

IMPLEMENTATION OF THE PRINCIPLES OF RESPONSIBLE MANAGEMENT EDUCATION (PRME) REPORT

SHARING INFORMATION ON PROGRESS FOR 2021-2022

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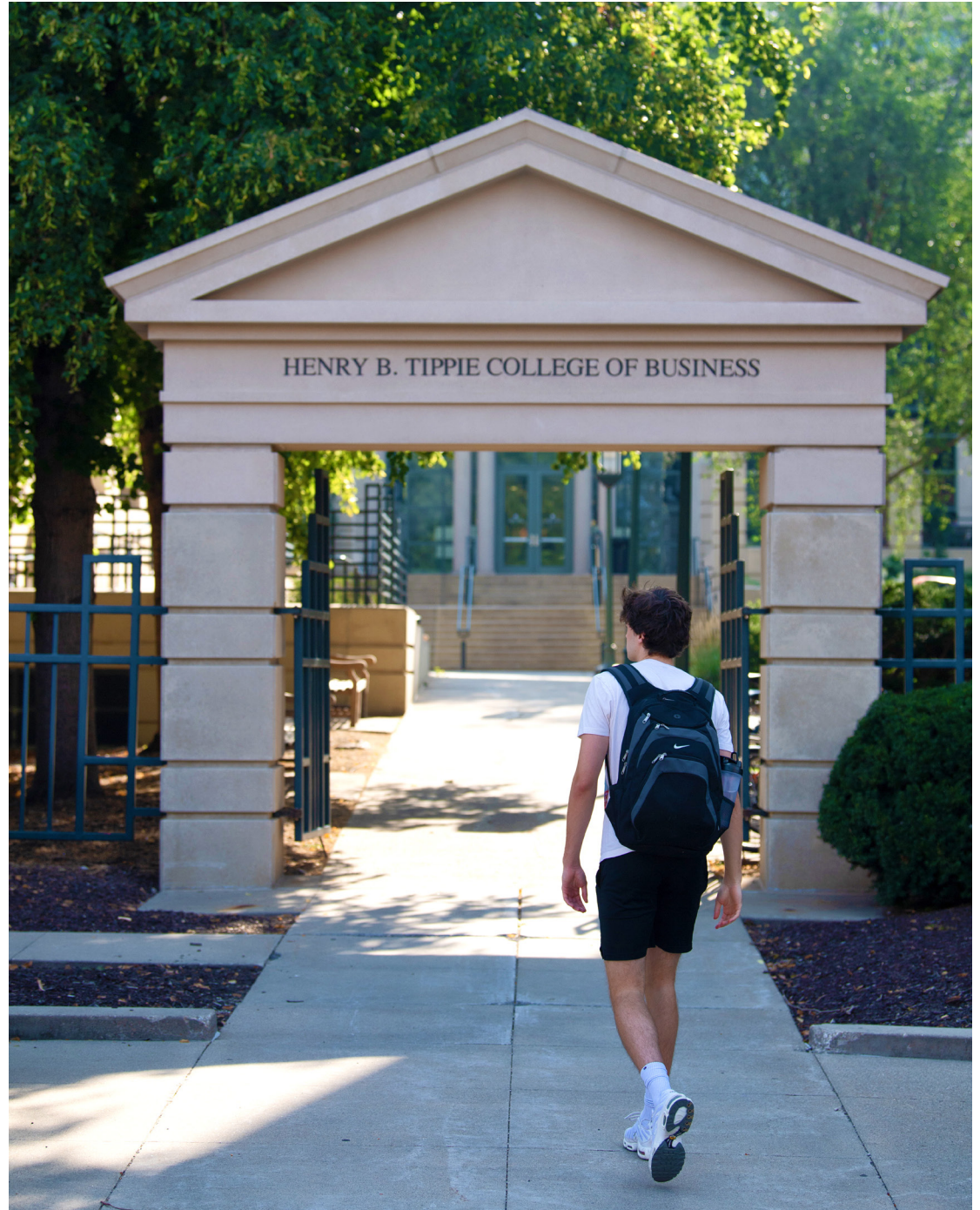
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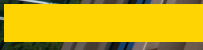
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IOWA



INTRODUCTION

UNIVERSITY OF IOWA INDIGENOUS LAND ACKNOWLEDGMENT

The University of Iowa is located on the homelands of the Ojibwe/Anishinaabe (Chippewa), Báxoje (Iowa), Kiiikaapoi (Kickapoo), Omāēqnomenēwak (Menominee), Myaamiaki (Miami), Nutachi (Missouri), Umo^ŋho^ŋ (Omaha), Wahzhazhe (Osage), Jiwere (Otoe), Odawaa (Ottawa), Pó^ŋka (Ponca), Bodéwadmī/Neshnabé (Potawatomi), Meskwaki/Nemahahaki/Sakiwaki (Sac and Fox), Dakota/Lakota/Nakoda, Sahnish/Nuxbaaga/Nuweta (Three Affiliated Tribes) and Ho-Chunk (Winnebago) Nations. The following tribal nations, Umo^ŋho^ŋ (Omaha Tribe of Nebraska and Iowa), Pó^ŋka (Ponca Tribe of Nebraska), Meskwaki (Sac and Fox of the Mississippi in Iowa), and Ho-Chunk (Winnebago Tribe of Nebraska) Nations continue to thrive in the State of Iowa and we continue to acknowledge them. As an academic institution, it is our responsibility to acknowledge the sovereignty and the traditional territories of these tribal nations, and the treaties that were used to remove these tribal nations, and the histories of dispossession that have allowed for the growth of this institution since 1847. Consistent with the University's commitment to Diversity, Equity and Inclusion, understanding the historical and current experiences of Native peoples will help inform the work we do; collectively as a university to engage in building relationships through academic scholarship, collaborative partnerships, community service, enrollment and retention efforts acknowledging our past, our present and future Native Nations.



LETTER FROM THE DEAN



During my 26-year tenure at the University of Iowa's Henry B. Tippie College of Business, I've witnessed a remarkable institutional transformation towards greater social impact. Yet our mission to be a leader in business education has never wavered. The commitment we made when we became signatories of the Principles for Responsible Management Education (PRME) in 2020 was an important step toward pursuing both of these missions. Joining the ranks of over 800 educational institutions worldwide nurturing the business leaders of tomorrow, we recognize that our students are using their business education to address some of the world's most pressing issues and aspiring to be a force for positive change in the world.

As we share knowledge and educate the next generation of leaders, we acknowledge that business is intricately connected to the challenges and opportunities facing our world. Industries of all types will continue to grapple with strained ecological systems, natural disasters, and complex issues of injustice. Business holds immense influence over the well-being of Iowans, and we are committed to educating our students not only in economic matters but in how economic progress is inextricably tied to social systems and environmental influences. The magnitude and complexity of these challenges will continue to test us. We are resolute in ensuring that our graduates understand how to make a positive social impact in their professional and personal lives.

In recent years, we have expanded experiential learning opportunities through competitions and student organizations, forged stronger connections

with private sector partners, integrated the UN Sustainable Development Goals into our curriculum, and strengthened our research capabilities to tackle societal challenges. We are working to minimize our own operational footprint through energy conservation and waste reduction initiatives. We've made significant strides and we remain committed to improvement.

Our dedication to excellence in education, research, and partnerships is underpinned by our commitment to understand and incorporate social impact. This report serves as a transparent account of our actions and underscores our leadership in this space.

We sincerely appreciate your time and attention in reading this report. To learn more about our commitment to responsible business, please visit tippie.uiowa.edu/sic.

A handwritten signature in black ink, reading "Amy Kristof-Brown". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Amy Kristof-Brown, Ph.D.
Dean

EXECUTIVE SUMMARY

The University of Iowa Tippie College of Business adopted the United Nations' Principles for Responsible Management Education (PRME) in 2020 and published the first Sharing Information on Progress (SIP) report in 2021. Two years later, Tippie has made progress to further integrate the United Nations' 17 Sustainable Development Goals and PRME principles into its education, research, and partnerships. This second SIP report highlights Tippie's sustainability successes and opportunities for growth.

Promoting social impact through education is an expectation of our campus community, nation, and world. Tippie ensures the college meets this expectation through our affiliation with PRME and the Association to Advance Collegiate Schools of Business (AACSB). The AACSB accreditation standards call for business schools to elevate societal impact in collegiate teaching, research, and service activities in order to better people, economies, and the environment. PRME offers Tippie a means to set sustainability goals, document progress, and celebrate achievements. Together, the PRME principles and the AACSB accreditation standards offer a strong framework for Tippie to advance socially responsible management education.

Tippie created the Social Impact Community (SIC) in 2022 with a vision to make Tippie a leader in social impact research, a destination for students seeking to address societal challenges, and a resource for organizations. The SIC integrates sustainability principles into curriculum, student affairs, facilities, and community involvement and continues Tippie's tradition of facilitating research to address pressing societal challenges. The SIC connects faculty from all six of Tippie's academic departments and collaborates with units across campus to holistically study sustainability challenges and find solutions.

Over the past two years, we've made strides to strengthen sustainability education in the college, increasing the number of courses connected to the Sustainable Development Goals from



PRME Principles for Responsible Management Education

an initiative of the United Nations Global Compact

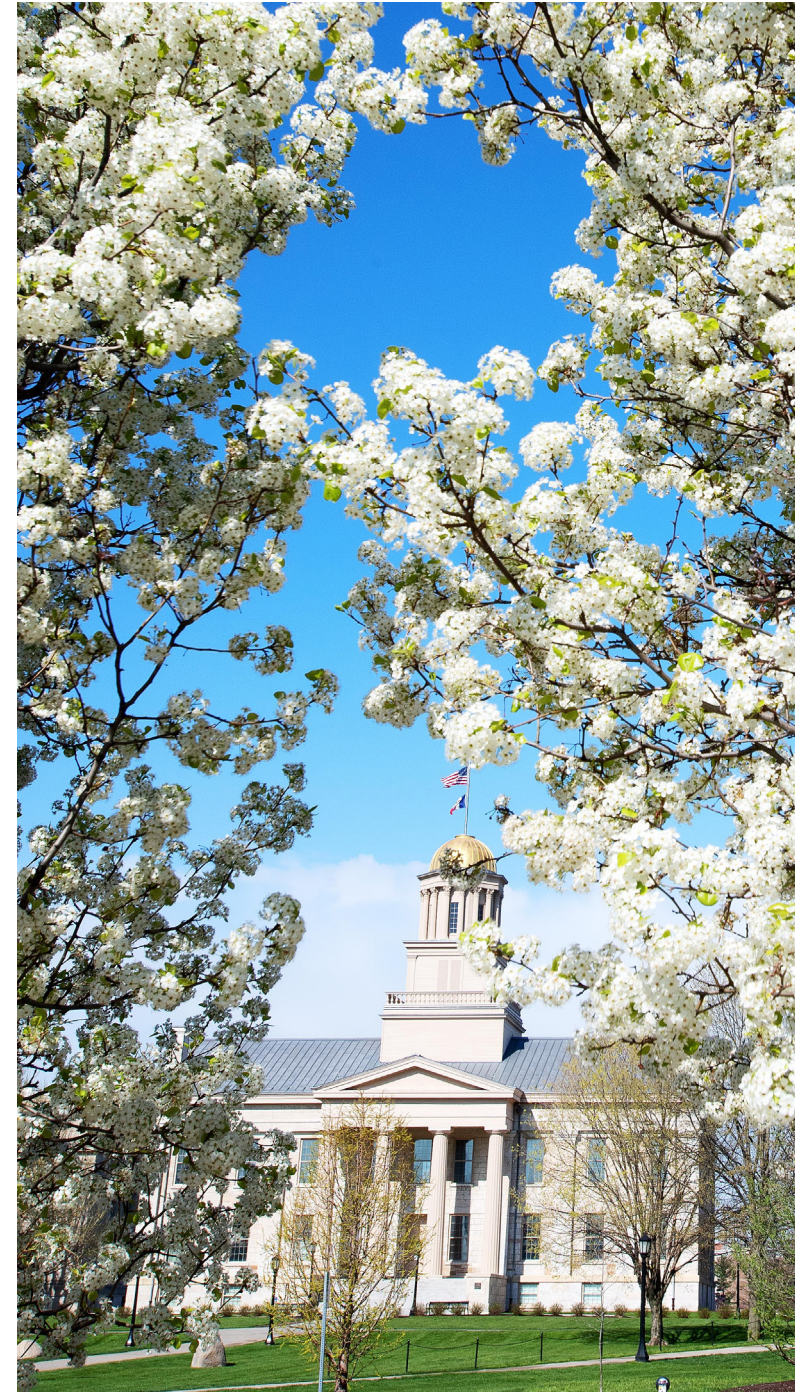
51 courses during the last reporting period to 61 during the 2021-2022 reporting period. Tippie Graduate and Professional Programs developed a new certificate program on Responsible Resource Management, and Undergraduate Programs continues to support multidisciplinary undergraduate certificates in sustainability, international business, and nonprofit leadership. These actions prepare students for careers as leaders who will make a positive impact in the world.

Tippie researchers published 115 papers in 2021-22 tied to the Sustainable Development Goals. Topics include health and well-being, social justice and equity, environmentally sustainable actions, and responsible and resilient futures. They have received significant federal grant funding to support their research, expanding their impact.

Partnerships with other campus organizations and the college community are a key focus of Tippie's social impact strategy. The college collaborated with university organizations including the UI Office of Sustainability and Environment (OSE) and the Iowa Initiative for Sustainable Communities (IISC) on projects to advance the environmental, social, and economic well-being of communities. We amplified the impact of our research by sharing it through news releases, speaker series, and conferences. Student organizations, events, and initiatives work to promote social impact beyond the classroom and academic journals, making a tangible difference in the community.

The college continues to look for new ways to prepare students to address problems that require urgent action. As social, environmental, and economic conditions shift, Tippie must also adjust to provide meaningful and relevant learning opportunities. Our challenge is to increase awareness and influence of the SIC so students, faculty, and staff can fully utilize its resources. Moving forward, the college has established new goals that will guide us. We will work to:

- Support and grow social impact research at Tippie through funding and connections.
- Increase the institutional and community impact of research at Tippie.
- Build strategic partnerships with organizations interested in social impact.
- Ensure every student graduates with an understanding of how to make a positive societal impact within the business community and contribute to a resilient and inclusive global economy.
- Embed a culture of sustainability within our buildings and operations.
- Be a champion for college and university DEI initiatives.



DEFINITIONS

Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in classrooms through Six Principles focused on serving society and safeguarding our planet. Signatory member institutions, including Tippie, commit to advancing the following Principles:

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.

Principle 2 | Values: We will incorporate into our academic activities, curricula, and organizational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

Principle 3 | Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

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.

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.

Principle 6 | Dialogue: We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

Sharing Information on Progress (SIP) Report

A SIP report informs the public on responsible management education. Additionally, the SIP report can be an effective tool for facilitating stakeholder dialogue and a learning community among signatories. Tippie publishes SIP reports every other year to provide an update on the institution's recent sustainability activities.

United Nations Sustainable Development Goals (UN SDGs)

All United Nations Member States adopted the SDGs, also known as the Global Goals, in 2015 as part of the 2030 Agenda for Sustainable Development. The 17 Global Goals provide a shared blueprint for peace and prosperity for people and the planet. At its heart, the SDGs are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and preserving our oceans and forests.

Sustainability

The term 'sustainability' was defined by the United Nations' Brundtland Commission as the process of "meeting the needs of the present without compromising the ability of future generations to meet their own needs." Sustainability efforts can be assessed through the 'triple bottom line,' a framework where individuals, organizations, and communities consider how their actions benefit people, profits, and the planet.

Social Impact

Social impact includes actions, projects, programs, and policies that improve the lives of people and communities by addressing equity, sustainability, and resiliency in society.

Resilience

Resilience is the ability to face new and daunting challenges through successful coping strategies, management, and innovation so communities can thrive despite changing conditions. Society can become resilient to many types of threats, including those related to climate change, political uncertainty, economic disruptions, cyberattacks, and more.

Corporate Social Responsibility (CSR)

These are corporate citizenship initiatives that ensure businesses operate in ways that enhance society and the environment. Businesses that implement CSR principles contribute to community well-being, create positive associations with the brand for customers, and help attract or retain employees and investors.

Diversity, Equity, and Inclusion (DEI)

DEI promotes practices that respect every person, no matter their visible or invisible disability, race, ethnicity, veteran status, sexual orientation, or religion. By using DEI principles, workplaces, organizations, and communities can solve challenging problems, support economic well-being, and lead global society in a way that fosters freedom of expression and diversity of thought.

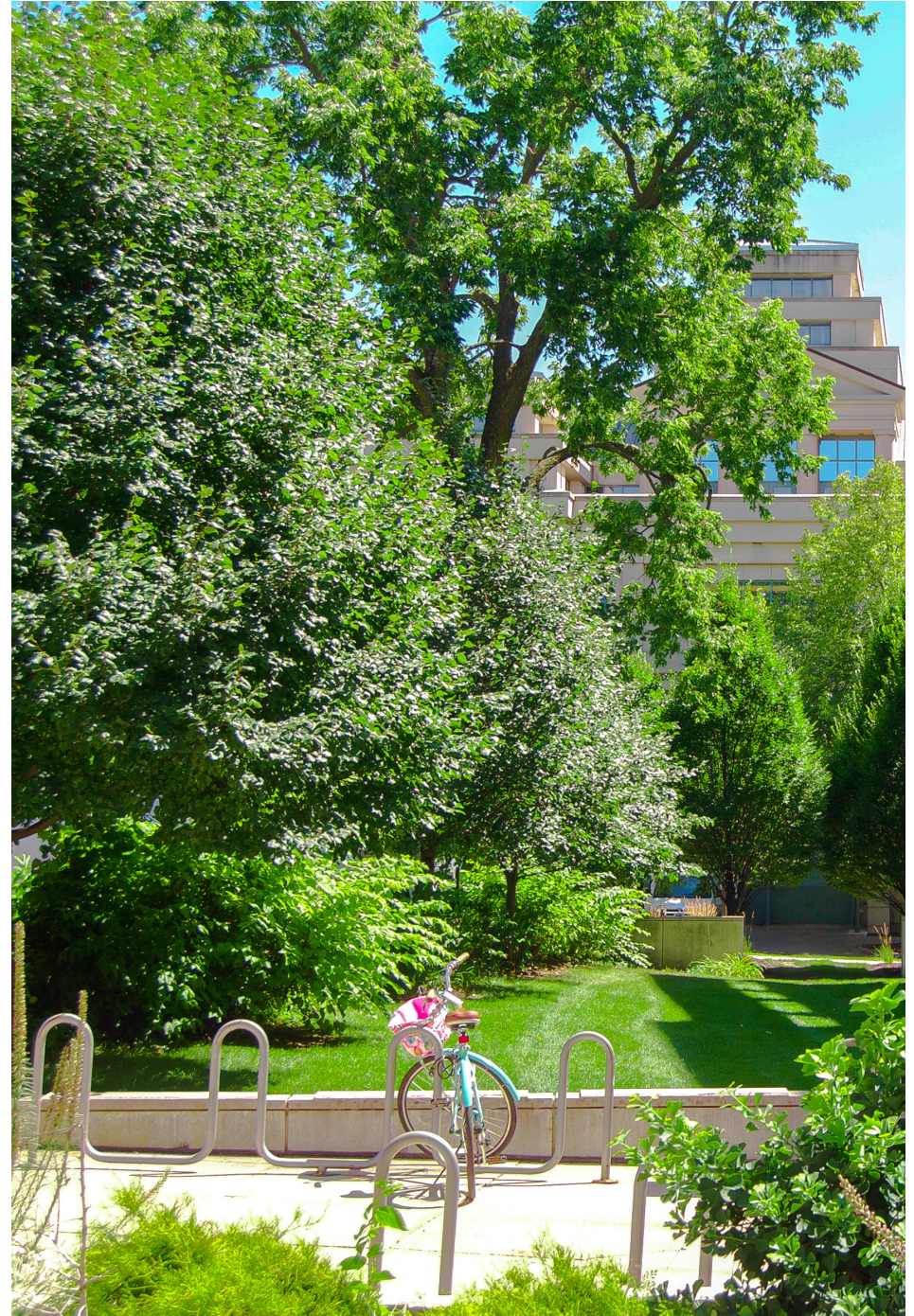
Diversity: Diversity refers to all aspects of human difference, social identities, and social group differences, including but not limited to race, ethnicity, creed, color, sex, gender, gender identity, sexual identity, socio-economic status, language, culture, national origin, religion/spirituality, age, (dis)ability, and military/veteran status, political perspective, and associational preferences.

Equity: Equity refers to fair and just practices and policies that ensure all members of a group or society can thrive. Equity is different than equality in that equality implies treating everyone as if their experiences are exactly the same. Being equitable means acknowledging and addressing structural inequalities — historic and current — that advantage some and disadvantage others. Equal treatment results in equity only if everyone starts with equal access to opportunities.

Inclusion: Inclusion refers to a community where all members are and feel respected, have a sense of belonging, and can achieve their potential. While diversity is essential, it is not sufficient. An institution can be both diverse and non-inclusive at the same time, so a sustained practice of creating inclusive environments is necessary for success.

Environmental, Social, (Corporate) Governance (ESG)

ESG is a set of standards that guide a company's actions, so they contribute to society in ways that do more than simply enhance stakeholder value. The environmental component of ESG considers how a business works to protect the environment, through actions such as addressing climate change and preventing pollution. The social component addresses how companies respect employees, suppliers, customers, and communities impacted by the business. Governance focuses on how an organization approaches issues such as leadership, executive pay, and audits.





BACKGROUND

ABOUT

Founded in 1847, the University of Iowa (UI) is home to one of the most acclaimed academic medical centers in the country and is globally recognized as a leader in the study and craft of writing. UI offers world-class academic programs for undergraduate, graduate, and professional students in the arts and sciences, making the institution well-positioned to address sustainable development challenges in a multidisciplinary fashion.

Situated on the banks of the Iowa River, the university's main campus weaves throughout the heart of Iowa City. In addition to offering both undergraduate and graduate programs in Iowa City, Tippie offers graduate instruction at a satellite campus in Des Moines, Iowa, and fully remote graduate programs that draw students from across the United State and the world. UI partners with many organizations to make a difference at the state, national, and global level. UI's 2022-2027 Strategic Plan emphasizes excellence in teaching and learning, innovative research and creative discovery, a welcoming and inclusive environment, holistic well-being and success, and transformative societal impact as the institution's key priorities.

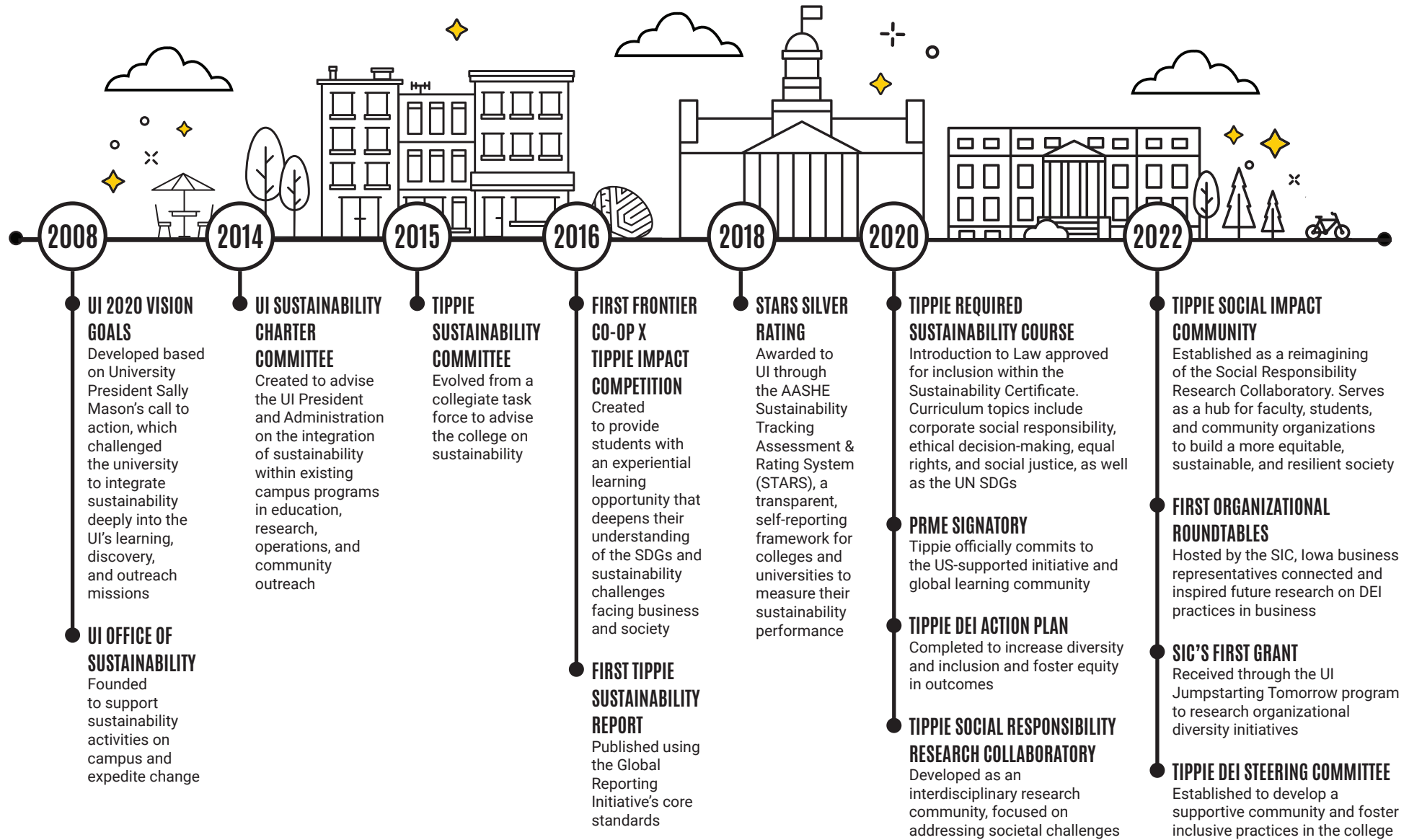
ORGANIZATIONAL STRUCTURE

The Tippie Social Impact Community acts as the liaison for PRME. The SIC also facilitates sustainable development initiatives throughout all departments and institutes in the college. The SIC supports a network of groups and individuals who are passionate about developing evidence-based solutions to the most pressing issues in our society, using the PRME principles as a framework. The SIC tracks PRME-related activities in the College of Business by compiling sustainability news releases, surveying faculty and staff, and engaging in conversations with the community.

Mae McDonough, Social Impact Program Coordinator, leads the SIC's initiatives, and Professor Amy Colbert serves as the SIC Faculty Director. A team of undergraduate Social Impact Interns and graduate student Research Assistants lead projects that improve the college's sustainability and social impact. A faculty committee of representatives from each of Tippie's six main academic departments offers guidance and support for the SIC's activities.

The SIC is the successor organization to the Social Responsibility Collaboratory, which was led by former Tippie Sustainability Manager Sara Maples. Following the 2022 transition, the SIC formally added curriculum and student affairs involvement to the organizational mission. In addition to supporting multidisciplinary research, the SIC collaborates with instructors and student organizations to integrate sustainability and social impact into courses, events, projects, and community initiatives.

TIMELINE OF NOTABLE CHANGES - UI & TIPPIE



SUSTAINABILITY AT THE UNIVERSITY OF IOWA

The Office of Sustainability and the Environment supports sustainable action across the University of Iowa and the Iowa City community. It promotes a culture of sustainability by connecting individuals and organizations, coordinating activities to build awareness, and maintaining public trust in UI. A task force chaired by the OSE developed a set of Campus Sustainability Goals using campus engagement and feedback. The goals that UI aims to achieve by December 31, 2030 include:



GOAL 1

UI 2030 CLIMATE GOAL

Reduce greenhouse gas emissions by 50 percent



GOAL 2

UI 2030 EDUCATION GOAL

One hundred percent of undergraduate students will complete a sustainability-focused course before graduating



GOAL 3

UI 2030 WASTE GOAL

Become a Zero Waste campus by achieving PLAN ATLAS Bronze Zero Waste certification*



GOAL 4

UI 2030 WATER GOAL

Improve water quality in the Iowa River by creating best practices for stormwater management and water conservation



GOAL 5

UI 2030 CAMPUS GOAL

Embed sustainability into every college and auxiliary unit's strategic plan and report on progress annually

**Healthcare facilities will not be included in the zero waste goal, but will meet or exceed top performing healthcare facility diversion rates of at least 40%*

The Sustainability Charter Committee (SCC) advises the UI president and administration on integrating sustainability principles into campus education, research, operations, and community outreach programming. Charter committee members include faculty and staff members from a range of departments as well as current students. OSE and SCC are separate, non-affiliated entities, but frequently collaborate on sustainability initiatives.

The Iowa Initiative for Sustainable Communities connects UI students, faculty, and staff from across disciplines with Iowa communities seeking sustainable solutions to their complex challenges. Students complete real-world projects to improve community well-being through IISC.

The University of Iowa Energy Collaborative (UIEC) manages the campus utility system. UIEC is a public-private partnership between the University of Iowa and two energy firms, ENGIE North America and Meridiam. The Collaborative aims to increase the sustainability of campus energy in the coming years to become coal-free by 2025. The five objectives tied to this goal are:

- Reduce greenhouse gas emissions by 50% from a 2010 baseline and continue to pursue a renewable energy supply strategy
- Deliver reliable electricity, water, heating, and cooling services to the UI campus community
- Invest in the University's core missions of teaching, research, and scholarship
- Prepare students to live and work in the 21st century through direct engagement and education in sustainable energy technologies and processes
- Facilitate knowledge exchange among the campus community and the State of Iowa, Nation, and World

UIEC identified how the energy goals and objectives also contribute to several UN Sustainable Development Goals



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all



Ensure availability and sustainable management of water and sanitation for all



Ensure access to affordable, clean, reliable, sustainable, and modern energy for all



Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation



Take urgent action to combat climate change and its impacts



SILVER AASHE STARS RATING

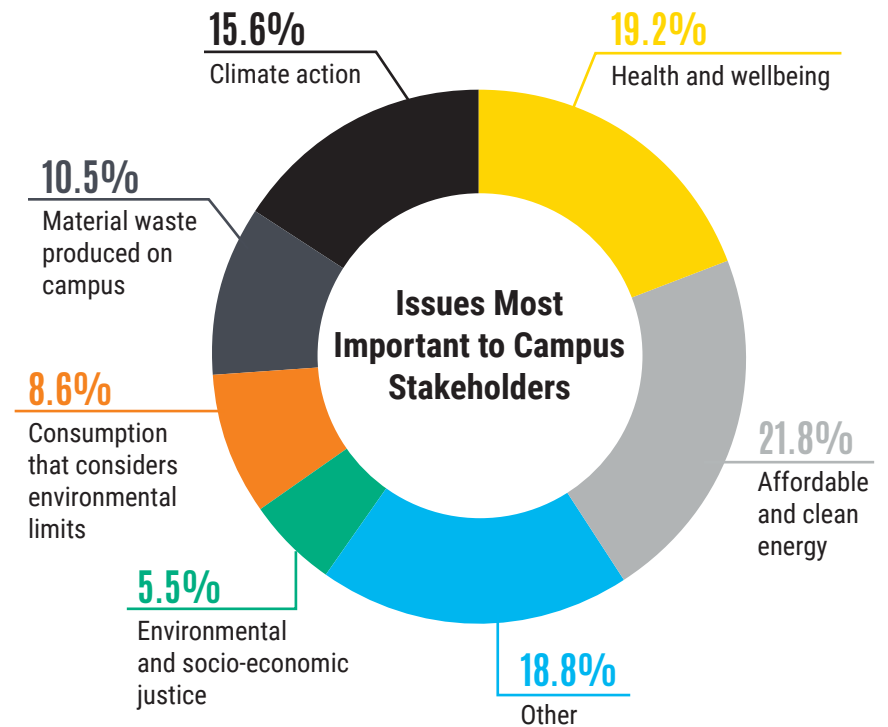
In 2018 UI received a 'silver' rating in the Sustainability Tracking, Assessment, and Rating System (STARS). The Association for the Advancement of Sustainability in Higher Education (AASHE) operates the STARS program, which is a transparent, self-reporting framework for colleges and universities to measure their sustainability performance and gauge progress. The rating system considers a broad range of campus sustainability metrics including academic outcomes, community engagement, operations, planning efforts, and innovation. OSE managed the documentation and submission for the most recent STARS report and is currently in the process of writing and submitting an updated report.



ISSUES MOST IMPORTANT TO CAMPUS STAKEHOLDERS

In 2020, during the process of developing the 2030 Campus Sustainability Goals, The UI Office of Sustainability, the UI Sustainability Charter Committee, and the Social Impact Community asked students, faculty, and staff which sustainability issues were most important to them. Respondents ranked Affordable and Clean Energy as the most important issue and Health and Wellbeing as the second.

The sustainability survey results influenced priorities and actions across the institution as the 2030 Campus Sustainability Goals and the 2022-2027 Strategic Plan were based in part on those responses. UI took the survey results directly into account with the 2022-2027 Strategic Plan by making Holistic Well-Being and Success one of the five plan priorities and implementing a sustainability focus into plan objectives, with regularly updated metrics.



DIVERSITY, EQUITY, & INCLUSION AT THE UNIVERSITY OF IOWA

The University of Iowa has a long history of supporting inclusive educational opportunities for students from diverse groups. UI has admitted women since the institution's founding in 1847, making it the first public university in the U.S. to do so, and starting in 1860 women were admitted on an equal basis as men. UI has always accepted qualified students regardless of race and was the first university west of the Mississippi River to award a law degree to a Black student, in 1879. In 1970, The UI Gay Liberation Front was the first LGBTQ+ student organization in the U.S. to receive official university recognition. Today, The UI Division of Diversity, Equity, and Inclusion (DDEI) continues to foster a welcoming campus community. The DDEI supports the UI Strategic Plan's goals of building a respectful, inclusive environment. The Building University of Iowa Leadership for Diversity (BUILD) is one voluntary campus-wide DEI learning and development initiative for faculty and staff. Participants gain strategic knowledge and skills so that they can more effectively contribute to a welcoming and inclusive environment for all.

This rich legacy of promoting social progress and advocacy is incorporated into the Tippie Strategic Plan through a goal of sustaining "a diverse, equitable, inclusive, healthy environment for learning and working." A separate Action Plan guides our initiatives related to DEI. To further influence action, Tippie established a DEI Steering Committee in 2022. The committee of faculty, staff, and students advises the Tippie leadership team, develops annual action plans and coordinates activities across units in the college that ensure educational access, developing a supportive community and fostering inclusive classroom practices.





PRACTICAL ACTIONS

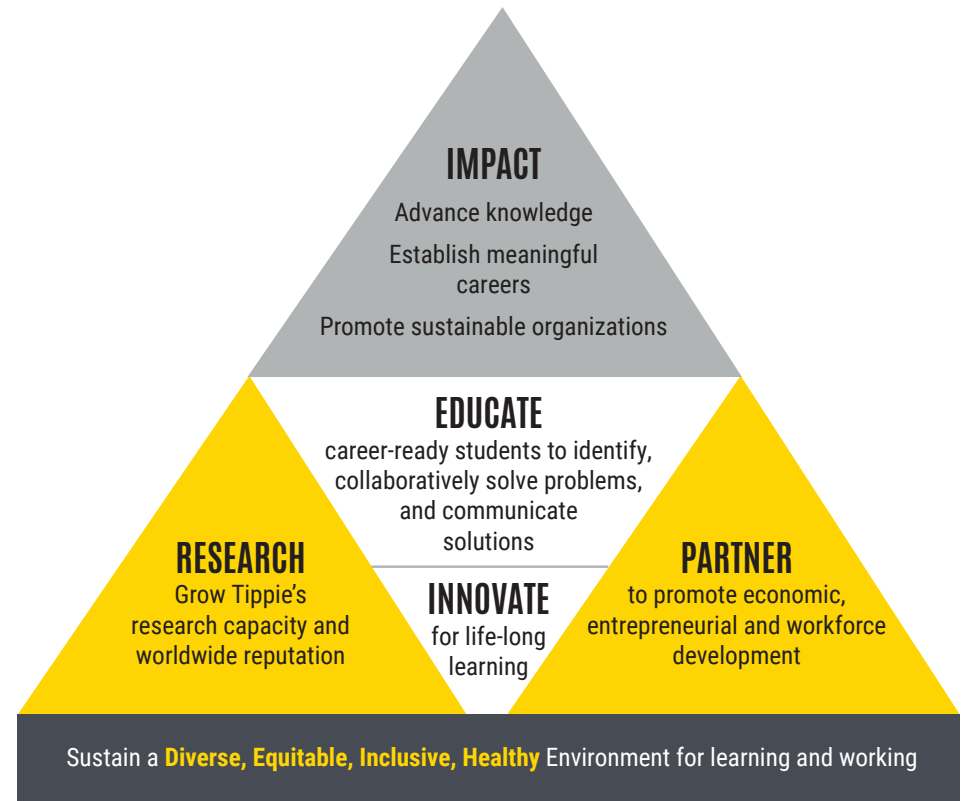
STRATEGY AND OUTCOMES



Tippie developed strategic priorities that guide the actions of all departments and organizations within the college. Previously, research, education, impact, and partnerships were the main priorities. They were updated in 2022 to include a focus on diversity, equity, and inclusivity, and sustaining a healthy working and learning environment. Tippie's strategic priorities are:

- Grow Tippie's **research** capacity and worldwide reputation.
- **Educate** career-ready students who can identify and solve problems collaboratively, and persuasively communicate solutions.
- **Partner** to promote economic, entrepreneurial, and workforce development.
- **Innovate** for life-long learning.
- Sustain a **diverse, equitable, inclusive, healthy environment** for learning and working.

In our previous PRME Report, the Tippie Social Responsibility Collaboratory (now Social Impact Community) established sustainability-focused strategies for the college, with input from Tippie students, faculty, and staff. The cohesion between the overall Tippie priorities and the sustainable development strategies ensures that all activities in the college work to address societal challenges and promote sustainability. Tippie's sustainable development strategies and progress from the previous PRME SIP Report include:



SOCIAL IMPACT EDUCATION

The Social Impact Community expanded to support social impact education initiatives. The SIC provides resources to Tippie instructors who teach sustainability topics so that social impact education is embedded throughout the curriculum. The college now offers 61 courses and four certificate programs connected to the Sustainable Development Goals. This is an increase of 10 courses and one certificate since the last reporting period.

SOCIETAL CHALLENGE RESEARCH

The Social Impact Community funds research on social impact topics, serves as a resource to connect researchers to partners, and exposes researchers to new ideas. Tippie researchers published 115 papers in 2021-22 on topics relating to the Sustainable Development Goals. The SIC received \$75,000 in grant funding for sustainable development and social impact research and awarded \$25,000 to Tippie researchers through the Creating an Equitable and Just Society Community Feasibility Grant Program.

KNOWLEDGE EXCHANGE & STRATEGIC PARTNERSHIPS

The Tippie communications team publishes clear and understandable stories about our social impact research, many of which have led to coverage in such local, state and national media as CNBC, *The Wall Street Journal*, and *Businessweek*. The Social Impact Community hosted roundtable discussions on diversity and inclusion efforts in the workplace, jumpstarting research on how businesses approach DEI. Tippie partnered with other university organizations including the Office of Sustainability and Environment and the Iowa Initiative for Sustainable Communities on projects. Tippie and the SIC collaborated with Iowa companies and non-profits to answer social impact research questions, host events with guest speakers, and facilitate student projects. The college's Undergraduate Social Impact Internship program provided students an opportunity to work on project-based activities relating to sustainability, DEI, and other facets of social impact.

DEI INTEGRATION

Tippie is committed to valuing every member of the community. Tippie developed a DEI action plan and Steering Committee to integrate DEI principles into the college. A new staff position was added focused on recruitment in targeted high schools, which allows us to reach students earlier in their academic careers. Another position is now devoted to standard admit students who transfer to Tippie from other colleges on campus. Both positions improve student accessibility, ensuring that students can enroll in and succeed at Tippie. To support accessible instructional practices, Tippie also created a new instructional designer position to help faculty develop inclusive teaching methods. The college hosted voluntary conferences and events that facilitated connections and growth for women, minorities, and other underrepresented groups.

OPERATIONAL SUSTAINABILITY

The Tippie facilities team collaborates with the Social Impact Community to promote sustainable waste management initiatives, energy conservation, and building accessibility. Tippie has robust recycling, composting, and packaging reuse programs that cut down on waste and reduce pressure on landfills. The facilities team added new building accessibility features including evacuation chairs and push button door entries so people with disabilities face fewer limitations.

CURRICULUM

CERTIFICATES



SUSTAINABILITY CERTIFICATE

Students studying for a Certificate in Sustainability learn to understand the dynamics of human and environmental systems in order to promote sustainable knowledge, action, and understanding across sectors.

The multidisciplinary certificate draws from many methodologies and undergraduate students of all majors are eligible to enroll. Tippie offers seven courses that fulfill a Sustainability Certificate requirement, including Introduction to Law, which is a core course that all College of Business students take. During spring 2021 and 2022 respectively, the Certificate in Sustainability had the third, then fourth highest enrollment among the 30+ undergraduate certificate programs offered by UI with 201 students enrolled during 2021 and 159 during 2022.



INTERNATIONAL BUSINESS CERTIFICATE

Tippie and the College of Liberal Arts and Sciences co-administer the undergraduate Certificate in International Business. Certificate students study the political, environmental, and cultural contexts associated with international business. We added an Environmental, Social, and Corporate Governance (ESG) requirement during the 2021-2022 academic year to emphasize sustainable development. Through the focus on ESG topics, students demonstrate ethical reasoning when navigating sustainability issues in international business contexts. The International Business Certificate was the sixth largest undergraduate certificate offered during both 2021 and 2022, 124 students enrolled during each year.



COURSE HIGHLIGHTS

ENTREPRENEURSHIP AND INNOVATION

Using the SDGs as a framework, students in this course work in teams to study problems in a region of the world and propose solutions to address those problems. Students develop strategies to successfully compete in a global marketplace, strategically plan business endeavors, and apply entrepreneurship practices for new business creation, corporate venturing, and nonprofit work.

MARKETING AND SUSTAINABILITY

This course explores concepts for developing and implementing sustainable marketing and business strategies. Students learn how to create more environmentally friendly products, design sustainable logistical systems, utilize socially responsible pricing, and promote sustainable products.



NONPROFIT LEADERSHIP & PHILANTHROPY CERTIFICATE

The undergraduate Nonprofit Leadership & Philanthropy Certificate is co-administered by Tippie and the School of Journalism and Mass Communication. The certificate provides students with the knowledge, skills, and mindset to participate effectively in the growing world of nonprofits. Students interested in a nonprofit career or volunteerism learn how to do good in the world and improve the quality of life for communities. During spring 2021, 75 undergraduate students were enrolled in the certificate program, and in 2022, enrollment increased to 80 students.



RESPONSIBLE RESOURCE MANAGEMENT CERTIFICATE

Tippie Graduate and Professional Programs launched the Responsible Resource Management Certificate in the summer of 2022 after Tippie's Professional Accounting Council saw a need for managers with more financial expertise, including financial analysis and decision-making skills within ESG contexts. The curriculum includes four MBA-level courses that provide students with skills to evaluate and optimize resource performance with attention to socially responsible management practices. This certificate focuses on financial acumen and data analysis to support decision-making with particular attention to impacts on environmental, social, and governance (ESG) practices. The certificate is new and growing, with 26 students enrolled already.



STUDENT PROJECTS & CAPSTONES

INTERNATIONAL SOCIAL IMPACT PROJECT

As part of the International Entrepreneurship, Culture, and Social Impact course, Tippie students collaborated with a team of students in Lagos, Nigeria, and Dakar, Senegal. The student teams worked as an international development consulting firm to propose innovative solutions to a social problem or community challenge in Nigeria, Senegal, or the United States.





BUSINESS ANALYTICS CAPSTONE PROJECT

Zachary Veigulis is a Tippie student and Clinical Informatics Analyst at the Iowa City Veterans Administration (VA) Health Care Hospital. During 2020 and 2021, Zachary studied factors that affect COVID-19 patient outcomes in collaboration with Tippie faculty and other VA Health Care analytics professionals. The team discovered that a low-dose aspirin regimen cut the odds of mortality in COVID-19 patients by more than half. The peer reviewed journal PLOS ONE published the analysis, and CNN reported the findings. This research informed treatment protocols for patients in the VA Health Care system and has global healthcare impacts, establishing low-dose aspirin as an affordable, accessible treatment option for COVID-19.



MARKETING INSTITUTE PROJECTS

The Marketing Institute facilitates hands-on marketing projects with Iowa businesses, community organizations, and governments for 15-20 top Marketing students, emphasizing sustainability and community engagement efforts. Marketing Institute students complete a year-long field immersion project for their clients, and at least one of those projects focuses on a sustainability business problem.



Waterloo Public Library

Students worked with the Waterloo, Iowa, Public Library to develop campaigns that generated awareness of library resources among start-ups and established businesses.

Maquoketa River Watershed Management Authority

Students developed communications and marketing plans to help the Maquoketa River Watershed Management Authority engage with community members in nine counties and 80 townships to promote flood prevention, drinking water protection, healthy soil practices, and other water quality initiatives.

Grow Clinton

Students worked with Grow Clinton, a non-profit organization that blends chamber of commerce and development corporation roles to promote economic development in the greater Clinton, Iowa, region. The team developed a marketing communication plan to attract new residents, visitors, and businesses to the area along the Mississippi River.

Western Iowa Regents Resource Center of Sioux City (WIRRC)

Students developed communications and strategic marketing plans for the Western Iowa Regents Resource Center, a body of the Board of Regents, State of Iowa, that improves higher-education access for students in Western Iowa. WIRRC provides academic counseling and assistance to students who attend community colleges so they can more easily transfer to one of Iowa's three public universities. The strategies created by Marketing Institute students facilitated awareness of and access to WIRRC's resources.



ALL COURSES CONNECTED TO SDGS

ACCOUNTING

ACCT:3100 Professional Accounting Seminar
ACCT:3450 Tax Practicum I
ACCT:3451 Tax Practicum II
ACCT:4100 Auditing
ACCT:9050 Taxes and Business Strategy
ACCT:9140 Advanced Auditing

BUSINESS ANALYTICS AND INFORMATION SYSTEMS

BAIS:2800 Foundations of Business Analytics
BAIS:3000 Operations Management
BAIS:3500 Data Mining
BAIS:4150 BAIS Capstone
BAIS:6050 Data Management and Visual Analytics
BAIS:6280 Cyber Security

ECONOMICS

ECON:1100 Principles of Microeconomics
ECON:1200 Principles of Macroeconomics
ECON:3100 Intermediate Microeconomics
ECON:3015 Intermediate Macroeconomics
ECON:3325 Personnel Economics
ECON:3380 Business and Government
ECON:3620 Economic Growth and Development
ECON:3625 Environmental and Natural Resource Economics
ECON:3650 Policy Analysis
ECON:3760 Health Economics

FINANCE

FIN:3400 Principles of Risk Management and Insurance
FIN:4020 International Trade and Finance in a Time of Disruption
FIN:4040 BMC and ESG Certificates
FIN:4230 Real Estate Process
FIN:4240 International Finance
FIN:4340 Wealth Management (Undergraduate Programs)
FIN:4410 Enterprise Risk Management
FIN:4420 Property and Liability Insurance
FIN:9350 Wealth Management (Graduate and Professional Programs)

ENTREPRENEURSHIP

ENTR:1800 Innovation in Action: Sustainability
ENTR:2000 Entrepreneurship and Innovation
ENTR:3350 Entrepreneurial Strategy
ENTR:3500 Social Entrepreneurship
ENTR:3595 Nonprofit Organizational Effectiveness
ENTR:4100 International Entrepreneurship, Culture, and Social Impact
ENTR:4200 Entrepreneurship: Business Consulting
ENTR:4460 Entrepreneurship and Global Trade
ENTR:9100 Entrepreneurship and Innovation

MANAGEMENT

MGMT:2000 Introduction to Law
MGMT:2100 Introduction to Management
MGMT:3250 Leading Innovation
MGMT:3450 International Business Environment
MGMT:3500 Nonprofit Organizational Effectiveness I
MGMT:3600 Nonprofit Organizational Effectiveness II
MGMT:4200 Staffing and Talent Management
MGMT:4300 Leadership and Personal Development (Undergraduate Programs)
MGMT:4600 Nonprofit Ethics and Governance
MGMT:7360 Motivation and Attitudes
MGMT:9091 Corporate Social Responsibility and Sustainability
MGMT:9120 Leadership and Personal Development (Graduate and Professional Programs)
MGMT:9250 Managing Employee Performance

MARKETING

MKTG:1310 Why We Buy
MKTG:3200 Consumer Behavior
MKTG:3700 Marketing Institute Seminar I
MKTG:3701 Marketing Institute Field Studies
MKTG:3702 Marketing Institute Seminar II
MKTG:4250 Marketing and Sustainability
MKTG:4800 Marketing Consulting Project

OTHER

BUS:2013 Introduction to Sustainability

RESEARCH

The Social Impact Community in the Tippie College of Business supports and promotes social impact and sustainability research within the college and across campus. To help us meet this goal, we have five primary initiatives:

1

CREATING INTERDISCIPLINARY CONNECTIONS

The SIC connects researchers to encourage interdisciplinary research. Our diversity and inclusion working group was awarded \$75,000 in internal funding from the University of Iowa Jumpstarting Tomorrow grant program and has applied for the National Science Foundation funding. We are forming three additional working groups focused on employee well-being, 15-minute cities, and changing beliefs and behaviors.

2

CONNECTING RESEARCHERS AND EXTERNAL PARTNERS

Faculty and students met with diversity and inclusion leaders in a series of roundtables to discuss challenges, share evidence-based practices, and generate research questions. An interdisciplinary team then developed a research program focused on employee resource groups and applied for external grant funding to support this research. We plan to expand this program to include additional topics. We also connect researchers and organizations for sponsored research projects. For example, Professor Amy Colbert worked with Iowa-based Frontier Co-op to study international receptivity to cooperatives.

3

PROVIDING GRANT FUNDING

The SIC provides small grants to support social impact research. We distributed \$25,000 in 2022 through the Creating an Equitable and Just Society Community Feasibility Grant Program. Funded projects included:

- a. Brady G'Sell (Anthropology and Gender, Women's, and Sexuality Studies) and Amy Weismann (UI Center for Human Rights), Homebuilding in the Heartland
- b. Lucas Carr (Health and Human Physiology), Sarah Nash (Epidemiology), Mary Charlton (Epidemiology), Katie Robison (Internal Medicine), and Katie White (Internal Medicine), Developing and Testing a Multilevel Approach to Reduce Organizational Weight Stigma
- c. David Frisvold (Economics), Jerry Anthony (Planning and Public Affairs), Ain Grooms (Education), Leslie Ann Locke (Education), and George Wehby (Public Health), Cash Assistance and Wellbeing

4

TRANSLATING AND PUBLICIZING RESEARCH

The SIC works with Tippie's communications team to translate social impact research into news releases that convey actionable insights that are shared in a monthly newsletter and through social media. We also help connect researchers to external partners to promote the broader impacts of their research.

5

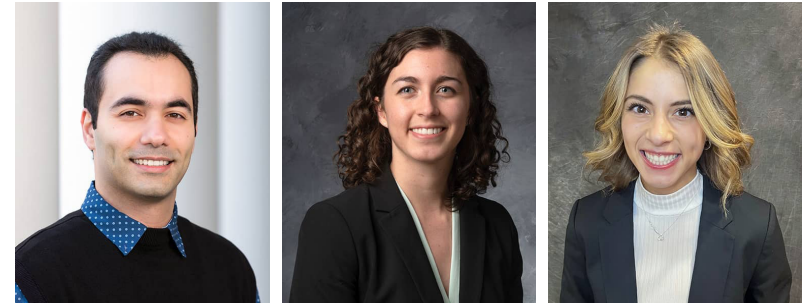
HOSTING RESEARCH SPEAKERS

An interdisciplinary set of speakers from the fields of accounting (Dr. Jeffrey Hales, University of Texas at Austin) economics (Dr. Christian Gollier, Université de Toulouse-Capitole), management (Dr. Ion Vasi, University of Iowa), business analytics (Dr. Wolfgang Ketter, University of Calogne and Erasmus University Rotterdam) and marketing (Dr. Kate White, University of British Columbia) participated in the Social Impact of Business Thought Leaders Series during spring 2022.

Tippie faculty conduct research that provides insights into why individuals and organizations act in socially responsible ways and how they can do so more effectively. Specific topics include diversity and inclusion, employee well-being, environmental sustainability, risk management, governance, and responsible and resilient futures. Based on a search of SCOPUS and a review of Tippie publications, 115 publications by Tippie faculty were classified as relevant to the SDGs in 2021-22. Below, we highlight examples of Tippie's social impact research.

STUDENTS DARE TO DISCOVER

Three Tippie students were featured in UI's Dare to Discover research promotion campaign in 2021-22 for their socially impactful research: Vahid Eghbal Akhlaghi (Business Analytics) studies logistical problems related to natural disasters and has developed strategies to optimize approaches to store and distribute resources; Sarah Powell (Business Analytics) studies crowdsourced delivery, a strategy for delivering packages in a cost-effective way that also has implications for sustainability; Maddie Pallardy researches how people react to a manager's conflict management style, which has important implications for employee well-being. All three students were featured on banners hung from utility poles in Iowa City to increase public awareness of the university's research.

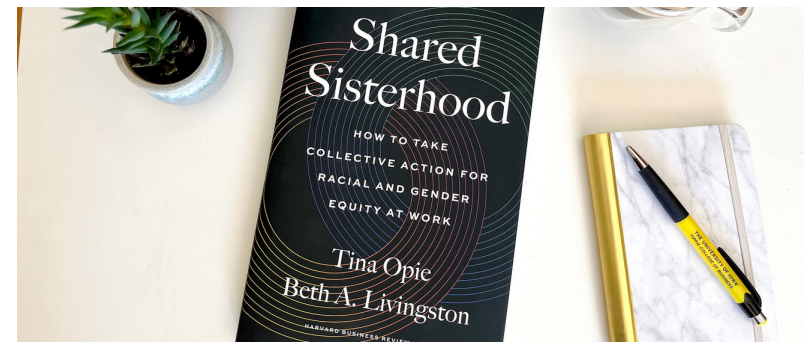


TIPPIE SOCIAL IMPACT RESEARCH RECEIVES FEDERAL GRANT FUNDING

Tippie's social impact researchers have received significant federal grant funding to support their research and expand their impact. For example, Business Analytics Professor Qihang Lin received \$800,000 from the National Science Foundation (NSF) and Amazon to reduce bias in AI algorithms, research that will help ensure algorithms aren't drawing biased conclusions that may further disadvantage minority populations. Professor Rong Su (Management & Entrepreneurship) and Professor Kang Zhao (Business Analytics) received an NSF grant to study gender gaps in scientific research to identify factors that cause disparities and improve gender equity in academic institutions. In partnership with the Healthier Workforce Center in the College of Public Health, Management and Entrepreneurship professors Beth Livingston, Steve Courtright, and Amy Colbert received \$1.1 million in funding to improve the outcomes of remote supervision. They will develop training focused on increasing trust, engagement, and well-being to improve management relationships in remote and hybrid environments.

SHARED SISTERHOOD BOOK

University of Iowa Tippie College of Business Associate Professor Beth Livingston and Babson College Associate Professor Tina Opie co-wrote the book *Shared Sisterhood: How to Take Collective Action for Racial and Gender Equity at Work*. The book combines an analysis of management research on racial and gender equity in the workplace and the real-world experiences of Opie and Livingston to examine barriers preventing workplace colleagues with different racial backgrounds from overcoming their differences and addressing disparities. *Shared Sisterhood* was named one of the Ten Best Business Books of 2022 by Forbes. The Tippie Women's Summit included a Q&A event between Livingston and Tippie Dean Amy Kristof-Brown to discuss insights from the book.




SOCIAL IMPACT AND SUSTAINABILITY PUBLICATIONS

The table of research is a sample of social impact and sustainability research published by Tippie researchers in 2021-2022. We have categorized the research into five focus areas to which Tippie faculty make important contributions. Each publication is connected to the most relevant UN SDG.

WELL-BEING

PUBLICATION TITLE	RESEARCHER NAME(S)	SDGS CONNECTED
Work–Leisure Blending: An Integrative Conceptual Review and Framework to Guide Future Research	Stephen Courtright, <i>Management & Entrepreneurship</i>	
Videoconference Fatigue? Exploring Changes in Fatigue After Videoconference Meetings During COVID-19	Emily Campion, <i>Management & Entrepreneurship</i>	
A Fresh Look at Primary Prevention for Health Risks	Richard Peter, <i>Finance</i>	
Leading the Team, but Feeling Dissatisfied: Investigating Informal Leaders' Energetic Activation and Work Satisfaction and the Supporting Role of Formal Leadership	Jennifer Nahrgang, <i>Management & Entrepreneurship</i>	
The Social Aftershocks of Voice: An Investigation of Employees' Affective and Interpersonal Reactions After Speaking Up	Daniel Newton, <i>Management & Entrepreneurship</i>	
It's Not Always Sunny in Relationally Rich Jobs: The Influence of Negative Beneficiary Contact	Amy Colbert, <i>Management & Entrepreneurship</i>	

SOCIAL JUSTICE AND EQUITY

PUBLICATION TITLE	RESEARCHER NAME(S)	SDGS CONNECTED
Vocational Interests and Adverse Impact: How Attraction and Selection on Vocational Interests Relate to Adverse Impact Potential	Rong Su, <i>Management & Entrepreneurship</i>	
Different Starting Lines, Different Finish Times: The Role of Social Class in the Job Search Process	Chad Van Iddekinge, <i>Management & Entrepreneurship</i>	
The Geography of Female Small Business Survivorship: Examining the Roles of Proportional Representation and Stakeholders	Arturs Kalnins and Michele Williams, <i>Management & Entrepreneurship</i>	
Age and Sickness Absence: Testing Physical Health Issues and Work Engagement as Countervailing Mechanisms in a Cross-National Context	Yiduo Shao, <i>Management & Entrepreneurship</i>	
Shared Sisterhood: Harnessing Collective Power to Generate More Inclusive and Equitable Organizations	Beth Livingston, <i>Management & Entrepreneurship</i>	
The Relationship between Political, Economic, Social, and Cultural Vulnerability and Food Insecurity among Adults Aged 50 Years and Older	David Frisvold, <i>Economics</i>	

RESPONSIBLE AND RESILIENT FUTURES

PUBLICATION TITLE	RESEARCHER NAME(S)	SDGS CONNECTED
A Review and Future Avenues for Psychological Ownership in Consumer Research	Andrea Luangrath, <i>Marketing</i>	
Who Will Stay When Crisis Strikes? Venture Capitalist Threat-Defiant Learning Response to Venture in Crisis	Miranda Welbourne Eleazor, <i>Management & Entrepreneurship</i>	
Information Quality and Workplace Safety	Danye Wang, <i>Accounting</i>	
Do Place-Based Policies Promote Local Innovation and Entrepreneurship?	Jiajie Yu, <i>Finance</i>	
Religiosity and Risk-Taking: Is There a Demand-Side Effect	Thomas Berry-Stölzle, <i>Finance</i>	
Multiple Jobholding Motivations and Experiences: A Typology and Latent Profile Analysis	Emily Champion, <i>Management & Entrepreneurship</i>	
Determinants of Business Resilience in the Restaurant Industry during the COVID-19 Pandemic: A Textual Analytics Study on an O2O platform case	Weiguo Fan, <i>Business Analytics</i>	

ENVIRONMENTAL SUSTAINABILITY

PUBLICATION TITLE	RESEARCHER NAME(S)	SDGS CONNECTED
Distributionally Robust Facility Location Problem under Decision-Dependent Stochastic Demand	Beste Basciftci, <i>Business Analytics</i>	
DAC-ML: Domain Adaptable Continuous Meta-Learning for Urban Dynamics Prediction	Xun Zhou, <i>Business Analytics</i>	
Deep Q-learning for Same-Day Delivery with Vehicles and Drones	Barrett Thomas, <i>Business Analytics</i>	
The Value of Autonomous Vehicles for Last-Mile Deliveries in Urban Environments	Ann Campbell and Barrett Thomas, <i>Business Analytics</i>	
Impact of Autonomous Vehicle Assisted Last-Mile Delivery in Urban to Rural Settings	Ann Campbell and Barrett Thomas, <i>Business Analytics</i>	
Grocery Activism: The Radical History of Food Cooperatives in Minnesota	Ion Vasi, <i>Management & Entrepreneurship</i>	

GOVERNANCE

PUBLICATION TITLE	RESEARCHER NAME(S)	SDGS CONNECTED
Monitoring or Payroll Maximization? What Happens When Workers Enter the Boardroom?	Cristi Gleason, <i>Accounting</i>	
Double Trouble? IRS's Attention to Financial Accounting Restatements	Ryan Wilson, <i>Accounting</i>	
Voluntary vs. Mandatory: The Role of Auditing in Constraining Corporate Tax Avoidance in Small Private Firms	Ryan Wilson, <i>Accounting</i>	
Measuring Accounting Fraud and Irregularities Using Public and Private Enforcement	Dain Donelson, <i>Accounting</i>	
Do Managers Issue More Voluntary Disclosure When GAAP Limits Their Reporting Discretion in Financial Statements?	Paul Hribar, <i>Accounting</i>	
Beyond Borders: Uncertainty in Supragovernmental Tax Enforcement and Corporate Investment	Jaron Wilde and Ryan Wilson, <i>Accounting</i>	

CONNECTIONS

COMPETITIONS



Tippie students participate in a variety of competitions to help them prepare for the types of situations they will encounter during their careers and solve real-world problems. They offer aspiring entrepreneurs a chance to promote ideas for businesses, products, and services that have untapped potential or have never been tried before. Students compete for prizes and receive constructive feedback to help them develop and refine their business ideas.



NATIONAL DIVERSITY CASE COMPETITION

Student teams from Tippie competed in the National Diversity Case Competition, a two-day event hosted by Indiana University's Kelley School of Business. The competition brings together top-level students from diverse groups to solve business and social issues relating to diversity and inclusion. In 2021, students were asked to consider strategies that 3M's Social Justice Strategy and Initiatives team could deploy to address racial and socioeconomic inequalities. For the 2022 case, 3M's Abrasive Systems Division asked students to consider how the company can help minority-owned small businesses increase the use of robotics and automation. Student teams from Tippie placed third in the competition both years, demonstrating that Tippie students are strong communicators who can develop solutions to social issues.



FRONTIER CO-OP - TIPPIE IMPACT COMPETITION

The Frontier Co-op Tippie Impact Competition is an experiential learning opportunity for students interested in solving real-world sustainable business problems, including the great resignation and reducing business-related emissions. Students competed for cash prizes while developing a business model focused on solving one of the UN Sustainable Development Goals.



IDEASTORM

IdeaStorm is an entry-level pitch competition hosted by the Iowa John Pappajohn Entrepreneurial Center (Iowa JPEC) each semester. Winning pitches receive cash prizes and support from Iowa JPEC to make their ideas become a reality. Two of the categories align with the UN SDGs:

Common Good

Students address sustainability, social justice, crisis management, and natural disaster resilience to benefit the common good.

Health Initiatives

The Health Initiatives category focuses on developing new solutions to healthcare problems, including topics related to mental health, dentistry, pharmacy, patient experiences, health outcomes, medical devices, public health, and more.



BUSINESS ANALYTICS CASE COMPETITION

Graduate-level analytics students address real-world business problems in the Business Analytics Case Competition. Teams perform a deep-dive analysis and consider multiple data points before making their recommendations to a panel of industry experts. The 2021 competition was sponsored by the Bill and Melinda Gates Foundation. Student teams were asked to analyze trends in global population and vaccination, using data to plan and allocate resources in a way that aligns with the foundation's mission of fighting poverty, disease, and inequity. In 2022, Fastenal, a Minnesota-based global manufacturing and supply chain logistics company, sponsored the competition and asked teams to find trends and correlations in data it provided from its freight and market sectors in relation to North American economic trends.



ELLER ETHICS CASE COMPETITION

The University of Arizona Eller College of Management's Center for Leadership Ethics hosts a case competition focused on corporate responsibility. A Tippie student team took first place in the essay contest in 2022 and won second place overall. The case asked students to evaluate whether a non-profit university foundation should invest endowment funds in cryptocurrency, considering economic, legal, and ethical considerations.

GUEST SPEAKERS



The Tippie College of Business hosts guest speakers with insights on topics related to the UN SDGs. Such events allow Tippie faculty, staff, and students to stay up to date on societal challenges and learn how business and industry leaders adapt.



JASON HOWARD AND FRANCIS IDEHEN – GCM GROSVENOR

Jason Howard, Managing Director of the asset management firm GCM Grosvenor, and Francis Idehen, COO, presented an executive lecture on investing in women and minority-owned firms. GCM Grosvenor has invested nearly \$7.5 billion with small, emerging, and diverse managers.



RANGANATH NUGGEHALLI – UPS

Tippie received the UPS George D. Smith Prize in 2021 which brought Ranganath Nuggehalli, principal scientist at UPS, to campus. The Smith Prize recognizes universities that offer students high-quality preparation for careers in analytics or operations research. Nuggehalli spoke about UPS' groundbreaking ORION routing system, which has saved the company \$400 million a year while reducing carbon output by 100,000 tons annually.



CLARENCE OTIS – DARDEN RESTAURANTS

Clarence Otis, former Chairman and CEO of Darden Restaurants, spoke at the college about "Becoming an Effective Leader... Especially When You're Black". Darden Restaurants is the largest company-owned and operated full-service restaurant company in the world and operates Olive Garden, Longhorn Steakhouse, Cheddar's Scratch Kitchen, and more. Otis also serves as a board member with Verizon, the Federal Reserve Bank of Atlanta, and The Travelers Companies.



MALAIKA MARABLE SERRANO – GUILD

Malaika Marable Serrano, Vice President for DEI at Guild Education, spoke about her personal and professional journey pioneering DEI initiatives at Worldstrides and Guild Education. Worldstrides is the largest educational travel company in the US, offering hands-on educational tours. Guild manages education assistance benefits for Fortune 1000 companies, helping employers provide tuition-free education and training to their workforce.

ECO-STYLIST

GARIK HIMEBAUGH – ECO-STYLIST

Tippie's Net Impact chapter and the Office of Sustainability and the Environment co-hosted a discussion with Garik Himebaugh, founder of Eco-Stylist and UI Alumnus, who shared how he started his business and how Eco-Stylist promotes sustainable fashion and ethical clothing brands.

PROGRAMS & INITIATIVES



GATEWAY SUMMER PROGRAM

Tippie's Gateway Summer Program offers a free on-campus immersion experience to help high school juniors from underrepresented groups in Iowa better understand what it means to major in business and attend college. Students delve into the campus life of a Big Ten institution, discover career opportunities, and visit nearby companies to learn more about business management. The program extends through the participants' senior year of high school, as mentors guide them through the college application process and assist with financial aid, scholarship applications, and student support.

SERVICE BREAKS

Tippie sponsors the university's Hawkeye Service Breaks program that fosters service-learning, promotes social justice, and facilitates community building through immersive experiences. Students work with non-profit organizations to engage in service-learning projects around the country, including a virtual Service Break project on Economic Justice in Detroit in 2021.

BIZEDGE MENTORING PROGRAM

BizEdge is an extension of the Gateway Summer Program that provides first generation students and students of color with academic support and mentorship, scholarships, and community development through networking and alumni events.

NATIVE AMERICAN LEADERSHIP ACADEMY

The program hosts 10 Native American mentees and 10 mentors annually who work in mental health, behavioral health, substance abuse counseling, or other positions in the helping professions. In collaboration with Tippie professor of Management and Entrepreneurship Amy Colbert, the mentees developed leadership and project management skills so they can bring their program proposals to life.



ENGAGEMENT COORDINATORS

Tippie Engagement Coordinators assist the college's Undergraduate Program Office in raising awareness about the needs of students from underrepresented backgrounds. Engagement Coordinators take on specific roles with BizEdge and Black in Business, and work to provide students with resources to succeed at Tippie.

SIC ROUNDTABLE DISCUSSIONS

The SIC piloted a community-engaged project on diversity and inclusion efforts in the business community in 2022. Representatives from 10 Iowa companies, UI faculty, and Tippie Ph.D. students participated in roundtables to identify common challenges and shared potential solutions.



DORE-TIPPIE EMERGING WOMEN LEADERS PROGRAM

The Dore-Tippie Women's Leadership Program is a flagship program that promotes gender equity among students, faculty, and alumni. It offers professional development and resources to women students through research support and hosts events such as the Women in Analytics and Leadership Conference.

TIPPIE LEADERSHIP COLLABORATIVE (TLC)

The TLC is a nationally recognized resource hub for organizations seeking management expertise and an affordable, flexible learning and development partner. Housed in Tippie's Department of Management and Entrepreneurship, some of the world's most sought-after experts share their knowledge of leadership and change management, team development, employee engagement, diversity and inclusion, and talent management in speaking engagements and custom executive education programs.



BLACK IN BUSINESS

Black in Business, coordinated by student ambassadors and staff at Tippie, expands dialogue in the Black community around issues of higher education, business, and entrepreneurship. Students learn about business and careers from Black professional mentors and discover internship opportunities. Black in Business won the 2022 Council for Advancement and Support of Education's Circle of Excellence award for its campaign to empower the Black community at UI.

SAUDI ARABIA ENTREPRENEURSHIP TRAINING PARTNERSHIP

Tippie partnered with the U.S. Consulate General in Jeddah, Saudi Arabia and Education for Employment, an international nonprofit based in Washington, D.C., to empower youth in the Middle East and North Africa through employment programs and training. Through the partnership, fifty Saudi Arabian women learned about entrepreneurship and Tippie connected them with mentors throughout the state.



MANDELA WASHINGTON FELLOWSHIP PROGRAM

The Mandela Washington Fellowship Program is facilitated by the U.S. State Department's Young African Leaders Initiative (YALI), which provides student social entrepreneurs with opportunities to connect with other leaders in their community and to learn from experts in their fields. Students come to Tippie from numerous African countries in a six-week institute to learn about globalization, network with international business professionals, visit businesses in Iowa, and acquire skills for cross-cultural competency. Tippie and Cedar Rapids Sustainability Program hosted a mock Climate Change Summit simulation with the Fellows during the 2022 institute. Participants engaged with an interactive simulator to visualize the long-term impacts of climate strategies and develop greenhouse gas emission reduction targets to limit the average global temperature increase to 2°C or less.



STEM INNOVATOR

Stem Innovator is a self-paced, affordable, Graduate-Level online innovation workshop that certifies high school STEM teachers to teach innovation and entrepreneurship in their classrooms. Among the projects that come from this initiative is one in which students in New Hampton and Charles City, Iowa, started a temporary drive-in movie theater during the summer to address an unmet need for healthy activity options for young people in the community.

GRADUATE STUDENT BUSINESS INCUBATOR

This Iowa John Pappajohn Entrepreneurial Center (Iowa JPEC) program helps UI graduate students interested in commercializing their research. Faculty and staff teach the basics of building a business to students who have little experience in the entrepreneurial ecosystem. Students are connected to services and experts that they need to move their ideas forward and attract national investors' attention. Student entrepreneurs are pursuing ideas that include the development of a soluble ophthalmology solution for eyecare, a new biopsy process for neurological disease, an innovative LED examination light for dentists, and an engineering education initiative to provide resources to under-resourced K-12 students.

VOLUNTEER INCOME TAX ASSISTANCE

Volunteer Income Tax Assistance (VITA) program brings together a group of Tippie accounting students who provide free tax preparation services to low- to moderate-income families in Johnson County to improve their financial security.

PHD PROJECT

For nearly two decades, Tippie has sponsored the PhD Project, which is an initiative to diversify corporate America and business school faculty. The program connects partners, professionals, and universities so they can better support individuals from diverse groups considering PhD programs. As a sponsor, Tippie participates in an annual Project Ph.D. conference and recruiting fair.



STORY LAB

Story Lab is hosted by the Tippie Leadership Collaborative to help students develop public speaking skills and become effective communicators. Students learn how to craft and deliver compelling stories that help them stand out among peers and grab the attention of potential employers. Story Lab consists of workshops, peer coaching sessions, and a final showcase event where students share their stories with an audience of local business leaders. The program was piloted in Fall 2022, and student stories were centered around the theme of “future tense.” Students told their own stories on topics such as navigating the challenges of the COVID-19 pandemic and choosing a career that is both fulfilling and socially impactful.



TIPPIE THRIVE

Tippie Thrive supports strategies and programming to improve students’ emotional and mental wellness by providing awareness, reflection, education, and support of mental and emotional needs through peer connections. The Tippie Thrive team works to decrease stigma related to mental health and promote student wellbeing.



FUTURE BA PROF WORKSHOP

The workshop offers advanced Ph.D. students and post-docs in business analytics an opportunity to explore academic careers in the field. The event is aimed at women, students from underrepresented groups, and those outside of business schools to promote inclusivity in business analytics.

CONFERENCES



TIPPIE WOMEN SUMMIT

The Kathleen Dore-Henry B. Tippie Leadership Program sponsors the Tippie Women Summit annually, which features events and panels focused on women's empowerment and leadership. Tippie researchers share their findings on topics including overcoming imposter syndrome in the workplace and creating a healthy work-life balance. Esteemed guest speakers for the 2021 and 2022 summits include Cheryl Davenport, Senior Director of Strategy and Chief of Staff at Nike North America, and Jennifer Marietta-Westberg, Principal at Cornerstone Research and former Deputy Director and Chief Economist at the U.S. Securities and Exchange Commission.



WOMEN IN ANALYTICS AND LEADERSHIP CONFERENCE

The Women in Analytics and Leadership Conference offers Tippie students the opportunity to hear from leading women in business analytics, learn about unique opportunities and challenges that face women in analytics, and understand what their perspective adds to the workforce.



ONE SUSTAINABLE IOWA CONFERENCE

The One Sustainable Iowa Conference is a collaborative event supported by eleven colleges and universities across the state to promote environmental education and offer sustainability networking opportunities. In 2021, the event included a series of environmentally focused webinars. The University of Iowa hosted the event in 2022, with support from the Office of Sustainability and Tippie. The Frontier Social Impact Case Competition took place during the conference and keynote speakers included Leah Thomas, founder of eco-lifestyle blog @greengirleah and The Intersectional Environmentalist Platform, and Stephanie Arne, Director of Education for the Endangered Wolf Center.

STUDENT ORGANIZATIONS



Tippie has many organizations committed to serving the community with efforts focusing on social responsibility, service, equity, and justice. Several professional organizations have added a Sustainability Chair to their Executive Board and incorporated sustainability into their leadership structure and core operations. The Sustainability Leadership Group was established in 2022 to further support the development of sustainability in Tippie's student organizations. The group brings together diverse leaders from student organizations to establish, promote, and uphold practices of sustainability across campus and in business. This group is led by the Tippie Social Impact Team. The SIC initiated the Tippie Social Impact Awards to celebrate and recognize student organizations' sustainability achievements.

2022-2023 WINNERS OF THE SOCIAL IMPACT AWARDS

Sustainable Organization of the Year: Women in Business

Sustainable Progress Award: American Marketing Association

Certified Green Student Organizations:

- Jewish Business Association
- American Marketing Association
- American Advertising Association
- Iowa Accounting Society
- InvestHer
- Alpha Kappa Psi
- Women in Business



NET IMPACT

The undergraduate Net Impact chapter supports members who aim to use business as a force for sustainable impact. The organization has led community volunteering events, as well as co-hosted lectures and documentaries highlighting the challenges of climate change and how to incorporate sustainability in business communities.

WOMEN IN BUSINESS

Women in Business is committed to increasing diversity in business and improving the lives of others by responding to bias, harassment, and discrimination while encouraging diverse perspectives to create an inclusive climate. The organization recently added a VP of Sustainability who recommends sustainability activities and plans three to four events per year for members to learn about the importance of sustainability in the business world.

ENACTUS

Enactus connects students, academics, and business leaders through entrepreneurial-based competitions and projects that transform opportunities into real, sustainable progress. Student projects are judged by business leaders in local and national competitions on how successfully they used business concepts to improve the quality of life and standard of living for those in need.

ALPHA KAPPA PSI

Alpha Kappa Psi is a coed professional business fraternity with a sustainability chair on its executive board promoting sustainability through guest speakers, purchasing sustainable alternatives for events, and tree planting events.

AMERICAN MARKETING ASSOCIATION

Through self-improvement, relationship building, and philanthropy, the American Marketing Association (AMA) gives members a competitive advantage. AMA connects its members with like-minded people and sends them into the workplace with real-world marketing involvement.

BETA ALPHA PSI

Beta Alpha Psi is an accounting honors fraternity. Its Volunteer Income Tax Assistance (VITA) program is dedicated to improving financial security among low to moderate-income taxpayers in Johnson County by offering free tax preparation services to working families. Beta Alpha Psi raised money for Iowa Valley Habitat for Humanity which incorporates sustainable building practices in the affordable homes it builds. The organization also participates in a book drive at Iowa City's Twain Elementary School to promote reusability and education.

BUSINESS STUDENT AMBASSADOR ORGANIZATION (BSAO)

The group's business ambassadors assist with events that recruit the best future business students to Tippie. BSAO also facilitates events that bring the college together and maintain the college's connected culture.

GREATER CHINA BUSINESS ASSOCIATION

The Greater China Business Association provides training, resources, and networking opportunities to educate students on American Chinese business relations, etiquette, and trends.

INVESTHER

InvestHer provides workshops, discussions, and speakers who can help members build knowledge and networks, establish relationships, and explore careers in finance, while investing in other women.

JEWISH BUSINESS ASSOCIATION

The group bridges cultural gaps and encourages an inclusive community by participating in collaborative events with other groups while supporting Jewish and non-Jewish students who have a business mindset.

MONEYTHINK

Moneythink provides financial literacy education to high school students in the broader Iowa City community to help close economic gaps. Through small group mentoring and large group sessions with high school students, especially those from economically disadvantaged groups, members improve their speaking and leadership skills while engaging with the Iowa City community.

MULTICULTURAL BUSINESS STUDENT ASSOCIATION

The Multicultural Business Student Association (MBSA) builds diversity on campus by connecting students who value diversity through professional trips, cultural conversations, and business simulations.

REACHING OUT IN BUSINESS

Reaching OUT in Business offers professional development for LGBTQ and ally students; provides a support group for those who are out, coming out, or have not come out; and creates an environment within Tippie that embraces LGBTQ students.

TIPPIE BUDDIES

Tippie Buddies connects international students with American students in small groups based on mutual interests to share their cultures, build friendships, and explore the Iowa City area.

TIPPIE SENATE

Tippie Senate is an undergraduate student advisory board that has a sustainability position on its leadership team and holds fully compostable events for in-person activities. Tippie Senate is also committed to creating an equitable environment for people of color through education, dialogue, and action. Tippie Senate also provides resources and information to promote student mental health and physical well-being.

TIPPIE STUDENTS FOR SERVICE

Tippie Students for Service connects students with a desire to help others by hosting service events. The group partners with local non-profits and charities including the Ronald McDonald House, which supports families who are traveling to the area for pediatric medical care, and Shelter House, which provides shelter and resources to community members who are experiencing homelessness.

FACILITIES & OPERATIONS

WASTE MANAGEMENT

Tippie emphasized waste reduction and waste diversion accessibility during 2021 and 2022. Prior to the COVID-19 pandemic, Tippie conducted a waste audit measure and tracked waste trends. Because building use patterns were irregular and shifted significantly due to COVID-19, Tippie chose to focus on growing and strengthening sustainable waste initiatives, rather than conducting an effort-intensive updated waste audit that may not illustrate the longer-term trajectory of waste patterns in the college. During the reporting period, Tippie expanded compost programming, promoted the Tiny Trash initiative, and added resources to support composting and recycling at events.

RECYCLING & REUSE

Tippie has installed the infrastructure necessary for a successful recycling program. The college's Facilities team manages communal recycling bins throughout the building, with an emphasis on locating bins in high-traffic rooms and hallways. Tippie partnered with the Office of Sustainability and Environment to provide recycling bin signage that shows people what items can be recycled.

Tippie continues to support a packaging material reuse program, partnering with Mailboxes, Etc. to pick up used bubble wrap, air pockets, packing peanuts and other packaging materials.

COMPOSTING

Tippie partnered with The Compost Ninja beginning in 2020 to initiate a small-scale composting pilot program. In the first stages of the pilot, composting was available in faculty and staff lounges only. More recently, we added compost drop-offs at Tippie's dining locations, Pat's Diner and Pat's Too and provided instructional signs indicating what waste to compost. The expansion of the program offers students, faculty, and staff composting access at the locations where building users generate much of Tippie's compostable waste



TINY TRASH INITIATIVE

To increase awareness of personal consumption trends, Tippie offers faculty and staff members a miniature trash can to attach to their recycling bins. The bins eliminate the need for liners and encourages users to reduce, reuse, recycle, and compost whenever possible. The initiative encourages tiny trash users to send only waste that cannot be diverted to the landfill, so that creating trash is a last resort, and waste diversion becomes standard practice.

EVENT WASTE DIVERSION

Faculty, staff, and students can borrow recycling and compost receptacles to use at events, conferences, or other gatherings in the building. The bins improve the sustainability of Tippie events and reduce the amount of waste going to the landfill.

ADOPT A WATER BOTTLE

The student organization Net Impact and Tippie's student sustainability interns co-hosted Adopt a Water Bottle events in 2021 and 2022 to give away water bottles left behind in the Pappajohn Business Building through "adoptions," rather than throwing them away. The initiative reduces waste in the Johnson County landfill and encourages students to reuse and refill water bottles, rather than buying disposable bottles.

FACILITY IMPROVEMENTS

INCLUSIVE ART INITIATIVE

The Inclusive Art Committee advises Tippie College of Business leadership on art selection in and around the college, advocating for representative and inclusive pieces. Input from the committee promotes art that represents the diversity of the College of Business community and exposes people to new perspectives.

FACILITY ACCESSIBILITY UPDATES

While all campus buildings are required to meet the requirements of the Americans with Disabilities Act, there is always more that can be done. Tippie added new accessibility features to the Pappajohn Business Building by installing evacuation chairs so people with mobility impairments can more easily evacuate the building in an emergency. Additionally, the facilities team installed push-button entry systems at several high-traffic entrances to improve accessibility.





FUTURE OBJECTIVES

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The Tippie College of Business plans to further embed the principles of PRME into its teaching, research, engagement, and daily operations. These objectives connect to the Social Impact Community's mission to promote social, environmental, and economic sustainability through business and align with Tippie's Strategic Plan.



Vision: The Tippie College of Business is recognized as a leader in social impact research, a destination for students interested in addressing societal challenges, and a resource for organizations attempting to maximize outcomes across stakeholders.

GOAL 1

Support and grow social impact research at Tippie through funding and connections.

Aligns with college Strategic Goal 1: Grow Tippie's research capacity and worldwide reputation.

Action items:

- Submit two external grant applications focused on social impact annually.
- Support faculty social impact grant applications by connecting researchers with our network of external organizations.
- Administer a small grant program for social impact research. Submit two conference papers and two journal manuscripts from research funded through the SIC annually.
- Conduct sponsored research in collaboration with external partners on social impact topics.
- Initiate five conversations about future research collaborations annually with organizations to lay the groundwork for future funding through sponsored research.

GOAL 2

Increase the institutional and community impact of research at Tippie.

Aligns with college Strategic Goal 1: Grow Tippie's research capacity and worldwide reputation.

Action items:

- Build interdisciplinary connections through SIC events – host speaker series and roundtable events that explore social impact challenges and solutions.
- Develop a faculty affiliate process for the SIC.
- Publicize social impact research through social media, monthly communications to the research community, and quarterly research briefs to organizations.
- Present social impact research findings through organizational roundtables to increase the adoption of research-based practices.

**GOAL 3****Build strategic partnerships with organizations interested in social impact.**

Aligns with college Strategic Goal 1: Grow Tippie's research capacity and worldwide reputation.

Aligns with college Strategic Goal 3: Partner to promote economic, entrepreneurial, and workforce development.

Aligns with college Strategic Goal 5: Innovate for life-long learning.

Action items:

- Build relationships with 8-10 Iowa companies on social impact topics annually.
- Provide quarterly social impact and sustainability research briefs to affiliated organizations.
- Initiate five conversations annually about future social impact research collaborations with organizations.
- Explore opportunities to partner with the Iowa Initiative for Sustainable Communities to integrate businesses into their community-based projects.

**GOAL 4****Ensure every student graduates with an understanding of how to make a positive societal impact within the business community and contribute to a resilient and inclusive global economy.**

Aligns with college Strategic Goal 2: Educate career-ready students who can identify and solve problems collaboratively, and persuasively communicate solutions.

Action items:

- Review Tippie courses annually to identify sustainability, social impact, and nonprofit content.
- Publicize the Certificate in Sustainability, Certificate in International Business, Certificate in Nonprofit Leadership and Philanthropy, and Certificate in Responsible Resource Management to further increase enrollment.
- Explore the possibility of a Leading in Society certificate program.
- Support sustainability initiatives in student organizations through bi-monthly meetings with student sustainability leaders.
- Host at least four films or speakers on social impact topics available to all students annually.

GOAL 5

Embed a culture of sustainability within our buildings and operations.

Connects to the collegiate strategic plan: Cultivate operational legitimacy.

Action items:

- Identify opportunities to reduce waste and carbon expenditures in purchasing and sourcing office supplies.
- Implement at least two new purchasing options that meet sustainability purchasing criteria.
- Provide sustainable options for events hosted by student organizations.
- Work with facilities staff to identify new sustainability projects at Tippie.

GOAL 6

Be a champion for college and university DEI initiatives.

Connects to the collegiate strategic plan: Sustain a diverse, equitable, inclusive, and healthy environment for learning and working.

Action items:

- Host at least two voluntary DEI-focused events annually for students, staff, faculty, and community partners.
- Publicize and promote Tippie and UI healthy work environment efforts on social media and through newsletters.
- Support voluntary DEI projects through the Social Impact Internship Program.





**CONTRIBUTIONS AND
CONTACT INFORMATION**

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