



**Center for Education on  
Social Responsibility**

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Dr. Donna Sockell  
Director  
Center for Education on Social  
Responsibility

Geoie Writer '57, Parent  
Founder, Chairman  
& CEO (retired)  
The Writer Corporation

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## Semi-Annual Update: Message from the Director

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### New Year's Greetings to All!

I hope this update finds you and your families happy and healthy as we get 2011 off to a great start! CESR certainly has experienced several positive developments in the past six months that are beginning to gain some real momentum.



In terms of Center developments, our newly-formed External Advisory Board (see side bar) and Internal Advisory Board each met last fall, enthusiastically guiding and overseeing our Center's efforts. The talented individuals who have so graciously agreed to serve on these boards provided excellent input into the strategic and programmatic directions the Center should take. Both boards will meet again in the spring. In addition, the hiring of Birdie Reznicek as a Program Coordinator, replacing Lorna Christoff (who now will be serving exclusively as an instructor), became official. For those of you who have not had the pleasure of meeting Birdie, who already has become an invaluable contributor to Center, she comes to us from Wharton and the Kellogg School at Northwestern, and she has extensive experience in the non-profit and private sectors.

I also am happy to report that the Professional Mentorship Program founded and overseen by CESR, capably and enthusiastically coordinated by Katie Connor, has multiplied at a prodigious rate. Currently, 225 students and 137 mentors (from all over the country) participate in the program. We look toward continued "exponential growth" of the program next year. Indeed, our goal is to have all juniors and seniors access the advice and support of the talented professionals who serve as mentors. Please let us know if you would like to join this program as a mentor.

From a curricular perspective, we are so pleased to report that our Certificate in Socially Responsible Enterprise, introduced just one semester ago to Leeds undergraduates, already has attracted significant interest. In the able hands of Associate Director, Francy Milner, over a dozen students are seeking the certificate, and this number is expected to grow steadily. In addition, with the invaluable assistance of Dr. Cathleen Burns and support of Professor Frank Selto (Chair of the Accounting Division), we are going to co-offer a new class, "Reporting on Nonfinancial Performance" to MBAs in the fall. It is this type of collaboration that we seek to develop throughout Leeds!

In terms of additional collaboration, working with the Deming and Real Estate Centers, we have completed our first multimedia case on sustainability, "Namaste Solar". CESR piloted its portion of the case in our junior class, "Business Applications of Social Responsibility" with wonderful results; student interest in this atypical company with nontraditional values and a unique business model was extremely high and the discussions were lively! We hope that this is just the first multimedia case in our Leeds Sustainability Library.



CESR also is leading the effort to lay the foundation for a broadly-defined, meaningful community service or outreach project as a graduation requirement for all Leeds undergraduate students. Because the “It’s Not JAM” (It’s Not Just About Me) project will require students to “walk their talk”, we believe it will further distinguish our graduates as grounded in their personal values and steeped in social consciousness. It is noteworthy that this effort has received the enthusiastic support of Chancellor Phil DiStefano and Interim Dean Manuel Laguna.

Finally, we also have engaged in significant outreach activities beyond the university’s walls in the past six months. In Tampa in November, I spoke to nearly 50 business school associate deans and program coordinators about features of the CESR program at the “Associate Deans and Innovative Programs Conference” hosted by the AACSB (Association to Advance Collegiate Schools of Business). The AACSB has invited me to present once again to a larger audience of deans and associate deans, this time focusing on specific aspects of our unique curriculum, at their upcoming symposium, “Redesigning the MBA”. Ashoka, the global organization of the world’s leading social entrepreneurs, has recognized CESR’s course, “Business Solutions to Global Poverty: Learning Through Service”, as an example of best practices in the field of social entrepreneurship education. The syllabus for the course, developed by Francy Milner, will be highlighted in the *Ashoka U Curriculum Resource Guide*. These are invaluable opportunities for us to gain exposure for the Center. In addition, our speaker schedule has been finalized for our upcoming conference, “Conscious Capitalism II”, free to students, which will be held on campus on March 2, 2011. We are confident that the business leaders who will address the audience of top business students from area schools will inspire them to think about business in new and creative ways.

In closing, there are never enough occasions when I can say thank you to each one of you for your gifts of time and/or generous donations to keep CESR thriving. Please know that the students at Leeds are the true beneficiaries of your efforts. And, it is our belief that the educational experience we seek to provide them will help to create the outstanding business leaders of tomorrow!

With Gratitude and Kind Regards,

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 Responsibility  
 Leeds School of Business  
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*The best session at this conference...very helpful and relevant. Good mix of theory and practice.*  
 - Comments from AACSB Conference participants

*I am a Finance student, and for the past three years I have had red numbers, black numbers, and bottom lines pounded into my head. You taught me to ask myself about much more than the present value of a project. In fact you helped me to challenge and question the very idea of “value”... I learned to generate my own perspectives, while growing to appreciate the views of others. With your help, I developed a skill set that reaches beyond the classroom, and even beyond business.*

- Student in CESR’s required junior-level course: “Business Applications of Social Responsibility”