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I. LETTER OF RENEWED COMMITMENT

The University of Wisconsin-Whitewater College of Business and Economics is honored to present this progress report on the United Nation’s Principles for Responsible Management Education. The College began its commitment to PRME in April 2008, and we are pleased to continue our endorsement of those principles.

The College’s central mission has not changed since the last progress report in 2015. We continue to focus our talents and energy on responsible contributions to a global business environment, emphasizing ethical behavior, leadership and a commitment to shared values.

We have updated our goals and strategic priorities, however. The preamble to the new Strategic Priorities captures the spirit and intent of our deepened commitment to educational excellence.

A world-class college, like CoBE, is built on the personal interaction of world-class faculty, students, alumni and business partners. It provides exceptional student experiences and delivers a relevant and rigorous curriculum through innovative and effective teaching. It has built a reputation of excellence in multiple areas and has significant financial resources that are well managed to support its goals. It strives daily to deliver on its mission.

Since our last report, our commitment to PRME has deepened significantly. We have had two working groups re-examine the principles of PRME and our corresponding activities. They solicited input from across the College to recommend potential advances and identify potential challenges. Based on their feedback and recommendations, we reaffirmed our commitment to PRME. In Spring 2017, a PRME Committee, comprised of one faculty representative from each department, was formed to reinvigorate the College’s participation in the PRME over time.

PRME continues to be a symbol of the commitment our College has made to enhance the leadership abilities and the high ethical standards of our students. We look forward to intensifying our commitment and activities in the years to come.

John Chenoweth, Dean

College of Business and Economics
II. COLLEGE OF BUSINESS AND ECONOMICS OVERVIEW

The University of Wisconsin-Whitewater’s College of Business and Economics serves approximately 4,133 undergraduate and 734 graduate students on-campus and online, conferring the Bachelor of Business Administration (BBA), the Bachelor of Science in Occupational Safety (BS), Master of Business Administration (MBA), Master of Public Accountancy (MPA), Master of Science in Environmental Safety and Health (MS), Master of Science in Education in School Business Management (MSE) and Doctorate of Business Administration (DBA) degrees.

All business programs are accredited by the Association to Advance Collegiate Schools of Business, while the BS in Occupational Safety is accredited by ABET. AACSB International accreditation is the highest assurance of learning standard that a college of business can earn, with less than 5% of business schools worldwide holding this distinction. Using the AACSB definition, the College of Business and Economics has a team of 87 full-time faculty and academic staff, and a total non-academic staff of 36. The faculty and academic staff are a combination of academically and professionally qualified professionals who are committed to quality classroom teaching and current research in their fields.

Our undergraduate curriculum provides students with academic rigor, relevant lab and field learning experiences, and the opportunity to pursue their degrees in several traditional areas of business as well as the specialized area of entrepreneurship. With 13 different undergraduate majors and 11 emphases, students can choose many different career paths. Our BBA General Business and Marketing majors can be completed entirely online or in a mix of online and face-to-face classes. Similarly, the MBA degree offers nine areas of emphasis plus the option to create a customized
emphasis. UW-Whitewater’s Online MBA program has earned recognition and awards regionally, nationally and internationally from sources such as the European CEO, the Princeton Review, U.S. News & World Report, GetEducated.com, Corporate Report Wisconsin, GI Jobs and MilitaryTimes.com.

Vision / Mission / Strategic Priorities

Vision Statement: Partnering with Wisconsin and the World

The College of Business and Economics strives to be the center of an evolving learning community providing students with opportunities for critical learning experiences on campus and throughout the world. We continue to increase participation of students and faculty/staff in committed partnerships with increasingly diverse stakeholders. We foster relationships among these stakeholders, encouraging pride and involvement and leading to consistent strength in education and research in the business professions.

Mission Statement

The UW-Whitewater College of Business and Economics is an inclusive and collaborative learning community dedicated to sharing values, knowledge, and skills to prepare current and future business professionals to compete successfully and responsibly in a global business environment.

Our efforts to engage in high-quality instruction, research, and professional activities add value by:

- providing an engaging environment for educating undergraduate and graduate students that advances critical thinking, entrepreneurial leadership, ethical behavior and an appreciation of diversity;

- developing and sustaining partnerships with key stakeholders that lead to mutually beneficial opportunities for students, alumni, faculty/staff, businesses and the regional community; and

- developing and retaining a high-quality faculty whose members strive for excellence, are current in their fields, and make scholarly contributions through discipline-based, applied, and pedagogical research.
College Strategic Priorities

A world class college like the College of Business and Economics is built on the personal interactions of world-class faculty, students alumni and business partners. It provides exceptional student experiences and delivers a relevant and rigorous curriculum through innovative and effective teaching. It has built a reputation of excellence in multiple areas and has significant financial resources that are well-managed to support its goals. It strives daily to deliver on its mission. The College of Business and Economics will continue to strive to be a world-class business college within the context of the UW-Whitewater mission and our institutional context. The articulation of these strategic priorities also recognizes that we will continue to work on, and devote resources to, a wide range of goals and priorities tied to our mission that are not captured here.

Personal Interactions

A unique characteristic of the UW-Whitewater College of Business and Economics experience is the high level of personal interaction between students, faculty, alumni and business partners. It is this interaction that helps create a high-quality applied learning environment; helps students set and achieve high personal and professional aspirations; and gives Wisconsin’s largest AACSB accredited business school its “small school” feel.

Exceptional Student Experiences

Exceptional student experiences are built and enhanced by clearly focused initiatives that increase student engagement, provide multiple opportunities and ensures that those experiences are aligned with college goals. The College will focus on three particular areas as strategic priorities:

- Student Organizations
- Internships
- International Experiences
Relevant and Rigorous Curriculum

A relevant curriculum is one that engages students in the essential skills they need in their chosen professions. It has immediate application and yet serves as the foundation for their professional career and civic engagement. It prepares students for specific tasks as well as the ability to work through complex situations. A curriculum is most relevant if it has been developed in conjunction with practicing professionals and is regularly reviewed.

A rigorous curriculum is one that is designed to challenge students to think, reason and solve problems. It pushes students to excel and expand their knowledge and skills. A rigorous curriculum is not “hard” for the sake of being “hard”; rather it includes both adherence to a high academic standard but also a carefully prepared pedagogical framework that helps students reach that standard.

Innovative and Effective Teaching

Faculty ensure that their teaching methods are effective through professional development and assessment. Faculty engage in thoughtful preparation for teaching by evaluating “best practices,” learning from their peers and using feedback to improve. Students can improve the effectiveness of teaching by providing constructive criticism in term end evaluations.

Innovative teaching requires a cautious acceptance of risk to try new methods of teaching. These innovations might be “micro” or “macro” in nature. A supportive learning community climate allows faculty to discuss potential innovation, receive critical feedback and attempt new methods; with a clarity of purpose and reasonable acceptance of failure.

A Reputation for Excellence

World-class colleges have earned reputations of excellence in one or more areas. These reputations are built by ensuring a level of quality that is demonstrably higher than others and then drawing attention to those successes.

The College of Business and Economics has numerous areas that already have the qualities necessary to build a national reputation. It also has other areas where increased access to resources or devotion of time and effort could positively impact our reputation.

Significant Financial Resources

World-class colleges have the financial resources to improve outcomes related to their strategic priorities and mission. They are financially sound and have the ability to direct significant resources to areas of critical need or new directions.
Delivers on Its Mission

While strategic priorities, annual goals, and areas of excellence may shift over time, the college mission is relatively stable. The mission is a statement of who we are: “The UW-Whitewater College of Business and Economics is an inclusive, collaborative and entrepreneurial learning community dedicated to sharing values, knowledge and skills to prepare current and future business professionals to contribute successfully and responsibly in a global business environment.” While annual goals and priorities may address narrower goals, the College will remain focused on all aspects of its mission and will strive to deliver on that broader mission.

III. THE PRINCIPLES IN ACTION

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.

The College of Business and Economics has a history of teaching responsible management and ethics, largely through the integration of such issues throughout the curriculum. In the last two years, the College has added courses and activities that specifically address issues relevant to the mission of PRME. A sample of these activities follows.

Curriculum / New and Revised Courses

Department of Occupational and Environmental Safety and Health. Now housed in the College of Business and Economics, the Department of Occupational and Environmental Safety and Health prepares students for rewarding careers protecting America’s workforce, the public and the natural environment. As Environmental Safety
and Health (ESH) professionals, graduates are concerned with the interaction between people and the physical, chemical, biological and psychological factors which affect safety, health and productivity. The College offers a Bachelor of Science of Occupational Safety, Master of Science in Environmental Health, Minor in Environmental Management, and a Minor in Occupational Safety.

**Corporate Social Responsibility Certificate.** Made available to all majors in Fall 2015, this certificate program was created to help students identify and apply ethical principles; identify how individuals and organizations impact the environment; utilize the scientific method to solve a CSR problem; and evaluate how leaders act responsibly or irresponsibly in relation to the environment, community, and various stakeholders.

**Foundations of Nonprofits and Non-Governmental Organizations (MANGEMNT 370)**
This new course has been developed and will be available Fall 2017. Looking forward, we intend to have a nonprofit management emphasis and minor—and eventually a major—to help prepare students to lead nonprofits in an effective and sustainable manner.

**Business and Society (BEINDP 101).** This introductory business course was successfully added to the curriculum and is required of all entering first-year students. The course is intended to introduce all business majors to the global societal issues that surround business. The curriculum focuses on the College's mission statement of building professional leadership through cultural and diversity awareness, ethical responsiveness, innovative problem solving, and critical thinking.

**Service and Sustainable Operations (ITSCM 466).** For the Information Technology and Supply Chain major, this course was revised from “Management of Service Operations” to “Service and Sustainable Operations.” This course now shares the sustainability challenges and opportunities facing supply chains today. Students learn about the numerous tools for increasing environmental, financial, and social sustainability throughout the supply chain of manufacturing and service operations—i.e. the firm’s supply base, internal operations, transportation, facilities, customer use, and disposal. These tools include life cycle analysis, project management, design for the environment, and industrial ecology.

**Ghana, West Africa: Culture, Education and Economics (BEINDP 491).** For the 2016-2017 Fall Semester, a 3-credit travel study program on Ghana was offered. The coursework explored Ghanaian education, customs and traditions, marriage and family, and gender roles, with a special focus on the economy and entrepreneurship. The entrepreneurship emphasis focused on the empowerment of rural Ghanaian women through micro and small business enterprises. A group of students
and faculty traveled to Ghana for a two-week period in January 2017, which exposed them to the peoples of Ghana, in both urban and rural locations. One of the businesses visited was Global Mamas, a company dedicated to empowering women to support their families, send their children to school, improve their health, and save for the future by creating and selling unique, handcrafted products.

Committees and Activities

**Embedding the PRME in Business Law Classes.** Dr. Amy Klemm Verbos, Chairperson of the College’s PRME Committee, presented Embedding the PRME in Business Law Classes at the 2015 Midwest Academy of Legal Studies in Business/MBAA International Conference in Chicago, IL. She discussed the ways in which the PRME and UN Global Compact can be integrated into a basic business law course and a labor law course.

**Liberal Education America’s Promise.** UW-Whitewater is an active participant in LEAP and sponsors teams each year. Dr. Amy Klemm Verbos, Academic Staff Lynn DuPree, and three students created LEAPtopia, a 2017-2018 LEAP team that is in the process of creating and piloting an assignment to introduce the PRME, the UN Global Compact, and the UN Sustainable Development Goals to business freshmen in the Business and Society course required for all business majors. This LEAP team is also creating materials to reach out to student groups to engage more students in actively pursuing the PRME as a part of their service activities. The assignment will be rolled out to all Business and Society sections in Fall 2018. The student engagement materials will also be rolled out at that time.

**Women in Business Committee.** In an effort to address the underrepresentation of women in the College of Business and Economics, a Women in Business Committee was established in Spring 2016. This committee initiated a Fall 2016 event which brought in 60 girls from area high schools to give them an opportunity to explore both the College and different career options. Each department created an activity and girls chose three activities to participate in. A successful female alumna gave the keynote address, there was a networking lunch event, and students completed feedback forms. The Committee is in the planning process for a Fall 2017 event.

Programs and Events

**CyberGirlz / CyberHigh.** The ITCSM faculty supports summer camps at UW-Whitewater to help introduce girls, minorities and low-income students to computer technology, programming and career opportunities. Topics include programming and app development, web design, computer breakdown and repair, and social entrepreneurship.
Latinx Business Day. In February 2017, the College held an inaugural Latinx Business Day event, which was open to everyone on campus. With the theme, “How Latinx leaders are influencing business,” it touched on subjects such as leading non-profit organizations, social and political activism, and melding passion with purpose to transform society.

Business Ethics Week. The College held Business Ethics Week events in Spring 2016 and Spring 2017. Open to students, faculty and visitors, the event emphasized the critical role of business ethics and connected what student learn in the classroom with real life challenges. Four Wisconsin executives—all alumni and seasoned professionals—discussed business ethics and examples from their respective companies.

Codes of Conduct

The following values lie at the heart of UW-Whitewater:

1. Commitment to the pursuit of knowledge and understanding
2. Development of the individual
3. Personal and professional integrity
4. Commitment to serve
5. Commitment to develop a sense of community, respect for diversity, and global perspectives

The College of Business and Economics also expects students to subscribe to the College’s Student Honor Code.

Student Honor Code

In Spring 2015, the Dean’s Advisory Committee adopted the Student Honor Code that follows.

UW-Whitewater's College of Business and Economics students are expected to subscribe to the College’s Student Honor Code:

• As members of the University of Wisconsin-Whitewater College of Business and Economics community, we commit ourselves to act ethically in all aspects of our academic lives.

• As students, we promise that our work demonstrates the highest integrity. We will not misrepresent our work, nor plagiarize, nor use unauthorized aid to gain a higher academic standing.

• As we participate in our academic setting, we commit to promoting diversity and professionalism in our classrooms. We encourage participation from all members of our community, showing respect for others' personal dignity, rights and freedoms.
• We will value the academic property that is Hyland Hall as well as the property of individuals throughout the UW-Whitewater campus.

• We choose to endorse this set of values, thereby accepting responsibility for acting by these principles.

Faculty/Staff Honor Code

The UW-Whitewater College of Business and Economics continues to subscribe to the Statement of Professional Ethics developed by the American Association of University Professors.

Learning Communities

As mentioned in the previous SIP report, the college offers eight freshmen learning communities: Beyond Numbers, Business and Me, Business without Borders, Business of Positive Influence, Calculated Careers, Everybody’s Business, The Innovators, and Venture Hawks. Three of these learning communities continue to relate directly to the values and vision of PRME: Business of Positive Influence, Everybody’s Business and The Innovators.

Student Organizations

The college has 28 student organizations that help students round out their classroom experiences and most include ethics and sustainability programming opportunities throughout the year. The following student organizations particularly embrace socially responsible management issues.

American Marketing Association

The Collegiate Chapter of the AMA and its sister organization, Creative Marketing Unlimited, work with regional business through the development of marketing plans, implementation of plans, marketing research, and event planning. In 2016-2017, the AMA worked with the Lake Geneva Women’s Weekend Committee, Fort Healthcare Patient Satisfaction, Rock River Stormwater Group, Studio 84 Inc., Good Works Film Festival, Paddy’s Paws, Being There-Reaching Out, Wisconsin Economic Development Corporation, Rock River Coalition, and City of Elkhorn Utilities.

Enactus

Enactus is a community of student, academic, and business leaders committed to using the power of entrepreneurial action to transform lives and shape a better more sustainable world.

University of Wisconsin–Whitewater College of Business and Economics
Golden Key Society

Golden Key serves as a community for students dedicated to shaping the world and a commitment to excellence. The chapter offers a sense of fellowship within the Society’s three pillars – Academics, Leadership and Service – and are dedicated to achievement – personally, professionally and altruistically.

Water Environment Federation at Whitewater

The Student Water Environment Federation is an organization that educates individuals and organizations about emerging water business issues, promotes water business opportunities, and develops and support strong alliances.

Whitewater Water Council

The student Water Council is an organization that has been charged with spreading awareness of water issues at local, regional, national, and international levels, along with being a group that cultivates the talent of its students and promotes an atmosphere where ideas and solutions to water problems can flourish. The group’s goal is to increase understanding of water quantity, quality and accessibility concerns and how these concerns affect society and business.

From May 2016 through May 2017, this organization participated in a Whitewater Creek Stream Cleanup project. Students saw first-hand how everyday products such as plastic bags and plastic soda bottles end up in our streams, polluting the waterway. They cleaned a quarter-mile stretch of Whitewater Creek, starting downtown and going to campus.

In April 2017, student members went on a field trip to the Milwaukee Water Center, where entrepreneurs and start-up firms work to address important issues such as new methods to clean wastewater to finding more affordable ways for people to have access to clean drinking water.

Whitewater Water Council members have attended the Water Leaders Summit 2017 in Milwaukee, Wisconsin, which had the theme of water security strategy. The annual Summit offers an opportunity for water professionals to discuss vital current global water issues and advance innovative solutions shaping the future of water technology and our world’s water crisis.
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.

Each spring the College issues a request for proposals for summer research grants. Current priority areas that align with PRME principles include: Applied Research; Diversity/Inclusive Excellence, and Social, Economic, and Environmental Responsibility and Sustainability.

The Department of Economics provides a number of ways for interested students to pursue undergraduate research. Some students pursue an undergraduate research project through an independent study (ECON 498) course for credit, working under the mentorship of a faculty member.

The following list contains a representative sample of faculty research since the last Report on Progress.

Academic Journals

Conference Proceedings

• Kopf, D., and Hsu, M. *Game theory, ethical decision making and sustainable development*. 2017 Marketing Management Association Spring Conference, Chicago, IL. March 2017. (This paper won the Best Paper Award in Ethics, Cross Cultural and Corporate Social Responsibility Track at the Conference.)


• Land, A., Nielsen, H., Seuring, S., Neutzling, D. *Sustainable supply chain management practices and dynamic capabilities in the automotive industry*. Academy of Management, Vancouver, B.C. August 2015. (Nominated for Best Student Paper in Operations Division.)

• Prasad, S. *The role of groups in reducing the total cost of healthcare for disenfranchised communities*. 3rd International Conference in India Environmental Exposure and Preventive Health Care, Delhi. February 2017.


**Books**

Dr. Amy Klemm Verbos is also the lead editor of the following book, forthcoming in June 2017, in Greenleaf Publishing’s PRME Series, and the following chapters.


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.*

Students in Operations Strategy (ITSCM 768)

Students conducted case studies of local food and beverage manufacturers in Wisconsin implementing sustainability initiatives. Students were able to identify the main drivers of sustainability efforts along with the major challenges or obstacles encountered. Opportunities to provide resources and assistance to the businesses were determined and will be readdressed in future courses and projects involving students. This activity not only strengthens relationships with external business partners of the College of Business and Economics but also aims to lower the environmental footprint of firms impacting our local communities and ecosystems.

Global Operations Strategy (ITSCM 465)

Students worked with Sodhana Charitable Trust to improve rural health care through the following activities:

- **Rural Health Care Networks.** The preventative rural health care model is a tool created for interested parties to use as a template for custom initiatives in coordinating the delivery of health care services and specifying transportation to and from health care facilities to rural villages in India. The model defines the health care services best practices for antenatal and neonatal care as well as resources necessary to ensure the health of pregnant women and infants are under medical supervision. Combining the model and current government programs results in an efficient and effective approach to implementing an independent health care program.

- **Joint Action research.** Over 5000 women and children have been provided with health care provided to the “last mile.”

- **Research with doctoral student.** Health of Agricultural Workers in Rural India: Implications For Intervention (Dr. Borra Harish, Sodhana Charitable Trust (presenter) with Sana Ahmed, University of Wisconsin-Whitewater).
Alumni Engagement

The College has developed an active network of alumni, many of whom are in C-level, executive or senior management positions. For the 2016-2017 year alone, it is estimated that 652 alumni and friends engaged with the College by serving on an advisory board, mentoring a student, speaking to a class or student organization, or attending an event. This activity, which greatly enriches the academic ecosystem, is summarized below:

- Number of Advisory Boards: 8*
- Total Membership: 161
- Alumni Members: 127
- Non-alumni Members: 32

*8 boards did not report; approximately 40 additional members serve on those boards

Principle 6 | Dialogue

_We will facilitate and support dialog 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._

International Conference

UW-Whitewater participated in the 3rd International Conference in India: Environmental Exposure and Preventive Health Care Conference. A joint effort by UW-Whitewater, India Institute of Technology, India Pollution Control Association, and India Development Service, the conference was held on February 3, 2017 at the India Institute of Technology in Delhi. Participants included UNICEF, UW-Whitewater, IIT-Delhi, NGOs and government officials.

Sustainability Fellowship

The University of Wisconsin-Whitewater Sustainability Fellowship offers an opportunity for colleges and disciplines across campus to integrate environmental and social topics into the classroom, and improve the university’s recycling and sustainable procurement efforts. ITCSM faculty are serving on the search and selection committee for the campus fellowship position. This is an opportunity to identify other faculty and staff with similar interests and passion, form collaborative relationships, and ultimately have a greater impact campus-wide.

The Fiscal and Economic Research Center

With ongoing research projects, this Center helps businesses, local governmental agencies, and not-for-profit organizations with economic research. The mission of the Fiscal and Economic Research Center (FERC) is to tap into faculty expertise to
provide services to members of the regional community. In achieving this mission, FERC provides high-caliber students with the opportunity to work closely with faculty experts in applying concepts and theories to practice. Project-based work not only enhances students' educational experience, but it also maximizes their value to future employers by providing them with an economic tool-set.

One of FERC's current projects is a study of “The Economic Value of Recreational Angling in the Bay of Green Bay Watershed.” Fishing is an important and popular recreational activity that takes place in Green Bay. Therefore, it is important to study the impacts these activities have on the local area and receive feedback from participants in the activity, so we can improve the job of managing Wisconsin's natural resources.

FERC has also recently:

- Partnered with the UW-Whitewater Foundation to evaluate succession planning in community banks
- Analyzed 20 years of home sales in the Muskego area to determine the impact of proximity of the city's bike path on home prices.
- Calculated the impact of UW-Whitewater on the earnings of its graduates.
- Partnered with Economic Development Partners, LLC and Economic Impact Services, LLC to determine the impact of a Highway 60 reliever route on the expansion of industrial parks in Washington County.
- Partnered with the Wisconsin Hickory Association to determine the feasibility of a hickory product industry.
- Partnered with Economic Development Partners, LLC for a feasibility study on the development of an aronia berry industry in Wisconsin.
- Partnered with the Root-Pike Watershed Initiative Network Inc. and the Southeastern Wisconsin Watersheds Trust, Inc. to assess the effectiveness of water quality outreach and education efforts in the Greater Milwaukee watersheds.
- Partnered with Milwaukee Irish Fest to determine the impact the festival has had on tourism-related activities to Ireland.
- Partnered with Vegetal ID and the Milwaukee Metropolitan Sewerage District (MMSD) to analyze survey results on the use of Green Roofs.
Institute for Water Business

The Institute for Water Business was created for the purpose of developing water business acumen and capacity through education, research, and multi-stakeholder collaboration. A place for transdisciplinary action learning, research, and outreach, the Institute for Water Business seeks to engage, educate, and empower stakeholders to identify and successfully respond to regional, national, and international water business issues, challenges, and opportunities. The Institute recently completed a study of the Fund for Lake Michigan, which determined its 2014-2015 grant-making projects boosted property values by $86 million.

The Small Business Development Center (SBDC)

The Wisconsin Small Business Development Center (SBDC) at UW-Whitewater continues to be hosted by the College of Business and Economics. The SBDC at UW-Whitewater is part of a statewide network supporting entrepreneurs and business owners through no-cost, confidential consulting and targeted educational programs. In 2016, the SBDC served 83 clients. Client businesses retained 15 jobs, created 12 new full-time jobs, started eight businesses, and raised over $13 million in capital.

Volunteer Income Tax Assistance Program (VITA):

Each year the IRS Volunteer Income Tax Assistance (VITA) Program at UW-Whitewater offers free tax help and free electronic filing of federal and Wisconsin tax returns for full-year Wisconsin residents. It is intended as both an academic experience for the students as well as an outreach service for the campus community and beyond. VITA at UW-Whitewater provides a unique opportunity for accounting students to gain valuable experience in dealing with clients from many backgrounds and deepen their understanding of the laws and practice of federal and state income taxation. Student participation in Spring 2017 more than doubled over the previous year.

The Wisconsin Innovation Service Center (WISC)

The Wisconsin Innovation Service Center is a specialty center of the Wisconsin Small Business Development Center. WISC helps clients make informed decisions by providing research on market opportunities, customers and competition. Inventors can better understand their idea’s market potential, identify licensing partners, and solve manufacturing and distribution challenges. Business owners gain a competitive advantage through assessments that provide up-to-date, in-depth knowledge. WISC market research helps companies strategically diversify their customer base and identify target markets for cost-effective growth.
Wisconsin Center for IT Services (Wi-CITS):
The Wisconsin Center for IT Services assists small businesses and not-for-profit organizations by providing IT solutions including website design and development. Student interns and faculty supervisors help clients with optimizing search engine results, improving website security, and creating user-friendly designs and easy updates.

Whitewater University Technology Park

The Whitewater University Technology Park continues to create and foster durable businesses and jobs through a close alignment of the University of Wisconsin-Whitewater’s research and educational competencies and the resources of the City of Whitewater. The Park serves as a foundation for a diversified and robust regional economy through the attraction of new residents, utilization of UW-Whitewater faculty, staff and student expertise and the retention of alumni talent. University faculty, staff, and students are actively involved in the Center’s business incubator and accelerator programs and services.
### IV. College Goals and Key Objectives

#### 2015-2016 College Goals

Six of the College’s 2015-2016 goals were directly relevant to the implementation of the PRME and listed below.

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Goals</th>
<th>PRME Principle</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Educator-Scholar Community</strong></td>
<td>Review results of the College’s “impact of research” efforts. Finalize measures and data gathering processes. Make recommendations for future work to enhance our impact.</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Review College Research Incentives Program within the context of desired intellectual portfolio of the college, considering mission and impact measures.</td>
<td>3</td>
</tr>
<tr>
<td><strong>Diversity and Global Perspectives</strong></td>
<td>Review current trends related to study abroad and establish ongoing goals to increase the number of students who study abroad.</td>
<td>1, 2, 3</td>
</tr>
<tr>
<td></td>
<td>Establish a task force to review our commitment to PRME and make recommendations for future engagement.</td>
<td>1, 2, 3</td>
</tr>
<tr>
<td><strong>Regional Resource for Businesses, Not-for-Profits and Communities</strong></td>
<td>Initiate a task force charged with identifying metrics and data gathering processes to measure College outreach impact on the region.</td>
<td>5, 6</td>
</tr>
<tr>
<td><strong>Professional and Personal Integrity for Faculty, Staff and Students</strong></td>
<td>Implement recommendations from the Deans Advisory Council regarding the Student Code of Ethics.</td>
<td>1, 2, 3, 5, 6</td>
</tr>
</tbody>
</table>
2016-2017 College Goals

Two of the College’s 2016-2017 goals are directly relevant to the implementation of the PRME and listed below.

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Goals</th>
<th>PRME Principle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional Resource for Businesses, Not-for-Profits and Communities</td>
<td>Develop a corporate partnership program in support of faculty internships, guest speakers, experienced adjuncts, student internships (including international), job placement and advisory board engagement.</td>
<td>5</td>
</tr>
<tr>
<td>Diversity and Global Perspectives</td>
<td>Establish one international collaborative program of significance.</td>
<td>1, 2</td>
</tr>
</tbody>
</table>
2017-2018 College Goals

The College of Business and Economics is currently developing the key objectives for 2017-2018. The College is committed to the following long-term strategic priorities that relate to PRME principles:

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Goals</th>
<th>PRME Principle</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Provide experiences that enhance student learning and development</strong></td>
<td>Increase student participation in High-Impact Practices (HIPs) and co-curricular activities. Define what is meant by HIPs and articulate those that are most effective. The effectiveness of HIPs and co-curricular activities will be documented and increased.</td>
<td>3</td>
</tr>
<tr>
<td><strong>Foster diversity and inclusion</strong></td>
<td>We will increase the cultural fluency of our students, staff and faculty. We will define and track cultural fluency, and implement programs to enhance cultural fluency of students, staff and faculty.</td>
<td>1, 2</td>
</tr>
<tr>
<td></td>
<td>We will continue to create an inclusive campus culture where different perspectives are respected and individuals feel valued. We will support and implement programs that are geared towards fostering an inclusive, respectful campus environment.</td>
<td>1</td>
</tr>
<tr>
<td><strong>Deepen partnerships and relationships</strong></td>
<td>We will seek opportunities to build new partnerships with community, business and governmental organizations in support of our mission.</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>We will enhance existing relationships with alumni, emeriti, friends and other partners. In collaboration with the UW-Whitewater Foundation, we will increase the number and quality of opportunities for these partners to engage with university programs.</td>
<td>5</td>
</tr>
</tbody>
</table>
V. Support Sought

The following are suggestions for ways College PRME initiatives might be supported:

- Share best practices from other partners, through the development and maintenance of a web-based clearinghouse or toolkit. Offer webinars or other networking and training opportunities for faculty/staff to be exposed to best practices.

- Offer grant funding or fellowships to support faculty, staff, and student scholarly activity and/or to facilitate capacity building and professional development.

- Sponsor scholarships enabling students to participate in activities that advance the principles of PRME, including internships, international study, etc.