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**McCoy College of Business**

**Texas State University**

**Report on Progress**

**2018-2019 Academic Year**

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**From the Dean**

McCoy College of Business is reaffirming its commitment to uphold the Principles for Responsible Management Education (PRME). We are proud to continue our participation in this effort to advance universal principles in human rights, labor, environment and anti-corruption. McCoy College looks to these principles to guide its curricula into a greater acknowledgement of corporate social responsibility. This Sharing Information on Progress (SIP) report pursuant to the United Nations Global Compact attests to that fact.

PRME’s mission, to establish a process of continuous improvement in order to develop a new generation of business leaders capable of managing the complex challenges faced by business and society in the 21st century, makes the total education of students the focus of all activities. The mission and values of the McCoy College have always included ethical behavior, so PRME is a natural extension of our own values.

Our mission continues to reflect the responsibility of the college to make the education of its students the focus of all activities and to create and continuously improve programs that add value to students’ educational experiences through relevance and quality. Our faculty play a significant role in delivering this mission through their continuing pursuit of intellectual contributions, professional development, and business experience. They provide a student-centered learning environment dedicated to sharing values, knowledge, and skills that will enable students to compete responsibly, professionally, and successfully in a global business environment.

Our students are given multiple opportunities to interact with successful business professionals throughout their academic career in the classroom, workshops, guest lectures, and through mentoring. Our award-winning academic advising center is a source for information about undergraduate business programs at Texas State.  McCoy College students are encouraged to develop a strong working relationship with both their academic advisor and the faculty. Students are expected to follow the University's honor code as well as the McCoy College values of integrity and adherence to professional and ethical standards.

Our curriculum emphasizes an applied orientation that focuses on information technology, oral and written communication, critical thinking, leadership, and teamwork. Additionally, it strives to demonstrate the importance of understanding culture, diversity, and globalization as well as their impact on business practices. Our students learn to apply these concepts both in and outside of the classroom via participation in 25 business-related student organizations. The combination of classroom learning and practical application has been endorsed by our advisory board and helps to emphasize our applied orientation.

With this Report on Progress, the McCoy College of Business at Texas State University upholds its commitment to educating business students who share our determination to create ethical and sustainable businesses.

Denise T. Smart, Ph.D.

Dean

McCoy College of Business

**The Mission of McCoy College of Business**

The McCoy College of Business fosters an engaged learning community that prepares a diverse student population for successful business careers as responsible global citizens. The college complements these efforts with research that adds to knowledge, provides solutions to business challenges, and contributes to pedagogical advances.

The mission reflects the responsibility of the college to make the education of its students the focus of all activities and to create and continuously improve programs that add value to students’ educational experiences through relevance and quality. The foundation of the college is an enthusiastic, student-oriented faculty knowledgeable in their discipline through the pursuit of intellectual contributions, professional development, and business experience.

They are active in academic, professional, and civic service, and they also mentor students and support student organizations. The following values are widely shared within the college and are fundamental to its success:

* + - 1. Excellence in all endeavors through reliance on self-study and continuous improvement;
      2. Integrity and adherence to professional and ethical standards;
      3. Commitment to the personal and professional development of faculty, staff, and students;
      4. Responsiveness, accountability, and contribution to the community and region;
      5. Respect for individuals and a diverse culture that creates community among faculty, staff, and students.

**Introduction to the Report on Progress**

As a signatory to the United Nation’s Principles of Responsible Management Education (PRME), the McCoy College of Business prepares and posts a Sharing Information on Progress (SIP) report outlining the actions it has taken to support, abide by and promote the six principles of PRME. The following report provides an overview of how McCoy College incorporates and inspires business responsibility. The report is categorized by the six principles of PRME along with specific examples of how McCoy College supports each respective principle.

As an integral part of the McCoy College of Business’ mission, the college strives to educate and prepare students for success through teaching and other activities that support an increased awareness and understanding of the meaning of personal, academic, and professional integrity and the importance of global social responsibility and sustainability for business professionals and leaders.

In support of this effort, the following objectives have been identified:

1. Develop and implement innovative social impact programs and projects to increase diversity of our students, faculty, and staff to create a richer learning environment and greater innovation in ideas.
2. Develop and adapt curricula that expands and integrates learning opportunities to encourage a positive impact on sustainability and global social responsibility.
3. Create and strengthen global connections in order to provide experiences for students, faculty and staff to broaden their worldview and knowledge of global business issues.
4. Engage in high quality sustainability research targeting high impact journals and high impact sustainability conferences.
5. Build business and community relationships to encourage discussion and application of sustainable value.

**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.

The McCoy College of Business at Texas State University continues to look for ways to instill ideals of professionalism, ethics, social responsibility, diversity, sustainability, and globalization in its students. Students are encouraged to understand the importance of culture and diversity to organizations and to apply general concepts of ethical behavior. Following are some of events undertaken by the college that showcase how McCoy College supports the mission of PRME to develop the capabilities of students to be future generators of sustainable value for business and society at large.

* The Ethics, Diversity and Sustainability (EDS) committee continues to explore options to develop relevant student projects and sponsors events such as Roundtable 360⁰ to increase community awareness of sustainable environment and inclusivity practices.
* The Texas State Common Experience is a year-long initiative at the University designed to cultivate a common intellectual conversation across the campus, to enhance student participation in the intellectual life of the campus and to foster a sense of community across our entire campus and extended community. The Common Experience theme was “Impact.” McCoy College participates in the Common Experience in two different events:
  + - The college hosts Business Leadership Week (BLW), a signature event for McCoy College, in the spring semester of each academic year. The week is designed to engage the Texas State community in discussions relating to contemporary issues in leadership. The McCoy College is committed to encouraging discussions on these important topics while enriching the experiences of business students. In addition to thought provoking speakers, the week includes interactive workshops where student participants develop skills that will allow them to compete in a dynamic business environment. SDG 4, 9, 17.
* The theme for the 2019 Business Leadership Week was “Innovating for Impact.” Twenty-eight guest speakers addressed students. Sponsored events involved students in a variety of classes on international business issues in the workplace and on leadership. The Executive Leadership Panel with Christie Barany, Co-Founder and President of Monkey Mat; Maggie Wickes Callahan, Founder, CEO and Creative Director, of Maggie Louise Confections; Cassidy Phillips, entrepreneur and bestselling author of "Blissful Ignorance: The Art of Being an Entrepreneur;" and Bill Poston, Founder of Kalypso Group & Royal Belize. SDG 4, 9, 12, 17.
* The Alumni Panel included Miguel Guerrero, Senior Recruiter, Visa Inc.; Alexandra Middlebrook, Employer Relations Coordinator, Texas State Career Services; Giselle Myers, Marketing and Communications Specialist, Greater San Marcos Partnership; and Dusty Whittaker, Accounting Manager, Summit Hotel Properties. SDG 4, 8, 11, 17.
* The Studies in Entrepreneurship Distinguished Lecturer was Karen Carroll, Vice President and General Auditor, 3M. SDG 4, 9, 17.
* The McCoy Career Expo, Student Organization Leadership Fair, and 14 individual classroom presenters rounded out the week’s activities. SDG 4, 8, 9, 17.
* A second major event was the Annual Roundtable 3600 panel held in November. The panel topic was, “Innovation.” Lia Colabello of Plastic Pollution Solutions; Dr. Marcus Erikson of the 5 Gyers Institute; Ms. Romi Lessig of Dell Inc.; and Ms. Sheila Rogers, an Ocean Plastics Artist, participated in a panel discussion on plastics, pollution and social environmental responsibility. SDG 4, 9, 14, 17.
* In the Professional Selling, International Marketing, and Ethnic and Niche Marketing classes, instructors continued to use lectures and invited guests from industry to discuss the importance of inclusive relationships in business and otherwise. Students learn about the need to create businesses that encourage diversity among customers, employees, and communities to have a sustainable world economy. SDG 4, 9, 10, 17.
* The Texas State student chapter of the American Marketing Association (AMA) continued its participation in AMASavesLives. AMASavesLives encourages AMA collegiate chapters around the nation to create social media campaigns and hold informative events on their campuses to increase the number of organ donor designations and raise awareness about the importance of organ donation. SDG 3, 4, 10, 12, 17.
* Various McCoy College student organizations, including the Accounting Club, Beta Alpha Psi, National Association of Black Accountants, American Marketing Association, and Association for Information Technology Professionals are engaged in community programs that promote environmental sustainability and cultural diversity efforts. These activities include participating in the annual San Marcos River Clean Up, Adopt a Spot (sponsored by Parks and Recreation), and Bobcat Build. Students also engage in a variety of outreach events. These include visiting local high schools with large minority representation and talking to interested students about the college experience and careers in business, accounting, and technology. These programs help instill in students a lifelong commitment to environmental sustainability, cultural diversity and corporate and social responsibility. SDG 4, 9, 10, 11, 14, 17.
* The Center for Multicultural and Gender Studies infuses an interdisciplinary curriculum supporting pluralistic society resources that address race, class, gender and ethnicity. As a part of a strategy to accomplish the University’s initiative related to multicultural curriculum, the University encourages each college to modify two courses to reflect multicultural perspectives annually. In support of this initiative, the McCoy College of Business has to date transformed a total of 40 courses to infuse multicultural perspective or content across all eight subject areas offered in the college. SDG 4, 5, 10, 16, 17.

**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.

* The McCoy College of Business is committed to providing the best educational experience to its students through innovative, market-driven programs. Regular and comprehensive curriculum reviews are undertaken to ensure appropriate coverage on professionalism, ethics, corporate and social responsibility, diversity, sustainability, and globalization. Following are some of the resulting changes implemented during the academic year.

**Undergraduate Curricula**

* The college Undergraduate Curriculum Committee reviewed the International Business Minor to increase the number of electives providing for more flexible and targeted student program development. The committee also reviewed the Business Minor updating its curriculum content by replacing the course “Personal Finance” with “Introduction to Finance.” SDG 4, 8, 12, 17.
* In addition to the above specific changes made during the year, the departments in McCoy College of Business continually assess their academic offerings and, where appropriate, incorporate topics to address Principle 2 of PRME. SDG 4, 11, 17.

**Graduate Curricula**

* The Texas Higher Education Coordinating Board authorized Texas State University to offer two new Master of Science degree programs which will begin in fall 2019:
  + Data Analytics and Information Systems
  + Marketing Research and Analysis
* The college established an MBA Task Force to review and update the MBA program. Its final report was presented in May. The recommendations will be discussed and an implementation plan will be developed for those adopted. SDG 4, 9, 12, 17.

**Internships**

* McCoy College departments continued to work with the business community to increase the number of internship opportunities. The total number of internships in the college included 204 undergraduate and 55 graduate. Additionally, 28 students participated in independent study projects including 26 undergraduates. SDG 4, 7, 9, 13, 17.
* The Center for Professional Sales teamed up with partners for two Global Sales Internship Programs in summer 2019. Ms. Yanelli Manzanares and Mr. Frank Mendez completed internships with UPS in Barcelona, Spain and the San Antonio UPS Inside Sales HQ. Ms. Rayne Jones and Mr. Jack Walker completed internships at North American Plastics (Laird Plastics) in Texas and in Toronto, Canada. SDG 4, 9, 17.

**Principle 3**

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

Texas State University and the McCoy College of Business offer students many opportunities for personal and professional growth through events, programs, and campus entities. These create environments that enable effective learning experiences for responsible leadership. Some of these are highlighted below.

* Twenty-nine students enrolled in the Leadership Development course during spring 2019. The course is taught in partnership with the McCoy Building Supply Corporation corporate leadership team and the Center for Relational Leadership. Taught entirely at the McCoy Corporation headquarters in San Marcos, Texas, this innovative course incorporates one-on-one coaching by top managers as well as small group discussions facilitated by senior managers and the McCoy Corporation leadership team. In addition, students work on developing their individual leadership skills through a semester-long individual leadership development project. SDG 4, 9, 17.
* Offered under the supervision of the McCoy College Academic Advising Center, the McCoy Experience is a program that focuses on academic, professional, and personal development of business students. For new students, the program offers an introduction to McCoy College values, honor code, professional student organizations, and University career services. Further, students are made aware of leadership opportunities, internships, the Business Learning Community, and our study abroad programs. For continuing students, the McCoy Experience offers Business Leadership Week and an online module in which key administrators, faculty, staff, and students share their perspectives and information on major and career selection. SDG 4, 8, 16, 17
* The McCoy Experience also provides business students an opportunity to become McCoy College Ambassadors (MCAs). This is a select group of between 25 and 30 students recognized as active student leaders and representatives of McCoy College. Above all, these students express a desire to engage other students on topics of leadership and personal development. Ambassadors interact with their classmates as peer mentors to promote ethical leadership and involvement within the college and community. Ambassadors also interact with external audiences such as prospective students or college guests. SDG 4, 10, 16, 17.
* The Institute for Global Business, under the leadership of director Dr. Rob Konopaske, Department of Management, graduated 27 students from the Export Fellows program. The Export Fellows Program is a non-credit program open to all Texas State students who have taken introductory business courses (e.g., Principles of Management, Principles of Marketing, Principles of Economics) or have had professional experience in business. The program provides hands-on training by international business professionals in all the aspects of business necessary to export a product to a foreign market. SDG 4, 8, 9, 17.
* Dr. Linda Alkire, Department of Marketing, was invited by the Department of Marketing at the University of Dortmund (Germany) for a research visit (December 2018). The trip fostered an exchange of international experience and built a bridge for collaboration between Texas State University and the University of Dortmund. SDG 4, 9, 17.
* Dr. Enrique Becerra, Department of Marketing, was awarded a Senior Scholar Award from the Fulbright Foundation. This award allows Dr. Becerra to travel to Madrid, Spain to work with faculty at the Universidad Autónoma de Madrid (UAM). SDG 4, 8, 17.

### Bobcat Build is a chartered student organization at Texas State University. Its mission “is to create a Texas State tradition of pride through a day of service that builds awareness, community, and tradition.” Various student organizations in the McCoy College of Business participate in the annual Bobcat Build event. Participants paint, mulch, plant flowers, rake leaves, prune trees and bushes, wash windows, clean up neighborhoods, participate in can food drives, clean up rivers, and volunteer at other community projects. Through campus collaboration and an open line of communication, Bobcat Build helps bridge the gap between the Texas State community and the citizens of San Marcos. SDG 4, 10, 11, 15, 17.

### McCoy College Net Impact is a chartered student organization at Texas State University focused on innovation, sustainability and leadership with project based research. Ranked as top organization three times in their seven years of experience, this year Microsoft selected Texas State as one of the four national sites for community based research. Twenty teams participated and the winning team, F.E.E.D., created a technology solution for the Hays County Food Bank. During SXSW Innovation Lab, the team was selected to represent the college and university. A second team, Resurrection Bread, creating spent grains and hops from microbreweries created affordable bread mixes and won 1st place at SXSW. SDG 2, 3, 4, 10, 11, 12, 17.

* McCoy College’s Beta Gamma Sigma chapter was awarded an Honor Roll Scholarship in recognition of achieving Highest Honors Chapter status. Accounting and finance major, Ms. Lauren Chrietzberg will use the scholarship to attend the 2018 Global Leadership Summit in November in Chicago, IL. SDG 4, 9, 17.
* The McCoy College of Business Learning Community (BLC) is a group of students living together based on a common interest, while taking one or more classes together and participating in out of class experiences led by successful upper class students. Residents have access to many special resources, programs, and activities, such as seminars, site visits, and reserved space in academic courses. The primary focus of the McCoy College of Business Learning Community (BLC) this year was to provide students an understanding of important professional skills and to help educate students to be active participants in self-assessment, internships, job-shadowing, and organization involvement. BLC students participated in a two-part Dress for Success workshop in the fall semester and a tour of a McCoy’s Building Supply store and the corporate headquarters in the spring. SDG 4, 9, 11, 17.
* The Department of Management evaluated EduSourced, a tool designed to support every aspect of experiential project-based learning, and will pilot the software next year in support of the MBA Capstone course, related assessments, and business community outreach. SDG 4, 11, 17.
* The McCoy College of Business continues to sponsor two students to attend the Adelante! National Leadership Conference in San Antonio, Texas each year. Students interact with Latino students and corporate leaders from across the country to improve their communication, leadership, and career skills. SDG 4, 9 10, 17.
* Thirty student members of the Hispanic Business Student Association, accompanied by faculty advisors Dr. Francis Mendez, Department of Computer Information Systems and Quantitative Methods, and Dr. Enrique Becerra, Department of Marketing, visited New York City and visited with several Hispanic business leaders and entrepreneurs. McCoy College Advisory Board member, Mark Madrid, CEO, Latino Business Action Network at Stanford University, arranged the meeting and created a video of the event. SDG 4, 9, 10, 17.
* Fall 2018 had 107 students apply for 3 Day Start-up (3DS), an entrepreneurial workshop, of which 59 were accepted and attended the event. A total of 11 projects were presented including ideas for an autonomous GPS guided lawnmower, a systematic regional emergency alert system, an emerging concept of ‘pop-up’ mini-businesses, a sustainable water generation system out of thin air, and a legal rights resource app. In the spring 2019 Deep Dive session, 21 students attended and created 10 projects including Intern Space, Premium Fade League, and Binge Wash. SDG 4, 8, 12, 17.
* Dr. Dennis Smart, Department of Management and Ms. Cara Frederick, McCoy College Outreach Coordinator, developed 12 unique business research and consulting field projects for the MBA Capstone course. Participating companies included:
* Summer 2018: San Marcos Mainstreet; A1 Parts Mart; CTMC; Simply Sweet; City of Georgetown, Program Fee; and two for the City of Georgetown.
* Fall 2018: Lithic Industries (Quality Stone); Friends of the Library; Special Olympics Texas; SioTex; Texas Freelance Association; and Connections.
* Spring 2019: Emergent Risk International; New Braunfels Utilities - Digital Media; Oxy, Inc.; Tenavox; W.O.R.D. of Comal County; New Braunfels Utilities – Water; New Braunfels Utilities – SAFEhaven; and Mannapov. SDG 4, 12, 17.
* The graduate accounting consulting course applies instructional material to practical application by working with real world clients to assist with proposed software application evaluation and recommendations. Clients included: The Texas State University’s Accounting Department and Bridgepoint Consulting. SDG 4, 9, 17.

### Study Abroad Programs

### McCoy College is committed to offering international experiences to its students. To honor this commitment, the college offers summer study abroad programs for undergraduate business majors and MBA students. One of the components of all McCoy College study abroad programs is interaction with local businesses as a way to give our students an opportunity to see how major companies develop responsible leadership. SDG 4, 16, 17.

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* Dr. Enrique Becerra, Department of Marketing, Dr. David Cameron, Department of Management and Dr. Vivek Shah, Department of Computer Information Systems and Quantitative Methods, accompanied 50 undergraduate students enrolled in computer information systems, management, and marketing courses to Barcelona, Spain in May and June, 2019.
* Dr. Janet Payne, Dr. Ken Moon, and Dr. Andrew Ojede of the Department of Finance and Economics, accompanied 32 undergraduate students enrolled in case problems in finance, financial modeling and equity analysis and international economics courses to Prague, Czech Republic.
* Dr. Rob Konopaske, Department of Management, and Dr. Alexis Stokes, Department of Finance and Economics, accompanied 26 graduate students enrolled in cross-cultural management, legal issues in international business and problems in business administration courses to Tallinn, Estonia and Helsinki, Finland.
* Associate Dean Dr. Bill Chittenden, Dr. Dennis Smart, Department of Management, and Dr. Diego Vacaflores, Department of Finance and Economics, accompanied 10 MBA cohort students to Lima, Peru. The MBA Cohort class, participated in two capstone projects as part of their international experience. Their projects were sponsored by Financiera Efectiva and Moesel Clothing in Lima, Peru.
* All Master of Accountancy students are required to take a 3-hour credit course on Corporate Governance and Ethics. The course provides a study of corporate governance and ethical issues in accounting and the business environment. Issues addressed include ethical reasoning, integrity, objectivity, core values, and responsible corporate leadership. SDG 4, 10, 17.

**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.

The vision of the McCoy College is to be recognized as a leader in experiential business education and business relevant, socially significant research. The college encourages diversity of research interests and desires a faculty that, as a whole, will produce a complete portfolio of applied research contributions. McCoy College research is focused on business-relevant, socially-significant topics. Resources are available to promote research activities, and awards are made to faculty members who excel at such activities.

**Faculty Research Highlights**

* Faculty published 60 peer-reviewed journal articles, one book, and 15 conference proceedings and paper presentations. The faculty also made 224 other intellectual contributions such as non-peer-reviewed articles, seminars, monographs, case publications, and instructional software. SDG 4, 9, 17.

Research publications relevant to Principle # 4 include:

* Nasr, L., & Fisk, R. P. (2019). The Global Refugee Crisis How Can Transformative Service Researchers Help? The Service Industries Journal, 39(9-10), 684–700. SDG, 4, 9, 10.17.
* Nasr, L., Fisk, R. P., 2018 SERVSIG International Research Conference, "The Global Refugee Crisis How Can Transformative Service Researchers Help?" Paris, France. (June 2018). SDG 4, 10, 17.
* Charles, J. S. (2018). Knowledge, Perceptions and Understanding of Groundwater: A Texas Survey 2017. Texas + Water (4th ed., Vol. 1). San Marcos, Texas, USA: Meadows Center for Water and the Environment. Retrieved from <https://us9.campaign-archive.com/?u=1a75c397ce97f21a4a4d5da50&id=5c7a16deeb> SDG, 4, 6, 14, 17.
* Charles, J. S. (Presenter), NARSC - North American Regional Science Conference, "Educating the Public - Interpreting and Communicating Groundwater Survey Results," Southern Regional Science Association - Regional Science Association International, Hyatt Regency Hotel, San Antonio, TX, United States. (November 7, 2018). SDG 4, 6, 14, 17.
* Loftus, Timothy Theodore (Principal), Sarmiento, Eric Ryan (Co-Principal), Charles, Joni S J (Co-Principal), Brody, Samuel D (Co-Principal), Boyer, Dominic (Co-Principal), Sebastian, Antonia (Co-Principal). Building Community Resilience in Houston: Co-producing Knowledge and Innovation Through the Environmental Competency Group Approach, The National Academy of Sciences, Private / Foundation / Corporate, $720,241.00. (Submitted: December 5, 2018). Grant. SDG 4, 9, 11, 13, 17.
* Charles, Joni (Co-Principal), Loftus, Tim (Principal), Sarmiento, Eric (Co-Principal). Thriving Communities Grants 5, National Academies of Science, Engineering and Medicine - Gulf Research Program, Federal. (Submitted: December 5, 2018). Grant. SDG 4, 11, 12, 15, 17.
* Supervisor / Chair, Applied Research Project, "Evaluating Sustainability Curriculum At McCoy College of Business Texas State University," Status: Completed. (January 2016 - 2018). Masters of Science in Sustainability, Texas State University. Student(s): Ashley Pritchard, Graduate, MS-Sustainability. SDG 4, 12, 17.
* Todd, J. A. (Accepted / In Press). A “Sense of Equity” in Environmental Justice Litigation. Harvard Environmental Law Review, 44(1). SDG 4, 10, 11, 16, 17.
* Todd, Jeffrey. Co-Chair. Environmental Law & Sustainability Section, Academy of Legal Studies in Business. SDG 4, 12, 17.
* Dr. Joni Charles, Department of Economics and Finance serves on the International Watershed Studies Partner, Meadows Center for Water and the Environment. (September 1, 2018 - Present) and is a peer reviewer for Case Studies in Environmental Economics, Environmental Management, Environmental Studies, National Center for Case Studies in Teaching Science. (November 2016 - Present); for grant proposals for the Environmental Protection Agency, Washington, DC, United States. (December 2011 - Present); and the journal: Lakes & Reservoirs: Research and Management. (January 2009 - Present). SDG 4, 6, 11, 14, 17.,
* Dr. Janet Hale, Department of Economics and Finance, serves as the Section, Co-Chair for the Environment and Sustainability Committee for the Academy of Legal Studies in Business (June 2013 – Present) and the Academic Advisory Committee for the PRME North America, United Nations (July 2013 – Present). SDG 4, 9, 12, 17.

**Principles 5 and 6**

**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.

**Dialogue:** We will facilitate and support dialog 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.

We understand that our own organizational practices should serve as an example of the values and attitudes we convey to our students.

**Advisory Boards**

* + The McCoy College Advisory Board provides support to the college through the business expertise of its members. These members provide guidance to help ensure that the college programs and curricula remain relevant and leading edge. Board members invest their time, energy and knowledge to keep the McCoy College of Business among the leaders of graduate and undergraduate business education in Texas. In addition, departments within McCoy College work closely with their own advisory boards for support and guidance on their respective curricula.
  + The McCoy College held its annual fall advisory board meeting in September. Fifteen members were in attendance to hear from faculty and students, receive a report on the University from the VP of Finance Mr. Eric Algoe, and discuss proposals for improving the MBA. SDG 4,8, 9, 17.
  + The Department of Finance and Economics held its Spring Advisory Board meeting in February. Nine members attended and discussed upcoming MS in Quantitative Finance & Economics program’s curriculum, and conducted mock interviews. SDG 4, 9, 17.
  + The Department of Accounting held its fall Advisory Board meeting in November with 12 members attending and 13 members attended the spring Advisory Board meeting where attendees were provided a review of the department’s status and activities. SDG 4, 9, 16, 17.
  + Dr. Konopaske, Department of Management, continued to expand and engage the Institute for Global Business’ advisory board. SDG 4, 16, 17.
  + The Department of Computer Information Systems and Quantitative Methods held two advisory board meetings. Its fall advisory board meeting in October had eight members attending and they discussed the state of the department, curriculum update and review, student organization activities, internships, job placements, and faculty externships. The spring meeting met in April with 12 members attending. SDG 4, 9, 17.
* The ‘Studies in Entrepreneurship’ course hosted a variety of business leaders as speakers including: Pat Oles, President & CEO, Barshop and Oles; China Smith, Founding Executive Director of Ballet Afrique; Karen Carroll, 3M Corporate Auditing; Bill Bayless, Founder and CEO of American Campus Communities; Brian McCoy, CEO & Meagan McCoy Jones, COO of McCoy Building Supply; Clayton Hauk, Founder & CEO of Hauk Custom Pools; Ruston Hicks & Albert Garcia, Founders of Texas2Go; Bob Carroll, Chairman, Southwest Water Company; Keny Daniele, Owner of Prestige Scrap and Metal; Matt & Jodi Edgar; Chelsea & Randy Rogers; Sam Barshop (DVD), Founder of LaQuinta Inns and Co-Founder of Barshop and Oles; Emily Vines, Founder & CEO of Busy Body Foods, LLC; Jack Gill, Ph.D., President & Co-Founder of the Gill Foundation of Texas & Founder of Vanguard Ventures; Scott Emerson, Founder & CEO, Emerson Group; Tony Perez, President & Co-Owner, D-Pad, LLC; David Graffagnini & Danita Hayes, Founders of PerkUp; Colt Moncla, Operating Partner, IV Bars; Tim De Jong, Founder & CEO, Wimberley Glass Works; Gay Gaddis, CEO & Founder, T3; Monica McNabb, CEO, Founder & Realtor, McNabb & Co.; and Lew Little, CEO of Convenant Surgical Partners. SDG 3, 4, 5, 6, 7, 9, 11, 16, 17.
* The Department of Computer Information Systems and Quantitative Methods hosted their annual High School IT Symposium in October. Over 380 students and faculty attended representing 15 high schools. This year the Department also invited all Texas State freshmen and sophomore exploratory students to participate. The students attended a variety of sessions related to Computer Information Systems and technology topics including: Women in IT, Cyber Warfare, Data Mining/Analytics, and many others. The event was sponsored by Samsung, McCoy’s Building Supply, and RBFCU. Ms. Amy Horowitz, Texas State Computer Information Systems alumnus and General Manager of Purple WiFi was the keynote speaker. SDG 4, 5, 8, 19, 12, 16, 17.
* As part of Texas State Innovation Week, the McCoy College hosted representatives from 3M for a panel entitled, “3M’s Innovation Journey—From Curiosity to Commercialization.” The panel members included Mr. Chad Henke, Global Business Manager, Automotive Bonding & Joining Solutions, Industrial Business Group, Automotive and Aerospace Solutions Division; Dr. Raha A. Been, Strategy and M&A Manager, Consumer Business Group, Construction & Home Improvement Markets Division; Dr. Terry Collier, Global Technical Service and Application Development Manager, Electrical Markets Division, Electronics and Energy Business Group; and Mr. Dan McGurran, Sales and Marketing Director, Electronics and Energy Business Group. SDG 4, 7, 8, 9, 11, 13, 15, 17.
* The McCoy College Net Impact student organization was selected by Microsoft Corporation as one of four universities to participate in the Microsoft Community Impact Pitch-Off. In addition to Texas State, Arizona State University, the University of Illinois at Chicago and the University of Iowa had teams of 2-5 students submit proposals for community impact ideas. Twelve teams competed in the Texas State event. The winning team, F.E.E.D. Optimizing Food Operations Management, received $1,000 plus an additional $5,000 to help implement their winning proposal. SDG 1, 2, 3, 4, 6, 7, 8, 9, 10, 11, 12, 13, 16, 17.
* Dr. Cecily Raiborn, Dr. Janet Butler, and Dr. Linda Campbell, Department of Accounting, hosted a table-top exhibit for the newly-formed McCoy College Texas Wine & Spirits Alliance at the Texas Wine and Grape Growers Association annual conference in San Marcos in February and held their first workshop in Fredericksburg: "Winery & Vineyard Accounting 101." SDG 4, 8, 9, 12, 15, 17.
* The McCoy College Net Impact student organization had three teams selected to present their ideas at the SXSW Innovation Fair: Virtual Reality Training for Emergency Medical Services of Austin; Resurrection Bread; and Bobcat Clean Air Project. Resurrection Bread was selected to present and won the mini pitch-off with a prize of $1,000 to start implementation of their idea.\*\*\* also F.E.E.D, the award winning Microsoft project was selected to attend-present at SXSW representing McCoy College, Comm Design and CS. SDG 2, 3, 4, 8, 19, 11, 12, 15, 16, 17.
* As part of his New Venture Management course, Dr. Josh Daspit, Department of Management, had his students design and sell new products to benefit charities and non-profits. Two Texas State classes in the fall semester raised over $5,000. Organizations benefitting from this effort included: In San Marcos, the Southside Community Center, United Way, Youth Service Bureau, the Boys & Girls Club, and the Hays County Food Bank worked with students in the class. In Round Rock, the organizations OutYouth and El Camino Real de los Tejas partnered with students. SDG 2, 3, 4, 5, 8, 9, 11, 12, 16, 17.

**Assessment**

1. Develop and implement innovative social impact programs and projects to increase diversity of our students, faculty, and staff to create a richer learning environment and greater innovation in ideas.

Measures: The college strongly supports student and faculty diversity by sponsoring a variety activities including:

* Three student organizations the National Association of Black Accountant; Hispanics Business Students Association, and Association for Latino Professionals in Finance and Accounting.
* The student organization Net Impact which provides members with hands-on experience on top quality, unique, sustainability projects for the campus and local community.
* Departments sponsor high school interaction either by visiting high school campuses or inviting high school students to the Texas State campus.

Actions: Increase the number of students, both college and high school, participating in college sponsored activities.

1. Develop and adapt curricula that expands and integrates learning opportunities to encourage a positive impact on sustainability and global social responsibility.

Measures: The college introduced two new masters programs. The college also reviewed both of its minor programs ensuring currency and inclusion of sustainability content.

Actions: Next year a formal review of the college core curriculum will be undertaken. As part of this process, sustainability content will be reviewed with the expectation that further sustainability content will be included and existing content updated.

1. Create and strengthen global connections in order to provide experiences for students, faculty and staff to broaden their worldview and knowledge of global business issues.

Measures:

* This year the college added a new study abroad program to Estonia and Finland increasing the total numbers of students participating in study abroad programs to 118.
* Dr. Enrique Becerra was awarded a Fulbright Scholarship Senior Scholar Award from the Fulbright Foundation to work with faculty at the Universidad Autónoma de Madrid, in Madrid, Spain.
* Dr. Linda Alkire was invited to speak at the University of Dortmund (Germany).
* Student international internships expanded to include two students with UPS in Barcelona and one student with North American Plastics (Laird Plastics) in Toronto, Canada.

Actions: The coming year efforts will be taken to explore the expansion of international agreements for both faculty and students and increased opportunities for visiting faculty to Texas State and Texas State faculty to other universities.

1. Engage in high quality sustainability research targeting high impact journals and high impact sustainability conferences.

Measures: The college has consistently recognized sustainability research as an important component of its research efforts. Over the past year faculty contributed three peer reviewed journal articles, two conference proceedings, two grants, and one student thesis on sustainability topics. Additionally, faculty are members in five different sustainability organizations.

Actions: Increase research with a recognized sustainability focus.

1. Build business and community relationships to encourage discussion and application of sustainable value.

Measures: The university engages the business and community in a variety of activities that encourage discussion of sustainability activities including:

* Business Leadership Week
* Round Table 3600
* Studies in Entrepreneurship course 25 businesses and 307 students
* Advisory Boards

Actions: A concerted effort will be made to track attendance of both student and professional attendance with the goal of increasing the number of participants.