

## PRME Development Session 3.B

### Sharing Information on Progress with Stakeholders



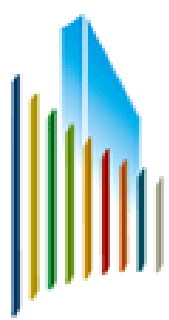
## ***Session objective and agenda***

- To share information and seek feedback on the proposed approach for PRME participants to “Share Information on Progress”
- Agenda
  - Opening remarks: Dr. John Mooney, Pepperdine University
  - Overview of the proposed approach: Dr. Anders Aspling, GRI & EFMD
  - Case studies of approaches to information sharing by PRME participants
    - André Sobczak, Audencia Nantes School of Management, France
    - Megan Pillsbury, INSEAD, France/Singapore
    - John Mooney, Pepperdine University, USA
  - Open forum
  - Identification of next steps

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### Sharing **Information** on **Progress** with **Stakeholders**





GLOBAL FORUM  
for Responsible Management Education

**PRME** Principles for Responsible  
Management Education

# PEPPERDINE UNIVERSITY

Graziadio School of Business and Management



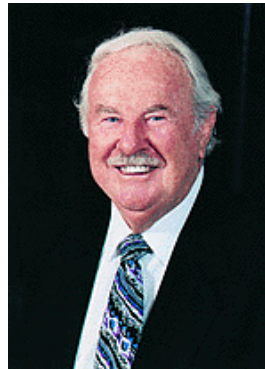
## PRME @ Pepperdine

Dr. John Mooney  
Associate Dean for Academic Programs  
Graziadio School of Business and Management

**“If better is possible, then good is not enough.” – George L. Graziadio**



# The Path to PRME @ Pepperdine



# PEPPERDINE UNIVERSITY

Graziadio School of Business and Management

## ***Vision***

*To achieve global distinction  
for advancing knowledge  
and developing leaders  
that create value  
for business and society.*

# PEPPERDINE UNIVERSITY

Graziadio School of Business and Management

## **Mission**

*To develop values-centered leaders  
and advance responsible business practice  
through education that is  
entrepreneurial in spirit,  
ethical in focus, and  
global in orientation.*

# PEPPERDINE UNIVERSITY

Graziadio School of Business and Management

## **Mission ...**

*“As a professional school growing out of the tradition of a Christian university, we seek to positively impact both society at large, and the organizations and communities in which our students and graduates are members. Therefore, we affirm a higher purpose for business practice than the exclusive pursuit of shareholder wealth. We believe that successful management seeks collective good along with individual profit and is anchored in core values such as integrity, stewardship, compassion, and responsibility”*

# PEPPERDINE UNIVERSITY

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## ***Value-centered leaders ...***

*Values-centered leaders strive for  
excellence in all they do  
through an unrelenting commitment to  
integrity, stewardship, courage, and compassion*

## ***Excellence ...***

- Balancing economic, social, environmental, and ethical responsibility
- P<sup>3</sup> Net Impact: Profit, People, and Planet
- Corporate Social Responsibility
- Fair Trade
- Social Entrepreneurship
- Peace through Commerce
- Compassionate Capitalism; Capitalism with Conscience

## ***Putting PRME into Practice @ Pepperdine***

- Teaching & learning activities
  - Curriculum, content, pedagogy, learning activities
  - Assurance of Learning
- Extra-curricular activities
  - Student clubs, symposia, competitions, activities
- Research activities
  - Projects, instruments, data, funding
  - Publications & Presentations
- Responsibility in practice

## ***Information sharing challenges***

- Identifying and prioritizing stakeholders and broader audience
- Deciding the purpose, depth, breadth of info sharing
- Defining desirable outcomes and their measures
- Choice of reporting medium
- Resource requirements
- Frequency of reporting
- Engagement and provision of information by participants
- Verification of information

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## ***Pepperdine Principles for PRME Reporting***

- Transparent
- Timely
- Accessible
- Dynamic
- Interactive
- Usable
- Useful: informing

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## *Pepperdine's approach to PRME Reporting*

- Student driven & managed (Millennials)
  - Net Impact & the Values-Centered Leadership Lab
- Web 2.0 “interactive rich media”
  - Multimedia content, [wikis](#), blogs, del.icio.us, voicethread, RSS feeds, [social networking](#)
- Continuously updated
- Accessible by the PRME community
- Useful and usable community resource

# Discussion



## Questions

- What have been the major achievements at your school over the past 18 months?
- What are your objectives for the next 18 months?
- What support from the PRME community would be of assistance in achieving these objectives?