August 2015

**Pinchot University’s Ongoing Commitment to the Principles for Responsible Management Education**

Pinchot University is committed to upholding the Principles of Responsible Management Education.

Our goal at Pinchot University (Pinchot), formerly the Bainbridge Graduate Institute (BGI), is to integrate sustainability and social justice into every aspect of our curriculum and to teach business in a way that treats people and planet as precious resources to be nourished rather than expenses to be sacrificed in the name of profit.

Fortunately, business students are on the side of the future. They are hungry for business models and careers with a higher purpose than maximizing shareholder value.

At Pinchot, we are deeply aligned with the values of our students, with their hunger for meaning and purpose, with their belief that the future will be fundamentally different from the past, with their willingness to confront the messiness of the world from a stance of “not knowing” and being willing to fail fast into new and uncharted success.

We aspire to promote and practice the Principles of Responsible Management Education through our continuous striving to fulfill our mission “to prepare learners from diverse backgrounds to design, lead and evolve enterprises that contribute to the common good.”

We are pleased to join UN PRME and the many committed schools in upholding and promoting these Principles.

Sincerely,

Jill Bamburg
President
Pinchot University’s mission is “To prepare learners from diverse backgrounds to design, lead and evolve enterprises that contribute to the common good.”
As institutions of higher education involved in the development of current and future managers we declare our willingness to progress in the implementation, within our institution, of the following Principles, starting with those that are more relevant to our capacities and mission. We will report on progress to all our stakeholders and exchange effective practices related to these principles with other academic institutions.

**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.

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

**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.

**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 dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

Pinchot University, formerly the Bainbridge Graduate Institute (BGI), is committed to upholding the Principles of Responsible Management Education. Pinchot University aspires to promote and practice these principles through continually striving to fulfill our mission and values, as summarized on the following pages.

Our goal at Pinchot University is to integrate sustainability into every aspect of our curriculum and teach business in a way that treats people and planet as precious resources to be nourished rather than expenses to be sacrificed in the name of profit.

Fortunately, business students are on the side of the future. They are hungry for business models and careers with a higher purpose than maximizing shareholder value.

At Pinchot, we are deeply aligned with the values of our students, with their hunger for meaning and purpose, with their belief that the future will be fundamentally different from the past, with their willingness to confront the messiness of the world from a stance of “not knowing” and being willing to fail fast into new and uncharted success.

Our learning community is just that: a community of students, faculty, practitioners and friends committed to working in the world and sharing our lessons in real time.

--- Jill Bamberg, President and Co-Founder
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.

Pinchot University, formerly the Bainbridge Graduate Institute (BGI), was founded to develop business solutions for the world’s most pressing challenges and to influence business education in the direction of sustainability and social responsibility. Pinchot University’s very mission and core values demonstrate our inherent commitment to Purpose.

MISSION

Pinchot University’s mission is “To prepare learners from diverse backgrounds to design, lead and evolve enterprises that contribute to the common good.”

We fulfill this mission in two ways: by preparing our own students and by helping other business schools integrate values such as community, innovation, integrity, social justice, sustainability and transformational leadership into the heart of their programs.

OUR CORE VALUES

- Community
- Innovation
- Integrity
- Social Justice
- Sustainability
- Transformational Leadership

CREATING A SUSTAINABLE WORLD

Business—as society’s most influential institution—is a powerful force for social change. Because of this tremendous power, business has the opportunity to be a great force for good in the world. At Pinchot, our programs harness that power by integrating environmentally and socially responsible innovations with traditional business education, enabling future and current business leaders to harness the power of business to create a sustainable world.

Pinchot University aspires to:

- Provide students with the attributes, knowledge and competencies required of leaders transforming our economic system toward sustainability;
- Equip students to achieve a satisfactory financial return for themselves and stakeholders in the very activities through which they help transform the economy;
- Create a powerful supportive network of sustainability and business experts involved in lifelong collaboration, learning and action;
- Develop curriculum, course materials and programs that will support the infusion of sustainability into mainstream business education; and
- Make tangible contributions to the theory and practice of sustainable business through research, experimentation and application.

The Pinchot community incubates industry breakthroughs and innovations by bringing together a network of talented people who share their expertise, support and insight. We gather world-class faculty, visiting change agents, industry leaders and students to create an intense and engaging learning community. Our graduates go on to develop their own business ventures as entrepreneurs, to transform existing companies as intrapreneurs, to lead the movement towards sustainable business as consultants and analysts and to bring sustainability to the far reaches of the globe by leading nonprofit organizations.
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.

Pinchot University’s commitment to the values of global social responsibility and to teaching and fostering socially responsible business practices is evident in our mission and core values, and is at the heart of our curriculum and academic community.

CURRICULUM

Pinchot University’s industry-guiding curriculum provides the core competencies of traditional business education programs while infusing sustainability and socially responsible business practices throughout our MBA and Certificate programs.

Pinchot’s programs prepare students to create positive change through innovation, entrepreneurship and organizational leadership. We train students with the leading sustainability case studies, best practices, models and business management tools. With this knowledge, graduates are well-equipped to launch their own sustainable entrepreneurial ventures or to successfully lead a large corporation, small business or non-profit organization toward sustainability as a core strategy.

MBA PROGRAMS

The Program Learning Outcomes for Pinchot’s MBA programs contain as core outcomes a deep and demonstrable knowledge of the intersection of business, leadership and sustainability, as detailed below.

MBA IN SUSTAINABLE BUSINESS

Program Learning Outcomes for MBA in Sustainable Business students include:

Core Business Functions
• Understand and apply the core concepts of strategy, accounting, finance, marketing, management and operations.
• Integrate these core concepts with sustainability principles for both business advantage and service to the community and nature.

Business and Sustainability
• Articulate the underlying assumptions and global consequences of the prevailing economic system and worldview.
• Propose alternative business models and alliances more aligned with the needs of people and planet.
• Understand the role of business in society and the foundational concepts of, principles of and practical approaches to business sustainability.
• Identify opportunity in the world’s major problems and ways to use business to address these problems to create value for the enterprise and the common good.

Entrepreneurship, Intrapreneurship and Innovation
• Design and build successful sustainability-driven ventures that create value for multiple stakeholders and enable all life systems (natural, individual, community) to flourish.
• Foster breakthrough innovation across the value stream by applying principles of innovation and sustainability to organizational projects, processes, systems and culture.

Leadership and Management in the Context of Change
• Develop the self-knowledge and personal capacity to lead ethically, effectively and with integrity.
• Apply systems thinking, creativity and critical analysis to addressing problems and opportunities.
• Leverage theory, technology and collaboration strategies to foster learning and drive change at the individual, team, organizational and societal level.
• Apply cross-cultural competence to foster diversity and to work with people of different backgrounds.
• Communicate clearly and persuasively in writing, speaking and interpersonal relations.
MBA IN SUSTAINABLE SYSTEMS

Program Learning Outcomes for MBA in Sustainable Systems students include the ability to:

• Understand the capacity and operation of natural systems, recognize the impact of business on those systems and seek opportunities to apply new business thinking to design, mitigation and restoration strategies.

• Articulate the underlying assumptions and consequences of the prevailing economic system and work with relevant stakeholders to build just and sustainable economic alternatives that achieve better value for all.

• Seek opportunity in the world’s major problems and design creative ways to engage business in addressing these challenges while creating value for the enterprise, its stakeholders and the common good.

• Master the traditional business disciplines of finance, accounting, marketing, sales, operations, management and economics and apply them in a broader, interdisciplinary approach to the design of responsive and innovative business solutions.

• Generate both business performance and sustainable social change through principled and inclusive relationships, appropriate organizational structures and effective participation in face-to-face and virtual teams.

• Cultivate the self-awareness, humility, integrity and cross-cultural competence to lead effectively, authentically and collaboratively.

• Communicate clearly and persuasively in writing, speaking and online media.

CERTIFICATE PROGRAMS

In addition to ground-breaking MBA programs focusing on the integration of business and sustainability, Pinchot University offers graduate-level Certificate programs which delve deep into the unique opportunities and challenges in sustainability in some of the core industry sectors that are changing business for good. These are accredited programs which are offered when there is significant interest and sufficient enrollment.

Certificate in Sustainable Building Development

Pinchot University’s Certificate in Sustainable Building Development explores the systemic, philosophical and historical forces that have given rise to the green building field, and examines technological, political and economic forces shaping its current and future development, providing a solid overview of the trends favoring a shift to a more sustainable built environment.

Certificate in Sustainable Energy Solutions

Pinchot University’s Certificate in Sustainable Energy Solutions provides an overview of the terms, concepts, technologies and framework needed to take a concept or idea for a new venture through the final steps to making the “pitch” in the sustainable energy marketplace. The program presents the economics of alternative energy systems from a utility perspective and consumer, national and new venture perspectives.

Certificate in Sustainable Food and Agricultural Systems

Pinchot University’s Certificate in Sustainable Food and Agricultural Systems offers an integrated examination of food systems in the United States and the broader movement toward sustainable practices, innovation and whole-systems development.

ACADEMIC AND STUDENT ACTIVITIES

Diversity and Social Justice (DSJ) Committee

Pinchot University’s student-led Diversity and Social Justice (DSJ) Committee assists Pinchot in becoming a more welcoming community to diverse populations and helps ensure that the school is meeting its mission and vision of a curriculum that infuses social justice throughout the curriculum. The Committee’s vision is that Pinchot University becomes a leading example of racially mixed and economically integrated community that joins together to solve the business challenges of our time.
Committee projects benefiting the student and faculty community include guest speakers, syllabi review and mentoring of faculty for inclusion of Social Justice resources and research in collaboration with other institutions.

Net Impact Committee

Net Impact’s mission is to improve the world by growing and strengthening a network of new leaders who are using the power of business to make a positive net social, environmental, and economic impact. Pinchot University is a Gold Member of Net Impact. Gold status indicates the most outstanding Net Impact chapters. These chapters provide many opportunities for their local members to develop professionally, network and engage in passionate idea-driven conversations with other Net Impact chapters, and make long-lasting positive change through participation in Impact Programs. Pinchot University students have a solid and impressive track record of participation in business competitions including rapid design at national conferences such as the Business Alliance for Local Living Economies (BALLE).

STUDY TOURS

Pinchot University offers students, alumni and community members a unique opportunity to study global perspectives and approaches to environmental and social sustainability, sustainable business, management and leadership theories and practices, economic policies and specific environmental and social impacts, e.g., supply chain, labor, lifecycle analysis and waste, etc. The intent of the study tour course is to develop both awareness and sensitivity to other cultures and to learn new technologies and responses that those cultures have developed to achieve social, environmental and economic sustainability in business.

Study tours are generally 10-14 days in length and focus on sustainability and social justice issues within the areas visited. Students can elect to participate in the study tour for credit, as an auditor or for professional development. Study tour destinations are selected each year through a student-led process. Pinchot has led international study tours to Canada, China and Cuba, as well as a US-based study tour to the Rust Belt (Detroit and Pittsburgh).

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<th>PRINCIPLE 3</th>
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<td>We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.</td>
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Pinchot University’s approach to curriculum design and delivery methods demonstrates our commitment to providing an optimal learning experience. This approach, combined with our innovative and highly regarded Leadership and Personal Development (LPD) curriculum and our interactive and dynamic learning community, serves to foster effective and creative change agents for sustainability.

Pinchot graduates go on to develop their own business ventures as entrepreneurs, to transform existing companies as intrapreneurs, to lead the movement towards sustainable business as consultants and analysts, and to bring sustainability to the far reaches of the globe by leading non-profit organizations.

OUR APPROACH

The Pinchot University education combines traditional instruction and course work with team-based applied projects, research and field experience to solve real-world business challenges. Pinchot faculty design instructional activities to encourage students’ active engagement with the learning content, creating interactive dialogue. This approach stimulates critical thinking, analysis and application of theory to complex business situations.

Curriculum design and delivery methods are selected based on content, topic, learner needs, learning objectives, optimal pedagogy and computer technology capabilities. We believe leadership, teamwork and fluency with software programs and online collaboration tools are essential competencies for business leaders and managers.
Students are expected to build and demonstrate a mastery of skills and knowledge, defined by learning objectives. This requires active participation in learning activities, such as preparing business options for clients of the Center for Inclusive Entrepreneurship (CIE, the Pinchot Learning Center for low-wealth entrepreneurs). Given the importance of high-performance teamwork to managerial and leadership roles, a large percentage of learning activities and assignments require collaboration. Students are evaluated based on both individual and team performance.

Pinchot has implemented the practice of “flipping the classroom” in much of the curriculum. With the “flipped classroom,” students view lectures and cover written material asynchronously, outside of class time. When students come together during class, they therefore don’t passively listen to a lecture, but rather practice what they’ve learned, through exchange, discussion and exercises with both faculty and fellow students. This process leads to mastery of the subject matter.

LEADERSHIP AND PERSONAL DEVELOPMENT

As part of the curriculum for both the MBA in Sustainable Business and the MBA in Sustainable Systems programs, students take a required series of six Leadership and Personal Development (LPD) courses. The courses meet in small groups throughout the program duration. The LPD curriculum is designed to deepen community-building and leadership skills through learning objectives that grow personal awareness as well as build capacity to lead individuals and teams. We cultivate experience as a text from which to learn to live and lead authentically. The course design continues to evolve based on current leadership and personal development research.

The innovative LPD curriculum helps to distinguish Pinchot’s MBA programs from other business education programs, and is consistently rated by students as among the most valuable and life-changing courses at Pinchot.

PINCHOT COMMUNITY

Pinchot University students form a diverse and highly interactive community of adult learners committed to changing the world. Our learning community shapes the academic experience and provides a framework for lifelong learning among alumni and the extended Pinchot community. Students learn from each other, enhancing their educational experience and outcomes.

As a learning community, we make time to appreciate other perspectives and get to know one another. Building community takes time but is seen as an important part of one’s academic development at Pinchot. We believe that every voice and viewpoint deserves to be heard, and we strive to create opportunities to engage more fully in dialogue and solve problems co-creatively.

The greater Pinchot community includes academic leaders, industry innovators, students and alumni who provide a continuing source of knowledge, experience and inspiration for each other outside the classroom and after graduation. The Pinchot community incubates industry breakthroughs and innovations by bringing together a network of talented people who share their expertise, support and insight. We gather world-class faculty, visiting change agents, industry leaders and our students to create an intense and engaging learning community.

Pinchot students become members of a dynamic community of industry pioneers, world-class faculty, business-leading alumni and talented peers who are working together to advance responsible business practices across the globe and to design, lead and evolve enterprises that contribute to the common good.

CENTER FOR INCLUSIVE ENTREPRENEURSHIP (CIE)

The Center for Inclusive Entrepreneurship (CIE) at Pinchot University provides entrepreneurship and enterprise support that empowers people in low-wealth and underserved communities to build resilient, sustainable and equitably shared community wealth. Through entrepreneurship and enterprise, CIE clients are pursuing financial self-sufficiency and becoming leaders in “poverty-proof” community building. Additionally, CIE provides learning opportunities to students within Pinchot’s MBA programs to provide short-term solutions for immediate and relevant application of local small businesses. These real-life and real-time projects serve as the learning lab for students focused on gaining additional practical experience and in providing relevant volunteer time.
Inclusive
CIE programs give priority to people with barriers to financial self-sufficiency and with limited access to mainstream entrepreneurship and enterprise support resources.

Focused on Fundamentals
Focusing on the fundamentals of business finance, marketing and management, CIE’s CommunityEnterprise™ offers simple and effective approaches to meet the large and growing need for business development training and support in underserved communities.

Systemic
Working with its partners, CIE’s CommunityBuilders™ innovates systemic wealth building approaches in communities where small-scale entrepreneurship can make a real difference in people’s lives. These include community-based self-help banks, cooperatives, inclusive supply chain development, import-substitution strategies and social enterprise development.

Collaborative
CIE’s CommunityFutures™ provides a venue for bringing together communities and offers mission-aligned collaborative consulting, capacity building, project management, and collective impact backbone services to community-based agencies, organizations and initiatives. In addition, we work with our clients and their communities to co-create community-based research in collaboration with Pinchot University faculty and students.

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.

Pinchot University aspires to make tangible contributions to the theory and practice of sustainable business through research, experimentation and application. Our research aspirations remain strong but as yet not fully realized, given our student-centered approach and our necessary focus on program development, on-going evolution of our curriculum, pedagogy, outreach and support of the Pinchot community.

Several members of the Pinchot University Faculty Academy have published academic books inspired by their disciplines. Additionally, students recently assisted two faculty members in publishing an updated version of a book focused on sustainability by researching relevant updates.

PRINCIPLE 5 | PARTNERSHIP

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.

Pinchot University fully supports the Partnership principle, and we continue to expand our outreach to and interaction with the business community.

The successes of our graduates and Pinchot’s overarching purpose to change business for good is contributing to trends within the greater business community—its leaders, educational institutions, and stakeholders—to make sustainability and responsible business practices more integral to their organizations. Sustainability is now becoming an industry standard.

220 & CHANGE

220 & Change is a joint venture of Pinchot University, Impact Hub Seattle and Social Venture Partners. Since October 2012, the three organizations have shared the renovated historic Masins Building at 220 Second Avenue South in Seattle’s Pioneer Square neighborhood. This partnership has created a
space to educate inspiring leaders and incubate ventures for the common good, bringing together students and entrepreneurs who want to foster change and representing one of the largest concentrations of social entrepreneurs in the country.

**ACTION LEARNING PRACTICUM (ALP)**

Action learning is a central component of Pinchot’s curriculum. Action Learning Practicums (ALPs) are designed to bring real value to an organization through student projects, allowing the student to both learn and contribute. Working with community and business organizations not only deepens students’ educational experience but also provides a context for coursework beyond traditional syllabus expectations by immersing students in the challenges businesses face every day as they try to implement sustainability practices.

Students focus their practicum experience in one of two areas:

- **Organizational Leadership**, for students who wish to effect change within large established organizations. Examples of organizations serving as sites for nine-month ALP projects include:
  - Seattle Children’s Hospital; The Pinchot Fellowship Program
  - REI
  - Patagonia
  - 3M
  - Johnson & Johnson

- **Social Entrepreneurship**, for students who hope to start their own business or social enterprise. Business enterprises launched through Pinchot student Entrepreneurship ALPs include (among others):
  - Community Sourced Capital
  - Evnu
  - Farm Power Northwest
  - Maven Meals
  - SoupCycle
  - Starvation Alley Farms
  - Stockbox Neighborhood Grocery

**CHANGE AGENT IN RESIDENCE (CAIR) PROGRAM**

Pinchot University’s Change Agent in Residence (CAIR) program invites national and international figures in sustainability into the Pinchot community to spend a weekend “in residence.” This brings the expertise and wisdom of successful community members and role models directly to the learning community with opportunities for group and even one-on-one interactions. Leaders are sought in three categories: entrepreneurs, executives and activists.

Through the CAIR program, Pinchot has further enhanced relationships with business leaders.

**FACULTY**

Pinchot University’s highly diverse Faculty Academy is uniquely structured to include active business leaders and practitioners who can both teach and leverage connections in both for-profit and nonprofit organizations.

Faculty hold affiliations with corporations throughout the United States, broadening our interactions with thought leaders from varied industries.

**CURRICULUM SHARING**

As a key part of Pinchot University’s mission and core values, we seek to influence other business schools to include sustainability as an integral part of their programs. We do this through thought leadership and through direct sharing of our innovative sustainable business curriculum. By fostering responsible business education, Pinchot University can further influence business in the direction of sustainability and social responsibility.
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.

Pinchot University purposefully engages in and facilitates dialogue and discussion regarding social responsibility and sustainability, especially as they relate to business and industry.

THOUGHT LEADERSHIP
Given the leadership capabilities of faculty and management at Pinchot University, keynotes and presentations have been effective in positioning the school as a thought leader on sustainability. Pinchot seeks events in alignment with its mission, including events and conferences centered on sustainability, diversity or environment.

In 2015, Pinchot University will co-sponsor Net Impact in Seattle, bringing a number of faculty and students into forums in this national meeting. Pinchot students will arrange for short-term interventions in Seattle-based businesses by student teams, directly giving back and supporting broad-based sustainability efforts in the region.

EVENTS
Participation in local, regional, national and international organizations and events are key components of Pinchot's engagement in dialog concerning sustainability and social responsibility. Through this engagement, Pinchot ensures that our curriculum remains current and innovative and strives to influence other entities towards sustainable and socially responsible practices.

Pinchot-Sponsored Events
Pinchot-sponsored events such as Change Agent in Residence (CAIR) presentations, Building a Sustainable Economy (BASE) Bainbridge Lecture Series, Pinchot Open Houses and Net Impact events provide opportunities to reach out to local business leaders, community members and prospective students. Through such events, Pinchot fosters dialog concerning pressing issues surrounding business and sustainability.

Pinchot University actively supports current students and alumni launching events. A recent alumnus is hosting the TEDxOlympia event focused on issues of sustainability. Pinchot is providing the alumnus with marketing and support for this event. Pinchot leverages social media by supporting conferences created by alums such as Sum + Substance, national gatherings around purpose + career, and in supporting Conscious Company Magazine, which was recently launched by Pinchot student.

Local and Regional Organizations and Events
Pinchot University is an active member of business and sustainability organizations and their respective events in the Greater Cascadia region. Participation in these local and regional events comprises a key component of outreach for Pinchot University.

Pinchot participates in a wide cross-section of local and regional events, including:

- Sustainability events offered by local industry leaders, regional GoGreen conferences, Washington Clean Technology Alliance events, Climate Solutions events, Green Drinks;
- Business events such as the Seattle chapter of Lean In, Net Impact events, Washington Clean Technology Association events and industry specific events;
- Diversity and social justice events such as the Democracy Collaborative;
- University participation with local, regional and national thought leaders in education, sustainability, entrepreneurship and business, including: the Business Alliance for Local Living Economies (BALLE); National Association of Graduate Admissions Professionals (NAGAP); the Association for the Advancement of Sustainability in Higher Education (AASHE); Bioneers; Social Ventures Network (SVN); B-Corps; Fledge; Impact Hub; and the International Society for Sustainability Professionals (ISSP).
National and International Organizations and Events

Pinchot University's participation in national and international organizations and events further enables us to promote dialog and debate on a wide scale regarding issues of sustainability and social responsibility. Pinchot faculty and staff frequently participate as presenters or facilitators at events including:

- Social venture and social leadership events such as SVN (Social Venture Network) events and BALLE (Business Alliance for Local Living Economies) events;
- National sustainability events such as the International Society of Sustainability Professionals (ISSP) and GoGreen Conferences;
- Business as Usual: Entrepreneurs and Intrapreneurs in Action; business events hosted in venues in Sarasota, Boston and Atlanta with co-founder, Gifford Pinchot;
- Hosting visit by International MBA students from Thammasat University, Bangkok, to meet with Pinchot faculty and Seattle-based businesses as part of the emerging Pinchot international exchange program;
- Diversity and social justice events such as the Democracy Collaborative.

LEVERAGING THE SOCIAL WEB

To have the impact we wish to have on the world, Pinchot University must be an important source of breakthrough thinking on the role of business in building a sustainable economy. Through well-planned participation in the social web, we will become a major node in the worldwide conversation on sustainable business.

Pinchot's social media strategy includes:

- **Blogs.** Faculty, staff, alumni, students and other Pinchot community members actively post blogs that serve to foster dialog on business, higher education, sustainability and social responsibility.
- **Twitter.** Pinchot uses Twitter to showcase Pinchot’s thought leadership at events and academic programs utilizing student- and faculty-generated content.
- **YouTube.** Through YouTube, Pinchot University directly provides samples of Pinchot courses and programs.
- **FaceBook.** The Pinchot community actively uses FaceBook to discuss ideas and events and to engage with prospective students and others interested in Pinchot and sustainable business.
- **LinkedIn.** Pinchot’s Career Services leverages this tool for internships, projects and career transitions. The Leadership and Personal Develop faculty as well as the career counselor work with students to leverage this tool for career and business connections.

It is anticipated that as new tools and technologies emerge, Pinchot will continue to innovate and integrate these into the system.

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We are a university committed to the common good, for people who want to transform organizations, communities or markets in ways that are practical, positive, sustainable and profitable.

In 2002, we launched the first MBA in Sustainable Business in the country. Today, we’re still creating leaders for a sustainable future, offering MBA study in real world projects, an experiential, student-centered approach and a unique focus on personal development.

Let’s change business for good.