



WESTERN MICHIGAN UNIVERSITY

Haworth
College of Business

WESTERN MICHIGAN UNIVERSITY'S HAWORTH COLLEGE OF BUSINESS

Principles for Responsible Management Education
Sharing Information on Progress Report



[MESSAGE FROM THE DEAN]



At Western Michigan University's Haworth College of Business, educating students for responsible and ethical leadership is woven into the very fabric of our institution. Though we are a recent signatory, the Principles for Responsible Management Education are evident in the teaching and learning that happens in our college every day.

Long known as a place where one's personal opportunity can and should be tied to the betterment of the community, both local and global, WMU's Haworth College of Business has worked strategically to embed the key pillars of being Learner Centered, Discovery Driven and Globally Engaged into all programs. These pillars reflect a commitment to meeting each person as an individual learner who, through discovery, will find a multitude of ways to influence the world and to learn from others; the pillars align very well with PRME. Yet PRME gives us an opportunity to deepen our capacity for even greater impact with our students.

This report allows us to chart where we have been in relation to these principles and also to embrace the future of our programs and the potential to refine our approach as our understanding of sustainability and responsible business management in all its many facets continually evolves.

"The best evidence of the success of our efforts in educating responsible business leaders are our alumni, who lead in organizations throughout the world, always keeping at the forefront of their decision-making and management: ethics, diversity, equity, planet and partnership."

It serves as a manifestation of our strategic approach to the integration of the principles into curriculum, research, service and outreach efforts. As you read, you will see that collaboration—collaboration within our college, across campus, with industry and with our community—is at the center of our education of students for responsible management. We hope that this report may ignite ideas for others, as we have so often been inspired by the work of other institutions. And we welcome the opportunity to collaborate with other institutions in research and dialogue.

Perhaps the best evidence of the success of our efforts in educating responsible business leaders are our alumni, who lead in organizations throughout the world, always keeping at the forefront of their decision-making and management: ethics, diversity, equity, planet and partnership. To see the perspective we teach in the college as a lived experience in the business world is powerful and the reason we do what we do.

We encourage other academic institutions and organizations to adopt and support the Principles for Responsible Management Education.

Kay M. Palan

Dean

[ABOUT WESTERN]

Western Michigan University

The Haworth College of Business is fortunate to be aligned with a university culture that embeds sustainability across the institution. The University is a founding member of the Alliance for Resilient Campuses, a nationwide network of colleges and universities making a commitment to lead the nation's response to many of the challenges triggered by changing global weather patterns. WMU recently received the 2013 College/University Partner of the Year Award from the Environmental Protection Agency for outstanding waste reduction achievements as a WasteWise partner. Most recently, WMU received the 2014 Climate Leadership Award, recognizing the campus for its innovation and leadership in sustainability. The award is from Second Nature, a national nonprofit organization that works to transform higher education to create a healthy, just and sustainable society.

WMU Sustainability Points of Pride

- WMU has the most extensive electric vehicle infrastructure on campuses nationwide, including five battery electric AzureTransit Connect work vans, a 50kW photovoltaic array and 15 EV charging stations next to the Miller Auditorium Parking Deck. This equipment, made possible by a grant from the Department of Energy through the Ann Arbor-based Clean Energy Coalition, was a product of the vision and support of the Office of Business and Finance.
- WMU has been a "Tree Campus USA" since 2008 (the first year of the award) and is one of only two schools in Michigan to receive this designation. The program is modeled on the foundation's popular Tree City USA program which began in 1976.
- The Princeton Review and the U.S. Green Building Council's Center for Green Schools named WMU as one of "the nation's most environmentally responsible 'green colleges.'"
- WMU is a founding participant in the Billion Dollar Green Challenge.



- WMU completely eliminated the use of coal in the Robert M. Beam Power Plant in 1999. Since then, much of campus has been powered, heated and cooled using two super-efficient natural gas co-generation turbines.
- WMU is the only school in Michigan to divert large volumes of pre-consumer food waste to local farmers as livestock feed.
- WMU has had a full time recycling coordinator since 1990 and is a leader in campus recycling research.
- WMU students were the first from Michigan colleges to implement a self-initiated student sustainability fee.
- Since 2009 WMU has given all incoming first year and transfer students a free re-usable mug called the Eco Mug. In 2011, the program was featured prominently on the homepage of the National Wildlife Federation's Campus Ecology Program.
- In 2009, President John M. Dunn was an early signatory of the President's Climate Commitment. Dunn is one of only 24 members of the organization's national steering committee. WMU submitted its Climate Action Plan in 2012.
- In 2008, President John M. Dunn signed the Talloires Declaration, "the first official statement made by university administrators of a commitment to environmental sustainability in higher education."
- WMU is a signatory of the Southwest Michigan Regional Sustainability Covenant.
- The Sustainable Endowments Institute recognizes WMU as one of 80 national campus sustainability leaders.
- WMU's student-led and administered Student Sustainability Grant, a unique program nationally, offers students \$75,000 annually towards projects that promote a campus culture of sustainability and potentially benefits all students.
- All WMU students, faculty and staff have been eligible to ride Kalamazoo County METRO Transit free of charge since 1998.

[ABOUT HAWORTH]



One of the top-100 public universities in the U.S., Western Michigan University is committed to being:

**LEARNER CENTERED
DISCOVERY DRIVEN
GLOBALLY ENGAGED**

Founded in 1903, what was once Western Michigan College became Michigan's fourth public university in 1957. The first Department of Business was formed in 1949 and quickly grew into a college of business, which earned AACSB accreditation in the 1970s and was christened the Haworth College of Business in 1991.

The college offers 17 academic majors in the undergraduate program as well as MBA and M.S.A. graduate degree programs.

At the Haworth College of Business, the connections among students, faculty, staff, alumni and business community partners form both a solid foundation for the college and a unique springboard for innovation. The focus is on students and their development as learners, business professionals and people. Students are taught by expert faculty who get to know each student personally.

The college's strong academic programs provide necessary foundational business skills as well as specialized education in a variety of relevant functional areas. Several programs have been recognized as among the best in the nation.

[ABOUT HAWORTH]

The Haworth College of Business is home to:

- The integrated supply management program, ranked 12th in the nation for 2011-12 through 2012-13 by Gartner.
- The sales and business marketing program, selected by the Sales Education Foundation as being in the top such programs in the nation.
- The food and consumer package goods marketing program, one of the premier food marketing programs in the U.S.
- The telecommunications and information management program, winner of the ITERA Program Excellence Award.
- The human resource management program, one of the top 15 percent of AACSB-accredited programs recognized by the Society of Human Resource Management for alignment to SHRM curriculum standards.
- WMU's Department of Finance and Commercial Law, offering the personal financial planning major, which is approved by the Certified Financial Planner Board of Standards and meets the education requirement for taking the CFP certification exam.
- The advertising and promotion program, boasting numerous award-winning student competition teams.
- WMU's Department of Accountancy, offering a curriculum that fulfills the 150+ credit hour requirement for the CPA exam.
- The MBA Program, offering outstanding graduate study in business, thereby enhancing opportunities for career advancement.
- The Center for Sustainable Business Practices, offering information, concepts, knowledge and wisdom about global sustainable business practices to the entire college community and recognizing that students will enter a workforce that requires awareness of these business practices.
- The Global Business Center, facilitating and enhancing the internationalization of the curriculum, the faculty and students through support of internationally oriented teaching and research as well as global community outreach.
- The Center for Entrepreneurship and Innovation, bringing together community members, faculty, business experts and students to provide a setting for students to develop and commercialize new technology.



[PRINCIPLES]

As a recent signatory to the United Nation's Principles for Responsible Management Education, the Haworth College of Business is proud to present its first Sharing Information on Progress report. In the pages that follow, we detail actions we have taken between 2012 and 2014 that are aligned with the six principles of PRME.

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 and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

PRME's first two principles speak to our efforts to integrate ideals of sustainability, leadership, diversity, ethics, globalization and corporate responsibility into our coursework and curricula. The principles also encourage us to provide our students with exposure to individuals in the professional community who serve as role models to the behaviors we seek to encourage.



Assurance of Learning

The college revised its assurance of learning framework in 2012. Our current undergraduate plan includes a number of learning goals and objectives that pertain to the PRME principles. They include:

Students will acquire global business understanding.

- Students will recognize implications of salient environmental differences for conducting global business.
- Students will recognize cultural implications for conducting business globally.

Students will understand ethical business practices.

- Students will be able to define ethics.
- Students will be able to recognize an ethical dilemma.
- Students will be able to describe a framework for resolving an ethical dilemma.
- Students will be able to define sustainability.

The assurance of learning framework for the MBA program was also reconstituted in 2012. Learning goals and objectives associated with the PRME principles include:

Students will develop global business skills.

- MBA students will analyze implications of salient environmental differences for conducting global business.
- MBA students will analyze cultural implications of conducting business globally.



Students will be socially responsible.

- MBA students will propose sustainability efforts to be undertaken by an organization.
- MBA students will devise viable solutions to address ethical conflicts.
- MBA students will analyze legal implications of business decisions.

Students will have effective leadership skills.

- MBA students will be able to formulate viable approaches for leading others given their individual leadership styles.
- MBA students will effectively interact in teams.



Student Organizations

Students for Responsible Business was launched in 2013. The purpose of this group is to bring together students who share a passion for learning how business can be used to improve communities and society. In addition to hosting guest speakers, the group is actively engaged in community outreach. Examples include sponsoring all-college clothing drives to benefit local non-profit agencies, working together on Habitat for Humanity Saturday builds, and helping to reduce local food insecurity.

Beta Alpha Psi, an honors organization for students in financial and accounting fields, put its members' skills to use in helping improve the financial literacy of seventh and eighth grade students in Kalamazoo-area public schools. Turning to PricewaterhouseCoopers' Financial Literacy Curriculum, the students teach important finance fundamentals to middle school students.

Curriculum

Western Michigan University is a new participant in the Association for the Advancement of Sustainability in Higher Education's Sustainability, Tracking, Assessment and Rating System. More than 230 colleges and universities across the U.S. and Canada are part of the program that offers its own scorecard on the infusion of sustainability across a campus community.

The STARS program involves publicly reporting comprehensive information related to a college or university's sustainability performance. In total, 44 business courses were designated as having content that is sustainability-related. Course work was supported in both the B.B.A. and MBA programs and included classes in finance, law, management and marketing.

College Speakers

In addition to a number of formal speaker series (see principles 5/6), many individuals have addressed the Haworth College of Business community between 2012-2014. They include:

- Raj Sisodia, Bentley University: The New Realities for Business in the Age of Conscious Capitalism.
- Carola Jungwirth, Professor, The University of Passau, Germany: Roundtable Conversations about Sustainability Among Strategy Faculty and Researchers.
- Michael Lehmann, Executive Director of Global Workplace Solutions at Johnson Controls: Sustainability at Johnson Controls.
- Tim Rann, Freelance Consultant: How to Break into the Social Business Sector: What you Need to Know.
- Bo Miller, Director, Global Citizenship, Dow Chemical Company: Dow's Sustainability Journey.
- Chris and Rhonda Davenport Johnson, Michigan Human Trafficking Task Force: Business Supply Chain Responsibility / Human Trafficking.
- Gary Spies, Director of Environmental Safety at Pfizer: Pfizer's Green Journey Overview.
- Paul Nawrocki, The Rock Group: Promoting Diversity and Inclusion.



Service Learning

Service learning is an increasingly used pedagogy in the Haworth College of Business. In 2012-14, Haworth College of Business students, through the Center for Sustainable Business Practices, contributed in excess of 6,000 hours of community service. Agencies and organizations they served include:

Habitat for Humanity

Cheff Therapeutic Riding Center, Richland

Building Blocks, Kalamazoo

Wesley Foundation's Bronco Free Market, WMU

Campus Beet, WMU

Ministry with Community, Kalamazoo

Kalamazoo Gospel Mission

Second Baptist Church, Kalamazoo

Interfaith House, Chicago

Lincoln Park Community Shelter, Chicago

The Port/Mantle, Chicago

Vital Bridges Food Repository, Chicago

Peace Jam

Wounded Warrior Project

Inspiration Corporation, Chicago

Salvation Army

Kalamazoo Nature Center

Kalamazoo Dream Center

Deborah's Place, Chicago

Volunteer Income Tax Assistance



Examples of Service Learning in the Haworth College of Business

More than 300 first-year business students participated in cleaning headstones at Fort Custer National Cemetery in Augusta, Michigan, in preparation for Veterans Day 2013, as part of a common service project. The students not only formed bonds with each other but also forged a relationship with the history behind the headstones as they gave back to the community in a meaningful way.

The Urban Plunge is an exciting way for our students to spend a weekend in Chicago, give back to the community and further advance their knowledge of business—particularly social responsibility. Throughout the weekend, we explore critical urban issues such as homelessness and poverty through the lens of business. Most importantly, we discuss the role of business in creating, and providing solutions to these challenges.

That distinctive sound of paint rollers gliding across walls, the smell of fresh paint, the camaraderie of a team project and the sense of accomplishing something important through community service—all of these elements and more were part of the MBA service learning project that Dr. Tim Palmer, professor of management, incorporated into his MBA strategy capstone course, with a focus on corporate social responsibility throughout the course. Twenty-six students helped to paint The Dream Center, located in downtown Kalamazoo.

Other Activities Aimed at Exposing Our Students to Responsible Management

Michigan Clean Energy Venture Challenge

Two teams of WMU students won in two categories of the Michigan Clean Energy Venture Challenge, Most Disruptive Technology and Best App, and a third team was recognized as well. Students walked away with more than \$10,000 in micro-grants to fund their innovative ideas on green energy.

Advance Strategically: MBA Sustainability Case Competition

Thirty-nine students representing 11 teams competed in progressive rounds of the first WMU MBA Strategic Management Case Competition, organized by faculty in the Haworth College of Business and the Center for Sustainable Business Practices. Teams examined a business case on Dow Chemical's sustainability strategy. Four teams advanced to the final round of competition which was held on Saturday, March 29, 2014. The final four teams were evaluated by a panel of executives representing Midwest retailer Meijer, Ernst & Young LLP, Chemical Bank, Stryker Corporation and The Dow Chemical Company. The winning team won \$1,000.

Delta Sigma Pi Sustainability Case Competition

Thanks to a generous contribution from the Target Corporation, the college's professional business fraternity, Delta Sigma Pi, competed in a sustainability case competition. The focus of the event was suggesting sustainability initiatives in logistics, marketing, building design, or product categories that would enhance Target's ability to be a retailing sustainability leader.

Women in Leadership Spotlight

Tasked with creating a forum on diversity in business, employer relations coordinators at the Haworth College of Business career center developed the Women in Leadership Spotlight, an event aimed to jump-start the dialogue of diversity successes and challenges in a business environment. "As we planned the event, we structured the program so that there would be a lot of opportunity for discussion and engagement," says Alaina Parker, employer relations coordinator. "Our goal was to have an open and organic dialogue about topics that are very much on the minds of both our students and the employers that we work with each day."

DESIGNEDtoLEAD

Western Michigan University students seeking to hone their leadership skills, develop philosophies of leadership and identify ways to distinguish themselves as leaders within organizations learned from a cross section of national experts at the inaugural leadership conference held on Oct. 25, 2013. Sponsored by the Haworth College of Business, the conference sought to fulfill an important need for an intensive professional development opportunity in leadership for our students. Featured speakers included:

- Bill Benjamin, chief executive officer and co-founder of the Institute for Health and Human Potential
- Antonio Neves, business coach, award-winning journalist and entrepreneur of THINQACTION and The Ignition Lab
- Nancy Owens, retired vice president of human resources for General Motors Corp.
- Jen Randall, president and co-founder of Maestro
- Tim Augustine, principal, business owner and corporate officer at Atwell-Group and author of "How Hard Are You Knocking?"
- Bobby Hopewell, mayor of Kalamazoo and director of hospitality services at Borgess Medical Center
- Lori Hales, senior vice president of sales at Pearson



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

In addition to courses and curricula that have been in place for several years, faculty in the Haworth College of Business have created new courses and curricula aimed at enhancing our students' attitudes and abilities in the area of responsible management.

The Texas Tour: A Corporate, Cultural and Service-Learning Venture “Deep in the Heart of Texas”:

Students in this “Study in the States” summer class, offered through the Lee Honors College, had the rich learning experience of visiting Toyota, Rackspace, USAA, Dell, Whole Foods, ConocoPhillips and Statoil as well as participating in two service-learning projects and learning from WMU alumni leaders at several of the companies and organizations they visited.

New BBA Ethics Course: The Center for Sustainable Business Practices shared responsibility with others in the college to advocate for, and ultimately implement, and new course in ethics/sustainability required of all business majors. Faculty in the college overwhelmingly approved the addition in a May 2013 vote.

New Corporate Social Responsibility Study Abroad:

A new study abroad to Bangalore, India, starting fall 2014 is being organized with the assistance of WMU's Haenicke Institute for Global Education through the Center for Sustainable Business Practices. The course will focus on corporate social responsibility. The trip will be run through WMU's Twinning partner, Christ University, and will be offered cooperatively with social work students at Griffith University in Brisbane, Australia. Hence, it will integrate social work students with business students and Australians with Americans, while engaged in service-learning in India.

New Interdisciplinary Program in Freshwater Studies:

WMU and Northwestern Michigan College have joined forces to expand the study of fresh water—a critical natural resource that is in limited supply and under threat. The institutions have developed an interdisciplinary curriculum that allows students to earn a Bachelor of Science in Freshwater Science and Sustainability. The freshwater science and sustainability major integrates scientific research with the environmental, social and economic issues of sustainable management. The College of Business has created three new courses that are included in the curriculum. They include:

- Accountancy 3990: Sustainable Accounting (3 credit hours)
- Management 3120: Sustainable Operations (3 credit hours)
- Marketing 3330: Sustainable Marketing (3 credit hours)



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.

As with coursework, the AASHE STARS rating system asks the university to report on research focused on sustainability. The list that follows includes research published from 2012-14 that focuses on those pillars.

Sustainability-Related Faculty Research Conducted 2012-14:

- Abdul-Muhmin, A.G. (2012). CRM Technology Use and Implementation Benefits in an Emerging Market. *Journal of Database Marketing & Consumer Strategy Management*, 19(2), 82-97.
- Atta, N., Ahmad, M., Mangla, I., and Farrell, D. (2012). Organizational Politics, Psychological Empowerment and Organizational Commitment: Empirical Evidence from Pakistan." *International Journal of Management & Information Systems*, 16, 3, 221 – 226.
- Curkovic, S. and Scannell, T. (2013). Identifying the factors for successfully managing supply chain risks. *The World Financial Review*, 60-63.
- DeBerry-Spence, B., Ekpo, A., Adedokun, M., and Gunay, H. (2013). Towards Marketplace Diversity: A Multi-measure, Multi-dimensional Study of the Journal of Public Policy and Marketing, *Journal Public Policy & Marketing*. 32, 6-15.
- Eckert, J., Luqmani, M., Newell, S., Quraeshi, Z. Wagner, B. (2013) Developing Short-Term Study Abroad Programs: Achieving Successful International Student Experiences. *American Journal of Business Education*, 6, 4, 439-458.
- Fitzsimmons S. R. (2013). Multicultural employees: A framework for understanding how they contribute to organizations. *Academy of Management Review* 38 (4), 525-549
- Fitzsimmons, S.R., Lee Y. & Brannen, M.Y (2013). Demystifying the Myth about Marginals: Implications for Global Leadership. *European Journal of International Management*, 7, 587-603.
- Fu, W. and Deshpande, S.P. (2012). Antecedents of Organizational Commitment in a Chinese Construction Company. *Journal of Business Ethics*, 109, 3, 301-307.
- Fu, W. and Deshpande, S.P. (2012). Factors Impacting Ethical Behavior in a Chinese State Owned Steel Company. *Journal of Business Ethics*, 105,2, 231-237.
- Lancendorfer, K., Lee, H. and Reck, R. (2012). Perceptual differences in corporate philanthropy motives: A South Korean study. *International Journal of Non-Profit and Voluntary Sector Marketing*, 17(1), 33-47.
- Luqmani, M., Quraeshi, Z. and Yavas, U. (2013). Towards a framework for applying U.S. economic sanctions. *World Review of Entrepreneurship, Management and Sustainable Development*, 9(1), 114-130.
- Metwalli, A. and Tang, R. (2012). Mergers and acquisitions in greater China: An update. *Journal of Corporate Accounting and Finance*, 23(2), 27-40.
- Oulai, A., Hoger, B., and Tarn, J. M. (2012). Learning IT Sustainability: A Balanced Scorecard Approach. *Communication of the ICISA – An International Journal*, 13(1), 1-14.
- Palthe, J. (2013). Integrating Human Rights in Business Education: Embracing the Social Dimension of Sustainability, *Journal of Education for Business*, 88(2), 117-124.
- Schullery, N. (2013). Workplace Engagement and Generational Differences in Values. *Business Communication Quarterly*. 76(2) 252 –265.
- Schwepker, C.H. and Schultz, R. (2013). The Impact of Trust in Manager on Unethical Intention and Customer-Oriented Selling *Journal of Business and Industrial Marketing*, 28, 4, 347-356.
- Metwalli, A. M. and Tang, R. Y.W. (2013). Mergers and acquisitions in India, Pakistan and Bangladesh. *International Journal of Commerce and Management*, 23(4), 327-338.
- Targowski, A. (2012). From Declining Western Civilization towards Wise Civilization, Competing and Sustaining in Business-driven Globalization. *Electronic Journal of Management Science and Informatics. (RECAI Revista Electronica en Ciencias Administrativas e Informatica)*. Universidad Autonoma del Estado de Mexico. Vol.1. No.2.

In addition to faculty research, the college has a rich tradition of providing our students with the ability to conduct research for organizations. While much of this experiential opportunity centers on strategic planning, some is focused on sustainability. Projects completed between 2012-14 include:

Campus-Wide Bike Share Program

The bike share concept allows customers the ability to rent bikes for a short period of time as an alternative to motorized transportation. The target market for this program would be active college students in Kalamazoo, especially the 25,000 students enrolled at WMU. The bike share program would benefit local retailers by increasing student traffic to the Kalamazoo Mall and other businesses located downtown. Implementing the bike share would necessitate funding of approximately \$710,500, assuming the university chose to implement the “third generation” bike share model (quality bikes, locked and stored at one of two on-campus kiosks. Each bike is equipped with GPS requiring a user-fee). This includes startup costs to obtain bicycles and kiosks where bikes can be rented. Other costs include maintenance of equipment, employee salaries, and operational expenditures. While the student team realized the concept is expensive, they felt if university and city leaders feel bike sharing is a way to differentiate WMU and the city of Kalamazoo, and financially support this belief, the bike share could usher in a new generation of sustainability in the area.



On-Campus Sustainability Café

Students want more options when it comes to eating on-campus. Therefore, WMU's Office for Sustainability asked our students to gather data about demand for a sustainability café. The team felt there needs to be more choices available to students who seek an organic or vegetarian meal/snack. They therefore recommended a student-led, sustainable café located in the student union. The report included extensive transcripts of campus experts (e.g., SBDC, WMU food service personnel, WMU dietetics faculty).

Home Sweet Homelessness Marketing Study

Students created a marketing plan for John Daniels, a Traverse City entrepreneur, who has developed a board game intended to encourage conversations between those experiencing homelessness with those who have never experienced homelessness. Their research included attending a Benefit Corporation panel session hosted by Grand Valley State University, interacting with members of Kalamazoo's Ministry with Community, and meeting with the Michigan Coalition Against Homelessness.

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.

The Haworth College of Business provides faculty and students with many opportunities to form partnerships and collaborate with the professional community in areas associated with responsible management. This report cannot begin to capture each unique collaboration; however, examples of partnerships and dialogues are included below.

START: WMU's Sustainability Across Research and Teaching initiative is the first program to collaboratively integrate both research and teaching into a faculty development initiative. It is also intended to chart next steps for advancing WMU's mission in addition to the ACUPCC requirement to provide sustainability education opportunities to the entire campus. The Haworth College of Business has been an active member of the StART Learning Community.

Southwest Michigan Sustainable Business Forum: The Haworth College of Business is a member of the Southwest Michigan Sustainable Business Forum. The mission of the Forum is to promote business practices which demonstrate environmental stewardship, economic vitality and social responsibility.

Keystone Community Bank Breakfast Speaker

Series: Sponsored by Keystone Community Bank, this series provides an opportunity for the local community to hear top business leaders and Western Michigan University faculty, alumni and friends of the Haworth College of Business discuss current business-related topics.

- Janice Brown, executive director, Kalamazoo Promise. The Kalamazoo Promise is the only scholarship of its kind. The program provides resident graduates of the Kalamazoo Public Schools with up to 100 percent of their tuition and mandatory fees for four years at Michigan's public universities and community colleges
- Bill Rose, president and CEO of the Kalamazoo Nature Center. The Kalamazoo Nature Center is a not-for-profit organization located in Kalamazoo, Michigan, whose mission is to inspire people to care for the environment by providing experiences that lead them to understand their connection to the natural world.
- Tamara Hornick, Cheff Therapeutic Riding Center. The mission of the riding center is to improve the emotional and physical well-being of special needs individuals through the therapeutic use of horses, and to serve as an international training and education center for therapeutic riding programs.



Entrepreneurship Forum at the Haworth

College of Business: Entrepreneurship Forum is a monthly series sponsored by Educational Community Credit Union and hosted by WMU's Haworth College of Business to bring stories of entrepreneurial success to the greater Kalamazoo community. This series is devoted to entrepreneurs and unique stories of start-up success. Several speakers in the forum have spoken specifically about social enterprises, or ventures having a positive social or environmental impact. They include:

- Ernie Pang, founder, Simply Eight. Simply Eight challenges the status quo of the processed foods industry and supports The Non-GMO Project. They believe great tasting convenient breakfast and snack foods can be made simpler, without all the complicated inventions of modern food science. Simply Eight's foods are made with simple recipes using all-natural ingredients you can commonly find in your pantry.
- Dale Anderson, owner, Confections with Convictions. Dale Anderson worked for years counseling young people who had been involved with the courts. He began to think that he could be more effective by providing them with a second chance through tangible work experience, especially for youth with convictions. By helping youth learn a trade, Anderson's primary focus is to help young workers confront systemic issues such as trying to complete their education. To date, about 20 young people have benefitted from Anderson's mentorship as volunteers or employees, becoming skilled at making chocolates. Together, they have made over 200,000 pieces of chocolate and truffles.
- Robert Kennedy, chief scientific officer, Vestaron. Vestaron Corporation leads the biopesticide industry with a technology platform for developing novel, environmentally benign insecticides. These products are derived from naturally occurring peptides, a patented technology licensed exclusively to Vestaron and protected by an extensive intellectual property estate.

Haworth College of Business Distinguished Speaker Series:

The Haworth College of Business provides students, faculty and the community with many, varied opportunities to hear insights from business and community leaders and to share ideas through its Distinguished Speaker Series. Presentations held during 2012-14 having sustainability content include:

- Gloria Castillo, president and CEO of Chicago United. "Inclusion: Culture in Action in the Corporate Environment." Founded after the 1968 riots that followed the tragic death of Dr. Martin Luther King Jr., Chicago United, an advocacy organization working to build sustainable diversity in business, has vowed to promote multiracial leadership in business to advance parity in economic opportunity.
- Melissa Gray, senior director of sustainability of Rackspace. "What We All Want From Work." Melissa Gray's responsibilities range from guiding the company's global sustainability strategy and activities to acting as the executive sponsor for its LGBTQA employee resource group.



[FUTURE DIRECTION AND DESIRED SUPPORT]

Throughout the next 24 months, the Haworth College of Business will continue to infuse sustainability and responsible management into the culture of the organization. We will do this by:

- Exposing faculty and students to sustainability leaders through our distinct speaker series
- Explore the creation of a Net Impact chapter for our MBA students
- Engage in conversations about all-university programs in sustainability (e.g., certifications, minors, majors)
- Provide a greater number of students with valuable service-learning experiences
- Continue to infuse sustainability into our classes and curricula

An important discussion that will be held is considering the unique benefits that are provided by being a signatory of PRME. This conversation, held among advisors to the Center for Sustainable Business Practices, will occur in fall 2014, after the SIP submission. It is clear the college is committed to sustainability irrespective of our PRME status. Thus, the needed support from PRME is a greater understanding of how its resources help us accomplish our commitment to sustainability. For example, there are many conferences on sustainability. In what ways is a PRME conference unique? Among the many social media sources about sustainability, what differentiates those of PRME?

"It is clear the college is committed to sustainability irrespective of our PRME status."





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QUESTIONS OR COMMENTS ABOUT THIS SIP REPORT CAN BE DIRECTED TO:

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