creation and the design of sustainable business models, industry/market analysis, resource acquisition and disposition, assessing a venture's financial strength, and ethical/legal issues. Students learn the entrepreneurial process while acknowledging multiple stakeholders and addressing social, economic, and environmental concerns.
BUSA 459	Sustainable Business Consulting	In this course student teams engage in field-based consulting to analyze actual problem situations involving sustainability for regional businesses.

Although there is no separate Ethics course, many courses discuss the issues of Ethical Leadership, Business Ethics and Organizational Culture. Ethics is one of the learning objectives of the *Bachelor of Science Degree in Business Administration (BSBA)* programs in five majors: Accounting, Economics, Finance, Management, and Marketing. Students graduating with a degree in business administration will demonstrate an understanding of the legal environment and ethical standards of business and an awareness of the implications of their behavior and actions as a business professional.

2020 – 2022 Sustainability-Related Courses Taught*

Course #	Title	Description
BUSA 303	Issues in Global Business	This course focuses on fundamental issues in the modern global business environment. The topics covered include comparisons of different economies with respect political economy, culture, and standard of living. The role of international trade in economic development is also discussed. Finally, principled decision making

		on the part of multinational firms, which includes sustainability issues, is covered in detail.
MGMT 456	Management and Society	This course engages students in exploring the social, ethical, environmental, economic, and political/legal restraints on organizational decision-making that managers face. Students develop critical thinking, communication, and management skills necessary to be effective in a global business setting where multiple stakeholder interests must be addressed.

Cultural Diversity

SBUS students are exposed to values associated with cultural diversity and social justice in many ways through the curriculum.

A new general studies requirement for students and certification for faculty is advancing Slippery Rock University's commitment to diversity, equity and inclusion (DEI) within its curriculum. Beginning in fall 2022, all undergraduate students enrolling at SRU will be required to take a three-credit course that meets a DEI designation through the Rock Integrated Studies Program, an existing general-education track that accounts for 42 of a students' 120 minimum credits to graduate.

The DEI designation specifically addresses the Rock Studies learning outcome to "demonstrate knowledge of diverse experiences, cultures and identities from a systemic perspective," to learn about diversity and applying "multiple perspectives to address local, regional, global and cultural issues," and "to discover ways that systems of power contribute to inequalities and interactions that affect individuals and communities."

In the SRU Rock Studies curriculum that all University students must complete, the humanities inquiry goal states that "Courses in this Domain teach methods of analysis characteristic of philosophy, literature, history, cultural studies, and language studies. Crucial to this kind of analysis is learning about how identities are formed, be they individual, cultural, historical, or otherwise. How does using this kind of analysis, these courses ask, help us to understand the social, institutional, political, and economic systems that shape us and the world we live in?"

Students are also required to take a course in Social Science Inquiry that states that "Courses in this Domain teach theories and models of human behavior in diverse social, political, and economic environments. Concurrently, they teach how to apply basic social scientific thinking skills needed to analyze complex and persistent public problems. By teaching this connection between learning and application, courses in the Social Science Domain provide a foundation for an informed and engaged citizenry who can contribute to the public good within their communities."

The final part of the Rock Studies program is *Thematic Threads*. To complete a thread, students will complete four courses centered around a multi-disciplinary theme, issue, or question. One of the options students have is a sustainability thematic thread. This thread asks students to grapple with the question of how our society can become sustainable in its use of, and impact on, our natural environment. Students will gain an understanding of the so-called "triple bottom line" of environmental stewardship, social responsibility, and economic prosperity.

In the SRU Liberal Studies core curriculum that all University students must complete, the Human Institutions and Interpersonal Relationships goal states that the student will:

- Identify and evaluate issues and problems within human institutions and interpersonal relationships using ethical criteria.
- Demonstrate how ethical criteria can be used to foster cooperation and promote respect for diversity.
- Evaluate social, emotional, cognitive, and/or biological aspects of personal development within human institutions and interpersonal relationships and explain how these affect human beliefs and behavior in everyday life.
- Analyze and evaluate how globally diverse contexts affect beliefs and behaviors of individuals, groups, organizations, and human institutions and how these contexts influence civic engagement.

Students are also required to take two non-US courses in the Global Community area that will:

- Describe how values, attitudes and beliefs affect the ability of people to relate to that which is different
- Evaluate general theories, models, arguments or perspectives that explain contemporary or historical relationships among social, political, economic or environmental systems
- Communicate an understanding of how language or culture affect one's perception of the world

The Office of Global Engagement offers a variety of programs from week-long spring break seminars to a traditional academic year abroad. It organizes international exchange opportunities for faculty, staff and students. During recent spring breaks, an average of 22 students per trip, participated in SBUS trips including Costa Rica, Greece, Barcelona, and Italy. **Trips will resume in the Spring of 2023 to continue our High-Impact practices and guiding / coaching our students to experience global immersion and become responsible global citizens.**

ACCT 411: Auditing Theory

MGMT 454: Management Seminar

Under the supervision of Drs. Diane Galbraith and Melanie Anderson, 23 students visited Barcelona, Spain. During the visit students participated in many cultural activities and tours including Montserrat Abbey, the Caixa Bank, Montjuic, Sagrada Familla, Picasso Museum, Barcelona University, Park Guell and other Gaudi buildings. They also experienced a Flamenco show, soccer game and wine tasting at Castellroig.



2022-2024 Principle 2 Goals:



- To make progress on incorporating sustainable development goals and practices into the curriculum
- To increase curriculum content related to gender, ethnic, cultural diversity and international experience.

PRINCIPLE 3 – METHOD

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.



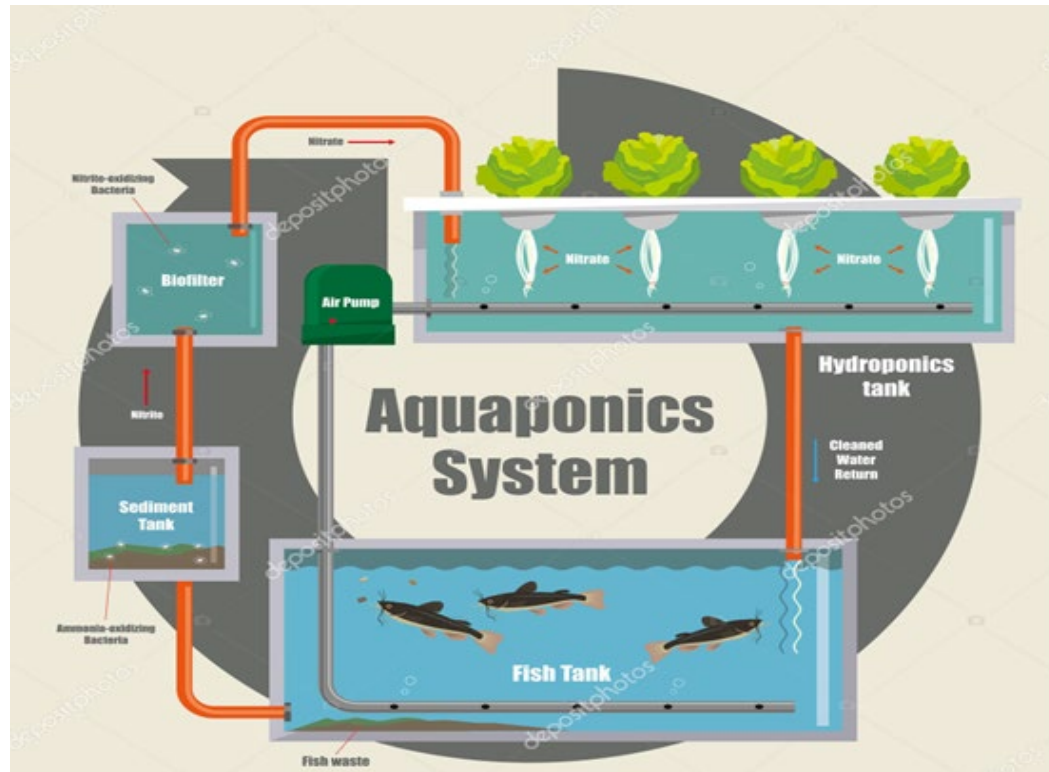
Sustainable Enterprise Accelerator (SEA)

- Slippery Rock University maintains one of the world's few sustainable business accelerators, known as the SEA, or, the Sustainable Enterprise Accelerator. Its mission is to promote economic development through applied student learning opportunities in new venture creation and business consulting.
- The world today is in the midst of a quandary of what to do about issues regarding climate change, global warming, social justice, income disparity and many other issues. In order to bring about the changes necessary to ensure a better world will be available to future generations, we must act personally, innovatively and entrepreneurially.
- At the Slippery Rock University Sustainable Enterprise Accelerator (SEA), we believe that our future depends on the choices we make today. If we desire better lives for ourselves and future generations, we must utilize the power of markets and commerce to make changes that will insure a better world for future generations.
- The SEA's vision is to become a primary resource for student and community involvement in the development of sustainable business enterprises. For those with an idea for a new business, the SEA provides guidance in transforming promising ideas into thorough business plans and early stage sustainable businesses. For those operating established businesses, the SEA provides help in identifying opportunities for improving sustainable value creation.
- The SEA is a founding member of the world's largest digital incubation platform, IdeaGist. IdeaGist's Emerging Technology Accelerators Initiative (ETA) will be working with the SEA to bring a better understanding of featured emerging technologies. The seven featured technologies include Artificial

intelligence, 3D Printing, Blockchain, Internet of Things (IoT), Augmented Reality, Intelligent Vehicles, and Smart Robots. · www.seasru.com

Several of the projects the SEA has undertaken, or plans to undertake, are described below:

- **SEA Aquaponics:** Aquaponics is a method of farming that combines conventional aquaculture (raising aquatic animals in tanks) with hydroponics (cultivating plants in water). Aquaponics creates a symbiotic environment between fish and plants. The aquatic life provides nutrients for the crops, and in return, the plants filter the water for the fish to prosper. The Aquaponics Project involves the construction of an aquaponics system in Lukaya, Uganda. The project is expected to benefit residential students by extending the local growing season, providing students with incentives and tools for engaging in empirical research, and establishing a market for innovative sustainable



agricultural systems in the future. This will provide a potential solution to alleviating poverty by providing a sustainable method of producing nourishment (vegetables, fish). The Aquaponics Project is the product of ongoing collaboration and communication efforts between professionals, Slippery Rock community members, Slippery Rock University students and faculty, Uganda Martyrs University and S.E.A. ambassadors.

- **The Center for Ageless Entrepreneurship (CAE)** is an entrepreneurship education platform designed to support people exploring entrepreneurship in the second half of life. The platform is designed to be housed at the Sustainable Enterprise Accelerator at Slippery Rock University. The Center for Ageless Entrepreneurship (CAE) at SEA will be the first of its kind in the U.S. as a center that is designed to be an introduction to entrepreneurship, business training, and mentorship for people exploring entrepreneurship in the second half of life.



is an open forum for aspiring entrepreneurs to pitch their ideas. The mission of the Idea lab is to assist entrepreneurs in transforming their bright ideas into profitable business ventures. We can provide a wide range of services including guidance, resources and idea incubation for startup businesses. Our strategy is focused on the success of startup businesses through combining sustainability with innovative business strategies and critical problem solutions. We believe utilizing sustainability and innovation can promote dynamic opportunities that contribute to the growth of a startup business and mitigate challenges, making business ventures not only profitable, but environmentally, economically, and socially responsible.

- **Green Leaves Project**—SRU Sustainable Certification project.

- **Veterans Outreach Project**-- As a group project, the SEA wanted to directly reach out to the area veterans. As a result, we put on the SEA's first ever Entrepreneurial Resource Fair. This event was designed to connect community groups and the veterans who can use their services for business start-ups. Our resource groups ranged from those who can help with starting and running your own business, to those such as the Center for Community Resources who can help veterans get back on their feet again in life.
- **"Money Talks"** Financial Literacy project-- this project introduces free financial planning basics into lower income communities within Butler and the surrounding counties. We developed a series of workshops throughout the year in targeted communities that focused on providing financial planning basics to self-starting individuals that are ready to establish a plan for their finances.

Some Events and Programs:

- ❖ The Clinton Global Initiative University (CGI U) is an annual event where college students from all over the globe may apply to participate in the program. Students must be actively volunteering their time to a cause they are passionate about helping to create a more perfect world. This ranges from social justice issues, world poverty, environmental concerns and anything that is deemed to help others and create change. Freshmen Hiruni Herat from American University and senior Mia Vereb from Slippery Rock University were accepted and was scheduled to travel to Edinburgh, Scotland with SEA Director John Golden, the second week of April to present their initiative of continuing to provide education to communities in Sri Lanka, South Asia. Close to my Heart Foundation is working to provide equal opportunity to underprivileged populations with education, healthcare, and social equality. To learn more about past and future projects or to donate to this cause, check out their website: <https://www.closeomyheartfoundation.org/>
- ❖ Slow Food: Slow Food USA is part of the global Slow Food network of over 100,000 members in more than 150 countries. Through a vast volunteer network of local chapters, youth and food communities, it links the pleasures of the table with a commitment to protect the community, culture, knowledge and environment that make this pleasure possible. Sea operates local chapter.
- ❖ Rock the Boat: SRU Elevator Pitch Competition (cash prizes to student winners)
- ❖ Penn State College of Agriculture joint workshops
- ❖ Pennsylvania Association for Sustainable Agriculture joint workshops

Office on Sustainability:

In keeping with SRU's long tradition of sustainability, University initiatives are primarily coordinated through the Office of Sustainability led by Mr. Paul Scanlon. This department has organized numerous events including the annual Earth Day celebrations. In the fall of 2019, an event called 'Beyond Plastic's was hosted on campus.

Slippery Rock University “Beyond Plastic: Can’t Reuse it? Refuse it!” Symposium and Product Expo

America’s reliance on single use “disposable” plastic products threatens our health, as well as our environment. While this has been an on-going issue, it is today’s students that will have to come up with innovative solutions to the many environmental issues that we, as a society, urgently need to address. This symposium is designed to empower our students to think of themselves as agents of positive change, and to equip them with the knowledge they need to be effective in doing so.

With China and other developing countries no longer accepting our plastic trash, our ability to recycle plastics is even more problematic than ever. Recycling isn’t, and never really was, the best option to solve this problem anyway.

In answer to these concerns, the Presidents Commission on Sustainability at Slippery Rock University is beginning a large-scale campaign to emphasize the overriding need to “Refuse and Reuse”, rather than to “Recycle”, single-use plastic products.

The **Beyond Plastic: Can’t Reuse it? Refuse it! Symposium and Product Expo** was held on Thursday, October 24, 2019 from 9:30 am to 4:45 pm on the third floor of the Smith Student Center. It is open to all SRU students, faculty and staff, as well as invited regional high school students and teachers. One hundred sixty high school students were bussed into the campus and the daylong event was also attended by five hundred students and faculty with thirty-two poster sessions. The day included guest speakers Mark Dixon, filmmaker and environmental activist, Dr. Brian Bonsteel, President and Founder of Humane Action, and Lisa Ann Hamilton from the Center of International Environmental Law. Additionally, there was an ‘Alternative to Plastics Expo’, DIY Workshops, films and documentaries, and an art exhibition.

BUSA459: Sustainable Business Consulting

Typically scheduled for every spring, BUSA459 is a course that adopts the Small Business Institute® program and process for field-based student consulting projects. <http://www.smallbusinessinstitute.org> Student teams are able to apply theories related to entrepreneurship, sustainability and small business management into practice with hands on projects with local businesses. Through BUSA459 over the past seven years, 164 SBUS students have participated in approximately twenty-five business consulting projects involving start-ups, for-profit and not-for-profit organizations. Clients included North Country Brewing, the Butler County YMCA, Philon’s Farms, National Grind Coffee & Tea, D&D Drafting, the Butler County Transit Authority, Friends of Bantam Jeep Association and the Butler County Community Development Corporation. Clients are typically sourced through the SBUS Business Advisory Council and the Butler County Chamber of Commerce. The primary faculty mentor is Dr. Frances Amatucci.

MGMT454: Management Seminar

MGMT454 is the capstone course for management majors. This course utilizes high impact practices through service learning with external stakeholders every semester. Students work collaboratively in a semester-long project to assist community members and small business owners solve operational issues, market their respective business, create a social media presence, etc. Organizations include: working with Good 501 to assist the entrepreneurial owner in developing a variety of business aspect form a database, to social media / Convert to Earn to create a fund-raising opportunity for bands and athletic organizations as well as working with social entrepreneurs, the *Pittsburgh Passion*, a women’s American football league located in Pittsburgh, Pennsylvania, owned by Teresa Conn and former Pittsburgh Steeler Franco Harris., In addition to the Pittsburgh Passion, the class has worked with Valley Points, YMCA to update their strategic plan, pricing model, marketing presence, *Café Kolache* a locally owned shop that sells Czechoslovakian pastries and *Kellner Stair and Rail*, a local family owned business and other small proprietors, and. Each semester the owners visit the class and present their company’s current challenges with the expectation that the students will conduct research and analysis, and present their recommendations in a presentation at the end of the semester. This course allows students to hone their business skills

in a real-life learning experience comparable to situations they will face when they enter the workforce. The latest on-line semester-long project was for Good 501C and involved designing social media marketing materials for fund-raising efforts. The faculty instructor for this course is Dr. Diane Galbraith.

Alpha Kappa Psi

The oldest and largest professional co-ed business fraternity, Alpha Kappa Psi develops principled business leaders by adhering to their lifetime values: brotherhood, knowledge, integrity, service, and unity. With over eighty collegiate members, the Iota Upsilon chapter has won numerous awards including being awarded the Chapter of the Year distinction by the national office for four successive years; 2014-2017. Bringing in professional speakers and alumni, Alpha Kappa Psi fosters connections between both students and professionals to help them lead a successful life.

Delta Mu Delta

Delta Mu Delta (DMD) is a business honor society that recognizes and encourages academic excellence of students at qualifying colleges and universities to create a DMD community that fosters the well-being of its individual members and the business community through life-time membership.

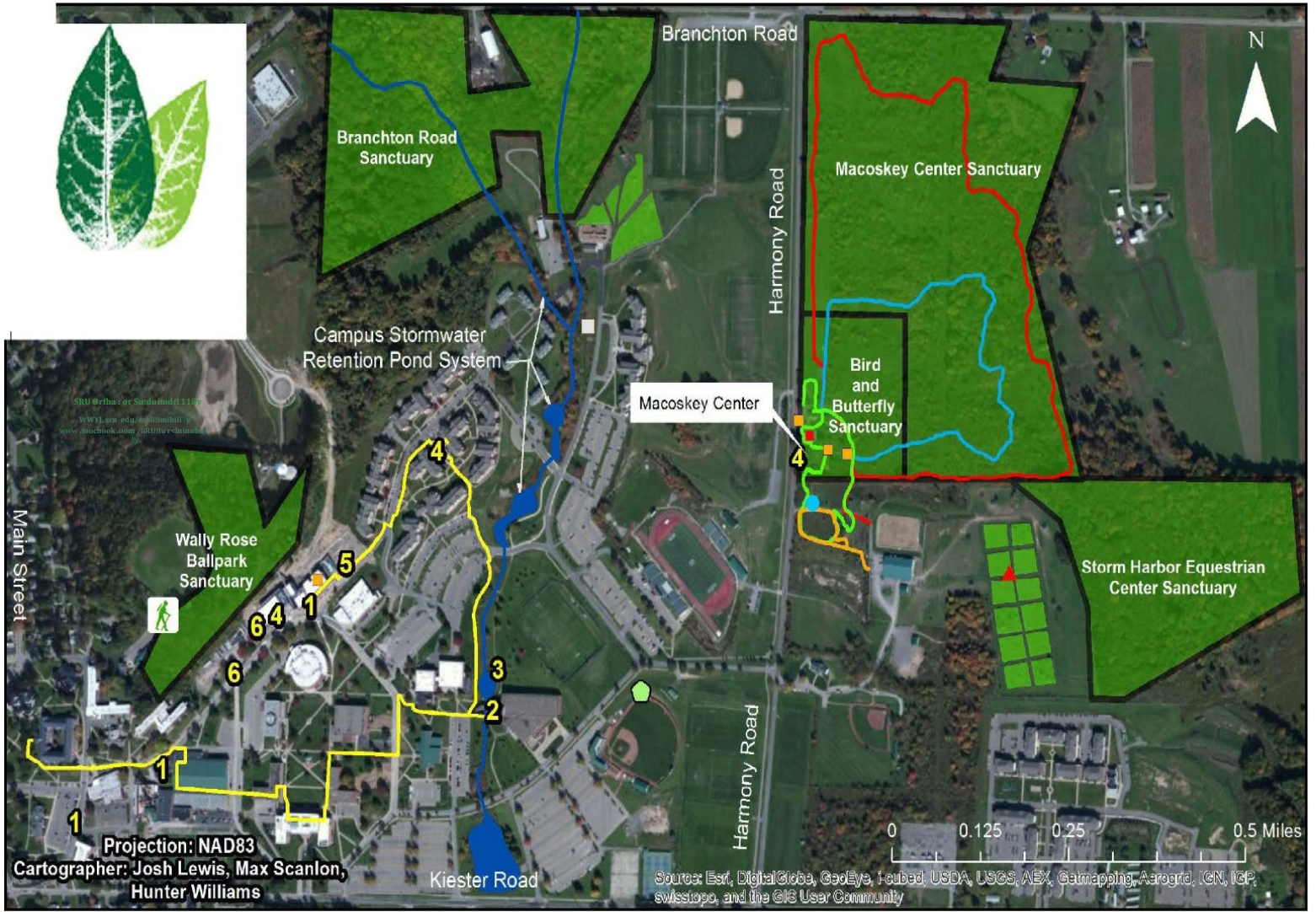
The invitation to join DMD is extended to SRU Junior and Senior Business Administration Majors who have completed a sufficient number of courses in the top 20% of their respective classes (minimum GPA of 3.50). The induction ceremony was scheduled for April 18, 2020 where we had 11 inductees with a 3.8 GPA or above. The ceremony will be rescheduled, due to the COVID-19 pandemic. The members have participated in various events including the etiquette luncheon at the Business Advisory Council meeting, networking events and panel discussions. This picture highlighted some of the inductees from last year. Dr. Sunita Mondal and Dr. Diane Galbraith are the faculty advisors.

2022-2024 Principle 3 Goals:



- ✓ Continue and publicize SEA initiatives
- ✓ Implement the Aquaponics Project
- ✓ Increase student engagement in University and SBUS Activities

Slippery Rock University Sustainability Features



- 1. Green Roofs
- 2. "Harnessing Human Energy" Project
- 3. Wind-Powered Lake Aeration System
- 4. LEED
- 5. Solar-Powered Rainwater Collection & Drip Irrigation System
- 6. Rain Gardens, Bioswales, PV- Powered Rainwater Drip Irrigation System

Description of Sustainable Features Around Campus

Green roofs offer both environmental and economic benefits - they decrease run-off (which very often picks up contaminants along the way) into storm systems by allowing rainfall absorption into the plantings, they protect the roof membrane from UV deterioration, greatly increasing roof life, and provide additional mass/insulating value to reduce heating/ air conditioning costs.

1. "Harnessing Human Energy" Project

An SRU Green Fund Grant was used to convert 13 elliptical machines at the ARC with technology that allows for the carbon-free generation of electricity produced from the kinetic energy of those using the machines. This project includes educational material developed to inform users as to how much carbon-free electricity is being generated and the environmental implications of their contributions.

2. Wind-powered Lake Aeration System

Uses renewable wind energy to oxygenate a retention pond on campus to inhibit the growth of harmful algae.

3. LEED (Leadership in Energy & Environmental Design) Certified Buildings

Residence Halls, Phase I: LEED Certified
Residence Halls, Phase II: LEED Silver Certified
Smith Student Center: LEED Silver Certified (in process)
Macoskey Center Harmony House: LEED Silver Certified, Existing Buildings O&M

4. Solar-Powered Rainwater Collection & Drip Irrigation System

The Smith Student Center East Parking Lot features a green area where an environmentally friendly rainwater collection system captures rainfall in an underground manhole, where a 65-watt pump distributes the water to a drip irrigation system serving the planters in this area. The pump is powered by a solar photovoltaic panel located on the roof of the building.

5. Rain Gardens, Bioswales, PV-Powered Rainwater Drip Irrigation System, & Pervious Pavement

The Smith Student Center West Parking Lot features an environmentally friendly stormwater bio swale, porous pavement, and three bioretention rain gardens that minimize soil erosion silt run-off by capturing/filtering stormwater runoff on-site, rather than channeling it to the municipal stormwater system.

Samples of other sustainable campus features funded by the SRU Green Fund:

- 21 filtered **Water Bottle Filling Stations** have been installed in major buildings across campus to encourage the use of reusable water bottles, reduce the number of plastic bottles and cans used/disposed of on campus, to reduce SRU's carbon footprint, and to protect the environment. From July 2013 this program had avoided the use of over 250,000 single-use disposable water bottles.
- The **Green Bike Initiative** provides free bicycles for student use, as well as many bike stands located around campus to encourage physical fitness and reduced reliance on automobiles.
- **Energy Dashboard Displays** installed in Residence Halls A - F aid in educating students on how their behavior can affect energy usage and related environmental emissions; these are estimated to save an estimated \$1.5 million over the next ten years, reducing SRU's carbon footprint and making the campus community more environmentally conscious.
- **Recycled Composite Plastic Benches** have replaced the deteriorated wooden benches on campus, while reusing the original bench frames, offering a more sustainable and longer-lasting solution to replacing the original wooden benches.
- A **Biofuels Processor** converts used cooking oil from our Dining Halls to create biofuel that is mixed with diesel fuel for use in the campus grounds equipment such as tractors and lawnmowers, reducing the campus carbon footprint.

For more information, visit the SRU Office of Sustainability at [www.sru.edu/ sustainability!](http://www.sru.edu/sustainability/)
2022-2024 Principle 3 Goals:



- ✓ To continue to expand SEA projects and market the progress
- ✓ To continue to implement the projects
 - ✓ Increase the student outreach on campus to include additional student engagement.

PRINCIPLE 4 – RESEARCH

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

Slippery Rock University School of Business has a strategic focus on research and the role of responsibility and sustainability.

The following table provides a list of faculty publications related to the seventeen sustainable development goals (SDGs) developed by the United Nations, plus other research through June 2022.

SRU School of Business Author	TITLE OF PUBLICATION	PUBLICATION
Amatucci, Frances	Contextual Embeddedness as a Framework: The Case of Entrepreneurship in South Africa	Journal of Developmental Entrepreneurship
Amatucci, Frances	Women Entrepreneurs Creating Value in a Democratic South Africa - Emerging Beyond the Informal Sector	Chapter in Research Handbook on Women's Entrepreneurship and Value Creation
Amatucci, Frances	Embedding Sustainability in the Entrepreneurship Curriculum	Chapter in Incorporating Sustainability in Management Education: An Interdisciplinary Approach
Amatucci, Frances	South Africa and Nascent Entrepreneurship: Heeding the Call for Context	Proceedings of the Annual Conference of US Association of Small Business and Entrepreneurship
Amatucci, Frances	Framing Second Generation Gender Bias: Implications for Women's Entrepreneurship	Journal of Developmental Entrepreneurship, 23(1):1-17.
Amatucci, Frances	An Interdisciplinary Framework to Deconstruct Second Generation Gender Bias and Why it Matters in Women's Entrepreneurship	Chapter in Women's Entrepreneurship: Going Beyond the Gender-Neutral Approach, Gower Publishing: United Kingdom
Amatucci, Frances	Women Business Angels: Theory and Practice	Handbook of Research on Venture Capital, Vol. 3
Amatucci, Frances	Using a Multiple Method And Mixed Mode Approach to Examine Women Entrepreneur Negotiating Styles	International Journal of Gender and Entrepreneurship
Amatucci, Frances	Still a Man's World? Second Generation Gender Bias in External Equity Term Sheet Negotiations	Journal of Developmental Entrepreneurship, 21 (3): 1-20

Amatucci, Frances	Still a Man's World? Second Generation Bias in External Equity Term Sheet Negotiating Styles	Proceedings of the Annual Conference of the US Association of Small Business and Entrepreneurship
Anderson, Melanie	Mylan's Epic Breach at the Top.	Journal of Business Cases and Application. Vol (18) 1-11
Anderson, Melanie	Customers' Indecisiveness: A Pricing Strategy Approach	Pennsylvania Economic Review, Publication Pending
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Roger, James	Forecasting of Radio Frequency Identification Entropy Viscosity Parking and Forwarding Algorithm Flow Risks and Costs: An Integrated Supply Chain Health Manufacturing System Approach	IEEE Journal of Radio Frequency Identification
Roger, James	Advances in Multi-Sensor Information Fusion: A Markov Kalman Viscosity Fuzzy Statistical Predictor for Analysis of Oxygen Flow, Diffusion, Speed, Temperature, and Time Metrics in CPAP	Journal of Knowledge Engineering
Roger, James	Efficiency Assessment of Water Providers Based on the Installation Scenarios of Prepaid Meters Using DEA App	Journal of Sustainability Science and Management
Roger, James	An Expert System Gap Analysis and Empirical Triangulation of Individual Differences, Interventions, and Information Technology Applications in Alertness of Railroad Workers	Expert Systems with Applications
Roger, James	QuantumIS: A Qualia Consciousness Awareness and Information Theory Quale Approach to Reducing Strategic Decision-Making Entropy	Entropy
Roger, James	Service Quality and Customer Satisfaction as Antecedents of Financial Sustainability of the Water Service Providers	The TQM Journal
Schimmell, Kurt	Assessing Causes of Alarm Fatigue in Long-Term Acute Care and Its Impact on Identifying Clinical Changes in Patient Conditions	Informatics in Medicine Unlocked
Schimmell, Kurt	Satisfaction as Reasons for and Against Generosity Decisions: A Behavioral Reasoning Theory Exploration	Marketing Management, 86
Schimmell, Kurt	Key Influencer Analysis of Employee Choice Between Consumer Directed and Managed Care Health Plans	Journal of the Northeastern Association of Business, Economics and Technology
Schimmell, Kurt	Economic Security under Disturbances of Foreign Capital	Advances in Systems Science and Applications, {S.1.}, v. 17, n. 2, p. 14-28, sep. 2017 ISSN 1078-6236

Schimmell, Kurt	Prior Satisfaction as Reasons for and Against Generosity Decisions: a Behavioral Reasoning Exploration	Marketing Management Journal, Vol. 26 Iss. 2, pp 86-100
Schimmell, Kurt	Effects of Foreign Capital on Economic Security	Currency Wars pp. 181-195
Scott, Edward	Chapter 1: Facing the Challenge Holistically	Managerial Decision Making: A Holistic System-Based Approach
Solano, Roger	Inclusion Strategies: The Effect of Blacks' Perspective-Taking in White-Dominated Spaces	Proceedings of the 77th Annual Meeting of the Academy of Management
Solano, Roger	Identifying Automatic Vehicle Location (AVL) Data Completeness Issues in a Rural Transit Authority System	Asian Journal of Empirical Research, Vol. 7 (1)
Solano, Roger	Empirical Insights on Improving Bus Reliability at a Rural Transit System	Asian Journal of Empirical Research, volume 7(12)
Tallapally, Pavani	Study of Bus Schedule Reliability in The Butler Transit Authority System	Pennsylvania Economic Review, volume 7(1).
Tu, Yanbin	Customers are less patient, sustainable advantage becomes transient and the key for firms to succeed in fast changing markets	Journal of Business, Economics and Technology
Tu, Yanbin	Cross-Border E-Commerce: A New Driver of Global Trade	Chapter in Emerging Issues in Global Marketing: A Shifting Paradigm, pp. 93-117
Tu, Yanbin	China's E-tailing Blossom: A Case Study	Chapter in E-Retailing Challenges and Opportunities in the Global Marketplace, pp 72-98
Tu, Yanbin	Who Will Stay with the Brand after Posting Non-5/5 Rating of Purchase? - An Empirical Study of Online Consumer Repurchase Behavior	Information Systems and e-Business Management
Tu, Yanbin	Enhancing Online Auction Transaction Likelihood - A Comprehensive Data Mining Approach	International Journal of E-Business Research, 15(2), 116-132
Tu, Yanbin	Luxury or Necessary Goods? - Study of Household's Demand for Communication and IT Products in OECD Countries	International Journal of Business Analytics
Tu, Yanbin	What Factors Determine PE/VC Investment Decisions in China? An Empirical Study	International Journal of Business and Emerging Markets
Tu, Yanbin	Effective Selling Strategies for Online Auction at eBay: A Comprehensive Approach with CART Model	International Journal of Business Information Systems, 30(2), 125-151
Tu, Yanbin	After Auctions Complete, What Will Buyers Do Next? - A Case Study of Feedback Rating at eBay	International Journal of E-Business Research, 13(3), 39-56
Tu, Yanbin	A Study of Tourism Market for Chinese Citizens Traveling to USA	International Journal of Leisure and Tourism Marketing, 6(1), 23-68
Tu, Yanbin	Online Auction Market of Preannounced Product - A Study of New Xbox 360 Console	International Journal of Online Marketing, 9(2), 39-52
Tu, Yanbin	Online Auctions of New Product Before and After Its Official Launch - Differences, Time Series Linkage, and Correlation with Stock Market	International Journal of Online Marketing, 9(4)
Tu, Yanbin	Online Auction Segmentation and Effective Selling Strategy: Trust and Information Asymmetry Perspectives	Journal of Electronic Commerce Research, 18(3), 189-211
Tu, Yanbin	Luxury or Necessary Goods? - Study of Household's Demand for Communication and IT Products in OECD Countries	International Journal of Business Analytics
Tu, Yanbin	A Study of Opinion Leaders in Green Consumption in Taiwan Using the Theory of Reasoned Action	International Journal of Sustainable Economics Management
Valencia, Jesus	A Path Analysis of Online Group Buying - Insights from Taiwan	International Journal of Applied Management Theory and Research
Valencia, Jesus	Measuring Intercultural Competence - An Exploratory Factor Analysis Case Study	Pennsylvania Economics Review Journal, Vol. 23 (2), pp 101-120
Valencia, Jesus	Systemic Representation of Economic Entities	Kybernetes: The International Journal of Cybernetics, Systems and Management Science, Issue 2, Volume 46

Valencia, Jesus	Order Reduction of Dynamic Monetary Systems	Kybernetes: The International Journal of Cybernetics, Systems and Management Science, Issue 2, Volume 46
Valentine, David	Identifying Involuntary College Dropouts: A Survival Analysis Case Study	Pennsylvania Economics Review, Vol. 25 (2), pp. 101-120
Wajda, Theresa	Etudes for Parallel Programming Using the Traveling Salesman	The Journal for Computing in Small Colleges, Vol. 32 (6), pp 152-164
Wajda, Theresa	At Nash Equilibrium When New Market Competitions Appear?	Kybernetes, Vol. 46 (2), pp. 256-271
Wajda, Theresa	Chapter: Issues of Competition	General Systems Theory: Foundation, Intuition and Applications in Business Decision Making, 32, 257-275
Wajda, Theresa	The Dynamics of Market Competition	Managerial Decision Making: A Holistic System-Based Approach
Wajda, Theresa	Generation Z- Student Evaluation of University Operatin During COVID-19	Pandemic University: Teaching and Learning in a Global Crisis
Wajda, Theresa	The Supply Chain Ecosystem of a Firm	Value in Business: A Holistic, Systems-Based Approach to Creating and Achieving Value
Wajda, Theresa	Upstream/Downstream Impacts on a Firm's Performance	Value in Business: A Holistic, Systems-Based Approach to Creating and Achieving Value
Wajda, Theresa	The Systematic Hierarchical Structure of the Mind	Value in Business: A Holistic, Systems-Based Approach to Creating and Achieving Value
Wajda, Theresa	Preferred Taxonomies and Inclusive Classification of Consumers	Value in Business: A Holistic, Systems-Based Approach to Creating and Achieving Value
Xu, Liang	Giving Generation "Z" Marketing Students a "Voice"	Marketing Education Review (In Press)
Xu, Liang	<i>Combining Traditional Accounting and Value-Added Activity Measures to Maximize Supply Chain Performance</i>	Journal of Accounting & Finance (2158-3625). Jul 2018, Vol. 18 Issue 3, p80-93.
Xu, Liang	<i>Information Technologies and Analytical Models for Strategic Design of Transportation Infrastructure</i>	Strategic Information Systems and Technologies in Modern Organizations, Chapter 13, p. 300 -321.
	<i>Relationship Between Technology Innovation and Industrialization and Role of Manufacturing in National Economic Growth</i>	International Journal of Sociotechnology and Knowledge Development

In addition to these faculty publications, SBUS faculty delivered approximately 200 presentations on topics related to the seventeen sustainable development goals. Fifty-four grants, including two from external sources, were awarded for research related to the sustainable development goals. Dr. John Golden received funding from ASIANetwork/Freeman Foundation Fellowship Grant in 2018 and one from Internal Revenue Service VITA Grant in 2016 – 2017. Drs. Roger Solano and Sunita Mondal received a 2017 Research Mini Grant from the Center for Rural Pennsylvania’s 2015 Research Mini Grant for the project, “*Analysis of 2012 Census of Ag Data*”.



2022 - 2024 Principle 4 Goals:

- ✓ Encourage scholarly activities related to the sustainable development goals
- ✓ Continue to emphasize need for financial support for research from administration
- ✓ Promote research opportunities to SBUS faculty related to sustainable development goals

PRINCIPLE 5 – PARTNERSHIP

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

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“Experience the Difference”, the new tagline of SRU, sends out the promise to deliver a unique Rock Solid education, which refers to a solid, integral education program, from both interior and exterior. Inside the classrooms, students experience a comprehensive learning environment, inspired by passionate faculty members and guided by caring support services. Outside the classrooms, through partnership to connect with stakeholders and the community, students experience the difference they can make by applying their knowledge and skills.

The difference students experience comes from all the stakeholders in the SRU community -- the current students, faculties, staffs, alumni, organizations, business partners.

Partnership through Internships

While students learn the knowledge and skills in the classroom, the best way to internalize and consolidate them is to apply in the real world. Internship is an important component of the Rock Solid education. Faculty believe internships are vital for student work experience and promote internship for students. Each major has an option for an internship as required or elective for 3 to 12 credit with working between 120 and 480 hours. An average of 15 – 25 students take internships each semester. Effective with the 2022 Fall incoming class, an internships or VITA are required for accounting majors. During the academic year of 2020-2021, there are 19 Accounting, Economics and Finance students completed the internships.

Dr. Melanie Anderson (Accounting, Economics and Finance), Dr. Diane Galbraith (Management and Marketing) and Dr. David Jordan (Health Care Administration and Management, and Information System) are the faculty coordinators for School of Business.

Two long-term internship partners are highlighted here:

SEA Internships

With Sustainable Enterprise Accelerator (SEA) internship program, student interns serve a variety of regional clients and help to solve a variety of cases. The SEA internship provides students extensive networking opportunities and a real chance to improve the face of business with sustainable objectives, and help students start building careers in the sustainable business area.

SEA is a team-oriented environment, and students are encouraged to collaborate and delegate with fellow interns. It's a great opportunity for the students to link what they have learned in the classroom to real-life problems as well as work and collaborate as a team.

SEA Partnerships

The clients of SEA are student entrepreneurs, regional entrepreneurs and existing businesses. For effective implementation of its various projects, the SEA has partnered with numerous individuals and institutions including: North Country Brewing Company (Client, Marketing projects, workshops, beer releases, financial support), PPG Industries (multiple project partner), Penn State College of Agriculture (pending grant partner, several joint workshops, model farm plot program, beginning farmer program, food for profit, etc.), Reyna Foods (client sponsor, workshops and projects), Intermediate Unit 4 (project partner), The Butler Eagle (project partner), Hammersmith Digital Marketing (project partner, sponsor), Pennsylvania Association for Sustainable Agriculture (PASA) (workshops, project partner), Tier III (project partner), Volant Merchants Assn (client, project partner), Center for Community Resources (sponsor, project partner), Nonprofit Development Corporations (sponsor, project partner), United Way/Internal Revenue Service (VITA program project partners and sponsors), Rotary International/Slippery Rock Rotary (project partners and sponsors), Northwest Growers Cooperative (project partner), Ideagist [World community of emerging tech entrepreneurs] (project and workshop partner), Close to My Heart Foundation (project partner), Seed Aquaponics, LLC (project and workshop partner), Big Rail Brewing Company (project and workshop partner), Real World Scholars/EdCorps (project and workshop partner), Transforming Culture Consultants (project partner). The most recent on the lists are The Birdwatchers (project partner), Butler Succeed [a nonprofit center at SRU for community engagement, empowerment and development] (project partner), Macoskey Center at SRU (project partner), Butler Downtown [a non-profit tourist information center in Butler, PA](project partner), Center for Ageless Entrepreneurs (project partner)[LY2]

VITA internship via partnership with the Internal Revenue Service

The School of Business at Slippery Rock University has partnered with the Butler County Center for Community Resources for the past 14 years, in conjunction with the federal Internal Revenue Services' Volunteer Income Tax Assistance (VITA) program. The VITA program offers free, federal income tax preparation services to individuals and families earning approximately \$50,000 or less annually. VITA interns are IRS trained and certified prior to preparing taxes. From 2021, VITA program stands in our curriculum as a service-learning class.

The tax preparation service is being funded by grants from the IRS and United Way of Butler County in collaboration with SRU volunteer students. The primary contact for this program is Jean Bowen, Program Specialist and VITA Coordinator with Center for Community Resources, Inc. The faculty advisor for the School of Business is Theresa Phipps. 2019-2020 season VITA program was cancelled due to the COVID-19 pandemic outbreak. For the 2021-2022 tax season the program completed 1,501 returns refunding over \$2.3 million dollars. This year SRU had 16 students in the program.

Other than SEA and VITA internship programs, students in the School of Business are encouraged to take internships with local, regional, national or international organizations. Students and their respective organizations understand the value of the internship as they can be mutually beneficial. Through the partnership with local and national businesses and organizations, the students are exposed to how the organizations operate and can apply what they have learned in college to solve business problems from the real world. The interns are mentored and evaluated by the supervisor and received a final written evaluation report. The positive interactions between our internship partners, students and faculties sometimes can lead to formal job offers to School of Business students directly.[LY3]

Partnership with the Office of Career Education and Development at SRU

The School of Business has long-term partnerships with the Office of Career Education and Development at SRU to better assist students preparing and starting their careers in the business industry upon their graduation. The career office helps students to determine a major, work on their resumes and interviewing skills, establish their online professional profiles and prepare for the job fairs. Dr. John Rindy also does guest lectures during the semester at the meetings of student clubs, is a guest classroom speaker in classes such as Dr. Galbraith's HR class and gives lectures to business students on etiquette and professional manners during the semester.

New Partnership with SUCCEED -

Slippery Rock University officially opened its new community outreach office in Butler with a ribbon cutting ceremony at noon, Sept. 10, 2021 at the SRU Center for Community Engagement, Empowerment and Development, known as Butler SUCCEED in the heart of Butler that will act as a hub between the University and the Butler city and county communities to form and continue mutually beneficial partnerships that enhance the quality of life in the region and advance learning, research and civic engagement.

"The opening of Butler SUCCEED signifies another important step in SRU's commitment to civic engagement and improving the lives of people in our community," said William Behre, SRU president. "Functionally, this office provides convenience for community partners to meet with people from SRU, but it also represents a neutral site for people to support each other for mutual benefit.

The Butler SUCCEED office includes work stations and meeting space where community partners can collaborate with SRU students, faculty and staff, as well as offices for the Butler SUCCEED staff. The staff include Jeffrey Rathlef, SRU's director for community-engaged

learning, who is the Butler SUCCEED director; Laura Villers, associate director for community-
Butler SUCCEED is also led by a 20-member advisory council consisting of SRU and
community leaders. <https://www.sru.edu/news/083121a>

Partnership with the Business Community

Business Advisory Council (BAC) is crucial in our business education. Our advisors in the field are business leaders from the public, private and nonprofit sectors, and offer us insightful feedback about the industry. Based on that, we continuously revise and improve our curriculum to meet the changing needs of industry and the current market. BAC plays an important role supporting the students and programs of the SBUS and advocating for curriculum and experiential learning opportunities. We have multiple advisory boards within and across departments, discipline specific or generalized department ones, to address different needs. For example, we have an Accounting Advisory Board, The Health Care Management Advisory Board and the Marketing and Management Advisory Board, the Board of Advisors. In addition, some of our business partners are recruiters at their respective companies (for example, from Allegheny Health Network and UPMC), and have worked with SRU applicants to place them in various positions. Usually, each advisory boards meets every semester or academic year. The pandemic interrupted the routine, but we resume the meetings from 2021-2022 year. For example, Accounting Advisory Board meeting held in April 11th, 2022.

We also have a big event as tradition every year, the School of Business week. During SBUS week, our Business Advisory Council meets on campus and interacts with students and faculty through a variety of activities, including mock interviews, resume building, guest lectures, etiquette meals, etc. In 2020 and 2021, the School of Business week was cancelled due to the COVID-19 pandemic. In Spring 2022, it was resumed from April 4th to April 10, 2022 with a series of events and speakers and ending with the scholarship banquet. The highlights of this year include the guest lectures by Timothy DeFoor, Pennsylvania Auditor General, Dr. John Rindy from the career office at SRU, and Travis Squyres, SRU alumni.

Partnerships with the local and regional Chambers of Commerce

Specifically, we have a partnership with the Pittsburgh North Regional Chamber of Commerce, whereby many faculty members belong and students are afforded a free membership. SRU, School of Business also partner in various community events plus Dr. Diane Galbraith participated in an internship presentation with 4 other area universities to inform the Chamber members of the definition, the process, the benefits, the challenges, the evaluation, etc. associated with hosting interns. Faculty are also invited to their events and Monday Morning meetings, while students are offered a free membership.

Our business partners help our students to understand the real world and the challenges in the companies as well as their respective industries at both micro and macro levels. In the past few years, SBUS students have had guest lecturers from Alumni and others through AKPSI, Direst Selling

Foundation CEOs, Joseph Gabriel Joseph Fink, Fastenal, Sales Biz, Ron Antonucci, Federated Investors, NY Life, Alcoa, Packer, Naval Audit Service, Affordable Housing Accountants, Hill Barth King, CCR Butler PA, Beckers, Brian Kalmar (Principal Software Architect), UPMC Fellows Panel Event.

Additionally, numerous faculty sit on external boards in the business community. A sample list includes: Board of Visitors, Board of Directors- Education Partnerships, Board of Directors- Pittsburgh American Marketing Association (AMA), Board for Valley Points YMCA, Deer Lakes Council, North East Ohio (NEO)Tech Collaborative, Director of Mentorship for the Project Management Institute's Pittsburgh Chapter etc.

Partnerships through Service Learning

We also embed the real-world experience into the curriculum of School of Business, service learning courses. In those courses, students work on semester-long projects as consultants with external stakeholders to solve business problems. Under the faculty's supervision, such projects are a win-win by offering students opportunities to apply what they learn in the real world as well as assisting the respective organizations to tackle their problems.

For example, other than VITA program mentioned above, other organizations include Central Blood Bank of Pennsylvania, Boy Scouts of America, Butler Eagle Newspaper, Convict Choppers, Eat N' Park Incorporated, National Marrow Donor Foundation, Northeast Ohio (NEO) Tech Collaborative, Beyond Plastics Poster Session (President's Commission on Sustainability), Sustainable Business Consulting Students (North Country Brewing), Butler County YMCA, Valley Points YMCA, Outdoor Immersion, National Grind Coffee & Tea, Irene Hooks and Tabea Ohle, Conquer Entertainment, Pittsburgh Passion, LEONE Foundation, Electronic Payment System, AI Chabot System- Giant Eagle, SRU-Energy Conservation Committee, Information Systems Board of Visitors, Quality Life Services, Grove City Medical Center, etc.

Dr. Diane Galbraith's Management Seminar works with external stakeholders every semester on a semester-long service-learning project to benefit the organization and hone the students' skills in teamwork, collaboration, communication, etc. Projects and partners vary, but all culminate in a presentation to the business owner at the conclusion of the class.

The impact of incorporating those service-learning projects by business faculties are student's understanding of numerous aspects of cultural diversity, social awareness, accountability, as well as their critical thinking and decision-making ability under uncertainty.

Partnership with Professional Associations

In addition to our business advisory councils, numerous internship, job opportunities, exciting programs, speakers and events in campus are generated from our partnership with the professional associations. The professional association affiliations help our disciplines and programs to keep current as well as providing networking opportunities for our students and the university.

Dr. Jeananne Nicholls and Dr. Kurt Schimmel, who serve as Co-Chairs for SRU's AMA student chapter of the American Marketing Association, worked with students who yearly participate in AMA's Annual Plan competition, the national Collegiate Case Competitions, and sales competitions all as part of the yearly AMA International Collegiate Conferences held in NOLA, virtually, and Chicago. In 2022, one of our students, David Hanna, finished in the top 30 in a field of over 200 competitors. Also, at the 2022 AMAICC, Schimmel, Nicholls, and Cody Nicastro won Best Faculty Paper for what started as a student-based research project. SRU's AMA Chapter also participates yearly in the AMA Pittsburgh Regional Case Competitions and always places in the top 5.

Since 2020, SRU's AMA student chapter has also virtually hosted numerous professional panels (three) on a variety of career focused topics and has also hosted marketing and other professionals (five) offering many professional development opportunities for members and other students.

Accounting discipline is currently partnered with the Institute of Management Accountants with faculty serving as campus advocates, and award up to 10 scholarships to take the Certified Management Accountant (CMA) exam. Accounting discipline also partners with the Institute of Internal Auditors to promote awareness of audit careers, including speakers on campus and participation of faculty and students in their annual Fraud Seminar. Another partnership is with the Association of Certified Fraud Examiner (ACFE) Anti-Fraud Education. Dr. Theresa Phipps use the ACFE education materials in her forensic accounting and auditing class to teach.

Students in Dr. Theresa Phipps's auditing class participated in the Institute of Internal Auditors (IIA) Pittsburgh Chapter student case competitions and fraud seminar along with faculty. In Fall 2021, a team of three accounting students won 3rd place in the Institute of Internal Auditors/Pennsylvania Institute of Certified Public Accounts Case Contest. In Spring 2022, a team of three accounting students won 2nd place and \$1000 cash award in Institute of Internal Auditors presentation contest.

Dr. Jennifer Nightingale serves as the Director of Mentorship for the Project Management Institute's Pittsburgh Chapter where she has a chance to interact with hundreds of individuals who have the Project Management Professional (PMP) certification, from Southern New Hampshire University, Carnegie Mellon University, UPMC Enterprises, University of Pittsburgh, Philips, American Marketing Association, IMPROBOTICS, Keystone Clearwater Solutions, Mitsubishi Electric Power Products Inc, etc. As in Spring 2022, information system discipline offers a fall and spring session for the Pittsburgh Bridge Builders program, pairing mentors with a protégé. The requirement of this program is that the mentor and protege meet at least once a month and then attend a collaborative meeting once a month as well where we cover topics like leadership, careers and resumes, and so forth. Students in Dr. Nightingale's Project Management class in Spring 2022 are highly encouraged to continue and complete the Spring Pittsburgh Bridge Builders program which runs through June, 2022. Students will receive a certificate of completion from the Project Management Institute. The program enriches students' industry experience and could lead to internships and jobs.

Other SRU's Partnership Related to Sustainability

SRU offers different levels of academic programs related to sustainability, for example, environmental studies and sustainability major, sustainability management minor, sustainability certificate, and sustainability thread in the general education program.

In September 2020, SRU's office of sustainability hosted monthly virtual "Climate Conversation" and the conversations continue the first Wednesday of each month as long as there remains interest. The

panelists include Paul Scanlon, SRU director of sustainability, Larry Schweiger, former president and CEO of the National Wildlife Federation, Penn Future and the Western Pennsylvania Conservancy, Becky Lubold, retired Jennings Environmental Education Center environmental educator and current manager of the Slippery Rock Farmers Market, Julie Snow, SRU professor of geography, geology and environment and the chair of the PASSHE sustainable development task force, Shawn Davis, SRU assistant professor of parks, conservation and recreational therapy.

Dr. Mary Jo Ross, associate professor of hospitality, event management and tourism, partners with the local farmers in Butler County to host the “Farmer Fridays” in her Sustainability in Food and Hospitality class. In Fall 2020, the class met online on Fridays to join the Zoom video chat with William Thiele, the local dairy farmer, who showed the students what he is doing and why he’s planting a certain crop or using a certain feed on the site.

In October 2020, SRU was one of the two colleges and universities selected by Ever-Green Energy, a district energy operator and sustainable energy adviser, to receive free energy planning services that will reduce SRU’s carbon emissions to achieve carbon neutrality by 2037. As SRU completes certain benchmarks of the program, the University receives increments of a grant totaling \$25,000 from the West Penn Power Sustainable Energy Fund (WPPSEF), a nonprofit organization that invests in the deployment of sustainable energy technologies that benefit West Penn Power ratepayers in Pennsylvania.

While the outbreak of COVID-19 in Spring 2020 interrupted the Macoskey Center’s Earth Day Fest, it resumes in a hybrid format in 2021 and back to normal in 2022.

All the continuous efforts the whole SRU community make towards sustainability keeps SRU recognized by the Sierra Club’s Cool School list in 2020, the 15th straight year. In addition, SRU was eligible and recognized to participate in the Cool School Rankings. SRU also continues being recognized by the Princeton Review on its “Guide to Green Colleges: 2022 Edition.”, which keeps the streak of the past 22 years.

Students Clubs and Organizations

While some partnerships are faculty initiated, target specific programs or classes, lots of partnerships are developed via student clubs and organizations. Student clubs are student initiated and oriented organizations where faculties serve as advisors. Other than classes, student clubs are also the direct partnership between faculties and students. In School of Business, we have Alpha Kappa Psi, American Marketing Association, Society Human Resource Management, Finance & Economics Club, Future Healthcare Leaders, Rock Solid Investment Club and Student Accounting Society etc.

For example, Alpha Kappa Psi partnered with the Victim Outreach Intervention Center in Butler. The organization provides confidential services at no cost for survivors of domestic violence, sexual assault, and other crimes. Alpha Kappa Psi donated over 80 items to the household items. The investment club holds weekly meetings to discuss the mock portfolio of investments and brings in many speakers. The SRU chapter of SHRM held monthly meetings with external speakers. The Economics and Finance club has a semester event to visit the Federal Reserve at Cleveland (in Fall 2021 and Spring 2022, the events were held virtually). The two clubs hold joint events by having speakers from New York City, Pittsburgh and SRU. Most clubs also combined for a Carnival event to showcase the School of Business in the Spring that included a balloon guy, a cook-out and games for all SRU students held in the Quad.

2022-2024 Principle 5 Goals:



- ✓ Continue to increase and leverage partnerships within the university and with external stakeholders
- ✓ Search for additional community partners to further the PRME initiatives

PRINCIPLE 6 - DIALOGUE

We will facilitate and support dialogue and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

The School of Business has remained active in pursuing a dialogue about PRME principles.

Business Advisory Council

The Business Advisory Council (BAC) have Boards of Advisor (BOA) for Accounting, Economics and Finance (AEF) Department, the Marketing & Management (MM) department, the HCAM as well as IS department. The boards are a combination of external stakeholders and professionals in their respective fields in these departments. In addition, some of them are SRU alumni.

For the AEF department, the committee consists of 15 to 20 people in the accounting, economics and finance field from the Pittsburgh area. The Board meets twice a year, fall and spring semesters. Board members offer advice on curriculum, professional opportunities, and mentoring. Several of the BAC members have come to speak in the classroom to share their industry experience, and many of our students have received internship and/or job offers from our members' companies.

For the MM department, the committee consists of 17 members, including faculty and several business leaders from Butler and Pittsburgh area. The committee meets semi-annually or annually. Most recently the Board met in March 2022, led by Dr. Diane Galbraith, Chair of BOA presented to the Business of Advisors - MGMK - School of Business. We continue to retain our signatory status as a member of the U.N. Global Compact. The meeting began with an introduction and the Dean's report - including an announcement to new members that the SRU School of Business was awarded AACSB accreditation, earned in December 2020. He then covered our positive enrollment numbers and a general overview of the status of the university. The Chair then reviewed department enrollment numbers a competitive analysis and new programs. Other items included an Accreditation update, information on Diversity, Equity, Inclusion and Belonging (DEIB) as a value, and the strategic Plan. Active dialogue ensued with the stakeholders on a variety of topics from the impact of COVID to trends in academia, thoughts on universities on a national basis and our newest hire - Chief Diversity Officer. We are also looking to expand the BOA to replace a retiring member and one that moved out of the area.

Within the HCAM/IS department, there are two separate BACs. The IS department has a Board of Visitors which meets with them 2-3 times a year at SRU to discuss their curriculum and what they can do to help SRU students. The Board of Visitors also conduct an industry awareness night where they bring in industry professionals to discuss their jobs and IS jobs in general. And they hold resume and interview workshops, which lets the students get feedback on their resumes, and the interview workshop gives them practice with phone and in-person interviews. HCAM department has recently reconstituted their advisory council. Members have been confirmed and bylaws have been developed. Members are in the process of developing initiatives to support students such as curriculum review and mentoring opportunities.

Advisory Board Members (2022): External members, excluding faculty:

Shane Jacobovic – Covestro

Jen Crowley – Astrobotic

Robert Solano – SAP Ariba

Tracy DeLucia – Giant Eagle

Jessica Lynch – Lynch Legal Consulting, LLC

John Nabozny – BNY Mellon

Lyndse Costabile – FunD Av Consulting

Shannon Baker – Gatesman Agency

Bill O'Rourke – Merit Leadership, LLC; Retired ALCOA

Bill Ringle – System Ringle

James McEvoy - II - VI

School of Business Week

Business Student Round Table was formed to promote events and opportunities to the School of Business students. The Round Table includes: Alpha Kappa Psi, American Marketing Association, Finance and Economics Club, Future Healthcare Leaders, Rock Solid Investment Club, Student Accounting Society and the SHRM club for Human Resources. The mission is to create opportunities for students to connect with their major, their peers, and to their professors in addition to a showcase to the rest of the university. To support this mission Business Round Table hosted a week-long celebration for the School of Business, which was held from April 4, culminating in the School of Business Awards Banquet. This year the Pennsylvania state Auditor General addressed an auditorium of students regarding his career, his department and partnering opportunities. He also attended a luncheon with faculty and students. Next was a presentation by our Career Services leadership regarding post COVID suggestions for the workforce. Finally, a business leader from Dollar Bank presented to the School on post - COVID workforce - from an internal Auditor Perspective. Tuesday included a Carnival hosted by the School of Business including support from a variety of our clubs, a balloon maker, a cook-out, popcorn, chips, etc. The Awards banquet on Sunday was a dinner and celebration of our best and brightest students with scholarship award

winners, Outstanding Seniors, Case Competition winners and more. Dr. Melanie Anderson and Dr. Diane Galbraith were the co-Masters of Ceremony as Students, Parents, Siblings, Administration and Faculty, approximately 75 attendees, all gathered to honor the incredible accomplishment of our students. In addition, the MM department had a scheduled keynote speaker for School of Business Week, Rebecca Lucore, the Head of Sustainability and Corporate Social Responsibility.

Some of the past speakers include

- Paula & Lisa Scarmazzi - Hawthorne Partners, Inc.
- Ron Muhlenkamp - Muhlenkamp & Co., Inc.
- Raul Valdez Perez - Vivisimo Inc.
- Enzo Santilli - MarketSphere Consulting
- Amy Veltri - Novel Geo-Env.
- Steve Smith - Plus Consulting
- Paul & Lisa Scarmazzi - Hawthorne Partners, Inc.
- Laura Deklewa - Allegheny Construction Group
- Dennis Lejeck - Black Knight Security
- Janice McGee - The Empyrean Group
- William G. (Gus) Pagonis - Genco
- Joe Finney - Tire Centers, LLC
- David Boucher, CEO UCI Medical (two visits in 2016-2017)
- Magali Abadie, Dir. International Clinical Operations and Quality University of Pittsburgh Medical System (UPMC)
- Margaret Hardt DiCuccio, CNO & COO Allegheny General Hospital

School of Business

PRME initiatives and outreach were discussed at various department meetings and presented at the faculty retreat in the School of Business, SRU.

Sustainable Enterprise Accelerator (SEA)

The Sustainable Enterprise Accelerator (SEA) is a facility that provides resources for students to work on projects and entrepreneurs to initiate and grow their businesses with sustainable business practices. Students get an opportunity to work on real-world applications through projects and interact with actual clients. The Sustainable Business Consulting course provides opportunities for hands-on learning where student teams engage in small business consulting projects with local firms. Students organize and participate in guest speaker forums and club fundraisers and meet representatives of local businesses. There are two major competitions that are organized and sponsored by the SEA. These are, Pennsylvania Entrepreneurship Business Plan Competition, and the annual Rock the Boat Elevator Pitch Competition. Each of these competitions have cash prizes for winners, which are sponsored by the SEA.

The SEA also presents several projects which are also service-learning project opportunities for students. These include Slow Food project, Cranfest Folk and Food Festival, Eco Therapy Workshop, and Earthfest to name a few. The SEA publishes monthly newsletters on events, activities and collaborations by the SEA members and interns. The Center for Ageless Entrepreneurship (CAE) is one of the current projects, which is an entrepreneurship education platform designed to support individuals, exploring entrepreneurship in the second half of life. The center is intended to be housed at the Sustainable Enterprise Accelerator in Slippery Rock. The organization has a unique niche-targeted market for today's business, and will likely be the first designated education center. Members of the center will be serviced by learnings of entrepreneurship ideologies, business training, and mentorship to apply to their own endeavors within the market while building a network community.

The SEA Wilderness Project was developed by Dr. Golden during a Costa Rican rainforest trip. His travels granted him the opportunity to ponder the ambiguity of the word, "wilderness." Its definition obtains different meanings and purposes for each individual. Humans possess an innate connection to nature. Exposure to the outdoors is believed to create positive therapeutic benefits. The underprivileged individuals who are lacking wilderness interaction are susceptible to suffering from what the "Last Child in the Woods" author, Richard Louv, defined as nature deficit disorder. An inadequate amount of interaction with nature may lead to behavioral and stress-induced disorders that negatively impact one's health. One solution, ecotherapy, is a relatively recent therapeutic approach with promising potential. The goal of the SEA Wilderness Project is to research the positive effects of ecotherapy and tactics to administer these services to those lacking the ability to access nature themselves. A potential direction for The Wilderness Project is through virtual reality implementation. The technological method provides an immersive, sensory-packed experience to the user. This project requires guidance from an ambassador with a true spirit for the wild and a passion for bringing that essence to those in need.

The SEA has recently become a founding member of the world's largest digital incubation platform, IdeaGist. IdeaGist's Emerging Technology Accelerators Initiative (ETA) will be working with the SEA to bring a better understanding of featured emerging technologies. The seven featured technologies include Artificial intelligence, 3D Printing, Blockchain, Internet of Things (IoT), Augmented Reality, Intelligent Vehicles, and Smart Robots.

With regards to sustainability, SEA is planning on showcasing the Wilderness Project during the semester annual Stress Less for Finals week. The Wilderness Project uses VR technology from the Oculus Go and sends students into a virtual world where they can see the environment up close. The idea of this project is to send students to another place and see the beauty of the world and hopefully inspire them to treat the planet better.

Green Leaves is a Slippery Rock University initiative to promote sustainability. People who take on the responsibility of monitoring their department are called Green Leaders. These individuals can earn points for their departments in a variety of ways. All things in the program are designed to reduce the carbon footprint of departments.

The campus-wide sustainability audit records greenhouse gas inventory each year. In order to achieve our goals as a whole, we must unite the individuals that impact that data every day to make visible progress. Through the Climate Action Plan, the university is projected to become carbon neutral by 2037. Therefore, the ability to reach the school’s population and encourage active, voluntary practices is vital to the school’s success.

SEA Academy is a nonprofit mission by the Slippery Rock Sustainable Enterprise Accelerator with the central goal of providing free education on business management, marketing, ecommerce, and sustainability. SEA interns create newsletters and podcasts to highlight what the SEA has done over the course of the semester. These newsletters are shared regularly with the SRU community.

Volunteer Income Tax Assistance (VITA)

The VITA program offers free tax preparation, is a great service to the community and a fantastic learning experience for Slippery Rock students. Individuals and families earning less than \$50,000 in annual income are eligible for this free program. The students are IRS-certified volunteers and provide free basic income tax return preparation with electronic filing – for both federal and state taxes. We are really proud of the program, and its success. For the 2021-2022 tax season the program completed 1,501 returns refunding over \$2.3 million dollars.

This year SRU had 16 students in the program. The VITA Program is run with the Center for Community Resources out of an office near campus on 165 Elm Street in Slippery Rock. The students gain valuable tax preparation experience, and families get free tax preparation services. This is a great resume item as it increases students’ professional competencies. Additionally, students gain the experience of community service, and many of them feel highly rewarded after they help a family get a sizable return.

2022-2024 Principle 6 Goals:



- ✓ Continue dialogue with internal stakeholders (students, other Colleges within the university, etc.) and external stakeholders (Business Advisory Council members, Chamber of Commerce members, etc.) about the sustainable development goals.
- ✓ Develop partnerships toward the attainment of the SDG’s.

✓ **Appendix 1. The State System, Slippery Rock University, School of Business Strategic Goals and PRME Principles**

PASSHE GOALS	SRU UNIVERSITY GOALS	SCHOOL OF BUSINESS GOALS	PRME Principles
<p>1. Ensure academic program excellence and relevance</p> <p>2. Increase accountability and transparency; focus on results</p> <p>3. Enable more students to obtain credentials that prepare them for life, career and the responsibilities of citizenship</p> <p>4. Develop new funding strategies, diversify resources and manage costs to preserve affordability</p>	<p>1. Offer a quality, flexible, agile and integrated curriculum and co-curriculum to develop the intellectual, social, physical, and leadership capacities of students.</p> <p>2. Maintain an unwavering focus on success for all students</p> <p>3. Fuel learning with powerful pedagogies and transformational experiences.</p> <p>4. Provide a caring campus experience supported by quality housing, dining, recreation, health, safety and administrative services.</p> <p>5. Increase financial resources, enhance physical facilities, employ cost-effective technology and adopt sustainable practices</p> <p>6. Engage alumni and friends in the life of the university</p> <p>7. Support external communities through programming and expertise</p> <p>8. Increase enrollment while enhancing student quality and diversity</p> <p>9. Attract, retain, and develop highly qualified and diverse faculty, staff and administrators.</p>	<p>1. SBUS is committed to providing high quality curriculum designed to make students 'career ready'. We emphasize excellence in teaching incorporating high impact practices to facilitate student engagement.</p> <p>2. SBUS faculty and staff in conjunction with the University administration are highly engaged in the recruitment and retention of quality and diverse students.</p> <p>3. SBUS strives to recruit and retain academically qualified, experienced and diverse faculty and staff.</p> <p>4. SBUS faculty conduct scholarship that enhances student learning.</p> <p>5. SBUS is engaged with faculty, students, its advisory board, University staff and other external stakeholders.</p> <p>6. SBUS strives to develop principle-centered students who are responsible global citizens.</p>	<p>Purpose: Develop the capability to be future generators of sustainable business and society and to work inclusive and sustainable global</p> <p>Values: Incorporate into our core academic activities the values of responsibility as portrayed in initiatives such as the United Nations Compact</p> <p>Method: Create educational frameworks, materials, processes and environments enable effective learning experiences responsible leadership.</p> <p>Partnership: Interact with major business corps to extend our knowledge challenges in meeting social and responsibilities and to explore approaches to meeting these challenges</p> <p>Dialogue: Facilitate and support debate among educators, students, government, consumers, media organizations and other stakeholders related to global social responsibility sustainability</p>