Willamette University’s Atkinson Graduate School of Management is pleased to renew our commitment to the Principles of Responsible Management Education.

The Atkinson Graduate School of Management is committed to helping our graduates become outstanding leaders and managers in business, government, and not-for-profit organizations world-wide. Our students learn that successful managers are change agents in their organizations – responsible to multiple stakeholders and able to understand the greater societal implications of the decisions they make.

Our approach to management embraces the principle that good management is a public service, and that good business strategy is built on an understanding of the functions of management, internal and external conditions, the needs of stakeholders, sustainability, social responsibility and ethics.

We understand that our own organizational practices should serve as an example of the values and attitudes we convey to our students, and we are pleased to provide this Sharing Information on Progress Report for the 2017-18 and 2018-19 academic years.

Sincerely,

Stephen E. Thorsett
President
Willamette University

Michael L. Hand
Dean, Atkinson Graduate School of Management and Professor of Applied Statistics and Information Systems
Part II:
Review of the Seven Principles of PRME
Our commitment to the principles of PRME stems from our mission, purpose, values, and University motto. Thus, these principles are inherent in all that we do ... every day.

**The Willamette MBA is a multi-sector cross-sector MBA program.** As a multi-sector program the Willamette MBA prepares students for careers and leadership in entrepreneurial, business, government and not-for-profit organizations. As a cross-sectoral program we help future managers understand and experience how a healthy synergy among the sectors can improve the outcomes for organizations, their communities and society. The Willamette MBA uses its talents, resources and programs to prepare students for meaningful lives of personal achievement, professional achievement and civic contribution.

**Mission:** The Atkinson Graduate School of Management is committed to providing world-class management education to U.S. and international students in all stages of their careers. We help our graduates acquire life-long learning skills and become outstanding leaders and managers in business, government, and not-for-profit organizations worldwide by offering an intimate learning and practice environment, an integrated cross-sectorial approach to management education, and dedication to quality teaching, instructional development, basic and applied research, and exceptional customized career services.

**Purpose:** The School's purposes are to establish a close community, to provide diverse learning experiences to serve individual student objectives, to strengthen learning through scholarship and discovery, and to apply learning through service and leadership. The School's academic commitment is to nurture each student's aspirations toward professional excellence. The Atkinson School aims to be the preeminent private management program in the Northwest.

Thus, our strategy is guided by the desire to constantly improve the Atkinson learning environment and what it accomplishes and to enhance the recognition of these achievements by prospective students, prospective employers, alumni and other academic institutions in the Northwest.

**Values:** The School maintains that the purpose of all managerial activity is to create value. Value is worth as judged by someone other than the manager. It necessarily entails respecting human dignity, improving the welfare of the community through integration, and acting with integrity and competence. We expect our curriculum, pedagogy, internal governance, service, teaching, research and behavior will lead our graduates to pursue these values.

- **Human Dignity:** Treat people as ends and not means. Respect individuals, encourage participation, and explore and resolve differences collaboratively.
- **Integration:** Seek and synthesize diverse interests, backgrounds, and knowledge. Act in accord with the common good. Foster trust. Pursue social responsibility and sustainability on the part of the enterprise.
- **Integrity:** Accept responsibility for our actions. Be transparent and act in accord with principles of substantive and procedural justice.
- **Excellence:** Promote excellence, competence and continuous improvement.

**University Motto:** Non nobis solum nati sumus — “Not unto ourselves alone are we born.”
The Willamette MBA Remains Dually Accredited by AACSB International and NASPAA. The all-encompassing achievement that demonstrates the School’s commitment to “Principle 1” as it relates to our mission, strategies, purpose, values and motto is the fact that the Atkinson Graduate School of Management remains dually accredited by AACSB International (for business) and NASPAA: The Global Standard in Public Service Education (for public administration). As one of only two MBA programs in the U.S. to achieve this rare dual accreditation, the Atkinson School is recognized as a leader in preparing graduates to serve organizations in all sectors around the world.

Alumni Show Their Commitment to Communities. Sometimes it is not about the data, it is about the heart. One of the best ways to communicate the Willamette MBA’s ability to develop students who will “be future generators of sustainable value for business and society at-large and to work for an inclusive and sustainable global economy” is to share stories of our alumni who “walk the talk.” Our alumni do great things and serve their communities every day. Here are four examples of how our alumni carry their commitment to community and sustainability after graduation.

Punit Renjen came from humble beginnings in a small town in India. He graduated from the Willamette MBA program in 1987. He is the CEO of Deloitte Global where he manages a $45 billion organization. Outside of Deloitte, he is the Chair of the United Way Worldwide Board of Trustees, Vice Chair of both the U.S.-India Business Council and the Japan Society, and a founding member of the Lincoln Center India Advisory Council.

Punit was also named among the 100 most influential business leaders who graduated from a school accredited by AACSB International.

In March of 2018, Punit and his wife, Heather, cut the ribbon on the Willamette’s Renjen Center – The Student Center for Equity and Empowerment. In May 2019, Punit shared his thoughts about the responsibility of graduates to shape their lives, careers and society as our graduation speaker.

“… before I go, I want to leave you with one last hope—not only for you, but for the society you’re about to go help shape.

I think immigrants who come to this country with fresh eyes, have a unique ability to see what is so very remarkable about their adopted homeland. They notice things like the streetlights overhead and see them for the small miracles they are. They know how very rare it is in a society for success to be achievable by anyone... and they realize what incredible prosperity that creates for everyone.

Class of 2019, with this degree, you have achieved greater educational success— and set yourselves up for greater professional success—than the vast majority of humanity. My deepest hope for you is that you use your power to create communities where that kind of success is open to everyone. That it won’t be predicated on whether you come from a certain place, or you look or speak a certain way. That, in the greatest tradition of this country, success will be available to anyone who reaches for it.

You are here today because you were given a gift: the gift of a Willamette education. It’s been invaluable in my life, and I can’t wait to see the lives, careers and communities you build with it. I’ll be keeping tabs. Congratulations again.”
Manuel Velazquez-Garay graduated from the Willamette MBA in 2014, and received the Willamette University Young Alumni Leadership Award in 2019. He is committed to a career of service and empowering others, and to shaping enterprises that have more than an economic impact.

Manuel came to the MBA program as a Fulbright scholar. Upon his return to Paraguay he went to work at the Ministry of Housing as general director of strategic projects. In just two years, Manuel built the housing department from scratch and successfully managed 14 strategic flagship projects including the largest social housing project in the history of Paraguay – Barrio San Francisco.

He is currently director and founding partner of Timón, a financial education start-up with great social impact that helps individuals and families with their financial education. In a year, Timón has helped more than 500 families with their financial well-being. Manuel also serves on the board of directors of Fútbol Más, a non-profit that promotes resilience in children living in contexts of social vulnerability, through sports. In regard to his future plans, Manuel says “I would like to develop other enterprises and start-ups that have social and environmental impact. Willamette really helped me and gave me the tools to develop projects that have more than an economic output and I hope I can live up to the model.”

Carina Comer graduated from the Willamette MBA in 2015. She opened Carina’s Bakery, purveyor of scrumptious treats influenced by her family’s Scandinavian traditions and her own vegan focus. The bakery, located in Beaverton, Oregon, opened in 2017. Having overcome brain cancer at multiple times during her life ... a situation which took away the majority of her vision ... Carina understood the need for employment of people with disabilities. She now promotes resiliency by employing people with disabilities at her business. As she says, “I wanted to make a difference in a community of talented people who often go unappreciated.” It doesn't actually take much to organize the business to meet her employee’s needs — she uses larger-print recipe cards, for example, and simply reminds people that these things take time. According to Carina, “most customers get it.”

Colin Schilling graduated from the Willamette MBA in 2012. Colin is the Co-Founder and CEO of Schilling Hard Cider in Seattle, Washington. He started the business in 2012, where he celebrates the craftsmanship of hard-cider makers with a commitment to environmental and social sustainability. He was the first cider company on the West Coast to package cider in cans instead of glass. Other companies followed his lead and now the industry-wide change has prevented countless tons of emissions and landfill waste. In regard to social responsibility, Schilling Hard Cider created a cold brew coffee company, Street Bean Coffee, in collaboration with a Seattle nonprofit that helps homeless youth find jobs and stable lives. In Colin’s words “Business represents the largest part of our economy, so it has the most potential for positive change.”
Two of our Four Flagship Experiential Courses Focus on Community Impact. The Early Career/Career Change MBA program offers four high-level flagship experiential courses where students create and manage a micro-organization to meet real goals and commitments. Two of these courses focus on the nonprofit or public service sector (PACE and Philanthropic Investment for Community Impact), and two are related to business investment and angel investing (the O’Neill Student Investment Fund and the Angel Fund). Although most MBA programs offer business-oriented, hands-on investment courses which work with stocks and bonds, Willamette MBA is a leader in its commitment to providing a community investment program. The community investment program will be discussed thoroughly under Principle 3.

Formal Review of All Course Syllabi for Global, Sustainability, Ethics and Social Responsibility Content. The Curriculum Committee reviews all course syllabi for required courses in the Early Career/Career Change and the MBA for Professionals program to ensure content in regard to global issues, sustainability, ethics and social responsibility.

Course Evaluation Capture Student Input on Delivery of Global and Ethics Content. Each required course in the Early Career/Career Change and the MBA for Professionals is expected to deliver the School’s commitment to a global and ethical perspective. To measure our success, course evaluations ask students to evaluate the level to which each of these dimensions are addressed in each course. The results from evaluations for 2018-19 are shown below. As you can see, content is being recognized as delivered by the great majority of students in our courses.

<table>
<thead>
<tr>
<th>Student Responses on Course Evaluations in regard to Ethics content for the ECCC and MBAP programs</th>
<th>Ethics % Strongly Agree or Agree</th>
<th>Ethics % Strongly Disagree or Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Career/Career Change – Required Courses</td>
<td>78%</td>
<td>8%</td>
</tr>
<tr>
<td>Early Career/Career Change – Elective Courses</td>
<td>90%</td>
<td>3%</td>
</tr>
<tr>
<td>MBA for Professionals – All Courses</td>
<td>83%</td>
<td>6%</td>
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<tr>
<th>Student Responses on Course Evaluations in regard to Global content for the ECCC and MBAP programs</th>
<th>Global % Strongly Agree or Agree</th>
<th>Global % Strongly Disagree or Disagree</th>
</tr>
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<tbody>
<tr>
<td>Early Career/Career Change – Required Courses</td>
<td>79%</td>
<td>9%</td>
</tr>
<tr>
<td>Early Career/Career Change – Elective Courses</td>
<td>88%</td>
<td>4%</td>
</tr>
<tr>
<td>MBA for Professionals – All Courses</td>
<td>84%</td>
<td>5%</td>
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Not-for-Profit Internship Salary Fund. The Early Career/Career Change program has a “Not-for-Profit Internship Salary Program” for qualified MBA students accepting summer intern positions for not-for-profit organizations that have a need for an intern but lack funding. Salaries are paid by a generous alumnus.

Tuition Discounts and Scholarships for Students Working for Not-for-profit Enterprises. The MBA for Professionals program provides tuition discounts and has a designated scholarship program for students working for not-for-profit organizations.

New elective course - Organizational Integrity: Ethics and Sustainability. The Early Career/Career Change MBA program has added an elective course titled “Organizational Integrity: Ethics and Sustainability.” The course addresses strategic and critical thinking, and helps students establish their own personal and professional standards of excellence. Students explore substantive questions, such as: What constitutes an effective and sustainable organization? What empirical lenses can be applied in analyzing and synthesizing organizational performance? How can organizations incorporate corporate social responsibility into strategic decision-making? What constitutes the foundations of organizational ethics? How does governance affect organizational values? What constitutes trust theory and how do organizational agents benefit? And, how does leadership affect organizational performance within ethical boundaries?

Global Study Trips Include Visits to Businesses, Government and Non-Governmental Enterprises. Willamette MBA students have the opportunity to take two international understanding and travel trips each year through the course GSM 7261G Global Study. Tuition is not charged for this course to make it more affordable for every student. In 2018-19 participating students visited Mexico and Japan. Countries visited during the 2017-18 year were China and India. Each trip includes visits to non-governmental organizations and governmental organizations as well as businesses.

Students, 1) gain familiarity with the institutions, systems, infrastructure and other environmental characteristics of emerging market countries; 2) acquire a mindset for developing and applying entrepreneurial and innovative business approaches in emerging market countries; and 3) become sensitized to the realities of emerging markets, including underdevelopment and poverty. Case studies utilized in the course often include ethical dilemmas and issues of corporate responsibility and sustainability.

The elective courses Sustainability Management, International Management, and Leadership continue to address pertinent issues related to the principles of PRME.

Other elective courses heavily feature issues related to the principles of PRME.

Our Entrepreneurial Thinking course takes a multi-sector view as it teaches students how to create sustainable for-profit or not-for-profit organizations in an environment of uncertainty. Balanced scorecard and social responsibility are featured topics in the course Accounting and Incentives in Organizations.
The MBA program includes two year-long courses where students apply what they have learned to help not-for-profit and government organizations. These experiences are highly impactful for the students and their clients. Partner clients represent services related to the following SDGs: hunger, housing, education, health and well-being, empowerment, sustainable organizations and communities, and equity. Courses are Philanthropic Investment for Community Impact and PACE.

Philanthropic Investment for Community Impact. Willamette MBA’s community investment course is a unique two-semester experiential/consequential learning elective course where students create and manage a micro-organization for awarding a total of $150,000 to local not-for-profit organizations that provide high-impact social programs for the community. Objectives for the course are broad and include educational outcomes as well as growing future leaders in the nonprofit sector, strengthening ties between Willamette University and its community, and financially supporting local programs that impact the community.

In structuring their micro-organization, students in the 2018-19 class developed a mission, vision and values statement to guide their activities, and identified the types of projects they would fund. Then, they carefully designed and implemented processes for recruiting proposals and assessing the financial and social impact of the proposals, while managing conflicts of interest and building relationships with stakeholders.

- **Mission:** To empower leaders in the community by supporting initiatives, efforts, and programs that leave a lasting impact on the community.
- **Vision:** To develop a thriving and resilient constellation of local nonprofits that is better positioned to improve the well-being of its community.
- **Values:** Collective impact, ethical behavior, equity, integrity and quality.
- **Funding Areas:** Hunger, housing, education and health.

Once their plans were in-hand, the students set off to achieve four goals: 1) assist, identify, and award funds to nonprofit organizations based on their potential impact to the community in relationships to their mission, values, vision and community focus; 2) follow-up and measure community impact from grants awarded to organizations during the 2016-17 and 2017-18 community cohorts, 3) report their results and evaluation of community impact from previous year recipients to their advisory board, and 4) prepare a transition plan for the students who will run the 2019-20 program.

Throughout the process, students actively engaged with the nonprofit community. They provided workshops to teach nonprofit leaders how to do the financial and impact evaluation needed for a successful grant application, and they provided speakers to keep them updated on current issues. They utilized guidance and advice from their instructors and leaders in the not-for-profit community, as well as the professional experience of their board advisors.
Their efforts resulted in more than 1,000 contacts with nonprofit community members, 94 letters of inquiry, 32 grant proposals, 16 site visits — and finally — the selection of nine organizations who would receive grants from our $150,000 community investment fund for 2018-19.

Kim Hanson, Director of Community Investment and Innovation for United Way of the Mid-Willamette Valley, and member of the class advisory board noted that the $150,000 amount awarded by our program is huge in this community and creates significant community impact. She also noted that it is not just about the money … the praised the level of dedication and professionalism of the students … and credited the leadership and guidance from the program with elevating the professionalism of our local nonprofits organizations.

**Grant recipients and awards for 2018-19 were:**

- **Center for Nonprofit Stewardship** was awarded an $8,000 grant. The Center educates and empowers other nonprofit boards, staffs and volunteers to become financially, administratively and organizationally sustainable. The grant will increase their training opportunities for organizations in rural communities.

- **Family Promise of the Mid-Willamette Valley** received a grant of $30,500. Family Promise provides immediate relief for families, and helps them get back on their feet and secure stable housing. The grant funds emergency financial assistance to families at risk of losing housing.

- **HIV Alliance** was awarded a grant of $15,500. The Alliance provides care and support for individuals with HIV/AIDS and works to prevent new cases of HIV. The grant funds one year’s salary for a Testing and Outreach Coordinator.

- **James 2 Community Kitchen** received an $8,000 grant. The Kitchen provides food, compassion, community, a sense of belonging and information about resources to people and families. The grant will provide commercial-grade appliances for their kitchen which will allow them to serve more hot meals and decrease operating costs.

- **Juliette’s House** received a grant in the amount of $15,500. Juliette’s House provides support to children who have suffered abuse and/or neglect. The grant will be used for educational programs that prevent abuse and neglect before it occurs.

- **Polk County Family and Community Outreach** was awarded a grant of $35,500. This organization is part of the Mid-Valley Suicide Prevention Coalition. The grant will be used to train community members to recognize warning signs and appropriately respond to people experiencing suicidal thoughts.

- **Silverton Area Community Aid** was awarded a grant of $20,500. SACA provides food, services and access to community resources. The grant will provide 1/3 of their food budget with an emphasis on fresh food, produce, diary, eggs and meat.

- **Start Making a Reader Today (SMART)** received a grant of $7,307. SMART helps children read at their expected grade level by third grade. The grant will be used to purchase two books for each of the 1,100 children SMART’s home library program – a program which gives children books for their home so they have access to books beyond school hours.
**St. Francis Shelter** was awarded a grant of $9,500. The Shelter provides safe, supportive housing for families experiencing homelessness and services to help families reach self-sufficiency. The grant will be used to renovate one of its family apartments. The renovation will allow the apartment to last for another 20 years, during which it will be able to serve 30 families.

Funds awarded in the past three years have been generously donated by Mountain West Investment Corporation. Our three-year partnership with Mountain West has resulted in a social impact investment portfolio of $450,000, awarded to a total of 25 local not-for-profit organizations that address social concerns such as homelessness, hunger, domestic violence, education, health, etc.

**The PACE Program – Impact for Non-Profit and Government Organizations.** The School’s “Practical Application for Careers and Enterprises” program (PACE) continues to involve all Early Career/Career Change MBA students in social responsibility experiences during their first year of the MBA program. In this two-semester course, students work in multicultural teams of six and provide management consulting services to a not-for-profit or government-partner organization. Students apply the management tools and knowledge they learn in class to enhance the operations of their client partner organization for mission driven impact in the community. 2018-19 PACE partner organizations and a basic description as shown on their website included:

- **Albertina Kerr.** “Kerr empowers people with intellectual and developmental disabilities (IDD), mental health challenges, and other social barriers to lead self-determined lives and reach their full potential.”

- **Children’s Educational Theatre.** “Children’s Educational Theatre provides an immersive, enriching theatre experience for children of all ages, experiences and backgrounds.”

- **Growing Gardens.** “Growing Gardens uses the experience of growing food in schools, backyards and correctional facilities to cultivate healthy, equitable, communities.”
Meals on Wheels People: “We enrich the lives of seniors, and assist them in maintaining independence, by providing nutritious food, human connections and social support. We also use our expertise and capacity to serve other nutritionally at-risk populations.”

Mid-Valley Literacy Center: “Our mission is to empower adults with the literacy skills needed to increase economic stability and overall quality of family life.”

RideConnection: “Ride Connection is dedicated to coordinating and providing transportation services to people with limited options. We believe transportation is a basic human right. Access to transportation means mobility, and being mobile allows a person to connect with his or her community and other essential life destinations.”

Tucker Maxon School: “Tucker Maxon School teaches deaf and hearing children to listen, talk, learn, and achieve excellence together.”

United Way of the Mid-Willamette Valley. “… unites people and resources for a stronger community in our three-county region of Marion, Polk and Yamhill counties.”

Willamette West Habitat for Humanity. “… is dedicated to fostering home ownership and improving our community by building simple and affordable housing with an emphasis on neighborhoods.’

Immanuel Lutheran Church. “Immanuel Lutheran Church is conducting a feasibility study to determine whether there is a path forward for a multicultural, inter-generational, spiritual, community services and gathering space that utilizes Immanuel’s eight acres of land in Woodburn.”

Salem Health. “Our mission: To improve the health and well-being of the people and communities we serve.”

The Atkinson School established a minor in business, government and not-for-profit management for students at Willamette’s Undergraduate College of Liberal Arts. Willamette University’s College of Liberal Arts has never offered an undergraduate management major or minor. Historically, the University’s focus on professional education has been at the graduate level only (MBA and Law). However, in the spring of 2018, Willamette University’s President and Provost requested the Atkinson School to design a business minor for undergraduates. The minor will begin fall 2019, and has far surpassed predicted interest. The minor will be taught by the Atkinson School faculty. Students who participate in the minor will benefit from a strong foundation in the areas of leadership, accounting, finance, organizational behavior, marketing and strategy. The content and delivery of the courses will be consistent with the Atkinson School’s multi-sector cross-sector philosophy of management as a public service and expose many more Willamette students to this philosophy early in their careers.

Our student professional organizations include a chapter of Net Impact. Students can participate in the Willamette MBA chapter of Net Impact - “a nonprofit membership organization for students and professionals interested in using business skills in support of various social and environmental causes.”

Our admission/recruitment staff actively participate in Idealist Grad Fairs throughout the U.S.
The Atkinson School believes that research and teaching are complementary activities. While high-quality teaching is expected, it is also expected that each member of the faculty will make meaningful intellectual contributions to his/her discipline and/or interdisciplinary efforts. This discipline-based and interdisciplinary scholarship is to take the form of articles in peer-reviewed journals and other intellectual contributions such as invited articles, books, chapters, etc.

Important as well are contributions to management practice in the business, government, and not-for-profit sectors, and learning and pedagogical scholarship.

**Recent Faculty Publications Related to PRME**

- **Professor Ashley Nixon**, with others, published the article “Advancing the theory behind organic/mechanistic structures: Why we don’t know as much as we thought!” *International Journal of Management Review*. 2017.
- **Professor Andrew Kach**, with others, published the article “Employee need satisfaction and positive workplace outcomes: The role of corporate volunteering. *Nonprofit and Voluntary Sector Quarterly*. 2019.
- **Professor Tim Johnson**, with others, published the article “Inequality as information: Wealth homophily facilitates the evolution of cooperation.” *Scientific Reports*. 2018.
- **Professor Gary Knight** was elected as a Fellow of the Academy of International Business. Gary’s recognition as a Fellow is for his outstanding contributions to the scholarly development of the field of international business and significant contributions to the Academy of International Business. 2019.
The Willamette Philanthropic Investment for Community Impact course would not exist if it were not for a generous donor who provided funding for the grant awards. The money we have awarded was donated by Mountain West Investment Corporation. Our three-year partnership has resulted in a social impact investment portfolio of $450,000 awarded to 25 local not-for-profit organizations that address social concerns such as homelessness, hunger, domestic violence, education, health, etc.

Willamette University Center for Governance and Public Policy Research is a joint program of Willamette’s Atkinson Graduate School of Management, College of Liberal Arts, and College of Law. Through the Center, the Atkinson School collaborates on annual symposiums of interest to the public and not-for-profit sector.

The MBA program continues to partner with organizations that support our motto – “not unto ourselves alone are we born.” We regularly work with domestic and international organizations such as Fulbright, World Learning, Peace Corps, Teach for America, AmeriCorps, Idealist, Young Non-Profit Professionals Network, Net Impact, international exchange programs and more. The school participates in cost-sharing awards for international fellows, and scholarship agreements for qualified returning volunteers from the Peace Corps, AmeriCorps, and Teach for America.

Our Angel Investing Fund partners with angel investment groups throughout the Pacific Northwest. This allows students to take an active investing role within the angel investment groups and contributes to the success of numerous start-up firms, as well as social and for-profit ventures.

The Atkinson School is a title sponsor of Leadership Portland and Leadership Salem. Leadership Portland is a “Portland Business Alliance program that broadens the perspectives of business leaders on the most critical issues facing our region while giving back through the program’s community Impact Projects. Through the regular program days and Impact Project, the nine-month program increases awareness of how business, government and community sectors work together to achieve common goals, and develop advanced skills in team management, critical and creative thinking, and problem solving.”

Leadership Salem was founded by the Salem Chamber of Commerce and is organized by The Inspire Foundation (501c3). Its mission is to expose highly motivated and interested people to the community and its issues for the purpose of preparing them to serve in volunteer leadership positions. Sessions focuses on different themes, including: “leadership, community history and culture, natural resources, business and commerce, education, legal systems, human resources, government and volunteerism. The year concludes with a community service project.”

Our MBA for Professionals program is a gold member of Partners in Diversity. Partners in Diversity is a nonprofit organization that “seeks to address employers’ critical needs for achieving and empowering a workforce that reflects the rapidly changing demographics of the Pacific Northwest.”
The Center for Governance and Public Policy Research collaborates on annual symposiums of interest to the public and not-for-profit sector. Each year the Center for Governance and Public Policy Research sponsors the Oregon Public Performance Improvement Association’s Annual Conference, which draws roughly 150 public employees and not-for-profit employees from throughout the state. The Center also convened political and not-for-profit organizations to discuss legislative redistricting in a symposium that drew more than 100 participants and included high-ranking officials such as the Oregon Secretary of State.

Willamette University’s Atkinson Graduate School of Management sponsors the Best Paper Award in “International Ethics, Social Responsibility, or Sustainability,” for the International Management Division of the Academy of Management. The AOM is the world’s largest conference in business and management, and the AOM International Management Division includes 2,800 scholars and managers in global management.

Activities related to our course Philanthropic Investment for Community Impact, enhance dialogue between the not-for-profit community and the school, and provides new management skills to leaders in the not-for-profit community.

Students in selected courses (Philanthropic Investment for Community Impact, Student Investment Fund, Angel Investing) work directly with advisory boards made up of practicing professionals.

The Dean, Associate Dean, and Director of Career Management call on regional executives to discuss our programs, collect executive input on curricula and explore alliances. This has resulted in multiple opportunities for partnership and collaboration.

The Atkinson School Advisory Board, composed of business executives and leaders from throughout the Northwest, provides strategic input for the school.
The Atkinson School utilizes a formalized strategic planning and assurance of learning program to provide the basis of continued improvement in all programs. We formally solicit input and feedback from students, alumni, employers and other stakeholders.

A few key objectives include:

- Deliver the highest-quality student experience with expansion of the program’s distinctive consequential learning opportunities. This includes the continued investment (money, people, time, effort) and the continual improvement of our course Philanthropic Investment for Community Impact.
- Ensure a Willamette MBA education develops skills, knowledge and capacities highly valued by employers.
- Maximize the use of technology to reflect real-world practices without diminishing the student-centered learning environment. We have developed a STEM area of concentration and a data science certificate that will help our students leverage analytical skills with managerial insight.
- Continue to work to ensure that ethics, sustainability, cross-sector content and/or context, interdisciplinary integration, and global content and/or context are addressed in every core and required course.
- Build upon and expand existing alliances and connections with Pacific Northwest, Oregon, and Salem businesses, not-for-profit organizations, civic leaders and government agencies.
- Develop strategies to build greater visibility, partnerships and connections with state, county, and municipal agencies, and promote the value of management education among public sector managers and directors.
- Actively engage with regional economic development and start-up organizations.
- Improve access to a Willamette MBA education for bright, talented students who will contribute to a diverse Willamette community.

For More Information

More information about the people and programs of the Willamette University’s Atkinson Graduate School of Management is available at [http://willamette.edu/mba/index.html](http://willamette.edu/mba/index.html)
PRME Steering Committee  
c/o PRME Secretariat  
United Nations Global Compact Office  
685 3rd Avenue, 12th Floor  
New York, New York 10017  

September 6, 2019  

Renewal of Our Commitment to the Principles of PRME – Letter from the President and the Dean  

As an institution of higher education involved in the development of current and future managers, Willamette University is pleased to continue our commitment to implementing the Principles for Responsible Management Education—starting with those that are more relevant to our capacities and mission, report on progress to all our stakeholders, and exchange effective practices related to these Principles with other academic institutions.  

We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.  

We encourage other academic institutions and associations to adopt and support these Principles.  

We are happy to provide our SIP report via upload.  

Sincerely,  

[Signature]  
Stephen E. Thorsett  
President  
Willamette University  

[Signature]  
Michael L. Hand  
Dean and Professor of Applied Statistics and Information Systems  
Atkinson Graduate School of Management, Willamette University  

The Atkinson Graduate School of Management Master of Business Administration for Business, Government and Not-for-Profit Management  
Accredited by AACSB International — The Association to Advance Collegiate Schools of Business and NASPAA — The Global Standard in Public Service Education