

PRME Development Session 3.B

Sharing Information on Progress with Stakeholders



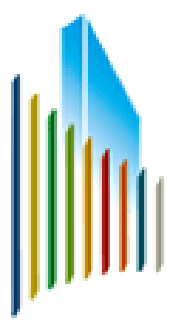
Session objective and agenda

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

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GLOBAL FORUM
for Responsible Management Education

PRME Principles for Responsible
Management Education

PEPPERDINE UNIVERSITY

Graziadio School of Business and Management



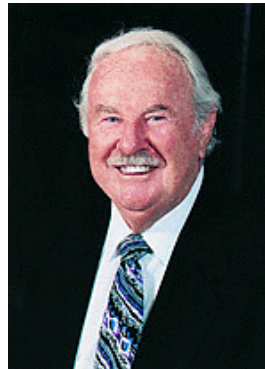
PRME @ Pepperdine

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

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



The Path to PRME @ Pepperdine



PEPPERDINE UNIVERSITY

Graziadio School of Business and Management

Vision

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

PEPPERDINE UNIVERSITY

Graziadio School of Business and Management

Mission

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

PEPPERDINE UNIVERSITY

Graziadio School of Business and Management

Mission ...

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

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Value-centered leaders ...

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

Excellence ...

- Balancing economic, social, environmental, and ethical responsibility
- P³ Net Impact: Profit, People, and Planet
- Corporate Social Responsibility
- Fair Trade
- Social Entrepreneurship
- Peace through Commerce
- Compassionate Capitalism; Capitalism with Conscience

Putting PRME into Practice @ Pepperdine

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

Information sharing challenges

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

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Pepperdine Principles for PRME Reporting

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

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Graziadio School of Business and Management

Pepperdine's approach to PRME Reporting

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

Discussion



Questions

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