

PRME Principles for Responsible Management Education

an initiative by the  United Nations Global Compact

School of Business Slippery Rock University of Pennsylvania



United Nations Principles for Responsible Management
Education (PRME)

Sharing Information on Progress (SIP)
Inaugural Report
2016

Letter from Lawrence Shao
Dean of the School of
Business



July, 2016

Dear PRME Members,

It is my distinct honor to inform you that the School of Business at Slippery Rock University of Pennsylvania is the first of the fourteen higher education institutions (HEIs) in the Pennsylvania State System of Higher Education to become a signatory institution in the United Nations Principle for Responsible Management Education (PRME) program. Since Slippery Rock University has a long history of incorporating sustainability practices into its culture and operational processes, it makes sense that the School of Business should undertake this initiative to education future business leaders about the importance of responsible leadership.

We are constantly reviewing our programs to help us better serve our students and community and PRIME helps us focus our attention on improving our management education, research activities and global leadership efforts. By referring the principles established by PRME, we are better able pursue our ultimate 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 had a tradition of embracing the core principles of PRME in both our business curriculum and program offerings. One program we are particularly proud of is our Sustainable Enterprise Accelerator (SEA), which helps foster close cooperation between student entrepreneurs and businesses to create environmental friendly, sustainable business practices.

We appreciate any feedback you can provide us as we continuously pursue our goals of responsible management business education and corporate sustainability.

Sincerely,

Lawrence P. Shao

Dr. Lawrence Shao
Dean, School of Business

Sharing of Information on Progress Report
Academic Years 2014-2016

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Members of the PRME Task Force who collaborated on this report include Frances Amatucci (Chair), Diane Galbraith, Roger Solano, Sunita Mondal, Anindya Chatterjee, and David Culp. Graduate student assistance was provided by Katelin McCallan. We gratefully acknowledge the cooperation and valuable input from the faculty and staff of the School of Business at Slippery Rock University.

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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.

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>

SRU Strategic Goals revealed in the 2016 strategic plan are:

1. Increase enrollment while enhancing student quality and diversity.
2. Offer a quality, flexible, agile and integrated curriculum and co-curriculum to develop the intellectual, social, physical and leadership capacities of students.
3. Fuel learning with powerful pedagogies and transformational experiences in and out of the classroom.
4. Maintain an unwavering focus on success for all students.
5. Provide a supportive campus experience through quality housing, dining, recreation, health, safety and administrative services, and a caring community.
6. Attract, retain and develop highly qualified and diverse faculty, staff and administrators.
7. Increase financial resources, enhance physical facilities, employ cost-effective technology and use sustainable processes and procedures.
8. Engage alumni and friends in the life of the university.
9. Support external communities through programming and expertise

<http://www.sru.edu/about/strategic-planning>

The university's new tagline, "Experience the Difference", reflects the importance of student engagement, student success and transformational experiences.

SRU has accumulated a long list of awards and special recognition over the past few years. In 2016, and for the past six out of seven years, it has been recognized as one of the nation's Best Places to Work for" by the Chronicle of Higher Education. Other accolades include: "One of the 25 Best Public Schools in the North" (U.S. News and World Report); "One of The Best Universities in The Northeast" (The Princeton Review); "One of the Top 150 Best Public Colleges in America" (American Business Journal); and "One of the Top 353 Green Colleges in America (The Princeton Review).

The College of Business is one of four Colleges within the University and the School of Business (SBUS) is one of five departments within the College of Business. In the fall of 2015 there were approximately 913 full-time and part-time undergraduate students and 27 graduate students enrolled in SBUS. The following degree programs in the School of Business have been accredited by the Association of Collegiate Business Schools and Programs (ACBSP) since 2012: BSBA Accounting, BSBA Marketing, BSBA Management, BSBA Finance, BSBA Economics. Candidates for ACBSP accreditation are the BS Information Systems, BS Health Care Administration and Management (HCAM) and the Masters in Business Administration (MBA). The School of Business is in the early stages of becoming a candidate for AACSB accreditation.

College of Business Mission Statement:

<http://www.sru.edu/academics/colleges-and-departments/cob>

The mission of the College of Business is to offer academic programs that provide opportunities for the personal and professional development of a diverse population, and to prepare individuals for careers in the public and private sectors, as well as for graduate education. These programs are intended to foster the knowledge and skills that are needed in a globally interdependent and technologically sophisticated marketplace.

The primary emphasis lies with our commitment to students. Learning occurs in an applied environment that enhances individual student development through working relationships with a community of scholars dedicated to teaching excellence, scholarship, and service.

School of Business Mission Statement approved by the faculty in April 26, 2016.

The School of Business at Slippery Rock University is committed to preparing students in the region, nationally and internationally in developing competencies for success in their professional careers and personal lives. Both undergraduate and graduate academic programs are student-centered with high levels of engagement with faculty, other students and the community. We strive to ensure our students are principle-centered, including global citizenship, diversity and ethical values. Student learning is enhanced through faculty scholarly activities. The School of Business serves as a catalyst for economic development through outreach and partnerships with external stakeholders.

Current Vision Statement: Success starts here!

The School of Business became a signatory institution in PRME in the spring of 2014 when the former dean approved the proposal presented by Dr. Frances Amatucci, Assistant Chair of the School of Business. Subsequently, the business faculty voted to support this initiative and we began our journey in the fall of 2014. In the fall of 2015, the new dean, Lawrence Shao, pledged his support for SBUS's PRME participation. During the past two years, we have taken stock of the many programs that were

already in place, conducted some benchmarking with other schools and considered future viable alternatives that will facilitate our developing further progress toward integrating PRME principles into our curriculum and culture.

Due to changes in SBUS leadership and the newly promulgated strategic plan at the University level, the SBUS strategic planning process is in the early stages of development. The mission statement was revised in the spring of 2016 and we expect to revise the vision statement and develop a set of core values in the fall of 2016. This also presents an opportunity to incorporate PRME principles into the new strategic plan for SBUS in the next academic year.

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.

SLIPPERY ROCK UNIVERSITY

As stated earlier, SRU has a long tradition of embracing core values that are consistent with PRME principles. In 1990, the Robert A. Macoskey Center for Sustainable Systems Education and Research was founded and a unique graduate program, the Master of Science in Sustainable Systems (MS3), the first graduate program focusing on sustainability in the country was initiated.¹ The Pennsylvania Climate Action Plan detailing what the state will undertake to reduce green house 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. The SRU Office of Sustainability collects information and coordinates University sustainability initiatives including Earth Day celebrations and the Energy Action Pledge. <http://www.sru.edu/about/sustainability> 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.



Taking full advantage of its membership, SRU received the Silver rating in its recent submission to Sustainability Tracking Assessment & Rating System (STARS) for its sustainability curriculum and initiatives. SRU has consistently been rated as one of Princeton Review's 'Green Colleges'. The University has reduced its GHG emissions by 22 percent from 2005 to 2014 and is committed to achieving carbon neutrality by 2037.

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.

¹ Unfortunately the program was suspended in 2012 but there are hopes that it will be reinstated in the future.

Sustainable Enterprise Accelerator: In 2010 the Sustainable Enterprise Accelerator (SEA) was created from an Entrepreneurial Leadership grant from The State System. The main objective of the SEA is to have student entrepreneurs and established businesses work together to create a world of sustainable businesses. For students, the SEA offers an opportunity to pitch ideas in a competition to receive a cash prize in the annual "Rock the Boat" Elevator Pitch Competition.

Weather and Air Quality Observatory: The PA Departmental of Environmental Protection has partnered with Slippery Rock University to operate a 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.

McKeever Environmental Learning Center: Realizing that we have a responsibility for the world in which future generations will live, the Commonwealth of Pennsylvania created the McKeever Center in 1974. The McKeever Center is a public service institute of The State System and is administered by Slippery Rock University. The McKeever Environmental Learning Center is a facility that runs a variety of environmental education programs including Earthkeepers, Sunship Earth, and Web of Life. Each year, thousands of school-aged students and hundreds of teachers participate in McKeever Environmental Learning Center's environmental education programs that offer residential and non-residential programs for schools throughout the year.

In addition to environmental ecology, there are many University initiatives that 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

On July 16, 2016, the Slippery Rock University will become an institutional member in 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.

SCHOOL OF BUSINESS

In the spring of 2016, the SBUS faculty of voted to approve a revised mission statement that is provided below. This mission statement will serve as the foundation for strategic planning and accreditation purposes. The vision statement 'Success Starts Here' will be revised in the next academic year and will include a discussion about what 'success' means related to global corporate citizenship. The SBUS faculty also intends to identify the core values of the school.

School of Business Mission Statement

The School of Business at Slippery Rock University is committed to preparing students in the region, nationally and internationally in developing competencies for success in their professional careers and personal lives. Both undergraduate and graduate academic programs are student-centered with high levels of engagement with faculty, other students and the community. We strive to ensure our students are principle-centered, including global citizenship, diversity and ethical values. Student learning is enhanced through faculty scholarly activities. The School of Business serves as a catalyst for economic development through outreach and partnerships with external stakeholders.

Since resources are scarce and SBUS experienced a significantly under-staffed faculty complement in the past two years, only a small group of faculty were involved in the PRME Task Force during the first two years. Neither office space nor administrative staff was provided; however, a graduate student was available to assist in developing an on-line resource database for faculty and to assist in compiling information for the SIP Report. Administration did financially support travel expenses for attendance at the first (Seattle, Washington) and second (Atlanta, Georgia) North American PRME Chapter meetings as well as the registration fee (\$1,000) for the 2015 Global Forum on Responsible Management Education in New York City. Additionally, administration has approved an annual \$300 contribution to PRME Secretariat for administrative support. This amount was increased to \$400 in 2016.

Dr. Frances Amatucci served as the facilitator for the PRME Working Group on Gender Equality Resource Repository for Finance. With the research assistance provided by an MBA student, resources (case studies, academic journal articles, text books, best practices, websites, etc) related to gender equality and finance were collected and uploaded to the website for general public availability. <http://prmegenderequalityworkinggroup.unprme.wikispaces.net/Resource+Repository>

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.

2016-2018 Principle 1 Goals:

- To complete the SBUS strategic plan, including a revised mission, vision and core values
- To assist faculty in obtaining information about best practices in curriculum development related to sustainability through the resource repository
- To communicate with student organizations the importance of incorporating 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.

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. As mentioned earlier, in 1990 SRU developed the Master of Science in Sustainable Systems (MS3), the first graduate program focusing on sustainability in the country. Although that program was suspended for the time being, there are many other 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.

According to the SRU 2016 AASHE STARS Report, 22 undergraduate courses and 2 graduate sustainability courses are offered and 28 undergraduate and 2 graduate courses have sustainability content. A list of SRU sustainability courses offered in 2012-2013 can be found at:

http://www.sru.edu/Documents/about/sustainability/2012-2013_Sustainability_Courses-Taught..pdf?1468769870587

A list of SRU Courses that have sustainability content (excluding SBUS) in 2012-2013 can be found at:

http://www.sru.edu/Documents/about/sustainability/2012-2013_Courses-Taught-that-include-Sustainability.pdf?1468769870587

The SRU degree programs available that involve sustainability include:

- Geography, Geology and the Environment
 - Geography – Environmental Studies & Sustainability (B.S.)
 - Geography – Environment and Society (B.S.)
 - Geography – Applied Geographic Technology (B.S.)
- School of Business – Sustainable Management (minor)
 - Parks and Recreation –
 - Park Resource Management (B.S.)
 - Resort Recreation Management/Tourism (B.S.)
 - Environmental Education (M.S.)
 - Park and Resource Management (M.S.)

The School of Business was one of the first business schools in the State System to develop a sustainable management major and minor. Although the major had to be discontinued, the minor still exists. Also, SEA internships provide an opportunity for students to experience hands on application of sustainability concepts.

In an effort to benchmark the coverage of sustainability topics within the business program, the 2016 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 on 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. 2016 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			

T – Text Chapter M – Module within a Chapter TB – Topic Box C – Current Events A – Assignment	A210 – Managerial Accounting; A340 – Legal Env. of Business; B303 – Issues in Global Business; B458 Business Capstone; E201 – Macroeconomics; E202 – Microeconomics; M320 – Operations Management; M351 – Organizational Behavior; Mk330 – Principles of Marketing
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Table 2. 2012-2013 Sustainability Courses Taught with the School of Business*

Course ID	Title	Depart.	Description
Econ 315	Economics of Sustainable Development	SBUS	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	SBUS	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	SBUS	In this course student teams engage in field-based consulting to analyze actual problem situations involving sustainability for regional businesses.

2012 – 2013 Sustainability-Related Courses Taught*

Course ID	Title	Depart.	Description
BUSA 105	Economics of Social Issues	SBUS	An introductory course intended to provide an understanding of how our economic system works. A framework of building blocks from macro, micro and international economics is developed to enable students to comprehend the differences among alternative solutions and to understand the implications of policy issues. This includes addressing the environment, policies to protect the environment, and the tradeoffs society face.
BUSA 303	Issues in Global Business	SBUS	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	SBUS	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.

*Taken from the 2014 Stars Report prepared by the SRU Office of Sustainability

Cultural Diversity

SBUS students are exposed to values associated with cultural diversity and social justice in many ways through the curriculum. 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 the spring break of 2016, eighty-four students participated in SBUS trips including Costa Rica, Ireland, Barcelona, and Italy.

HCAM 420 International Health Care Systems: Supervised by Dr. David Jordan, twenty-one students visited Ireland. During the trip they visited the University of Pittsburgh Medical Center (UPMC) Whitfield Radiotherapy Center in Whitfield. The tour of the facility included a presentation on the Irish health care system. Students also visited St. Vincent's Hospital in Dublin and toured and received presentations at Waterford Crystal, Jameson Distillery and Guinness.

MKTG335: Retail Management: Under the supervision of Dr. Bruce Orvis, nineteen students visited Italy. Prior to the trip, students were briefed on various aspects of the economy of Italy, including brands and retail stores, and the top industries, tourism and wine. Companies visited included the Murano Glass Showroom in Venice, San Lorenzo Market in Florence, Castello di Verrazano Winery in Tuscany, and Porta di Roma Shopping Center in Rome. Cultural activities included visits to the Statue of David, Uffizzi Art Gallery, the Coliseum and Vatican. In 2015 the trip was combined with the Hospitality, Event Management and Tourism department, when he and Dr. Bruce Boliver took forty students. Adding up to over two hundred students, this was the ninth year Dr. Orvis has taken groups for a study abroad course in Italy.



MGMT454 Management Seminar/ACCT411 Auditing Theory: Under the supervision of Drs. Diane Galbraith and Melanie Anderson, twenty-three 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, a soccer game and wine tasting at Castellroig.

2016-2018 Principle 2 Goals

- To make progress on incorporating sustainability concepts 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)

Sustainable Enterprise Accelerator (SEA) is a resource for students and entrepreneurs who wish to start or grow a business with sustainability in mind. The organization provides guidance in transforming promising ideas into thorough business plans and early stage businesses. For those operating an established business, the SEA identifies different areas for improvement. The SEA assists in developing competencies for students seeking green jobs. The SEA has worked with students as they create new opportunities with local companies such as Fastenal, North Country Brewing Company, The Harmony Inn, and the Big Rail Brewing Company. Faculty, staff, and student interns are able to create hands on experience with these projects. The “Food for Profit” series is a two day workshop partnered with Pennsylvania Association for Sustainable Agriculture (PASA) to include guest speakers who provided attendees with information about how to apply for a license to cook and sell food from one’s home, food production guidelines and marketing strategies to sell homemade products. The SEA organizes the annual ‘Rock the Boat’ elevator pitch competition and the PASSHE Business Plan Competition every year. In addition, the SEA serves as project mentoring space for 5 SRU MBA students and their projects. The Managing Director of the SEA is Dr. John Golden.



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

SEA Aquaponics: The Aquaponics Project involves the construction of an aquaponics system in Lukaya, Uganda by autumn of 2016. The project is expected to benefit residential academy 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. The Aquaponics Project is the product of ongoing collaboration and communication efforts among multiple stakeholders.

Rock Roast: This is a student organization currently under incubation at the SEA. It will offer organic, fair-trade, bird-friendly coffees grown sustainably in the Golden Valley Farm's plantations of Costa Rica. The proceeds from sales will fund international student travel to study sustainable agriculture and other disciplines. It recently received valued endorsements from the Smithsonian Institution and the National Aviary.

ImPress Digital Badges: A digital badge is a validated indicator of accomplishment, skill, quality, or interest that can be earned in many learning environments" (hastac.org). The badges are designed to allow users to accumulate visual proof of their abilities that they acquired in a variety of learning environments over a lifetime. One potential use of digital badges is to show potential employers the skills and accomplishments of the user while providing them with actual examples of their proficiencies

that have been vetted by professionals from that particular field. The SEA has built a platform to issue the badges and is planning its beta launch.

Idea Lab: Idea Lab 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. Its strategy is focused on the success of startup businesses through combining sustainability with innovative business strategies and critical problem solutions.

Big Belly Solar (planned): This is a project to fund and install smart garbage and recycling using solar powered containers on campus.

SEA Commercial Kitchen (planned): Kitchen development project for local farmers and food entrepreneurs to get product to market more efficiently.

Green Leaves Project

The Green Leaves Project is adapted from the Harvard University Green Office Program. The Green Office Program utilizes a Progress Dashboard designed to evaluate faculty offices on the level of their sustainability efforts. Specific action items are separated into required points, 3-point items, 2-point items, and 1-point items. From one to four green leaves can be awarded to a department bases on the total number of points accumulated.

The initial step in the development of the Green Leaves Project was to present the concept to the SBUS faculty to request their approval to serve as the first department to have the “greenness” of office procedures evaluated under the Green Leaves program. In the spring of 2016, members of the Green Leaves Project team worked with three different disciplines within the SBUS. Based on feedback from this experimental phase, the dashboard will progress from draft status to finished product and will be presented at a fall 2016 faculty meeting. It is anticipated at this time the SBUS will agree to be the initial applicant for achieving Green Leaf Status at SRU. The next steps will be to encourage additional departments in the College of Business, and the broader University, to participate in this effort to further promote sustainability efforts at SRU. Six students have been participating on the Green Leaves Team. The faculty adviser is Paul Scanlon, Chief Sustainability Officer at SRU.



Clinton Global Initiative: Established in 2005 by President Bill Clinton, the Clinton Global Initiatives (CGI) brings global leaders together to create innovative solutions for the unrelenting challenges in our world today. The Clinton Global Initiative University was created in 2007 to involve the next group of leaders on college campuses around the world. SRU’s Green Leaves team has been accepted into the Clinton Global Initiative University. The team project was presented at UC Berkeley, California in April, 2016.

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 five years, 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, Philsons Farms, Stonehouse Gems, D&D Drafting, the Butler County Transit Authority and the Butler County Community Development Corporation. Clients are typically sourced through the SBUS Business Advisory Council and the Butler County Chamber of Commerce. Since 2012, 118 students dedicated approximately 3,540 hours estimating \$159,300 in pro bono business consulting services for the local community. The primary faculty mentor for BUSA459 is Dr. Frances Amatucci.

Enactus

This organization of students works to make a difference in their communities while developing the skills to become socially responsible business leaders. Within the last year, the group has been taking some time off to reorganize and refocus their efforts. Enactus worked with a local pizza shop in the community to create a new marketing plan, and won the 'Rookie of the Year Award' in its league at the regional meeting in Baltimore, MD in 2012. Through the organization's efforts, it has been able to provide business assistance to many entrepreneurs in the surrounding community. The faculty adviser for Enactus is Dr. Melanie Anderson.

AMA (American Marketing Association)

The SRU chapter of the AMA has done many service learning projects throughout the Slippery Rock community. This year alone the group worked with Bowling for a Cause where they painted bowls that would be donated to an Empty Bowls dinner. The AMA has also worked to raise money towards interstate development by organizing a golf outing. This group has continued to work and help others in the area as they donated baskets that were auctioned off to create a scholarship fund in honor of a SRU student. The faculty adviser for the AMA chapter is Dr. Jeananne Nicholls.

MGMT454: Management Seminar

MGMT454 is the capstone course for management majors and provides a unique service learning opportunity in working with the *Pittsburgh Passion*, a women's American football league located in Pittsburgh, Pennsylvania, owned by Teresa Conn and former Pittsburgh Steeler Franco Harris. Noted as the most successful team in the world, the team is honored in the Football Hall of Fame located in Canton, Ohio. In MGMT454 students have worked with the Pittsburgh Passion one-on-one with game day activities, mass media, human resources, a mascot contest, and partnering with the American Heart Association. In addition, the students also helped put on the organization's Passion for Life Foundation dinner, recognizing strong and courageous individuals who truly have a passion for life. In 2016 SBUS students hosted a Pittsburgh Passion game at Mihalik-Thompson Stadium honoring one outstanding female from every sport in the university as well eight from local high schools.

In addition to the Pittsburgh Passion, the class has worked with *Café Kolache* a locally owned shop that sells Czechoslovakian pastries and *Kellner Stair and Rail*, a local family owned business. 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 helps students to get out of their comfort zone and have a real life learning experience comparable to situations they will face when they enter the workforce. The faculty instructor for this course is Dr. Diane Galbraith.

Volunteer Income Tax Assistance (VITA)

SRU students who are majoring in accounting are able to take part in the VITA program as they help individuals or families with incomes under \$50,000 by preparing and e-filing their taxes. Students are IRS-certified volunteer tax preparers ready to help and ensure they receive the tax refund they deserve.

In the six years since the inception of the program, almost eight thousand returns have yielded approximately eleven million dollars for clients.

CareBreaks

SRU CareBreaks are community service experiences held over Fall, Winter, and Spring Break that gives students the opportunity to travel in need across the United States and the world. Within the last twelve years, over one thousand SRU students, faculty, and staff have spent over 200,000 hours in 26 U.S. cities and 7 countries as they tutor children, build low-income housing, assisting the homeless and the hungry, protecting the environment, and creating Slippery Rock University's international reputation as a place where students develop strong ethics of service.

Alpha Kappa Psi

The oldest and largest professional business fraternity, Alpha Kappa Psi develops principled business leaders by adhering to their lifetime values: brotherhood, knowledge, integrity, service, and unity. With over one hundred collegiate members, the Iota Upsilon chapter has won numerous awards including 2014-2015 chapter of the year. Bringing in professional speakers and alumni, Alpha Kappa Psi fosters connections between both students and professionals to help them lead a successful life. The faculty adviser or for Alpha Kappa Psi is Dr. Bruce Orvis.

Women's Solar Center

Through a University grant in 2016, the Women's Solar Center was created. This student-led organization seeks to close the gap between genders engaging all stakeholders: students, alumnae, faculty, business women and the community. Solar's slogan is "*Enlightening, Empowering, and Igniting Women in Business*". In the spring of 2016 student officers and advisors attended a conference at Penn State University entitled: 'Powerful Women - Paving the Way'. Solar sponsored two events in the spring. First, Solar co-sponsored, with the President's Commission on Women, an event to invite Rebecca Harris, Director of the Center for Women's Entrepreneurship at Chatham University to campus.



As part of Women's Business History month, Ms. Harris spoke about 'Women and Risk.' The picture to the left includes Dean Lawrence Shao, President Cheryl Norton, Rebecca Harris, Dr. Frances Amatucci, and MBA student and Solar co-creator, Katelin McCallan. Second, at the end of the spring semester, Solar sponsored the guest speaking event of Diana Fletcher, a renowned stress management expert, life coach and author. Faculty advisers for the Women's Solar Center are Drs. Melanie Anderson and Diane Galbraith.

2016-1018 Principle 3 Goals:

- Continue and publicize SEA initiatives
- Implement Green Leaves Project
- Increase number of opportunities for student participation in University and SBUS activities

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 following table provides a list of faculty publications related to the seventeen sustainable development goals (SDGs) developed by the United Nations in September, 2015.

School of Business Faculty Publications

2011-2016

Author(s)	Citation
Amatucci, F., et al. (2016)	Using a Multiple Method And Mixed Mode Approach to Examine Women Entrepreneur Negotiating Styles, Intl Journal of Gender and Entrepreneurship, Vol 8, No. 1
Amatucci, F. (2016)	Women Business Angels: Theory and Practice, Handbook of Research on Venture Capital, Vol. 3
Amatucci, F. (2016)	Still a Man's World? Second Generation Gender Bias in Negotiating for External Equity Term Sheets, Proceedings of the U.S. Association for Small Business & Entrepreneurship
Amatucci, F. & McKinney, M. (2014)	Sustainability and the Business Plan, Proceedings of the Small Business Institute Annual Conference
Amatucci, F. (2012)	Book Review <i>Womenpreneurs</i> by Dorothy Perrin Moore, Journal of Small Business Strategy.
Amatiucci, F. & Camillus, J. (2012)	Alcoa Russia, Proceedings of the North American Case Research Association, Boston, MA.
Amatucci, F. & Grimm, R. (2013)	Effectuation: An Alternative Approach for Developing Sustainability Architecture in Small Businesses, Journal of Small Business Strategy, Vol. 23, No. 1
Amatucci, F. & Grimm, R. (2011)	Re-Inventing the Business Plan Process for Sustainable Start-Ups, Journal of Strategic Innovation and Sustainability, Vol 7. No. 1
Amatucci, F. and Crawley, D. (2011)	Financial Self-Efficacy among Women Entrepreneurs, International Journal of Gender and Entrepreneurship, Vol. 3, No. 1.
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Anderson, M.	Case Study - Koss Corporation, Corporate Governance, Internal Controls, and Ethics: What went wrong?, Institute of Management Accounts Educational Case Journal, Vol. 6, Iss. 1
Anderson, M.	WorldCom: A Tale of Two Professionals - Betty Vinson and Cynthia Cooper, Strategic Finance, Carl Menconi Case Writing Completion Winner, PP 44-51
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In addition to these faculty publications, SBUS faculty delivered approximately 141 presentations on topics related to the seventeen sustainable development goals. Nineteen grants (six external and thirteen internal) were awarded for research related to the sustainable development goals. Drs. Roger Solano and

Sunita Mondal received a 2015 Research Mini Grant from the Center for Rural Pennsylvania's 2015 Research Mini Grant for the project, "*Analysis of 2012 Census of Ag Data*". Dr. Melanie Anderson received a research grant from the Center for Rural Pennsylvania for her project entitled, "Pennsylvania Volunteer Fire Companies - Financial Fitness". In 2015, Dr. Solano also received a Faculty/Student Research Grant for his project, "Improving the Timetables of the Local Transit System".

2016-2018 Principle 4 Goals:

- Encourage scholarly activities related to the sustainable development goals
- Lobby to increase resources for scholarly activity

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.

A Rock Solid education begins with a comprehensive learning experience, inspired by passionate faculty members and guided by caring support services. The university's new tagline, "Experience the Difference" is inextricably connected to the stakeholders and the community in which it serves.



SEA Internships

The SEA internship program allows students to put skills and knowledge to the test by serving a variety of regional clients. It is a team-oriented environment, and students are encouraged to collaborate and delegate with fellow interns. Furthermore, an internship with the SEA provides extensive networking opportunities and a real chance to improve the face of business with sustainable objectives.

SEA Partnerships

For effective implementation of its various projects, the SEA has partnered with numerous individuals and institutions including: various clients who provide service learning opportunities for students, North Country Brewing, the Clinton Global Initiative, Penn State University, Pennsylvania Association for Sustainable Agriculture (PASA), the Butler County Chamber of Commerce, the Robert A. Macoskey Center and Mr. David Stoner.

Partnership with the Internal Revenue Service

Slippery Rock University's School of Business, in conjunction with the federal Internal Revenue Services' Volunteer Income Tax Assistance (VITA) program, offers free, federal income tax preparation services to individuals and families earning less than \$50,000 annually. VITA interns are IRS trained and certified prior to preparing taxes. Twenty SRU accounting majors have been trained and certified by the IRS to handle federal and state income tax return preparation. In the 6 years since the inception of the program almost 8,000 returns have yielded approximately \$11 million dollars for clients. 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 the VITA program is Jean Bowen, Program Specialist and VITA Coordinator with Center for Community Resources, Inc.

Partnership with Business Women



Women's Solar Center:

It is anticipated that next year Solar will have ample opportunities to partner with the SRU President's Commission on the Status of Women, Women's Center, Gender Studies, as well as many other organizations. The designation of Chatham University as a Women's Business Center (WBC) in Western Pennsylvania (funded by the Small Business Development Center) may provide opportunities for future partnerships Solar.

Partnership with the Business Community

Business Advisory Council – The School of Business has partnered with our Business Advisory Council to ensure there is a positive connection between our students, our curriculum and our external stakeholders. Our students and faculty plan and coordinate activities among and between School of Business stakeholders. The Business Advisory Council meets on campus every fall and members are involved in various activities during School of Business week involving mock interviews, etiquette dinners, resume building, guest lectures, etc.

Partnership through Internships

School of Business students may complete internships at local and national businesses and organizations to obtain a meaningful work experience for the intern that includes exposure to a variety of operating functions within the organization. The employer/supervisor monitors and evaluates the intern on a regular basis and provides feedback to the student, and to the School of Business including a final written report. These experiences are often invaluable to the students and can result in job offers. The faculty coordinator for the SBUS internship program is Dr. Diane Galbraith.

Partnerships through Service Learning

As described earlier, a number of SBUS courses include semester-long projects whereby the students work as consultants with external stakeholders to solve business problems. These assignments are great opportunities for real-world experience, while assisting the respective organizations.

Business of Humanity Project[®] <http://www.katz.pitt.edu/boh>

The Business of Humanity Project[®] was created in 2007 as a collaboration between the Katz Graduate School of Business and the Swanson School of engineering at the University of Pittsburgh. The objective was to demonstrate the link between incorporating elements of 'humanity' into the strategic decision-making process. Since then the project has amassed dozens of videos, case studies, media articles, etc. that illustrate this point. The project funded Dr. Frances Amatucci's trip to Russia in 2009 to conduct field-based research for a case study of Alcoa's sustainability efforts in its Russian subsidiaries. Dr. Amatucci also attended the Business of Humanity[®] and Nupharo Park Conference in Prague in 2013 which focused on "Energizing Low Income Communities: The Promise of DC Technology." Other universities partnering with the Business of Humanity Project[®] include Indiana University of Pennsylvania, Edinboro University, Robert Morris University, and Carnegie Mellon University. <http://www.katz.pitt.edu/boh/mediaroom/2013-06-pitt-magazine.pdf>

2016-2018 Principle 5 Goals:

- Continue to increase and leverage partnerships within the university and with external stakeholders

PRINCIPLE - 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 been quite active in pursuing a dialogue about PRME principles. In March 2016, SBUS's participation in PRME was highlighted in a general press release. Excerpts of the press release are provided below:

SRU Highlights: SRU School of Business signs UN's sustainability compact (March 15, 2016):

With an eye on creating the next generation of global citizens that will "work to embrace the values of a sustainable lifestyle and business practices," the Slippery Rock University School of Business has become a signatory institution with the United Nations Global Compact's Principles for Responsible Management Education program. SRU is just the third university in Western Pennsylvania - joining the University of Pittsburgh and Duquesne University - and the first State System institution to join the program.



Academic Forum:

In April 2016, Drs. Sunita Mondal and Frances Amatucci gave a presentation on Principles for Responsible Management Education (PRME) at the Academic Forum meetings. Academic Forum brings together faculty, staff and student government body representatives from all departments across campus to discuss pertinent issues. They encouraged faculty from all departments to join the discussion about how business schools can participate in addressing U.N. sustainable development goals in curricula, programs, processes and partnerships.

Business Advisory Council

In October 2014, Dr. Frances Amatucci presented to the Business Advisory Council (BAC) of the School of Business. She emphasized how the BAC can help to further scale the impact of PRME and, through this, support achieving a more sustainable future. She also reminded the group that business can also become signatories of the U.N. Global Compact and thereby voluntarily commit to advance ten universal principles on human rights, labor standards, environmental protection and anti-corruption.

Speaker Series: Success Starts Here

The School of Business brings regional business leaders to campus to talk to students about their success, how they have accomplished it, their initial transition from school to work, and the things the speaker did (and the 'speed bumps' the speaker encountered along the way) to achieve success. SBUS

strives to showcase the opportunities that exist for our students in the local region of western Pennsylvania.

Many of our students are surprised to hear about vital and growing companies in our region. They often think they have to head for the Sunbelt to find a career. SBUS wants to help our students build confidence by understanding just how much of their own success comes from within. Many speakers emphasize corporate social responsibility aspects of the business world. Students are able to interact with speakers through lunch and dinner sessions as well as in individual meetings and mock interviews conducted by these speakers.

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 Emphyrean Group
- William G. (Gus) Pagonis - Genco
- Joe Finney - Tire Centers, LLC

School of Business Faculty Retreat, August 21, 2015

For a second time in August 2015, Dr. Frances Amatucci presented the PRME principles to the SBUS faculty at a departmental faculty retreat. She described the U.N. Global Compact as well as the recent development of the North American chapters of PRME. She informed faculty of her attendance of the first PRME meeting in October 2014 and her participation in the 15th Annual Global Forum for Responsible Management Education in New York City in June 2015. She shared a video of the Presidential Address of the Academy of Management by Paul Adler during which he emphasized the impact the sustainable development goals will have on business education.

Sustainable Enterprise Accelerator (SEA)

As stated earlier, the Sustainable Enterprise Accelerator or (SEA) is a resource for students and entrepreneurs to jump start or grow a business with sustainability in mind. The SEA publishes monthly newsletters on events, activities and collaborations by the SEA members and interns. In October 2015, as part of Professional Development Day, Dr. John Golden gave the university community a presentation about SEA initiatives.

2016-2018 Principle 6 Goals:

- Continue with dialogue with internal (students, other Colleges within the university, etc.) and external (Business Advisory Council members, Chamber of Commerce members, etc.) about the sustainable development goals