

# IMPLEMENTATION OF THE PRINCIPLES OF RESPONSIBLE MANAGEMENT EDUCATION (PRME) REPORT

SHARING INFORMATION ON PROGRESS FOR 2019-2020

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# INTRODUCTION

# LETTER FROM THE DEAN



In my 24 years at the University of Iowa Henry B. Tippie College of Business, I have seen the college evolve into a more diverse and sustainable institution. Working through the challenges of 2020 as interim dean with my campus colleagues has been truly inspiring. Now as dean, I am excited to build meaningful learning experiences for students, support and disseminate impactful research, and engage deeply with our corporate and non-profit partners as we continue our mission to be a leader in business education.

Our commitment to becoming PRME signatories truly humbles us. As a new member of PRME, we have joined over 800 other educational institutions worldwide working towards developing responsible leaders of the future. Students are using their business education to help solve some of the world's biggest problems and become a force for good.

As we strive to transform students, business professionals, business knowledge, communities, and organizations, it is also crucial to re-examine the relationship between business and society. Businesses are not isolated from the challenges and opportunities facing society at large. Businesses in Iowa and across the world will continue to be affected by

strained ecological systems and natural disasters. We know that the challenges of racial injustice outside our walls are also felt inside them. The business community has a tremendous impact on the health and well-being of Iowans, and we commit to educating our students about how social and environmental systems interact with economic systems. The scale and complexity of these challenges will continue to push and test all of us. We will continue to have difficult conversations that test the status quo, so that our students graduate understanding how to make a positive impact on the world through their work and personal competencies.

As a business school we are focused on growing experiential learning opportunities for students through live cases, consulting projects, competitions, and student organizations. This happens through connecting with private and public sector partners to better understand their needs and goals. In our classrooms we are embedding the UN Sustainable Development Goals in our curriculum, ensuring that students gain experience with these issues in every class. And we are building our research capabilities to address the broadest societal challenges through better business. As an organization, we are also searching

for opportunities to reduce our own operational impact through energy conservation and waste diversion efforts. Even with some important steps forward, we are on a journey and will continue to do more.

We are committed to high standards and excellence in education, research, and partnerships, always maintaining a lens of social impact. As the topics of diversity, inclusion and sustainability permeate every aspect of higher education, we must take charge of our actions to integrate responsible business practices into our institution. This report is one way we transparently communicate our actions and demonstrate our leadership in higher education.

Thank you for taking the time to read our report. To learn more about the Tippie College of Business or our commitment to responsible business, please visit [tippie.uiowa.edu/sustainability](https://tippie.uiowa.edu/sustainability).

A handwritten signature in black ink, appearing to read 'Amy Kristof-Brown'.

Amy Kristof-Brown, Ph.D.  
Henry B. Tippie Dean

# EXECUTIVE SUMMARY

In 2020, the Tippie College of Business became the first public college in Iowa to adopt the United Nations' Principles for Responsible Management Education (PRME), a global movement transforming business education through research and leadership. This marked an important milestone for Tippie by aligning our core strategic functions of teaching, research, service, and diversity, equity, and inclusion with the United Nations' 17 Sustainable Development Goals (SDGs) and the six key principles of PRME.

In addition to numerous short-term challenges facing business schools such as the recent COVID-19 pandemic and more competition for students, long-term societal problems necessitate action. The college must prepare our students with the knowledge and skills to work collaboratively and build long-term business solutions that make a positive impact for people and the planet. Importantly, the SDGs include a broad set of objectives such as climate action, reducing poverty and inequality, improving health and well-being, providing decent work and economic growth, and encouraging responsible consumption and production. This broad scope means that all our faculty and students, regardless of what they are teaching or studying, can work toward the SDGs.

The new 2020 Association to Advance Collegiate Schools of Business (AACSB) accreditation standards include specific reporting requirements related to societal impact. Educating business students to be socially responsible is becoming an expectation by our campus community, nation, and world. The UN Global Compact has more than



**PRME** Principles for Responsible Management Education



13,500 corporate signatories. Discussions around conservation and climate mitigation are mainstream. Other business school signatories and academic associations are banding together to share challenges and best practices related to the SDGs. As a PRME signatory, we are enthusiastic about learning from other business schools around the world and sharing our own stories to realize our common vision of socially responsible management education.

During the 19-20 reporting period, Tippie achieved some key milestones. The Introduction to Law course (MGMT 2000), a required course for all Tippie undergraduate (BBA) business students, was included in the University of Iowa's Sustainability Certificate curriculum. This course ensures that all business students will graduate with knowledge about corporate social responsibility, ethical decision-making, equal rights, social justice, and the SDGs. The college also added two undergraduate courses to the sustainability certificate: Policy Analysis (ECON:3650) and Environmental and Natural Resource Economics (ECON:3625).

Over the past few years, students have become increasingly interested in learning how to develop sustainable business solutions. Tippie partnered with Frontier Co-op for our fifth year of hosting the Frontier Co-op – Tippie Impact Competition, which challenges students to develop business models that work towards addressing at least one of the SDGs. Student driven leadership in social responsibility is now commonplace. Student organizations are creating sustainability chairs to lead their own projects. For example, Tippie student interns partnered with Net Impact student organization to start an “adopt a water bottle” program that gives away lost water bottles to students.

The college made considerable progress in our research and external engagement efforts. For the first time, the college organized its research efforts around the SDGs and developed a concept for a research community, which would generate knowledge regarding why organizations and individuals take socially responsible actions and how they can do so most effectively. The Tippie College of Business is pursuing funding opportunities to actualize the concept while also building community among researchers for those who are studying specific societal challenges, including (a) health and well-being, (b) social justice and equity, (c) environmentally sustainable actions, and (d) responsible and resilient futures.

In September 2020, following the creation of the Diversity, Equity and Inclusion (DEI) Action Plan, Tippie established both a dedicated faculty and a dedicated staff position to help the college meet its new strategic goals. The Tippie DEI Action Plan provides a detailed set of goals for how we will live up to our promise through critical tasks, relevant actions, and metrics to measure the success of these initiatives. Our efforts will focus on (a) creating an inclusive and equitable environment, (b) recruit, retain and advance people who contribute to creating a diverse community, (c) integrate diversity, equity, and inclusion into core academic mission of teaching, research, and service and (d) enhance diversity, equity, and inclusion



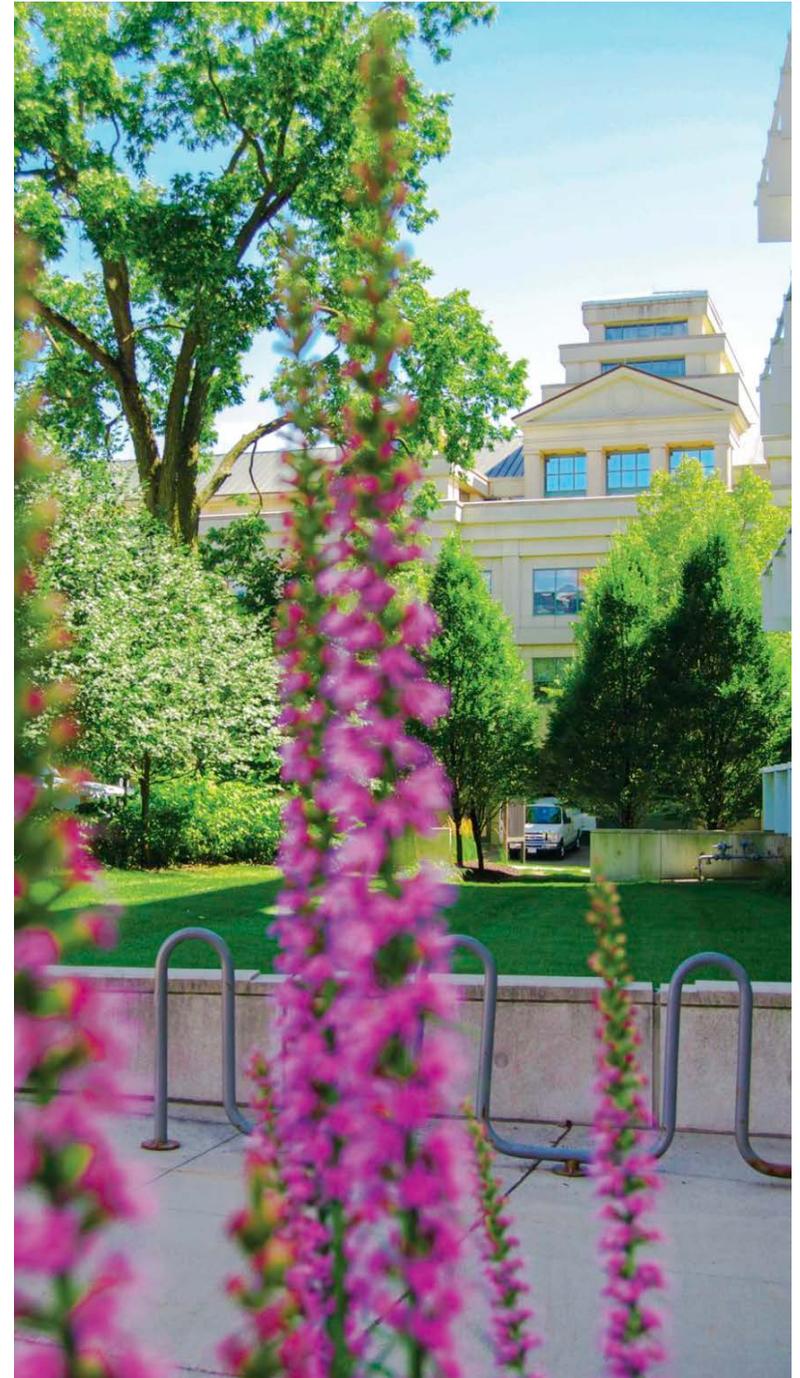
accountability, effectiveness, and collaboration.

Operationally, the Tippie College of Business updated waste management infrastructure in our conference rooms, started a “tiny trash” program to encourage positive recycling behavior, piloted a composting program, and developed a packaging reuse program. Our collegiate facilities team invests in energy conservation efforts such as LED (light-emitting diode) lighting and support companies that repurpose old materials such as Interface Carpet.

In reflection of the past two years, the college had many challenges. Our courses and activities went virtual in 2020 due to the COVID-19 pandemic. Students were located all over the world, and we had to pivot quickly under this new reality. With limited classes and staff in the building, we paused the composting program for several months. The judges of the Frontier Co-op - Tippie Impact Competition decided that the finalists no longer had the in-person resources to finish the competition and made award decisions based on video submissions. Momentum that was built-up prior to the pandemic with student organizations was difficult to maintain. We remain optimistic that this small setback will improve our programming in the long term. Challenges we faced did not waver our commitment to social responsibility. The magnitude and scale of challenges outlined in the SDGs, in particular climate change, demand quick and scalable action. The college will continue to build partnerships and find opportunities to work across campus and throughout the world to do our part.

Moving forward, the college has established some new objectives. We will work to:

- ensure every student will graduate understanding how to make a positive societal impact within the business community and contribute to a resilient and inclusive global economy.
- advance research, scholarship, innovation, and creative opportunities to solve grand societal challenges.
- embed a culture of sustainability within our buildings and operations.
- integrate diversity, equity, and inclusion (DEI) principles in every aspect of our people, programming, and policies.
- facilitate knowledge exchange with the State of Iowa, nation, and world.





BACKGROUND

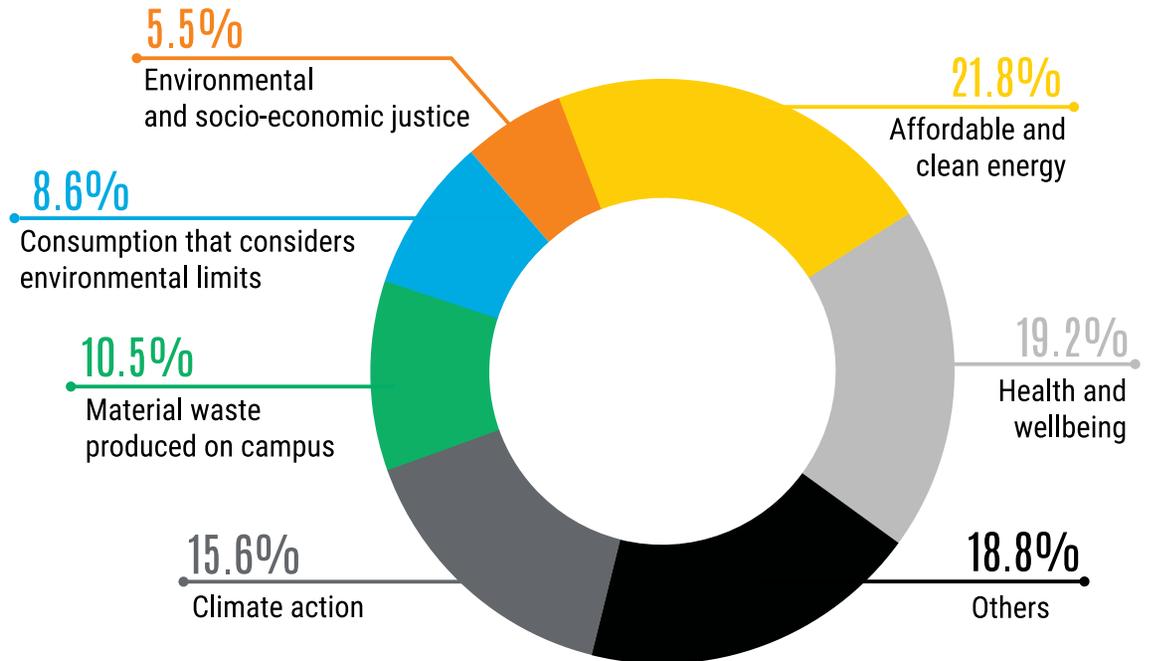
# SUSTAINABILITY AT THE UNIVERSITY OF IOWA

Founded in 1847, the University of Iowa (UI) is the state's oldest institution of higher education, located in Iowa City. As a member of the Association of American Universities since 1909 and the Big Ten Conference since 1899, the UI is home to one of the most acclaimed academic medical centers in the country, as well as globally recognized leadership in the study and craft of writing. UI is known for excellence in both the arts and sciences, offering world-class undergraduate, graduate, and professional academic programs in a wide variety of fields. The University of Iowa's strategic plan focuses on the areas of Research and Discovery, Student, Faculty and Staff Success, and Diversity, Equity, and Inclusion.

The Office of Sustainability under facilities management was founded in 2008 and in 2018 was incorporated into the College of Liberal Arts and Sciences to better align with the academic functions on campus. Newly named the Office of Sustainability and the Environment (OSE), it continues to work towards embedding sustainability throughout campus and is facilitating the development of 2030 campus-wide sustainability goals.

The Sustainability Charter Committee (SCC), comprised of students, faculty, and staff representatives, was created in 2014 to advise the UI President and Administration on the integration of sustainability with existing campus programs. The SCC assists in engaging the campus in an ongoing dialogue about sustainability and instilling a culture of sustainable long-range planning and forward-thinking design through their respective constituencies. The committee also advises and makes recommendations to the president on the development and implementation of campus sustainability action plans.

## ISSUES MOST IMPORTANT TO CAMPUS STAKEHOLDERS



*In 2020, the 2030 goals committee asked campus stakeholders – students, faculty, staff – which social responsibility issues were most important to consider for 2030 goals. Affordable and Clean Energy ranked highest on the list of issues.*

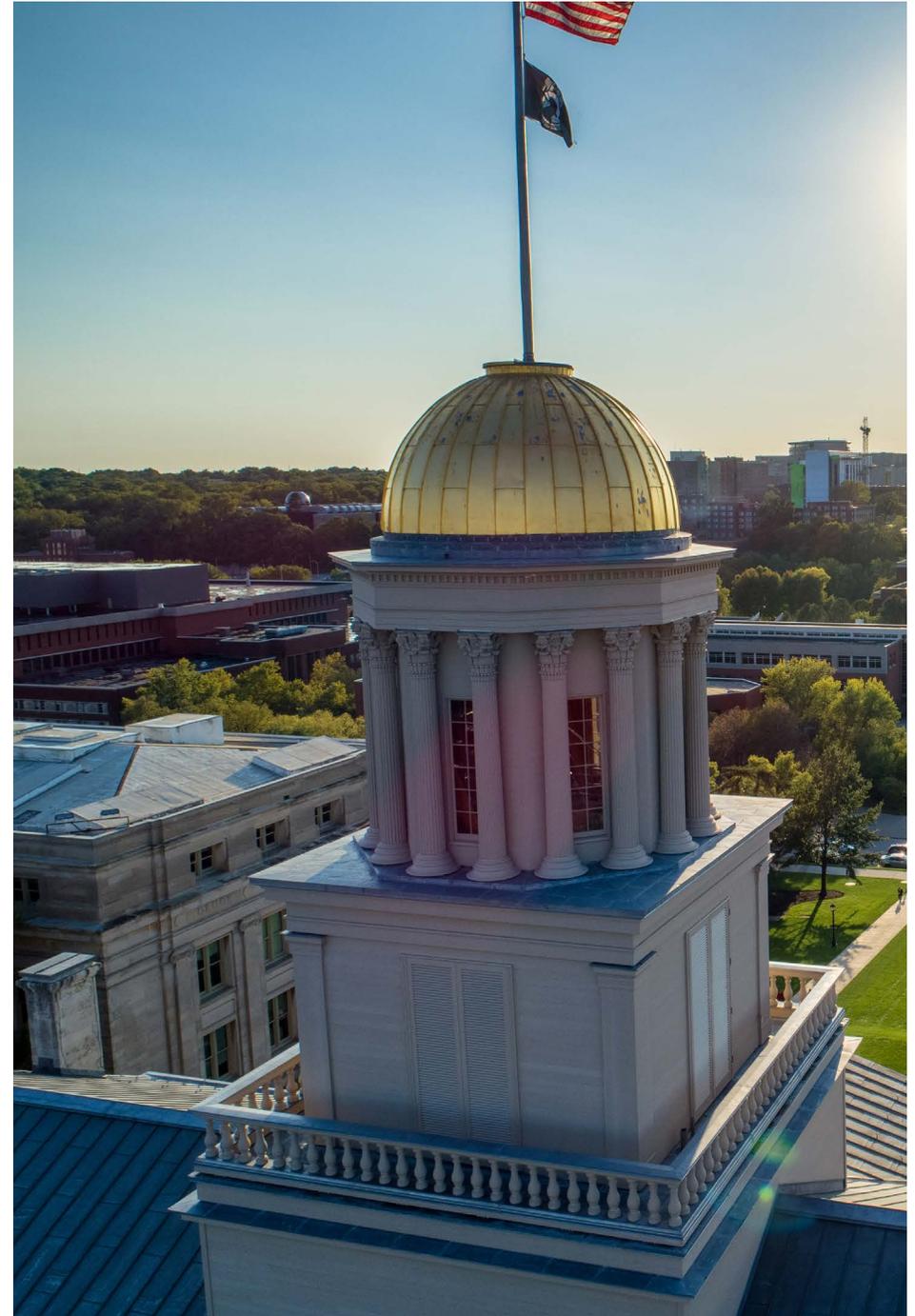
In 2020, the University of Iowa transferred management of its utility system to ENGIE North America. The 50-year partnership with ENGIE and Meridiam will allow the UI to invest \$15 million per fiscal year via grants dedicated to supporting its strategic plan and core missions of teaching, research, and scholarship. The UI is one of the first universities in the country to engage in a utility public-private partnership (P3) for a utility system. Under the agreement, ENGIE and Meridiam are working with the university to ensure:

- the UI meets its goal of being coal-free by Jan. 1, 2025, if not sooner.
- campus sources renewable fuels and incorporate sustainable, lower-cost fuel options into the existing utility systems.
- a seamless transition to welcome all current UI utility system employees.
- students, faculty, and staff will have opportunities to benefit from experiential learning and innovation via internships, projects, and research opportunities in energy and other areas.

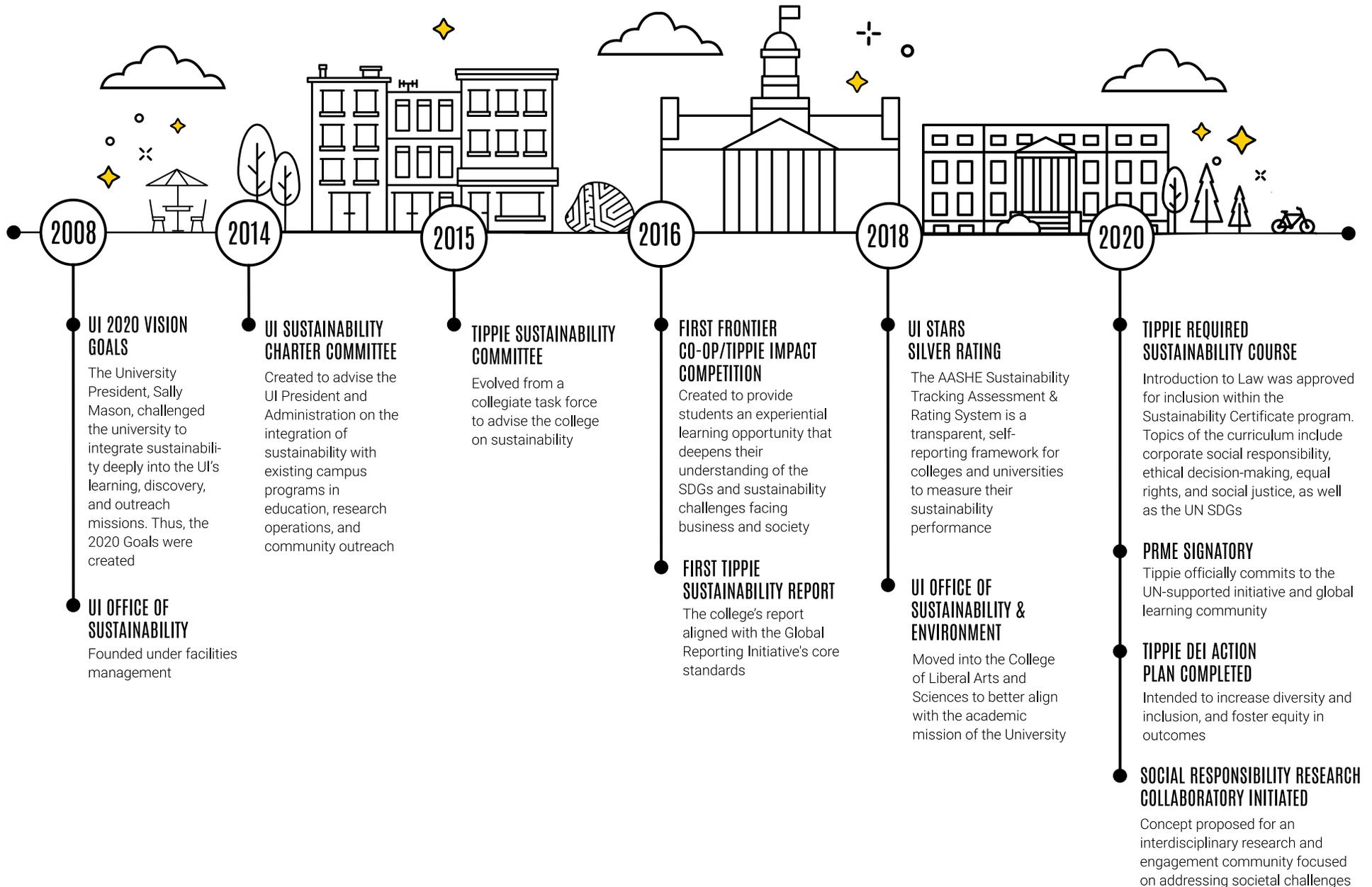


## SILVER AASHE STARS RATING

The University of Iowa received the designation of a “Silver” rating from the Sustainability Tracking, Assessment, and Rating System (STARS) by the Association for the Advancement of Sustainability in Higher Education (AASHE), valid through summer 2021. The STARS program is a transparent, self-reporting framework for colleges and universities to measure their sustainability performance. The STARS report was put together and submitted by the UI Office of Sustainability and contained a clearinghouse of information on the UI’s sustainability efforts in the areas of facilities management, energy use, housing and dining, course offerings, and more.



# TIMELINE OF NOTABLE CHANGES - UI & TIPPIE



# ORGANIZATIONAL STRUCTURE

The Social Responsibility Team is led by Sara Maples, the sustainability manager, who reports to the Senior Associate Dean Barrett Thomas. A team of undergraduate and graduate student interns lead projects that work towards the college's sustainability targets. The Social Responsibility Team acts as the liaison with PRME and other campus and community partners as well as a facilitator of our social responsibility work. The Social Responsibility Team partners with the Tippie Sustainability Committee, a group of faculty and staff that advises college leadership and provides recommendations on embedding sustainability into all departments and institutes.

In 2020, the Tippie College of Business began to formalize infrastructure for DEI activities focused on faculty, staff, and students. Michele Williams, University of Iowa Assistant Professor and John L. Miclot faculty fellow in entrepreneurship, became the first DEI Faculty Fellow. This new role focuses on diversity, equity, and inclusion among the business college's staff and faculty.

“What we're doing at Tippie by making our classes more inclusive is giving students an experience that they can bring forth into the business world to help their companies become more inclusive.”

- Michelle Williams.

In 2020, Gabriela Rivera was recognized as the college's first Associate Director of Diversity, Equity, and Inclusion. She originally held the title of UI Assistant Director of Diversity, Inclusion, and Student Services in Tippie College of Business's undergraduate program. The focus of her role expanded from an emphasis on undergraduate students to include more inclusive practices for students in our graduate and undergraduate programs. Gabriela has long been a mentor for marginalized voices on campus.

The college has a DEI committee consisting of faculty and staff. Its purpose is to implement and update the DEI action plan, which was established in 2019. The DEI Committee considers issues regarding our learning environment and makes recommendations regarding practices, policies, and procedures that will promote diversity, equity, and inclusion in all areas of the college.





**PRACTICAL ACTIONS**

# STRATEGY AND OUTCOMES



The Tippie College of Business has four strategic priorities for accomplishing future success as a top-tier business school: grow our worldwide research reputation, educate students as collaborative problem solvers who can communicate innovative solutions, cultivate meaningful connections with strategic partners, and create an inclusive and equitable environment for learning and working. Our social responsibility efforts align with the college's key functions. Close strategic alignment results in social responsibility initiatives that are relevant and impactful and tied to our educational mission. In 2016, the college developed its first sustainability report aligned with Global Reporting Initiative core standards. The report was reviewed for compliance by a graduate-level accounting course. As part of that report, the college solicited information from collegiate leadership, students, staff, and faculty to rank priority areas for action. The Tippie community ranked curriculum coverage, experiential learning opportunities, sustainability research, energy use, and waste reduction as key priority areas. Since that time, equity and justice have become a critical focus area.

To establish a baseline for tracking and assessment for 2019-2020, the Tippie Social Responsibility Team worked with department executive officers and collegiate leadership to encourage faculty to self-report their courses, research, and partnerships that intersect with the UN SDGs. Then, Tippie sustainability interns reviewed syllabi and publications to identify other information that was not self-reported.

## 01 | EDUCATE

The courses that integrate the UN SDGs were mapped to required and elective courses for each major. During that process, we found that coverage is dependent on passionate faculty interested in teaching about the UN SDGs and students selecting electives that have a sustainability component. To provide every student with access to social responsibility content, the college integrated the UN SDGs into the Introduction to Law course, which is required by every business student. In 2020, the course was approved for inclusion in the UI Sustainability Certificate curriculum. Each semester 500-600 students enroll in the course and learn about topics including corporate social responsibility, ethical decision-making, equal rights, and social justice, as well as the UN SDGs. The inclusion of the Introduction to Law course in the Sustainability Certificate curriculum represents a key step in the college's objective to ensure every student learns about the intersection of business and the UN SDGs.

Specific courses were identified as having potential to easily integrate the UN SDGs while also having a significant impact. For those courses, instructors were provided support for guest speakers and experiential learning projects. DEI faculty and staff members began hosting DEI workshops and "Lunch and Learns" for Tippie faculty members in 2020. Management Professor Bodi Vasi developed a publicly available corporate social responsibility website [corporatesocialresponsibility.education](https://corporatesocialresponsibility.education), which provides articles, cases, research, books and more. Instructors who teach a class with sustainability as a focus area were encouraged to apply for their course to be formally part of the UI Sustainability Certificate. Tippie has seven courses that are part of the certificate, three of which were added since 2019. Rather than focusing on a separate set of courses, our approach was to embed content throughout the existing curriculum.

## 02 | RESEARCH



The Tippie College of Business has a growing national research reputation and believes in deriving knowledge through on-campus research and establishing this research into our practices and education. Research at Tippie takes place in the subjects of Accounting, Finance, Economics, Business Analytics, Management, Entrepreneurship, and Marketing. For the first time in 2020, the college identified and organized its sustainability-related research activities around the SDGs. Faculty self-reported their publications that connect to at least one of the SDGs. In addition, the social responsibility interns reviewed the collegiate list of publications and mapped those to the SDGs. Using this information, Professor Amy Colbert created a vision and concept for an interdisciplinary research and engagement community that generates knowledge regarding (a) why organizations and individuals take socially responsible actions (i.e., actions that are sustainable, consider a range of stakeholders, and address societal challenges) and (b) how they can do so most effectively. One outcome of the research community is to learn from organizations working toward the SDGs and provide guidance about how to effectively manage their portfolios of social responsibility initiatives in ways that move beyond symbolic actions to have a substantive positive impact on society. Part of the concept for the Social Responsibility Collaboratory includes building community among researchers who are studying specific societal challenges, including (a) health and well-being, (b) social justice and equity, (c) environmentally sustainable actions, and (d) responsible and resilient futures. We hope to conduct and support impactful and actionable research about the role of organizations in generating solutions to society's most pressing problems. The Tippie College of Business is pursuing funding opportunities to actualize the concept.

## 03 | CONNECT



Through partnership and engagement opportunities, Tippie helps students develop the valuable connections they need to succeed in academia and the workplace. The Tippie College of Business offers engagement opportunities through various competitions. For example, Tippie hosts events with outside speakers, documentary viewings, and organized an En-Roads Climate Interactive workshop. The college has an Undergraduate Business Sustainability Internship program which provides highly engaged students an opportunity to work on project-based activities. Open to all business majors, the internship program helps students develop problem-solving, management, analytics, reporting, and marketing skills through projects focused on sustainability.

## 04 | INCLUDE

The Tippie College of Business has committed to providing an inclusive and welcoming climate to students from all backgrounds, creating opportunities for enhancing the cultural competency of students, staff, and faculty, and building a critical mass of underrepresented students, staff, and faculty.

To live up to our commitment, we have adopted an action plan intended to increase diversity and inclusion, and foster equity in outcomes. We will deliver on our vision by drawing strength from the University of Iowa's rich legacy of promoting social progress, building advocacy among our ranks through Tippie's DEI Committee, investing in targeted programming and offering ways for students to get involved.

All these efforts are contained within one over-arching plan, the DEI Action Plan. The DEI Action Plan [tippie.uiowa.edu/about-tippie/diversity-equity-and-inclusion](https://tippie.uiowa.edu/about-tippie/diversity-equity-and-inclusion) provides a detailed set of goals for how the college will live up to its promise through critical tasks, relevant actions, and metrics to measure the success of these initiatives.



### GOAL #1

Create and sustain an inclusive and equitable environment



### GOAL #2

Recruit, retain, and advance people who contribute to creating a diverse community



### GOAL #3

Integrate diversity, equity, and inclusion into core academic mission of teaching, research, and service



### GOAL #4

Enhance diversity, equity, and inclusion accountability, effectiveness, and collaboration

The most noticeable actions from these plans were the creation of dedicated faculty and staff positions, an increase in college-wide communications to faculty and staff about diversity (specifically via monthly e-newsletters), and community-wide learning events. These events were held virtually and included the establishment of an Inclusive Teaching Circle for faculty and seminars focused on teaching diversity (held through spring 2021). Guest speakers discussed topics such as how to teach Microeconomics from the lens of equity by renowned economic historian, Professor John Komlos, and a presentation by a firm with an established and strong commitment to diversity, that specializes in supporting women- and minority-owned firms.

For 15 years, the Tippie College of Business has proudly sponsored the PhD project, an organization dedicated to increasing the diversity of business school faculty who encourage, mentor, support and enhance the preparation of tomorrow's leaders. As part of our sponsorship, we participate in the annual conference and recruiting fair.

## 05 | FACILITIES

Many decisions involving energy and waste are decided by central administration. The Tippie College of Business is fortunate to have its own facilities team that works closely with the Social Responsibility Team to identify waste reduction and energy conservation initiatives within our buildings. Whenever possible, the college partners across campus to administer best practices. The Office of Sustainability and the Environment provided resources to help the Social Responsibility Team implement the Tiny Trash initiative, a waste management system to encourage positive recycling behavior. Tippie also partnered with the College of Engineering to start the packaging waste materials program, using the best practices from their experiences. Energy conservation efforts by our facilities team have also been a vital component of our sustainability story and we pursue those whenever possible throughout the building. The Tippie College of Business continues to engage with central administration to encourage and incentivize sustainable behavior.

# CURRICULUM

The Tippie College of Business has placed a high level of importance on including sustainability concepts into core courses that every business student must take to graduate. Out of the 16 undergraduate courses offered at the college that students must complete to graduate, 8 of them have incorporated an activity or module related to sustainability into their curriculum. These classes include:

- BUS:3000 Business Communication and Protocol
- BAIS:3000 Operations Management
- BAIS:3005 Information Systems
- ECON:1100 Principles of Microeconomics
- ECON:1200 Principles of Macroeconomics
- MGMT:2000 Introduction to Law
- MGMT:2100 Introduction to Management
- MKTG:3000 Introduction to Marketing Strategy

## UNDERGRADUATE SUSTAINABILITY CERTIFICATE

The Sustainability Certificate is the third largest on campus and is open to students of any major. Interdisciplinary courses provide students with the opportunity to increase their knowledge and skills to contribute to developing sustainable systems. Since 2015, over 120 Tippie students have graduated with the certificate with the largest annual enrollment of 24 students in 2019. In 2020, there were 19 business students enrolled in the Sustainability Certificate program which we expect will increase in 2021 when students return to on campus learning. Tippie is proud to offer seven courses across a variety of disciplines that meet the requirements to graduate with the Certificate in Sustainability, which include:

- MGMT:2000 Introduction to Law
- BUS:2013 Introduction to Sustainability
- ENTR:3500 Social Entrepreneurship
- ECON:3625 Environmental and Natural Resource Economics
- ECON:3650 Policy Analysis
- MKTG:4250 Marketing and Sustainability
- ENTR:4100 International Entrepreneurship, Culture & Social Impact (added in 2021)

## COURSE HIGHLIGHTS



### Corporate Social Responsibility and Sustainability Course

Corporate Social Responsibility and Sustainability is a graduate-level course through the Management and Entrepreneurship department that provides students an introduction to some of the main corporate social responsibility (CSR) and sustainability issues facing businesses today. The class introduces students to the costs and benefits of CSR and sustainability; relationships between leadership, innovation, and CSR; and CSR's effects on companies' ability to attract and retain good employees. Through numerous cases studies – ranging from small to large companies from various sectors including food and agriculture, manufacturing, finance, mining, energy, retail, and transportation – students read, and debate articles written by leading business experts, academics, and CEOs. Students also complete individual and team work on a CSR change analysis.



### Seminar Course

In 2019 and 2020, seminar courses with ties to the SDGs were created and offered to first-year students. The courses, Sustainability Marketing: The Good, the Bad, and Greenwashing; Business and Society; and Innovation in Action: Sustainability, offer students an early exposure to learning about the interplay between business and sustainability across multiple disciplines.

The course, Innovation in Action: Sustainability, gives students the opportunity to learn about how businesses must embrace innovation throughout their organizations to successfully compete and thrive in a global marketplace. Students learn about one of the critical issues that businesses face today – sustainability – and how to acquire and utilize scarce resources while limiting overall environmental impact. This introduction to sustainability focuses on economic, social, and environmental issues facing organizations and society. During the course, students work in teams to identify a specific sustainability challenge and prepare and present a strategic approach for addressing the sustainability problem.

# STUDENT PROJECTS

## NATIONAL PARKS SERVICE MBA PROJECT

In 2019, four MBA students completed a consulting project for the National Park Service. Attendance at Arches National Park had jumped from 800,000 visitors in 2007 to more than 1.5 million in 2017. The National Park was witnessing excess strain on the roads, parking lots, and hiking trails and was suffering increasing damage as a result. Looking to alleviate some of the stress, the National Park Service worked with the MBA students to develop a new tour bus-management strategy. The goal of the project was to maintain safe access to the park for as many people as possible, and to protect the business interests of tour bus companies while providing the best possible visitor experience. Most importantly, their plan had to protect the park's delicate ecosystem and the more than 2,000 natural arches that draw visitors from around the world.





## “FISH FOR SEX” PROJECT

Business Analytics Associate Professor of Instruction, Patrick Johanns, along with Kelly Bedeian, Assistant Director of the Institute for International Business, and Kimm Harris, JPEC (John Papajohn Entrepreneurial Center) Associate Professor of Instruction won a grant to lead a business training course for 30 women in the fishing villages around Lake Victoria, Kenya. The goal of their project was to save Kenyan women from sexual exploitation by improving their supply chain and finding ethical fisherman to break the dehumanizing cycle. The weeklong training session represented the continuation of a partnership between the Mandela Washington Fellowship for Young African Leaders and the college. During their trip, Johanns and Bedeian introduced the women to a new app, called AquaRech, which promises to connect fish traders with a vetted network of fish farmers, cutting out the middleman, fish suppliers. The app was designed by Dave Okech and completed at the University of Iowa’s six-week Venture School.

## MARKETING INSTITUTE SUSTAINABILITY PROJECTS

The Marketing Institute is an organization made up of the top 15-20 Marketing students. Each year, Marketing Institute students complete a year-long field immersion project for their clients. Over the last several years, the Marketing Institute Director ensures that at least one student project relates to a sustainability business problem. These projects were done in partnership with the Iowa Initiative for Sustainable Communities on campus.

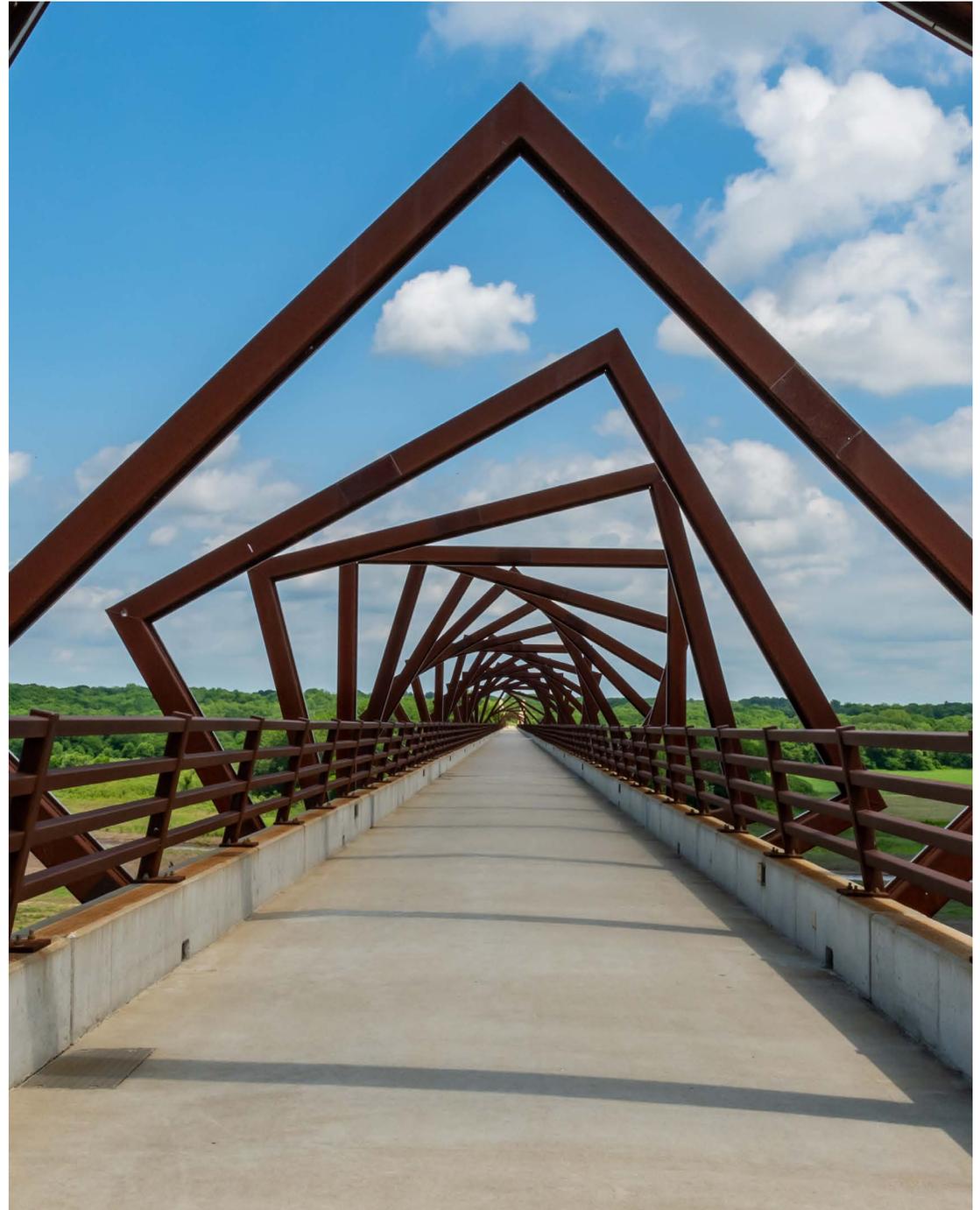


### Boone County Conservation Board/Webster City

In 2019, Students created a marketing plan to promote the many recreational amenities around Boone River to the public and increase the public's awareness of the Boone County Conservation Board. The project included a community-wide survey to determine how to promote recreational amenities and to find gaps in services to help the conservation board meet future needs.

### Lee County Conservation Board and Three Rivers Conservation Foundation

In 2020, students rebranded both organizations and provided ideas on how they could improve their marketing and social media efforts to promote recreational amenities, including trails and campgrounds.





## MARKETING CONSULTING PROJECTS

In the Marketing Consulting Project course offered through Tippie, students gain experience in planning, designing, carrying out, and reporting on a marketing research project for a profit or nonprofit client organization.



### Keokuk SE Development Center

In 2019, students conducted market research and created a marketing plan with city leaders to find new uses for the former St. Joseph's Hospital building and grounds, while preserving it. The students provided their work to the City of Keokuk and Keokuk Economic Development Corporation to market the building to businesses that are looking to expand or move to the area.

### Johnson County Conservation Board (JCCB)

In 2020, students conducted a market research feasibility study to provide data to the JCCB to determine whether to move forward with plans to rehab buildings into vacation rentals on land they acquired for conservation.

## THE INSTITUTE FOR INTERNATIONAL BUSINESS (IIB)

During the fall 2020 semester, four MSBA students completed a consulting project for Norina Farms, a social enterprise working to reduce agricultural hazards, reduce post-harvest losses, and increase yield and income for farmers in rural communities in the country of Nigeria. The Business Analytics master's students collaborated with the client to create a database that improved the client's sales tracking and analysis capabilities, as well as recommended strategies to improve outreach and engagement on social media.



### Business Consulting Course Student Projects

Students enrolled in Entrepreneurship: Business Consulting course work on client projects in partnership with the IIB. In the fall 2020 semester, 8 of the 10 projects had direct connections to the SDGs. One group worked with Zinake Technologies, a small start-up tasked by the Kenyan government to develop a low-cost ventilator. The company started operations in 2016, connecting novice technicians to job opportunities. Zinake successfully connected workers to more than 12,000 temporary job opportunities since 2016 and trained 118 ex-convicts about poultry farming. The company was in collaboration with research institutions to start development of a Positive Pressure Ventilator due to the COVID-19 pandemic. Students were assigned to complete a market trend analysis and product growth strategy to assist in the company's goals to find reliable source of parts, establish a competent team and learn to negotiate with the core client (Government of Kenya).





## INFORMATION SYSTEMS CAPSTONE PROJECT

Over three academic semesters, students in the Information Systems Capstone course teamed up with a Mandela Washington fellow to create an application for his Botswana-based pharmacy and to improve the entire country's public health. Starting in the spring 2019 semester, students created an affordable inventory-track management system that was able to specify when shipments came in, when they were dispensed, and if expired shipments needed to be thrown out. After creating a database and running various tests on southern African servers to see if the country's bandwidth would support the application, a group of students traveled to Botswana to implement the system in the fall 2019 semester. While in Botswana, the team met with members of the U.S. Embassy and local public health officials. They analyzed logistics for implementing the same application to track free HIV drugs to the villages. During the spring 2020 semester, students made the application faster and more user-friendly for the pharmacy staff as part of the final phase of the project.

# **ALL COURSES CONNECTED TO SDGS**

## **ACCOUNTING**

ACCT:3100 Professional Accounting Seminar  
ACCT:3450 Tax Practicum I  
ACCT:3451 Tax Practicum II  
ACCT:4100 Auditing

## **BUSINESS ANALYTICS**

BAIS:3000 Operations Management  
BAIS:3005 Information Systems  
BUS:3000 Business Communication and Protocol

## **ECONOMICS**

ECON:1100 Principles of Microeconomics  
ECON:1200 Principles of Macroeconomics  
ECON:3100 Intermediate Microeconomics  
ECON:3150 Intermediate Macroeconomics  
ECON:3380 Business and Government  
ECON:3620 Economic Growth and Development  
ECON:3625 Environmental and Natural Resource  
Economics  
ECON:3650 Policy Analysis  
ECON:4160 Health Economics

## **FINANCE**

FIN:3020 Professional Finance Seminar  
FIN:4350 Applied Wealth Management  
FIN:4410 Corporate and Financial Risk Management  
FIN:4420 Property and Liability Insurance

## **ENTREPRENEURSHIP**

ENTR:1800 Innovation in Action: Sustainability  
ENTR :2000 Entrepreneurship and Innovation  
ENTR:3500 Social Entrepreneurship  
ENTR :4100 International Entrepreneurship & Culture  
ENTR:4200 Entrepreneurship: Business Consulting  
ENTR:4400 Managing the Growth Business  
ENTR:4460 Entrepreneurship and Global Trade

## **MARKETING**

MKTG:1300 Sustainability Marketing: The Good, the  
Bad, and Greenwashing  
MKTG:3000 Introduction to Marketing Strategy  
MKTG:3200 Consumer Behavior  
MKTG:3400 Retail Strategies  
MKTG: 3401 Merchandise Management  
MKTG:3701 Marketing Institute Field Studies  
MKTG:4250 Marketing and Sustainability  
MKTG:4300 International Marketing  
MKTG:4800 Marketing Consulting Project

## **MANAGEMENT**

MGMT:1300 Business and Society  
MGMT:2000 Introduction to Law  
MGMT:2100 Introduction to Management  
MGMT:3200 Individuals, Teams, & Organizations  
MGMT:3300 Strategic Human Resource  
Management  
MGMT:3450 International Business Environment  
MGMT:3500 Nonprofit Organizational Effectiveness  
I  
MGMT:3600 Nonprofit Organizational Effectiveness  
II  
MGMT:4200 Staffing and Talent Management  
MGMT:4300 Leadership and Personal Development  
MGMT:4500 Strategy, Innovation, Global  
Competition  
MGMT:4600 Nonprofit Ethics and Governance  
MGMT:7360 Motivation and Attitudes  
MGMT:9091 Corporate Social Responsibility and  
Sustainability  
MGMT:9120 Leadership and Personal Development

# SUSTAINABILITY RESEARCH AT TIPPIE

## RESEARCH HIGHLIGHTS

In 2020, Ken Brown, professor of management and entrepreneurship, co-edited a handbook with Dirk Moosmayer (Kedge Business School), Oliver Laasch (University of Manchester), and Carole Parkes (University of Winchester) titled, **“The Sage Handbook of Responsible Management Education.”** With the rapid rise in popularity of recent initiatives such as the UN PRME, this Handbook exhaustively covers a variety of responsible management, learning and education topics, and provides an invaluable roadmap for this fast-developing field.

Andrea Luangrath, an assistant professor of marketing at Tippie, published a recent paper in the Journal of Marketing entitled, **“Caring for the Commons: Using Psychological Ownership to Enhance Stewardship Behavior for Public Goods”** co-authored with Joann Peck (University of Wisconsin-Madison), Colleen Kirk (New York Institute of Technology), and Suzanne Shu (Cornell University). Andrea and her team’s research examine the following question: How can consumers be encouraged to take better care of public goods? This research investigates whether it is possible to make people feel as if the property is theirs—a feeling known as psychological ownership—and how this affects their stewardship behaviors. Across four studies, including two experiments in the field and three documenting actual behaviors, their research demonstrates that increasing consumers’ individual psychological ownership facilitates stewardship of public goods. The research finds that this effect occurs because feelings of ownership increase consumers’ perceived responsibility, which then leads to active behavior to care for the good. Using evidence from a variety of contexts, including a public lake with kayakers, a state park with skiers, and a public walking path, Andrea’s research suggests that increasing psychological ownership enhances both effortful stewardship, such as picking up trash from a lake, and financial stewardship, such as donating money. This work offers implications for consumers, practitioners, and policy makers with simple interventions that can encourage consumers to be better stewards of public goods.



*Ken Brown, Professor of Management and Entrepreneurship*



*Andrea Luangrath, Assistant Professor of Marketing*

# ALL RESEARCH

The table of research is categorized into four focus areas that are emphasized in the social responsibility interdisciplinary research and engagement community. Each publication is connected to the most relevant UN SDG.

## 1. HEALTH AND WELL-BEING

PUBLICATION TITLE	RESEARCHER NAME(S)	SDG
"The impact of the Philadelphia beverage tax on purchases and consumption by adults and children"	David Frisvold, <i>Economics</i>	
"Mining user-generated content in an online smoking cessation community to identify smoking status: A machine learning approach"	Kang Zhao, <i>Business Analytics</i>	
"Adverse drug event detection and extraction from open data: A deep learning approach"	Patrick Fan, <i>Business Analytics</i>	
"Do targeted vouchers instill habits? Evidence from women, infants, and children"	David Frisvold, <i>Economics</i>	
"A fresh look at primary prevention for health risks."	Richard Peter, <i>Finance</i>	
"Predicting user posting activities in online health communities with deep learning"	Xi Wang, Kang Zhao, Xun Zhou, and Nick Street, <i>Business Analytics</i>	
"Predicting users' continued engagement in online health communities from the quantity and quality of received support"	Xi Wang and Kang Zhao, <i>Business Analytics</i>	
"When risk perception gets in the way: Probability weighting and underprevention"	Richard Peter, <i>Finance</i>	

## 2. SOCIAL JUSTICE AND EQUITY (DEI)

PUBLICATION TITLE	RESEARCHER NAME(S)	SDG
"Even at 'Inclusive' Companies, Women of Color Don't Feel Supported."	Beth Livingston, <i>Management and Entrepreneurship</i>	
"Black-White differences in vocational interests: Meta-analysis and boundary conditions"	Rong Su, <i>Management and Entrepreneurship</i>	
"Tax and nontax incentives in income shifting: Evidence from shadow insurers"	Jaron Wilde, <i>Accounting</i>	

## 3. ENVIRONMENTALLY SUSTAINABLE ACTIONS

PUBLICATION TITLE	RESEARCHER NAME(S)	SDG
"Addressing societal challenges through analytics: An ESG ICE framework and research Agenda"	Gautam Pant, <i>Business Analytics</i>	
"The Sage Handbook of Responsible Management Education"	Ken Brown, <i>Management and Entrepreneurship</i>	
"Technology stigma and secondary stakeholder activism: the adoption and growth of clean power programs in the U.S. utility sector"	Ion Vasi, <i>Management and Entrepreneurship</i>	
"Environmental quality and monopoly pricing"	Rabah Amir, <i>Economics</i>	
"Caring for the Commons: Using Psychological Ownership to "Enhance Stewardship Behavior for Public Goods"	Andrea Luangrath, <i>Marketing</i>	
"CEO (in)activism and investor decisions"	Michael Durney, <i>Accounting</i>	

## 4. RESPONSIBLE AND RESILIENT FUTURES (RESPONSIBLE WORK)

PUBLICATION TITLE	RESEARCHER NAME(S)	SDG
"I'm tired of listening: The effects of supervisor appraisals of group voice on supervisor emotional exhaustion and performance"	Daniel Newton and Jennifer Nahrgang, <i>Management and Entrepreneurship</i>	
"Monitoring or payroll maximization? What happens when workers enter the boardroom"	Cristi Gleason, <i>Accounting</i>	
"Stories of calling: How called professionals construct narrative identities"	Amy Colbert, <i>Management and Entrepreneurship</i>	
"Modelling supply chain adaptation for disruptions: An empirically grounded complex adaptive systems approach"	Kang Zhao and Jen Blackhurst, <i>Business Analytics</i>	
"Do costs of corporate loans rise with sea level?"	Wei Li, <i>Finance</i>	
"Strategic subsidiary disclosure"	Jaron Wilde, <i>Accounting</i>	

# CONNECTIONS

Engagement with campus, community and corporate partners provides the Tippie College of Business the opportunity to share the latest sustainability trends with our students. Through partnerships and guest speakers from all over the world, we have organized and hosted engaging speakers, case competitions, conferences, workshops, and course projects.

## CASE COMPETITIONS



### NATIONAL DIVERSITY CASE COMPETITION

In 2019, student teams from the Tippie College of Business competed in the National Diversity Case Competition, a two-day event hosted by the Kelley School of Business that brings together top-level, diverse students from across the country. Students are challenged to solve diversity-related business issues and share ideas while benefiting from workshops and networking with companies that value inclusion. The competition focused on a case provided by Target Corp. that examines the role that small-concept stores can play in urban areas.

### DIVERSITY AND BUSINESS ETHICS CASE COMPETITION

In 2020, student teams from the Tippie College of Business placed first and third at the Fifth Annual Diversity and Business Ethics Case Competition hosted by the Leeds School of Business at the University of Colorado Boulder. The case involved a company deciding whether to take a public stance against the anti-Muslim ban that the Trump administration passed in 2017, and challenged teams to consider the ethical dilemmas, legality, and external and internal stakeholders.



## FRONTIER CO-OP - TIPPIE IMPACT COMPETITION

The Frontier Co-op Tippie Impact Competition is an experiential learning opportunity for students who are interested in using business practices to help solve some of the most challenging societal issues. All students on campus had the opportunity to compete for cash prizes while developing a business model focused on solving one of the UN Sustainable Development Goals. A small number of student teams are selected as finalists and invited to present their sustainable business concept to a panel of judges. Winners are awarded cash prizes, as well as an opportunity to develop their business inside the Bedell Entrepreneurship Learning Laboratory (BELL).

## NASBITE INTERNATIONAL STUDENT CASE COMPETITION

A team of University of Iowa students participated in and won the NASBITE International 2020 Student Case Competition. The team conducted strategic market, consumer, and industry growth analyses to determine attractive business development terrains for a \$40 million international cosmetics company, the Palladio Beauty Group. The team identified a cause marketing strategy by working with Sandra Ejang, a former Mandela Washington Fellow. Their strategy created a risk-free market entry for Palladio's products into a promising African market. Part of their recommendation was to manufacture and sell the product in Africa. The competition allowed the students to apply skills learned in the classroom in a simulated real-world situation.



“I want to work with sustainability consulting firms to help companies with their corporate social responsibility projects like we did with this project.”

- Stephen Paoletti (BA20)



## IDEASTORM

Every semester, the John Pappajohn Entrepreneurial Center (Iowa JPEC) hosts IdeaStorm, which is an entry level pitch competition across the University of Iowa's campus that encourages students to share their innovative ideas with others. IdeaStorm is split into four categories, two of which are aligned with the UN SDGs; common good and health initiatives.



## COMMON GOOD

The competition focuses on making the world a better and more sustainable place. Students address issues connected to sustainability, social justice, crisis management, natural disaster solutions, etc. Students share their business ideas to inspire change through social and sustainable solutions that benefit the common good.

## HEALTH INITIATIVES

The competition focuses on innovative solutions to healthcare problems. Ideas may focus on a variety of aspects of healthcare, including mental health, patient experiences, health outcomes, medical devices, public health, etc. Students share their business ideas with the aim to help create better well-being through healthcare innovation.

## **GUEST SPEAKERS**

To foster dialogue on topics related to the PRME SDGs, Tippie frequently hosts business professionals to speak about their work on addressing environmental and social issues in business operations. Speakers in 2019-2020 included representatives from Herman Miller, New Belgium Brewing Co., Quaker Oats, Indian Creek Nature Center, Organic Valley, UPS, HNI and others.

### **JASON HOWARD, FRANCIS IDEHEN, AND KENNY PARZGNAT - GCM GROSVENOR**

A panel of guests from GCM Grosvenor spoke about how diversity is central to the firm's business model and it touched on the crucial topic of investing in private equity with women and minority-owned firms. GCM Grosvenor, having funded and supported small, emerging and diverse managers since 1999, currently has nearly \$7.5BN committed/invested with diverse managers and offers investors a long track record of identifying strong diverse managers early in their careers.



It is also worth noting that the firm itself, with over 60% of staff represented by women and/or ethnically diverse employees, has a strong commitment to diversity which GCM Grosvenor believes is a driving factor in the firm's success. And with over \$59BN in total assets under management across hedge fund strategies, private equity, infrastructure, real estate, and multi-asset class solutions, GCM Grosvenor represents one of the world's largest and most diversified independent alternative asset management firms.

### **KYLE BOGLER - VF CORPORATION**

Net Impact presented a virtual Q&A with Kyle Bogler, Director of Human Rights and Safety for VF Corporation. During the event, Kyle spoke about his experience leading a global team focused on worker rights and safety across VF's global manufacturing base of over 1000 factories, with more than 1,000,000 workers. Kyle also discussed his work and previous roles within VF which included leading a team across Asia that conducted social, environmental, and safety audits. Students learned about sustainability trends in the retail industry and how a large-scale company like VF can contribute to positive social and environmental impacts.





## GATEWAY SUMMER PROGRAM

Tippie's Gateway Summer Program is a free, on-campus experience designed to increase understanding of business majors among high school juniors from diverse backgrounds. Students get to experience campus life at a Big Ten institution, discover career opportunities, and participate in interactive simulations, case studies, and company visits. Most importantly, they walk away with a clear understanding of what they need to do during their senior year to prepare for college, which classes to take, how to prioritize, and where to search for scholarships. We stay in touch with Gateway Summer Program participants through their senior year in high school—through the application process, financial aid, and scholarship applications—and provide help with frequent questions as they prepare to make their final college decisions.



## BIZEDGE MENTORS

BizEdge is an extension of the Gateway Summer Program. Since 2017, it has empowered students of color and first-generation students through mentorship, scholarships, business networking, alumni events and more. BizEdge participants meet routinely to connect with other members, student mentors, and key faculty and staff.



## DEI AMBASSADORS

Ambassadors assist the Undergraduate Program Office in the coordination and advocacy of diversity, equity, and inclusion initiatives. The role of DEI ambassadors is to:

- raise awareness about the needs of students from underrepresented backgrounds including but not limited to: first generation, marginalized and minority racial and/or ethnic groups, LGBTQIA+, and low income.
- create opportunities for students from underrepresented backgrounds to interact and engage with each other.
- advocate and create safe spaces for students in these populations.
- foster a smooth transition for students from underrepresented backgrounds – both to Tippie and to the University of Iowa.
- serve as an advocate for the unique needs of students from underrepresented backgrounds (listen to concerns and assist in solving problems).
- provide resources and information to students from underrepresented backgrounds to succeed at Tippie.

## DORE EMERGING WOMEN LEADERS PROGRAM

The Dore Emerging Women Leaders Program is a community of students, alumni, faculty, and staff who support and challenge each other to become authentic and empowered leaders. Members have access to learning and networking events, scholarships, and leadership development opportunities. Their community strives to develop each woman's unique strengths and styles of leadership with the recognition that there is no "one way" to be a leader.



## **BLACK IN BUSINESS**

Black in Business is a series of programs designed to broaden the perspectives of Black students and expose them to mentorship opportunities. The Tippie College of Business coordinates the Black in Business series to expand dialogue in the Black community around issues of higher education, business, and entrepreneurship. This series was inspired by the Division of Student Life's Being Black@Iowa Project. The goal of the Black in Business series is that students will learn more about business from black professionals, discover their inner entrepreneur, and be empowered.



## **SERVICE BREAKS/BELIZE**

The Tippie College of Business is a sponsor for the University of Iowa's Hawkeye Service Breaks program. The program exists to promote service-learning, social justice, and community building to University of Iowa students through a service immersion experience. During the University's spring break, students can travel to various locations and work on projects for non-profit partners.



## MANDELA WASHINGTON FELLOWSHIP PROGRAM

The Young African Leaders Initiative (YALI) provides members with invaluable opportunities to connect with other leaders in their community and to learn from experts in their field. The Mandela Washington Fellowship for Young African Leaders, started in 2014, and is the flagship YALI program that empowers young people through academic coursework, leadership training, and networking. In 2020, many students were unable to participate in their planned internships due to complications from COVID-19. The Mandela Washington Fellowship Program supported students and social entrepreneurs through their African Business Innovation Internship program. Students completed virtual internships for companies owned by a UI Mandela Washington Fellow alumnus or alumna. Through the internship experience, participating students were able to recognize contemporary macro business issues of globalization, gain first-hand knowledge of the business environment in Sub-Saharan Africa, network with international business professionals, and acquire and practice the skills of cross-cultural competency and global mindset.



## EN-ROADS CLIMATE SIMULATION

During the summer of 2019, the Tippie Social Responsibility Team organized an event for the Mandela Washington Fellows featuring En-Roads, a simulation model that allows participants to design their own scenarios for limiting future global warming. Developed by Climate Interactive, Ventana Systems and MIT Sloan, the 2.5-hour training teaches about the challenges of global climate negotiations, and which strategies are more likely to make a significant impact. The Office of Sustainability and the Environment co-facilitated the session and local leaders in government were also in attendance.

## CONFERENCES



### TIPPIE WOMEN SUMMIT

Every spring the student organization, Women in Business, partners with the College to invite influential leaders to join us for the Tippie Women Summit. During the event, the Women in Business organization focuses on supporting one another and learning from other ground-breaking women. Past speakers have included the head of surgery at the University of Iowa Hospitals and Clinics and the president of the Oprah Winfrey Network.

The theme of the 2019 Tippie Women Summit was “Going Global”, which featured a panel of speakers who work for globally focused companies. The speakers included Heather Moore (Vice President of ALDI), Ashley Sherwood (RR Donnelly), Barb McKenzie (Senior Executive Director of Investments at Principal), Tanya Kopps (CEO and board member of METRO Cash & Carry), Katherine Bader Courtney (COO of UICCU), and Tiffani Orange (Team Manager at Ford). In 2020, the Tippie Women Summit was cancelled due to the COVID-19 outbreak, but the organization will continue the event in 2021 with a virtual seminar series.



### WOMEN IN ANALYTICS AND LEADERSHIP CONFERENCE

In 2019, the University of Iowa Business Analytics undergraduate program hosted its first ever Women in Analytics and Leadership conference. The conference is one of multiple steps the program is taking to attract women at the same rate as men. Attendees listened to nine women speakers focused on one of three topics: analytics in the real world, career readiness, and/or skills and techniques of the business world.

## STUDENT ORGANIZATIONS

Tippie has many organizations, who are committed to serving the campus and surrounding community with efforts focusing on social responsibility, service, equity, and justice. In recent years, several professional organizations including Tippie Senate, Women in Business and Alpha Kappa Psi have added a Sustainability Chair to their Executive Board and incorporated sustainability positions into their leadership structure. These professional organizations have embraced sustainability actions into their core operations.

### UNDERGRADUATE NET IMPACT

The Undergraduate Net Impact chapter empowers students to drive social and environmental change throughout the Hawkeye community by providing events and programs that support members who aim to use business as a force for sustainable impact. Through a collaboration with the Green Impact Campaign, Net Impact organized sustainable meeting and event guidelines for the college, which have been utilized by other student organizations and university departments. The organization also led river cleanups, as well as co-hosted lectures and documentaries highlighting the challenges of climate change and how to incorporate sustainability in business communities. Every fall, the Net Impact chapter attends the Net Impact Conference to gather with students and professionals who are also committed to making a lasting social and environmental impact on the world.

### ENACTUS

Enactus is an organization that connects student, academic and business leaders through entrepreneurial-based projects that empower people to transform opportunities into real, sustainable progress for themselves and their communities. Through competition and entrepreneurial thinking, Enactus engages with other organizations and individuals at the University of Iowa to use innovation and business principles to make a larger impact in the local community and communities abroad. The Enactus United States National Exposition is an event where teams highlight the collective impact of their community outreach efforts. Students present their projects and are evaluated by business leaders serving as judges who rank them on how successful they were at using business concepts to improve the quality of life and standard of living for those in need.



## ALPHA KAPPA PSI

Alpha Kappa Psi is a coed professional business fraternity. Alpha Kappa Psi has a sustainability chair on its executive board that promotes sustainability through guest speakers, purchasing sustainable alternatives for events, and planting trees on campus.

## BETA ALPHA PSI

Beta Alpha Psi's Volunteer Income Tax Assistance (VITA) program is made up of a group of Tippie accounting students dedicated to improving financial security among low to moderate-income taxpayers by offering free tax preparation services to working families in Johnson County. Beta Alpha Psi also raised money for Iowa Valley Habitat for Humanity which incorporates sustainable building practices. Beta Alpha Psi is committed to reducing waste through initiatives such as using a card reader attendance login program to go completely paperless. In addition, the group participates in a book drive program with Twain Elementary school to promote reusability and education.

## BSAO

The Business Student Ambassador Organization (BSAO) represents the Tippie College of Business and the University of Iowa through its very own students called ambassadors. Ambassadors share a great passion for Tippie and assist with Tippie events that help recruit the very best future business students. BSAO also facilitates events that bring the college together and maintain Tippie's connected culture.

## GREATER CHINA BUSINESS ASSOCIATION

The Greater China Business Association provides training, resources, and networking opportunities to educate students on American Chinese business relations, etiquette, and trends.

## INVESTHER

InvestHer empowers women in finance by providing workshops, discussions, and speakers who can help members build knowledge and networks in the finance field, establish relationships, explore careers, and invest in other women.

## MONEYTHINK

Moneythink is an organization that aims to help close the economic gap by providing financial literacy education to high school students in the community. Through small group mentoring and large group sessions with high school students, members improve their speaking and leadership skills, while giving back and spending time engaging with the Iowa City community.

## MULTICULTURAL BUSINESS STUDENT ASSOCIATION

The Multicultural Business Student Association builds diversity on campus by offering opportunities to connect with organizations and people who value diversity.

## REACHING OUT IN BUSINESS

Reaching Out in Business promotes professional development, provides support, and creates a welcoming environment for LGBTQ and ally students.

## TIPPIE BUDDIES

Tippie Bussies connects international and American students to share cultures and build friendships.

## TIPPIE SENATE

Tippie Senate is an undergraduate student advisory board. The group has a Sustainability Vice President position and holds fully compostable events for in-person activities. Tippie Senate is also

committed to creating an equitable environment for people of color and has vowed to confront racial discrimination in the community through education, dialogue, and action. Additionally, Tippie Senate provides resources and information on their website to promote the mental health and physical well-being of Tippie students.

## TIPPIE STUDENTS FOR SERVICE

Tippie Students for Service is a group of University of Iowa students working to help solve social issues they believe are prevalent in the Iowa City community. This organization has focused on a few social causes and members are encouraged to start their own projects that work to help and solve a piece of the overlying issue. Past projects have included using old materials to make plarn (a bed out of plastic bags for the homeless), blankets, and dog toys (old t-shirts made into toys). Tippie Students for Service has also done work with the children's hospital on campus, the Ronald McDonald house, A Million Thanks, and worked with other student organizations on campus to encourage the desire to help others.

## WOMEN IN BUSINESS

Women in Business is comprised of students from all majors, committed to empowering women to reach their career goals and aspirations and inspiring them to improve the lives of others. Women in Business is committed to increasing diversity within their organization, reducing and responding to bias, harassment, and discrimination, and encouraging diverse perspectives from members to create a vibrant climate of inclusivity. In recent years, Women in Business added a VP of Sustainability to their executive board. The VP of Sustainability recommends sustainability activities and plans three to four events per year for members to learn about the importance of sustainability in the business world.

## OFFICE OF SUSTAINABILITY AND ENVIRONMENT PARTNERSHIP

The UI Office of Sustainability and the Environment (OSE) was created to be a focal point for sustainability activities on campus and to expedite action and change through communicating challenges and successes, connecting individuals and organizations to catalyze action, promoting a culture of sustainability, coordinating events and activities to build awareness, and maintaining the credibility and public trust of the University of Iowa. With the largest student population on campus, the College of Liberal Arts and Sciences (CLAS) houses the OSE office. Tippie faculty and student participate in events and initiatives organized by the OSE year-round.

In 2019, the **Underrepresented Students in Sustainability (USS)** Mentoring Program was designed by the OSE to make mentoring opportunities more accessible to undergraduates from minority or disadvantaged backgrounds exploring careers in sustainability and the environment. Tippie professors provided mentorship for the program and Tippie students were encouraged to participate. Mentors and students discuss their experiences, goals, and future plans.

During the **One Sustainable Iowa Conference**, students from colleges and universities across Iowa meet for a day of networking and skill building as they tackle sustainability issues on their campuses and beyond. Members of the Undergraduate Net Impact Chapter attended the event in 2020, hosted by the University of Northern Iowa.



*Net Impact members attended the 2020 One Sustainable Iowa Conference, hosted by the University of Northern Iowa.*

# FACILITIES

In 2017, the UI Office of Sustainability conducted a waste audit of the Pappajohn Business Building which serves as a baseline for our waste management efforts. The audit set out to transparently visualize the amount of waste the building was producing, and how much of the waste could be diverted from the Johnson County landfill.

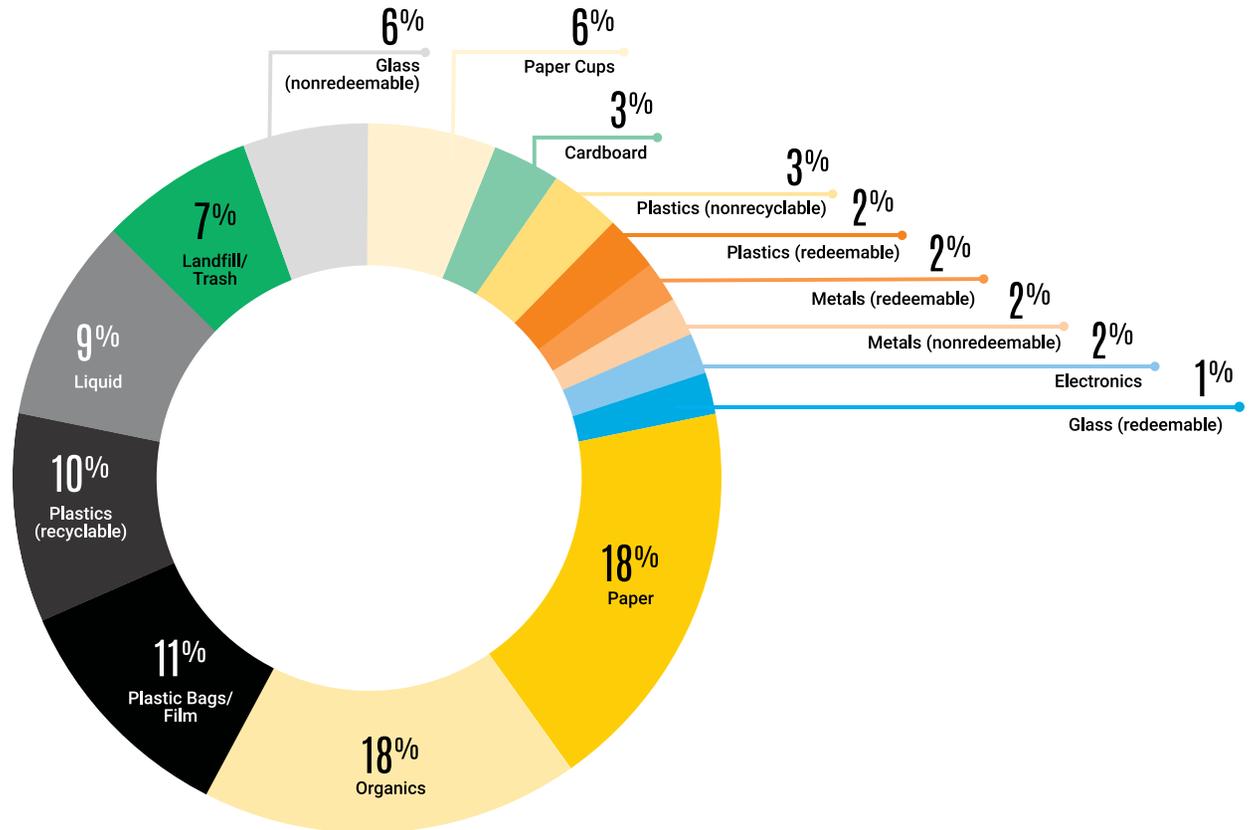
## GOALS OF AUDIT

- Identify the composition of the waste
- Identify and prioritize specific opportunities to reduce, reuse, and recycle materials
- Work towards the UI goal of 60% waste diversion

## PAPPAJOHN BUSINESS BUILDING INFORMATION

- Fiscal Year 2017 Recycling: 36,421 lbs (about twice the weight of a school bus)
- Fiscal Year 2017 Landfill/Trash: 71,950 lbs

## TIPPIE COLLEGE OF BUSINESS WASTE COMPOSITION



## KEY FINDINGS

**34%**  
DIVERSION RATE

**37%**   
OF THE BUILDING'S TRASH IS RECYCLABLE

 MOST OF THE RECYCLABLE MATERIAL IS PAPER

**18%**   
OF THE BUILDING'S TRASH IS ORGANICS

**45%**   
OF WHAT IS IN THE TRASH IS NOT EASILY RECYCLABLE

**10%**   
OF TRASH FROM AUDIT IS UNABLE TO BE DIVERTED ELSEWHERE

As a result of these findings, Tippie placed new signage on all its garbage and recycling bins and worked with the Office of Sustainability to implement a “Tiny Trash” initiative to increase awareness of personal consumption trends and encourage positive recycling behavior. Faculty and staff members who decided to participate received a recycling bin with a small trash can attached to it. The tiny trash eliminates the need for trash bin liners and prompts the user to default recycling, instead of trash.

The Tippie College of Business instituted a packaging material re-use program. Modeled after a program in Engineering, Tippie partnered with Mailboxes, etc. to pick up the packaging material. The newly established packaging materials recycling station is a centralized location for faculty and staff to responsibly dispose of materials received from purchases. The program accepts bubble wrap, air pockets, and peanuts.

For the next reporting period, Tippie will work to establish a consistent process for measuring and tracking waste management data.



## COMPOSTING

In 2020, Tippie College of Business staff members initiated a composting program. Tippie partnered with The Compost Ninja to pilot a small-scale Program. Tippie started the program with three locations available to faculty and staff with the intention of it expanding to public locations in future years and integrating compost measurements into our waste audit.



## ADOPT A WATER BOTTLE PROGRAM

Starting in the spring of 2019, a group of student sustainability interns, along with the student group, Net Impact, co-hosted events which allowed anyone to “adopt” a water bottle left behind throughout the building. This initiative was started to limit the amount of waste entering the Johnson County Landfill and encourage students to reuse and refill water bottles using one of the water refilling stations available to students, rather than buying plastic.

Roughly 250 bottles were distributed in February 2020.



REFLECTION AND FUTURE OBJECTIVES

# REFLECTION AND FUTURE OBJECTIVES

The Tippie College of Business at the University of Iowa has made progress embedding the principles of PRME into its teaching, research, service, and daily operations. Even with some important steps forward, we are on a journey and will continue to do more. Objectives for the next reporting period are aligned with our strategic plan and include facilities.

## **EVERY STUDENT GRADUATES WITH AN UNDERSTANDING OF HOW TO MAKE A POSITIVE SOCIETAL IMPACT WITHIN THE BUSINESS COMMUNITY AND CONTRIBUTE TO A RESILIENT AND INCLUSIVE GLOBAL ECONOMY**

- Embed sustainability-related content in each major so that students graduate with an understanding of how sustainability relates to their chosen field
- Incorporate social responsibility into study abroad, international learning opportunities, and international engagement programs
- Provide the opportunity for faculty to learn about how to incorporate the SDGs into course curriculum
- Increase educational opportunities outside the classroom for students to expand knowledge on sustainability
- Work with student organizations to incorporate sustainability education and opportunities for engagement with events and operations

## **ADVANCE RESEARCH, SCHOLARSHIP, INNOVATION, AND CREATIVE OPPORTUNITIES TO SOLVE GRAND SOCIETAL CHALLENGES**

- Build a community of researchers studying human and social factors that must be considered to solve grand societal challenges
- Develop internal funding mechanism for use-inspired research that connects with the UN Sustainable Development Goals
- Expand engagement opportunities for research, scholarship, and experiences related to social responsibility

## **FACILITATE KNOWLEDGE EXCHANGE WITH THE STATE OF IOWA, NATION AND WORLD**

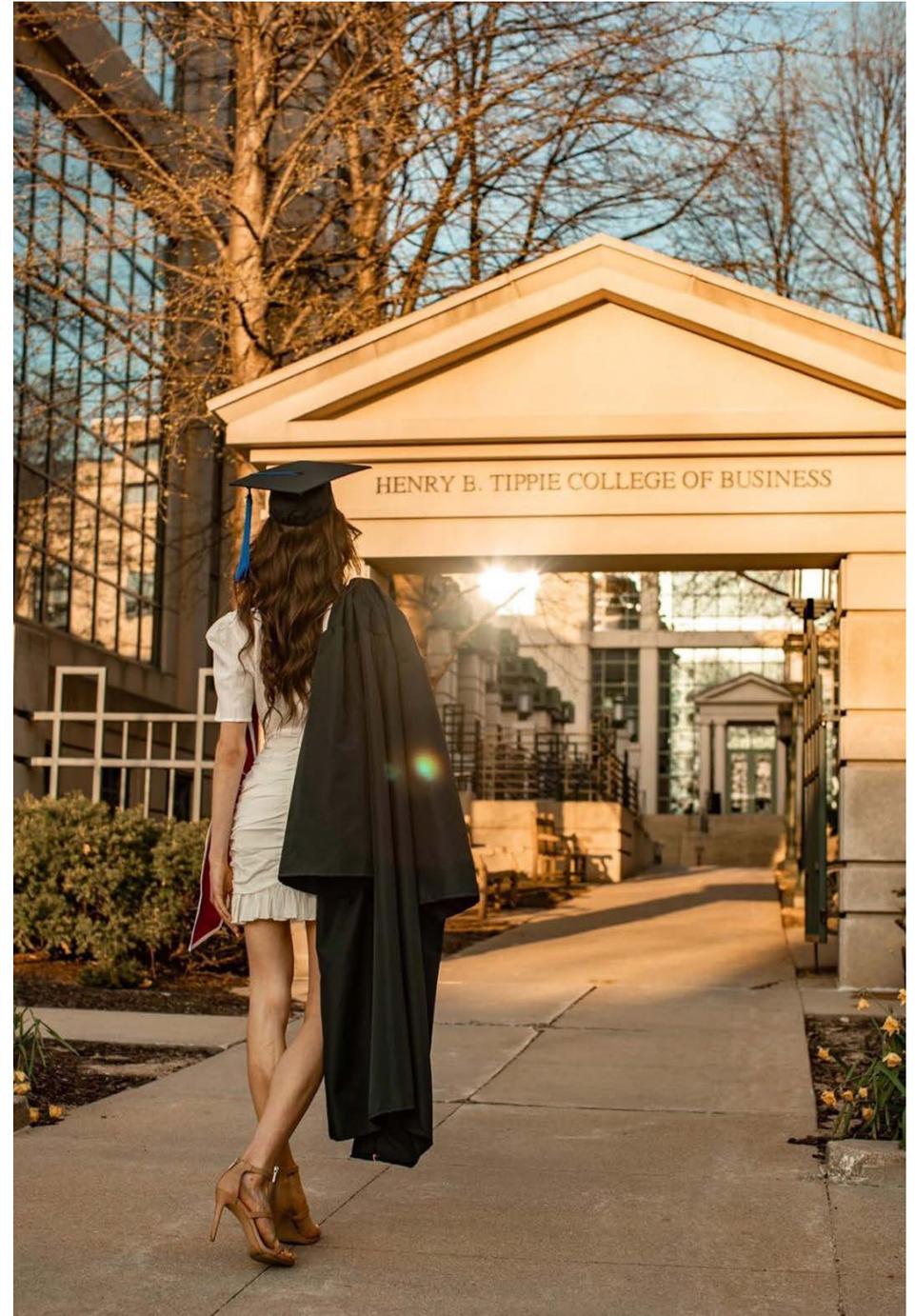
- Share expertise and knowledge broadly to build Tippie's reputation as thought leaders in social responsibility
- Increase partnerships with local, national, and global businesses to create educational experiences for students and faculty

## **INTEGRATE DIVERSITY, EQUITY, AND INCLUSION (DEI) PRINCIPLES IN EVERY ASPECT OF OUR PEOPLE, PROGRAMMING, AND POLICIES**

- Communicate clearly, consistently, and boldly the importance of DEI to Tippie's mission
- Promote awareness of and participation in DEI-related learning opportunities to all Tippie faculty, staff, and students
- Review the physical space of PBB and other Tippie spaces to build a plan for improved accessibility and celebration of differences
- Implement research-informed processes to enhance diversity, equity, and inclusion in employment selection processes and the recruitment of students
- Increase the retention and advancement of diverse faculty, staff, and students
- Audit core courses for DEI content
- Audit research of Tippie faculty for DEI-related publications, presentations, and forms of scholarly work
- Provide opportunities for faculty to learn about universal learning design and inclusive teaching practices
- Engage with more DEI speakers and guests

## **EMBED A CULTURE OF SUSTAINABILITY WITHIN OUR BUILDINGS AND OPERATIONS**

- Pursue energy conservation and waste reduction measures
- Provide opportunities for students to learn about sustainability through our physical space
- Emphasize lean principles within purchasing and consumption practices



A photograph of the entrance to the Henry B. Tippie College of Business. The entrance is a large, light-colored stone archway with a triangular pediment. The name "HENRY B. TIPPIE COLLEGE OF BUSINESS" is inscribed in dark, serif capital letters on the horizontal ledge below the pediment. A paved walkway leads through the archway towards a building with a set of stairs. To the left, there is a large tree with green leaves and a blue metal fence. To the right, a white SUV and a bicycle are visible. The overall scene is bright and clear, suggesting a sunny day.

HENRY B. TIPPIE COLLEGE OF BUSINESS

**CONTRIBUTIONS AND  
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# CONTRIBUTORS AND CONTACT INFORMATION

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