



## 2020 Initiatives Proposal Form

Thank you for your interest in submitting a proposal to the 2020 Initiatives process.

Please complete this form, save it to your hard drive, and then email a copy to: [2020@stockton.edu](mailto:2020@stockton.edu). Please copy your Dean/Director on the email. You will then be contacted by the appropriate 2020 Initiative Team representative/LEGS facilitators.

Proposals will be evaluated based on general criteria including the following:

- University-wide impact
- Clearly addressing one of the four LEGS themes from the 2020 strategic plan
- Specific budget details provided
- Realistic outcomes identified
- Assessment measures specified

**Please consider the following questions as helpful prompts:**

**University-wide Objective(s)**

- Does your proposal clearly address an issue relevant to your selected “primary strategic (LEGS) theme”?
- What specifically do you wish to accomplish with your project?
- How will Stockton, as a whole, benefit?

**Expected Results**

- How will you know if your project is a success?
- What are your anticipated outcomes and specific measurements for success?
- Does your proposal clearly indicate the person(s) or department(s) that will assume responsibility for the various work tasks?
- What is your project's "finish line"?

General Application Information	
<b>Your Name</b>	Amit Mukherjee
<b>Your Email</b>	mukherja@stockton.edu
<b>Title of Project</b>	Stockton University First PRME Conference
<b>Project Leader</b>	Amit Mukherjee and Naz Onel
<b>LEGS Initiative Team Coach</b>	Jenny Wagner
<b>Project Partner(s)</b>	School of Business
<b>Duration / Time Frame of Project</b>	October-December 2020

Proposal Category (choose one: one-time or ongoing)			
One-Time Event or Activity		Ongoing Event or Activity	
<input checked="" type="checkbox"/>	(A) \$5,000 or less	<input type="checkbox"/>	(C) \$5,000 or less
<input type="checkbox"/>	(B) More than \$5,000	<input type="checkbox"/>	(D) More than \$5,000

### Strategic Theme (choose one)

<input type="checkbox"/>	Learning
<input type="checkbox"/>	Engagement
<input type="checkbox"/>	Global Perspectives
<input checked="" type="checkbox"/>	Sustainability

### Strategic Objectives: choose one primary (P) in main theme and up to three secondary (S) in any themes

#### Learning

S	Deliver high value-added learning experiences and promote scholarly activity (S1)	-	Reward scholarly applications (ER2)
-	Promote liberal arts ideal to develop lifelong learners (S2)	-	Establish additional revenue sources (RS1-L)
-	Strengthen internal processes to support learning (IP1-L)	-	Reduce expenses (RS2-L)
-	Develop faculty and staff skills to support learning (ER1-L)	-	Align resources to support strategic plan (RS3-L)

#### Engagement

-	Establish Stockton as an integral part of the identity of students, faculty, staff, alumni, and community members (S3)	-	Foster an interactive environment among students, faculty, staff, and community (ER3)
-	Prepare students for active citizenship role (S4)	-	Increase opportunities for interactions between internal and external communities (ER4)
-	Create mutually reinforcing intellectual and co-curricular experiences (S5)	-	Establish additional revenue sources (RS1-E)
-	Strengthen internal processes to support engagement (IP1-E)	-	Reduce expenses (RS2-E)
-	Develop faculty and staff skills to support engagement (ER1-E)	-	Align resources to support the strategic plan (RS3-E)

#### Global Perspectives

-	Develop a globally diverse Stockton community (S6)	-	Strengthen opportunities for global interaction among members of the Stockton community (ER5)
S	Enhance capacity to participate globally (S7)	-	Establish additional revenue sources (RS1-G)
-	Strengthen internal processes to support global education (IP1-G)	-	Reduce expenses (RS2-G)
-	Integrate global program efforts among multiple units of the university (IP2)	-	Align resources to support the strategic plan (RS3-G)
-	Develop faculty and staff skills to support global education (ER1-G)		

#### Sustainability

-	Increase sustainable infrastructure (S8)	-	Develop and implement sustainability programs (IP5)
P	Enhance sustainability education and research (S9)	-	Develop faculty and staff skills to support sustainability (ER1-S)
-	Increase recognition as a model of sustainability (S10)	-	Reward sustainable practices (ER6)
S	Partner to promote global sustainability (S11)	-	Establish additional revenue sources (RS1-S)
-	Strengthen internal process to support sustainability (IP1-S)	-	Reduce expenses (RS2-S)
-	Prioritize sustainability in plan operations and residential life (IP3)	-	Align resources to support the strategic plan (RS3-S)
-	Promote sustainability across the curriculum (IP4)	-	Seek efficiencies through sustainable practices (RS4)

**The tables below allow for summaries of about 350 words. Additional information can be included as an attachment.**

### **Narrative Summary of Project**

We propose that Stockton School of Business become an “advanced signatory” to the United Nations PRME (Principles of Responsible Management Education) and hold its First PRME Conference with the theme: Responsible Business for Sustainability: Pedagogy, Practice and Prospects. Proposal is for the conference to be held at the Atlantic City campus for 1 ½ days (approx. 6 PM Thursday to 5 PM Friday) in October 2020. Academic, corporate, and NGO participants will be invited to the conference to discuss issues and challenges pertaining to all three aspects of sustainability in responsible business-Profit, People and the Planet. The conference program will be designed to facilitate exchange of ideas, to share best practices and to create collaborations.

(please see attachment for details)

### **Assessment Plan: What are your anticipated outcomes and specific measurements for success?**

Immediate success will be measured by the number and diversity of academic participants and attendees to the conference from other academic institutions; number and diversity of participants and attendees to the conference who are Stockton faculty or students; number of industry and NGO representatives participating in the conference.

Quality of research presentations, engagement and overall learning opportunity will be measured by means of post-conference surveys to be administered to all attendees. The surveys will provide a specific measurement of success as well as important lessons to be gleaned for future Stockton PRME conferences.

(please see attachment for details)

### Budget Summary – 2020 Requested Funding Only

	Item	FY2020 July 1, 2019 – June 30, 2020	FY2021 July 1, 2020 – June 30, 2021	Notes/Comments (stipends, supplies, hospitality, etc.)
1.	Registration Subsidy		\$ 3,475.00	
2.	Hotel Bookings		\$ 450.00	
3.	PRME Advanced Signatory Fee		\$ 425.00	
4.	Non-paying guests, misc.		\$ 640.00	
5.	(see attachment for details)			
6.				
7.				
Total		\$ 0.00	\$ 4,990.00	

\* Please note: a proposal can only receive 2020 funding for two fiscal years.

### Funding Questions

Are you receiving any other University funding for this project?	No	
What department or academic school will your budget for this project reside?	School of Business	
Who will be the Budget Unit Manager (BUM)?		
Who will be the budget processor?		
If you are requesting 2020 funding to hire a TES or consultant, is that person a current Stockton employee?	<b>Yes, Currently Paid as a/an:</b> <input type="radio"/> Adjunct <input type="radio"/> Faculty <input type="radio"/> Staff <input type="radio"/> TES	<input type="radio"/> No
Will you need 2020 funds for <u>immediate</u> use to begin your project?	<input type="radio"/> Yes, Date Needed:	<input checked="" type="radio"/> No

### Additional Support Questions

Will your project require support from Information Technology Services?	<input checked="" type="radio"/> Yes	<input type="radio"/> No
If so, please provide details:	IT support for the conference-AC Campus	
Will your project require support from Plant/Facilities & Operations?	<input checked="" type="radio"/> Yes	<input type="radio"/> No
If so, please provide details:	Support from AC Campus Operations needed	

## Supervisor Approval/Support

Have you discussed your 2020 proposal with your supervisor, director, and/or dean and received their support?

Yes, have received support from Dean Ogbuehi

\* Please note: proposers who answer "no" to this question may be required to submit additional documentation in support of their 2020 application form.

CC: Dean/Director/Supervisor

### Project proposal:

The strategic theme of this 2020 Initiative Project proposal is 'Sustainability' with the primary strategic objective to 'enhance sustainability education and research' (S9). Secondary objectives are to

- a) 'deliver high value-added learning experience and promote scholarly activity' (S1);
- b) 'increase opportunities for interactions between internal and external communities' (ER4);
- c) 'enhance capacity to participate globally' (S7); and
- d) 'partner to promote global sustainability (S11).

We propose that Stockton School of Business become an 'advanced signatory' to the United Nations PRME (Principles of Responsible Management Education) and hold its First PRME Conference with the theme: *Responsible Business for Sustainability: Pedagogy, Practice and Prospects*. Proposal is for the conference to be held at the Atlantic City campus for 1 ½ days (approx. 6 PM Thursday to 5 PM Friday) in October 2020. Academic, corporate, and NGO participants will be invited to the conference to discuss issues and challenges pertaining to all three aspects of sustainability in responsible business-Profit, People and the Planet. The conference program will be designed to facilitate exchange of ideas, to share best practices and to create collaborations.

Founded in 2007, PRME is a United Nations supported platform to raise management education focus on sustainability and to equip today's business students with the

understanding and ability to deliver change tomorrow. More than 650 signatories have become voluntary participants of PRME establishing the initiative as the largest organized relationship between the United Nations and management-related higher education institutions. Our proposal is that we become an 'Advanced Signatory' to the UN PRME which would enable us to host a PRME conference with the institutional support of the PRME Secretariat in New York City (more information regarding the advantages of becoming an 'advanced signatory' here: <https://www.unprme.org/resource-docs/2019SignatoryModel.pdf>).

Stockton University has a long-standing commitment to interdisciplinary sustainability education-integrating the natural sciences, technology, economics, policy, ethics, and management-in preparing the next generation of professionals steeped in the ethos of sustainability. The conference proposes to bring together a diverse group of sustainability management experts from academia, for-profit and non-profit organizations who will share their expertise. The conference will actively encourage ALL Stockton undergraduate and post-graduate students as well as ALL faculty to participate by submitting collaborative research papers and attending conference sessions.

### **Sustainability and Responsible Business Management:**

Today, the longstanding notion that corporations function first and foremost to maximize their profits and keep their shareholders content is changing rapidly to embrace employee investment, ethical conduct of business with suppliers, delivering the highest value to customers, supporting surrounding communities and improving their existence in a positive way. This important shift in business mindsets signals changes in leadership styles, repurposing business existence, and a growing need for future leaders who are prepared to operate in the new sustainable marketplace that is conscientious, responsible, and compassionate. Sustainable development, defined as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs", requires an overall shift in an institutional mindset to the three pillars of sustainability—an organization's social, environmental, and economic performance. The shift in business purpose and consequent need to prepare leaders to

embrace the concept of sustainable development into business education and practice is reflected in the evolving academic culture of the gradual incorporation of sustainability principles into business school curricula.

### **Key Activities and Timeline:**

1. Stockton School of Business becomes an advanced signatory to UN PRME (January 2020).

(Note: Amit has been in touch with the PRME Secretariat as well as with the Chairperson, UN PRME Chapter-North America and is assured of our PRME advanced signatory status pending application).

2. Dedicated conference website (embedded in the School of Business website) created (February 2020)

3. Call for Papers/Discussion panels for the conference sent out to academic institutions (March-July 2020).

4. Invitations to keynote speakers, industry and NGO participants for speaking engagements (May-August 2020).

5. Conference schedule finalized and published (September 2020).

6. Conference held (October 2020)

7. Electronic conference proceedings published, post-conference survey administered and analyzed (October-November 2020).

### **Qualifications of the Proposed Conference Co-Chairs:**

Since the proposed conference is in a year from now and contingent on the success of this 2020 Initiatives funding application, details of the conference have not been worked out. Pertinent then, is to include qualifications of the proposed Conference Co-Chairs to organize such a conference:

Amit Mukherjee is the President-Elect (2020-2022) of the Northeast Business and Economics Association (NBEA @ [www.nbea.us](http://www.nbea.us)). As Conference Chair, he has held the 2018 NBEA Annual Conference at the Seaview Hotel in Galloway. He was also the Conference Chair of the Academy of International Business-Northeast Annual Conferences held at the Stockton Carnegie Center in Atlantic City in the years 2011 and 2008.

Naz Onel is a Board Member of the NBEA and key organizer and Proceedings Editor for both 2019 and 2018 NBEA Annual Conferences. Currently, she is serving as the Track Chair for the Transformative Consumer Research Conference for the second time. She also served as one of the organizing committee members for the World Association for Sustainable Development International Conference in 2014 and 2013.

### **University-wide impact:**

The Conference theme, *Responsible Business for Sustainability: Pedagogy, Practice and Prospects* is broad. The sustainability framework for responsible business comprises of social equity (people), environmental (planet) and economic (profit) considerations. And the conference invites research on related pedagogy as well as 'practice and prospects'. As such, opportunities abound for students and faculty from diverse disciplines from the various Stockton Schools to present their research as well as attend conference sessions. The conference will have a session (or multiple sessions depending on student interests) exclusively for student-authored papers. Professors teaching sustainability related courses throughout the university will be encouraged to participate as well as to have their students participate in the conference. Professor Onel already plans to invite top students from her MBA course 'Corporate Sustainability Strategies' and undergraduate course 'Sustainability Marketing' to present their final research projects at the conference.

### **Outcomes and Assessments:**

The most important outcome will be the recognition that Stockton University as a whole, and the School of Business in particular, will receive as the news of this conference spreads in the immediate geographic and academic community as well as the worldwide



PRME community of highly regarded management schools engaged in sustainability education. We will take full advantage of our Advanced Signatory membership status in PRME to disseminate news about the conference through all communication channels of the PRME network, both before and after the conclusion of the conference. All faculty will also have the opportunity to participate in other PRME initiatives throughout the U.S. and abroad, if so inclined.

The proposers envision, after this inaugural, trend-setting conference establishing Stockton's credentials in the PRME community, similar biennial or triennial PRME conference to be held by the Stockton School of Business in the coming years with either one of them or other enthusiastic faculty members as conference chairs. That is an outcome and a measure of success they are keen on.

Immediate success will be measured by the

- a) number and diversity of academic participants and attendees to the conference from other academic institutions;
- b) number and diversity of participants and attendees to the conference who are Stockton faculty or students;
- c) number of industry and NGO representatives participating in the conference.

Quality of research presentations, engagement and overall learning opportunity will be measured by means of post-conference surveys to be administered to all attendees. The surveys will provide a specific measurement of success as well as important lessons to be gleaned for future Stockton PRME conferences.

### **Budget Request:**

Regional PRME conferences like we propose here typically charge a registration fee that covers only part of the cost of attending (excluding travel and lodging costs borne by attendees). The remaining cost is borne by the host or sponsoring institution. We propose the following with the approximation of the number of attendees based on attendance

data from similar conferences hosted by comparable institutions. We also have the ability, if necessary, to cap the number of attendees to match funding available.

<b>STOCKTON PRME CONFERENCE BUDGET PROPOSAL</b>			
	Amount	Number	
Thursday Reception cost/person	\$25		
Friday Breakfast cost/person	\$20		
Friday Lunch + wine cost/person	\$45		
<b><u>Total Cost of Food/person</u></b>	<b><u>\$90</u></b>		
Regular Registration Fee	\$50	40	2000
Student Registration Fee	\$15	25	375
Subsidy Regular (\$ 90-\$ 50)	\$40	40	1600
Subsidy Student (\$ 90-\$ 15)	\$75	25	1875
2 hotel rooms Thursday (2 keynote speakers)	\$150	2	300
1 hotel room Thursday (1 conference co-chair)	\$150	1	150
Program printing	\$2	80	160
Non-paying guests @ Luncheon	\$45	4	180
Non-paying guests @ TH reception	\$25	4	100
Misc. expenses + payment processing fee			200
PRME Advanced Signatory Annual Service Fee	\$425	1	425
	<b>TOTAL</b>	<b>REQUEST</b>	<b>\$4,990</b>