

REPORTING

FALL 2021 AND SPRING 2022



RowanUniversity

CENTER FOR
RESPONSIBLE LEADERSHIP

PRME Principles for Responsible
Management Education

an initiative of the United Nations Global Compact



RowanUniversity

WILLIAM G. ROHRER
COLLEGE OF BUSINESS

TABLE OF CONTENTS



2 Fall 2021 Student
Engagement Events

7 Spring 2022 Student
Engagement Events

10 Excellence In Teaching
& Learning Development

11 Excellence & Impact in
Research Development



A Message from the Co-Directors of the Rowan Center for Responsible Leadership

Fall 2021 and Spring 2022 were semesters of exponential growth for the Rowan Center for Responsible Leadership. We organized 13 student engagement events, reaching approximately 600 attendees and 150 YouTube views.

This co-curricular programming integrated partnerships across campus with the College of Humanities and Social Sciences, Hollybush Institute, Rowan Center for Sports Communication and Social Impact, Rowan Center for Professional Development, and Rowan Graduate Business Programs and Honors College.

On the Excellence in Teaching & Learning Development side, RCRL continued to expand curriculum options aligned with our mission such as the MBA concentration in Sustainable Business and the new MBA course in Responsible Leadership.

On the Excellence & Impact in Research Development, The RCRL Teaching Fellows supports the integration of responsible leadership into courses by producing development modules as a result of their research projects. Additionally, research reflecting the Center's values was published and recognized, further supporting our mission of sharing our values among students, faculty, and community partners.

Also, continuing as a PRME signatory, the Rowan Center for Responsible Leadership reaffirms its commitment to the Six PRME Principles and making significant contributions to transform business and management education in the Rowan College of Business in support of the SDGs.

Jordan Howell
Greg Payton

In Fall 2021 and Spring 2022, we received approximately 600 attendees and 150 YouTube views for speakers, workshops, and events associated with the Rowan Center for Responsible Leadership. Highlights of the past year's events appear below with event photos located in the appendix.

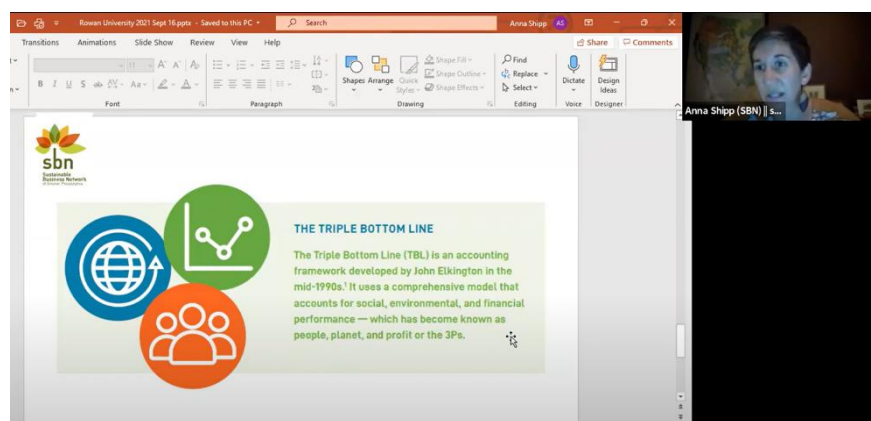
Student Engagement Events

Fall 2021

A Conversation with Anna Shipp

Thursday, September 16th – 30 attendees & 7 YouTube views as of 07/17/2022

The Center hosted guest speaker Anna Shipp, Executive Director of the Sustainable Business Network of Greater Philadelphia, for a conversation surrounding the growth of, and challenges facing, sustainability-oriented businesses in our region.



A Panel on Pay Equity in Women's Sports

Tuesday, September 28th – 45 attendees

In collaboration with the Rowan Center for Sports Communication & Social Impact, the Center hosted a panel discussion on pay equity in women's sports. The panelists included Lindsey Darwin, an Assistant Professor in the Sport Management Department at SUNY Cortland and Diane Williams, an Assistant Professor of Kinesiology at McDaniel College.

Join us for
A Panel on Pay Equity in Women's Professional Sports



 RowanUniversity
CENTER FOR SPORTS COMMUNICATION
& SOCIAL IMPACT

 RowanUniversity
CENTER FOR
RESPONSIBLE LEADERSHIP



The Great Chernobyl Acceleration: Environment and Health in the Nuclear Age

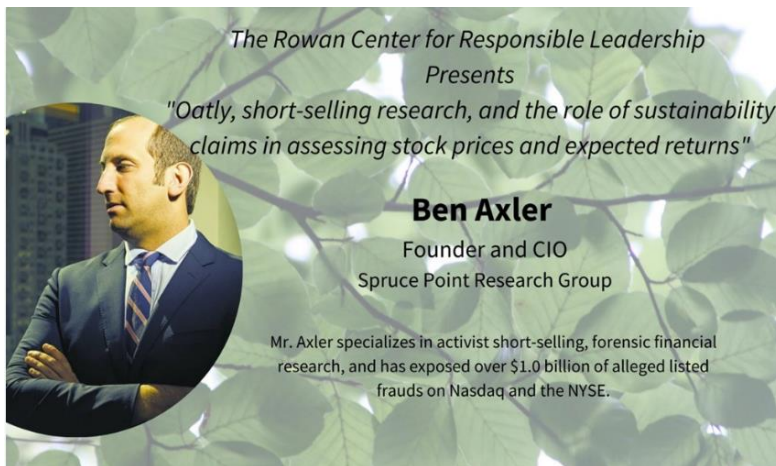
Tuesday, September 28th - 86 attendees

The Center co-hosted an event with the College of Humanities & Social Sciences and the Hollybush Institute for a discussion with historian Kate Brown surrounding the effects of nuclear energy.

Oatly, Short-Selling Research, and the Role of Sustainability Claims in Assessing Stock Prices and Expected Returns

Thursday, September 30th – 62 attendees

This RCRL virtual event hosted guest speaker Ben Axler, the founder, and CIO of Spruce Point Research Group. Mr. Axler specializes in activist short-selling, forensic financial research, and has exposed over \$1.0 billion of alleged listed frauds on Nasdaq and the NYSE.



Limits to Responsible Business

Thursday, October 14th - 30 attendees

The panelists Kenneth P. Pucker, Emily Stewart, and Joe Spearing discussed the limitations of the triple bottom line. Organizations that adopt this concept are committed to measuring the business' social and environmental impact, along with its profits.



A Conversation with Ken Ilgunas

Tuesday, October 19th - 40 attendees

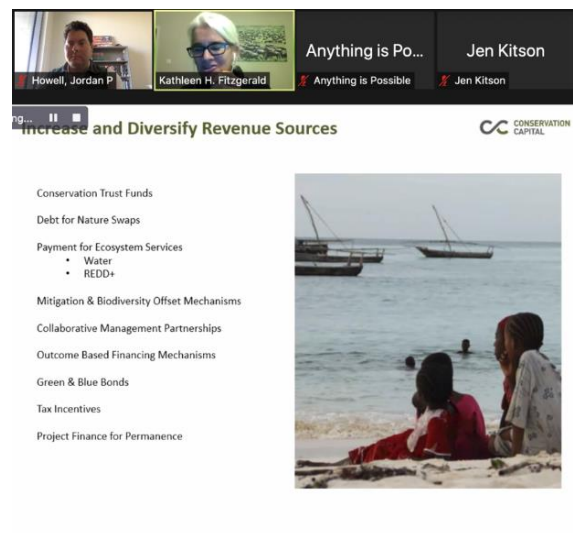
The Center hosted a conversation with guest speaker Ken Ilgunas, a journalist, author, and backcountry park ranger. He has written such books as *Walden on Wheels*, *Trespassing Across America*, and *This Land is Our Land: How We Lost the Right to Roam and How to Take it Back*.



How Can Finance Achieve Conservation Goals?

Tuesday, November 9th - 51 attendees & 32 YouTube views as of 07/17/2022

The Rowan Center for Responsible Leadership welcomed Kathleen Fitzgerald for a virtual talk on topics relating to conservation finance. Kathleen leads Conservation Capital's Business Consulting Africa division. Kathleen brings 25 years of experience in integrated large landscape conservation programs in Africa and North America. Kathleen was a senior staff member of the African Wildlife Foundation for 11 years, now serving as Vice President for its East and Southern Africa portfolio. She has helped create new conservation areas, improve management of existing protected areas, established co-management arrangements with governments, and designed innovative models for community integration in conservation. She has completed dozens of land transactions in North America and worked extensively on increasing conservation finance for protected areas.



RCRL Open Mic Night, Vol. 1

Tuesday, November 16th – 60 attendees

The Center hosted an Open Mic Night to encourage students, faculty, and alumni to share their passion through spoken word, poetry, song, or monologue to shine an informative light on current social responsibility and sustainability issues. The event allowed attendees to participate in a night of creativity and conversation by sharing their gifts, wisdom, or presence to be a part of something bigger and truly make a difference.





A Conversation with Janelle Knox-Hayes

Monday, December 6th – 79 attendees & 13 YouTube views as of 07/17/2022

The Center hosted a conversation with guest speaker Janelle Knox-Hayes, the Lister Brothers Associate Professor of Economic Geography and Planning in the Department of Urban Studies and Planning. She holds a visiting research fellowship at the Smith School of Enterprise and the Environment at Oxford University. Her research focuses on the ways in which social and environmental systems are governed under changing temporal and spatial scales as a consequence of globalization. She has studied the political and economic interface of financial markets and environmental systems and how individuals and organizations plan and make decisions under conditions of socio-economic uncertainty. Her latest project examines how social values shape sustainable development.



Spring 2022

Women's Salary Negotiation Workshop

Tuesday, March 8th – 10 attendees

The Center, in collaboration with the Rowan Center for Professional Development partnered with two women executives, one from Canon Financial Services and one from Blue Cross Blue Shield, to host an interactive workshop for Rowan College of Business female students on salary negotiation.



2022 EcoCareers Conference

Monday, April 6th – 7th - 10 Rowan students/staff/faculty attendees

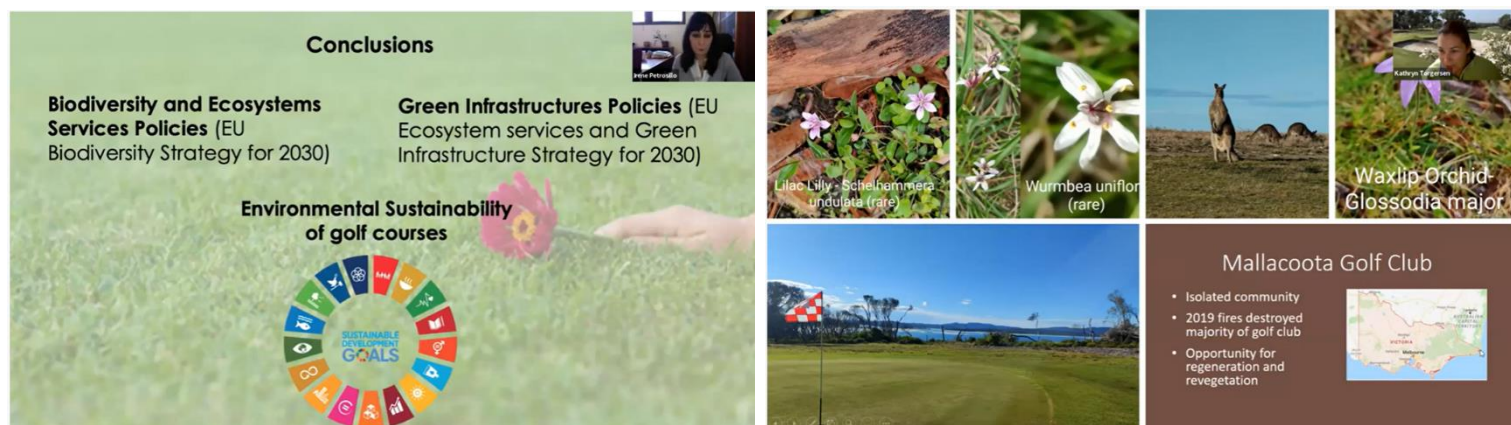
The Center was a title sponsor for The National Wildlife Federation EcoCareers Conference. The Conference prepares students and young professionals for wildlife and sustainability careers by providing information on the latest EcoCareer trends from leading analysts and employers, clarifying career-enhancing credentials and academic offerings, and formulating a better understanding of the competencies employers seek in the green sector.



Can Golf Courses Benefit Biodiversity?

Tuesday, April 12th – 50 attendees & 90 YouTube views as of 07/17/2022

The Center hosted guest speakers Irene Petrosillo, Thu Nguyen, and Kate Torgerson to discuss the impact of golf courses on biodiversity. Golf courses occupy considerable land area around the world. While intensive management practices to maintain golf courses undoubtedly change ecosystems and habitats, could it also be possible for golf courses to contribute positively to sustainability, and particularly, biodiversity goals? The event focused on two research projects and a professional practice of examining this question, as a starting point for considering how course design and maintenance practices can be modified to support healthier habitats and enhanced biodiversity.



The Sustainable Development Goals and International Action

Thursday, April 21st – 45 attendees

As an earth day event, the Center held an international action competition. Attendees learned about the top four projects from Professor Berrin Guner's spring semester classes, surrounding the theme of the "Sustainable Development Goals and International Action". Each project was developed by a team of students who created problem solving concepts linked to the Sustainable Development Goals.



EARTH DAY 2022

THURSDAY, APRIL 21, 2022
Rowan Center for Responsible Leadership

5:00 PM - 6:00 PM
SDGs: An International Action Competition

Welcome and Opening Remarks

Team #1
Batt Bike in Senegal
Patrick Shiel, Anthony Matos, Devin Hunt, and Mackenzie O'Connell

Team #2
Underground Greenhouses in Eritrea
Jillian Ruggero, Antonia Brunetti, Grace Haley, and Adriel Abreu

Team #3
Clothes on the Go in Colombia
Brianna Oddo, Lisa Carannante, Melissa Montesinos, and Madeline McClure

Team #4
Timed Shower Head in Brazil
Taylor DeGennaro, Erin Doran, and Kelly Van Fossen

Networking
Judges Deliberate

Announcement of Winners

JUDGES



Jen Kitson
Department of Art
Department of Geography, Planning & Sustainability



Keith Brand
Department of Radio, Television and Film



Jordan Howell, Ph.D.
Department of Management

ORGANIZING TEAM



Berrin Guner
Professor of Marketing, Rowan University



Karen Teller
Assistant Director, Marketing and Events

STUDENT COMPETITION





The winning group of the competition, students Brianna Oddo, Lisa Carannante, Melissa Montesinos, and Madeline McClure, designed the 'Clothes On the Go in Colombia' solution for Sustainable Development Goal 12: ensure sustainable consumption and production patterns.



Excellence In Teaching & Learning Development

Curriculum

MBA concentration in Sustainable Business

This coursework examines the impacts of “green” industries, products, and business practices and gain expertise on how to implement sustainability-oriented changes in areas ranging from operations and product design to finance, marketing, and human resources management.

Rowan MBA students can select from the below courses to satisfy the requirements for a Sustainable Business Concentration:

- Sustainable Commerce
- Sustainability Assessment
- Topics in Sustainability Innovation and Problem Solving
- Entrepreneurship & Innovation
- Corporate Entrepreneurship
- Social Entrepreneurship and Impact Investing for Change
- Government and Not-For-Profit Accounting

MBA course MGT 06567 Responsible Leadership

This new course was taught to over 100 MBA students during the 2021-2022 school year. Included in the coursework for the Spring '22 section was a project-based learning focus in collaboration with the Invincible City Farms.

Grant Applications

Jordan Howell participated in the awarded grant from the New Jersey Dept. of Environmental Protection Recycling Enhancement Act program on “Implementing Recycled Material Derivatives to Transform the Marketplace: Moving from Concept to Reality” together with Daniel Folkinshteyn and Jordan Moore.

Jordan Howell participated in the proposal submitted to the US Golf Association on “A Statistically-Driven Approach to More Sustainable Golf Course Design and Renovation” with Jordan Moore.

Excellence & Impact in Research Development

Publications

Books

Jordan P. Howell. Garbage in the Garden State. New Brunswick, NJ: Rutgers University Press.

Peer-reviewed journal articles

Moore, Jordan, Jordan P. Howell, and Daniel Folkinshteyn. 2022. "The Potential for Exchange Traded Futures on Recycled Materials to Improve Recycling Efficiency." Investment Management and Financial Innovations 3.

Jordan P. Howell. 2022. "Pathways to Research: Green and Conservation Finance". Salem Press / EBSCO Information Services.

Howell, Jordan P., Mahbubur Meenar, Christina Friend, Jack Kelly, and Owen Feeny. 2022. "The Pinelands Development Credit Program: Using Market Mechanisms to Achieve Preservation Goals." Case Studies in the Environment 6.
<https://doi.org/10.1525/cse.2022.1546241>

- Received Honorable Mention (2nd place) from the Environment/University of California Press 2021 Prize Competition for 2021 Case Studies

RCRL Teaching Fellows

The mission of the Center is to support the values of social responsibility, sustainability, and organizational ethics among students, faculty, and community partners through the implementation of the United Nations Sustainable Development Goals and the Principles of Responsible Management Education. The RCRL Teaching Fellows program is to help faculty integrate discussion, assignments, and analysis of responsible leadership focus areas into their courses. Teaching Fellows develop 'learning modules' – collections of pedagogical materials focused on a single issue, concept, or question – that can be readily adapted and integrated by college faculty into their courses.

In 2022, the Rowan Center for Responsible Leadership supported Teaching Fellows: Dr. Ted Howell (Dept. of Writing Arts & Dept. of Geography) and Dr. Rick Jonsen (Dept. of Management).

Dr. Ted Howell's Project - "A Climate Policy Primer": Introduces students to a top-level overview of climate change solutions and their costs/benefits through the lens of market-based policy interventions. Designed specifically as a 75-minute module that can be plugged-in to a class period by any instructor, the module features two engaging and interactive tools: the En-ROADS Climate Simulator and the YouTube video "How We Fix the Climate" by "vlogbrother," author, and TikTok personality Hank Green.

Dr. Rick Jonsen's Project - "Business Policy as Responsible Leadership: Integrating Sustainability OER into the Strategy Curriculum": Identifies and develops cases, discussions, teaching notes, and other open-source education resources (OER) for integrating SDG-based sustainability concepts into the reading, discussions, and assignments throughout the semester for undergraduate capstone business policy/strategy courses.



July 2022

Jordan Howell - howellj@rowan.edu

Greg Payton - paytong@rowan.edu

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