



PRME SHARING OF INFORMATION REPORT



West Chester University of Pennsylvania
College of Business and Public Management
2020 Sharing Information on Progress Report for PRME

The College of Business and Public Management (CBPM) at West Chester University (WCU) is proud to present our first Sharing Information on Progress (SIP) report as a baseline upon which we will build future Principles for Responsible Management Education (PRME) progress. The report presents results from a survey of faculty and staff coordinated through WCU's Office of Sustainability on teaching, scholarship and service activities related to the United Nations (UN) Sustainable Development Goals (SDGs) as well as sustainability events and workshops carried out during the first year of our PRME membership.

Mission & Values

WCU is a community of educators that develops graduates to succeed personally and professionally and contribute to the common good. Consistent with WCU's mission, CBPM provides high quality - high value education through excellence in teaching and scholarship, community engagement, interdisciplinary collaboration, and experiential learning. Sustainability is a core value at both university and college level.

In AY19-20, CBPM launched a new three-year strategic plan that includes a goal related to the United Nations Sustainable Development Goals (SDGs): integrate personal responsibility, professional ethics and the three facets of sustainability (environmental stewardship, sustainable economics, and social equity) across curricular, co-curricular, collaborative, and scholarship activities. CBPM's PRME initiative directly supports this goal.

Activities and Efforts to Advance Sustainability and PRME

WCU is a member of the Association for the Advancement of Sustainability in Higher Education (AASHE) and a signatory of the American College and University Presidents' Climate Commitment (ACUPCC). WCU submitted its most recent Sustainability Tracking, Assessment, and Rating (STARS) report in March 2020 and received a preliminary rating of Silver, which is an improvement over the Bronze rating the university received in 2018.

On the institutional level, WCU's Office of Sustainability facilitates campus-wide efforts and events such as the **Brandywine Project**, which works to advance sustainability by training faculty to incorporate sustainability into course syllabi; staff to collaborate on practices such as sustainable event planning; and students to foster collaborative and cooperative behavior changes across and beyond campus. In AY19-20, three CBPM faculty and one staff member participated in the Brandywine Project, bringing the total number of Brandywine-certified faculty and staff to more than 10.

WCU's Office of Sustainability also organizes weekly hour-long **Research and Practice Seminars** during the academic year. At least six faculty from CBPM have presented at the forum over the past two years. To focus attention on the critical issues surrounding the climate crisis and provide leadership to address it, WCU had the great honor to host **Mary Robinson**, former President of Ireland, U.N. High Commissioner on Human Rights, and founder of Mary

Robinson Foundation for Climate Justice, on February 25, 2020. Robinson gave an insightful and inspiring presentation on “Climate Justice: Hope, Resilience & the Fight for a Sustainable Future” to almost 1,000 university and community attendees.

CBPM and the Office of Sustainability also collaborated to collect data on sustainability in coursework, scholarly activity and service using the UN SDGs to provide a framework. To this end, we administered a **survey** to all WCU faculty in the fall of 2019 and the results for CBPM are included below. Approximately 250 WCU faculty participated in the survey. The results indicate that in AY18-19, 44 out of 51 academic departments offer sustainability courses, including 47 sustainability-focused and 123 sustainability-inclusive undergraduate courses. On the graduate level, three sustainability-focused and 22 sustainability-inclusive courses were offered. The results for CBPM faculty are as follows:

CBPM Department	Sustainability-Focused Ugrd	Sustainability-Inclusive Ugrd	Sustainability-Focused Grad	Sustainability-Inclusive Grad	Research Projects	Service
Accounting						
Criminal Justice	4	4		2	5	1
Economics & Finance	2	3			3	1
Geography & Planning	5	8	2	3	6	3
Management		7	1	2	19	8
Marketing		3				1
Public Policy & Administration				2	6	2

In addition to the university-wide faculty survey, CBPM administered a similar survey to CBPM staff in fall 2019. Of the 10 staff members who responded to the survey, nine reported having been involved with sustainability-related activities on campus.

To celebrate membership in the UN PRME program, CBPM held a **kick-off event** on October 23, 2019 during which the PRME Advisory Board shared results of the Sustainability Survey with students, staff and faculty. The event also featured a zero-waste luncheon, a presentation by WCU’s President Chris Fiorentino and a Zoom presentation by Dr. Rikki Abzug from Ramapo College (a local PRME school). The SDGs were prominently displayed and faculty, staff and students were invited to write what they were doing to advance the goals and what CBPM should be doing to advance the SDGs in the future. The event culminated with a ribbon-cutting ceremony for a **new composter** outside the CBPM building that was assembled and installed by the Net Impact student professional organization. Net Impact also had a table at the kick-off event.

The PRME Advisory Board also co-sponsored an event on March 3, 2020 along with the Dr. Edwin Cottrell Entrepreneurial Leadership Center. Michael McGrory, Senior Standards

Analyst for **B Lab** spoke to more than 100 students in a Principles of Management class along with interested students, staff and faculty. B Lab is a nonprofit organization that serves a global movement of people using business as a force for good. Its vision is that one day all companies compete not only to be the best in the world, but the Best for the World® and as a result society will enjoy a more shared and durable prosperity.

Future Plans

The PRME Advisory Board met every month in AY19-20, including virtually by zoom after the university switched to remote instruction in response to Covid-19. At the April meeting, the Board discussed **PRME goals** for the next two years, which include:

1. Participate in university-wide efforts to advance Climate Crisis Leadership
2. Have at least two CBPM speakers per year participate in the Sustainability Research and Practice Series
3. Encourage at least one faculty member from each Department and one staff member to participate in the Brandywine Project
4. Increase student sustainable business group 'Net Impact' membership and events
5. Increase sustainability-focused courses by 10%
6. Increase Sustainability-inclusive courses by 20%
7. Establish an interdisciplinary undergraduate minor program related to sustainability
8. Establish a graduate-level certificate program in sustainability
9. Collaborate with Cottrell Center's Business Idea Competition to include a B Corp/ESG category
10. Ensure that at-least 50% of CBPM events are low waste/zero waste
11. Install a second composting unit at CBPM building
12. Track and promote sustainability-focused practicums, internships and independent studies



Office of the Dean | College of Business and Public Management | West Chester University
West Chester, PA 19383 | 610-436-2930 | fax: 610-436-3170 | www.wcupa.edu

May 22, 2020

Dear CBPM PRME Advisory Board:

I am pleased to write this letter expressing my support for the PRME Initiative in the College of Business and Public Management. PRME helps advance our strategic priorities and engages faculty, staff and students in activities that promote and reinforce the UN Sustainable Development Goals. Thank you for your efforts to launch PRME in our college, and I look forward to more progress on these initiatives in the coming years.

Sincerely,

A handwritten signature in blue ink that reads "Evan Leach". The signature is written in a cursive style and is positioned above a faint, light blue grid pattern.

Evan Leach, Ph.D.

Dean, College of Business and Public Management