



Office of Societal Impact and Sustainability

**Robert C. Vackar College of Business &
Entrepreneurship**

Annual Report AY 2024-2025

Education with purpose, impact with passion

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Message from the Dean

Dear Colleagues, Students, and Stakeholders,

I am pleased to present the newest edition of the Societal Impact & Sustainability Report for the Robert C. Vackar College of Business and Entrepreneurship. At RCVCOBE, we believe that the true measure of success extends beyond academic achievement and business innovation—it is also reflected in the positive change we help bring to our region and the wider world.

This report celebrates how our faculty, students, and partners translate knowledge into action, addressing complex challenges through creativity, collaboration, and a commitment to sustainable progress. Each initiative featured here demonstrates how business education can serve as a catalyst for opportunity, resilience, and inclusive growth.

In this year's spotlight, we are proud to showcase:

- **VIP Lab – fostering innovation and interdisciplinary problem-solving**
- **Trade Wars on the Horizon webinar by CBEST – advancing informed dialogue on global commerce**
- **I-Corps – supporting entrepreneurial discovery and market readiness**
- **Bank-on-Int! – Real world banking experience for business students through regional and institutional collaboration.**
- **Enacting Solutions – engaging students in hands-on strategies for community improvement**

Thank you for your continued support and dedication to our mission. Together, we can empower leaders, strengthen communities, and build a more sustainable future.

Warm regards,

Dr. Giorgio Gotti

Dean, Robert C. Vackar College of Business & Entrepreneurship



Message from the RCVCOBE Office of Societal Impact & Sustainability

Education with purpose, impact with passion

At the Robert C. Vackar College of Business and Entrepreneurship, we believe that education is not only a pathway to personal and professional growth—it is a powerful catalyst for societal transformation. The 2024–2025 academic year has been a testament to this belief, as our faculty and students have continued to lead with purpose, advancing societal impact and sustainability across the Rio Grande Valley and beyond.

This report highlights a vibrant collection of initiatives, research publications, service-learning projects, and community partnerships that reflect our commitment to responsible business practices and inclusive economic development. From innovative classroom experiences to collaborative outreach efforts, our college has embraced the challenge of addressing real-world issues with creativity, compassion, and rigor.

We are proud to showcase the work of our faculty and students who are not only shaping the future of business but also uplifting the communities we serve. Their dedication to sustainability, prosperity, and social innovation exemplifies the values that define our college and inspire our mission.

As you explore the pages of this report, we invite you to celebrate the impact made—and to join us in continuing this important work.

Maria Leonard

Director of Social Impact and Sustainability

Robert C. Vackar College of Business & Entrepreneurship





Societal Impact

Societal impact is the effect that actions have on people, communities, and society. It is one of the key drivers of value creation for businesses and organizations. According to a recent study by Deloitte Global, it can enhance brand differentiation, talent attraction and retention, innovation, operational efficiency, risk mitigation, and capital access and market valuation.

The **AACSB** 2020 business accreditation standards require that business schools demonstrate how they align with the spirit and intent of making a positive societal impact. The AACSB standards are organized into **three categories**:

- Strategic management and innovation
- Learner success and thought leadership
- Engagement and societal impact

The last category emphasizes the role of business schools in addressing the challenges and opportunities of society through teaching, research, and outreach activities.

Societal Impact

The AACSB defines societal impact as “the ways in which a business school’s mission and strategic plan guide actions that positively influence society—at local, regional, national, or international levels.”

The AACSB 2020 business accreditation standards **require** that schools demonstrate how they align with the spirit and intent of making a positive societal impact.

Some of the **proposed** ways in which business schools can meet these objectives are:

- Incorporating societal issues and values into their curricula, research, and experiential learning opportunities.
- Engaging with diverse stakeholders and partners from industry, education, nonprofits, and government to address societal challenges and opportunities.
- Developing students who are aware, responsible, and capable of creating positive change in the world.
- Measuring and reporting on the outcomes and impact of their initiatives and activities on society.





RCVCOBE Vision Statement

The Robert C. Vackar College of Business and Entrepreneurship will positively impact its local and global stakeholders through the discovery, integration, application, and teaching of business-focused knowledge addressing the critical needs of society.

RCVCOBE Mission Statement

The Robert C. Vackar College of Business and Entrepreneurship promotes student success and serves as a catalyst for innovation, knowledge discovery, and economic development in South Texas, Northern Mexico, and beyond. We do so by offering relevant academic programs, committing to impactful research, and fostering community engagement and sustainable partnerships in a way that supports the university's mission.



RCVCOBE Core Values

Our Commitment to Excellence

- Invest in our students' success by offering high-quality and relevant academic programs.

Our Dedication to Thought Leadership

- Promote rigorous and high-impact scholarship.
- Improve the academic reputation of RCV through impactful engagement with the scholarly community.

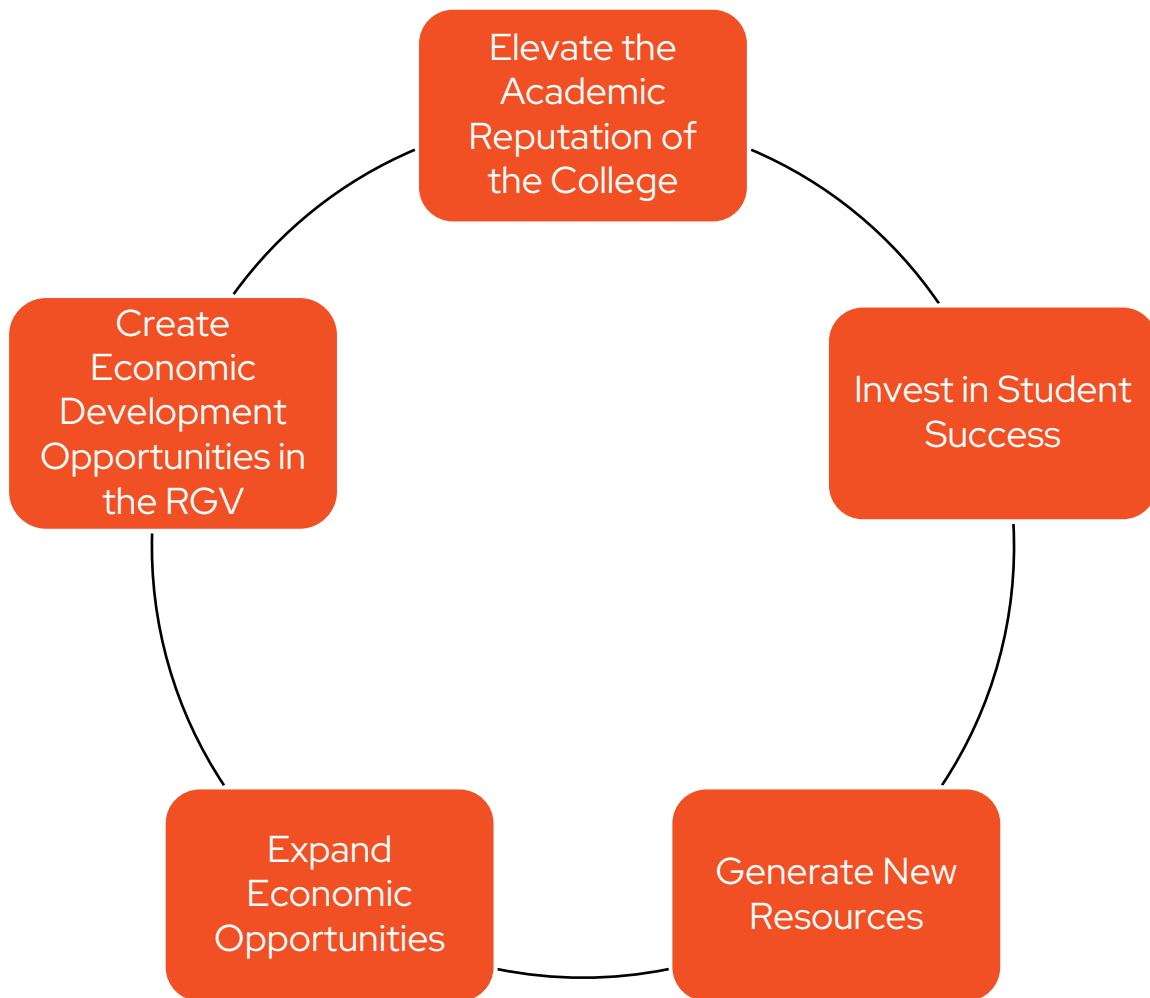
Our Passion for Empowerment and Impact

- Empower and support our students, faculty, and staff to make a difference in their communities through high-impact teaching and learning practices.

Our Role as Agents of Transformation

- Cherish and support our positive role in the economic transformation of the Rio Grande Valley.

RCVCOBE Strategic Goals



RCVCOBE Focus Areas for Societal Impact

Based on the socio-economic conditions in our region and the mission and strategic plan of RCVCOBE, we will focus our efforts on the following goals:

Focus Goal #1

We are committed to fostering sustainable economic growth and development through mutually beneficial partnerships with our stakeholders (U.N. Sustainable Development Goal #8 Decent Work and Economic Growth).

Recognizing our responsibility to our students, staff, faculty, and the broader community, we emphasize initiatives that drive economic development, applied research, experiential learning, and high-impact curricular practices.

Our focus is on:

- Successfully preparing students for the workforce.
- Supporting sustainable businesses, entrepreneurial activity, and key industry opportunities to drive growth in the Rio Grande Valley and beyond.

Focus Goal #2

We are committed to focusing our efforts on U.N. Sustainable Development Goal #3: Good health and well-being. We recognize our responsibility to our community and our role as a vehicle for growth and good health by placing emphasis on initiatives that foster a healthy community.

RCVCOBE Highlighted Activities/Programs: Faculty

Dr. Christian Sobngwi

Bank on Int!

Bank on Int! is a collaborative initiative by the City of Edinburg, Edinburg EDC, and the University of Texas Rio Grande Valley that partners with regional banks across the Rio Grande Valley to offer post-secondary students pursuing business or related degrees hands-on training and valuable work experience in the banking industry.

Economic Impact: \$50,000

People Impacted by this Program: 50

June – August 2025



Dr. Sylvia Robles and CEO

The VIP Idea Lab

The VIP Idea Lab at UTRGV's RCVCOBE addresses a critical gap in entrepreneurship education by integrating Sustainable Design Thinking (SDT) and the Inner Development Goals (IDGs) framework. Launched in 2023, it provides an immersive, interdisciplinary experience for students, faculty, staff, and local entrepreneurs, promoting inclusive innovation, human-centered problem-solving, and community impact.

Economic Impact: Not measured

People Impacted by this Program: 743 to date

Academic Year 2024-2025



Drs. Maroula Khraiche, Jean-Baptiste Tondji, and Salvador Contreras

Trade Wars on the Horizon: What Could Happen Next?

Round table discussion on tariffs and their potential impact on the Rio Grande Valley. The webinar was hosted by the RGV Hispanic Chamber of Commerce.

Economic Impact: Not measured

People Impacted by this Program: 30

March 2025

Trade Wars on the Horizon: What Could Happen Next?

**JOIN OUR WEBINAR
ROUNDTABLE DISCUSSION
THURSDAY, MARCH 20TH
AT NOON**

“The current US administration has positioned tariffs as a central tool of economic and political leverage. While tariffs can counteract unfair trade practices, their indiscriminate application poses significant economic risks, potentially destabilizing not only the US economy but also key trade partners like Mexico and Canada. These nations, heavily reliant on trade with the US, would face severe economic repercussions under an extensive tariff regime.”

scan to register

QR code

MAROULA KHRAICHE
ECONOMIST

JEAN-BAPTISTE TONJII
ECONOMIST

SALVADOR CONTRERAS
ECONOMIST

THE UNIVERSITY OF TEXAS RIO GRANDE VALLEY
DEPARTMENT OF ECONOMICS

RGV HISPANIC
CHAMBER OF COMMERCE

The University of Texas
Rio Grande Valley

Robert C. Vackar College of
Business & Entrepreneurship

Center for Border
Economic Studies

Professor Marcel Fortuin and Hospitality Club (HOST)

Aloha Adventures Hospitality and Tourism Conference

The Aloha Adventures Hospitality and Tourism Conference brought together over 200 students and 34 industry professionals to explore the dynamic fields of hospitality and tourism. This event provided a platform for high school students to engage with experts, learn about career opportunities, and gain valuable insights into industry trends.

Economic Impact: Not measured

People Impacted by this Program: 300

October 2024



Dr. Russell Adams

I-Corps

Conduct customer discovery training and field exercises to improve the commercializability of innovations.

Economic Impact: \$50,000

People Impacted by this Program: 80

October 2024 - 2025



Dr. Jean-Baptiste Tondji

Harnessing Interdisciplinary Research to Address Border and Economic Issues

Border and economic studies workshop at an international conference in Yaoundé, Cameroon, from July 28 to 30, 2025, on the theme “Mathematics for a Contemporary World.” The primary purpose of the academic event and outreach activities is to disseminate the research’s outcomes, collaborate with other researchers, provide training to undergraduate and graduate students, and build long-term collaboration between institutions. We expect 150 people, including students, early-stage faculty, and educators, to benefit from these activities.

Economic Impact: Not measured

People Impacted by this Program: 150

July – August 2025



Professor Maria Leonard and Enactus

Enacting Solutions

Enacting Solutions is a pilot program funded by Vantage Bank that matches small businesses in the City of Edinburg, TX, with students from the Robert C. Vackar College of Business and Entrepreneurship to complete a capacity-building project at the business through paid micro-internships. This initiative is done in partnership with the Edinburg Chamber of Commerce and the UTRGV Career Center. 15 businesses are currently participating.

Economic Impact: \$8,000

People impacted by this program: 30

August - December 2025



Professors Marcel Fortuin and Eva Paschal, HOST

Introductory Court of Master Sommeliers Course

The Court of Master Sommeliers Introductory Sommelier Course and Examination provided 40 students with elite professional training. Over two days, three Master Sommeliers led sessions on wine regions, service, tasting, and food pairings, culminating in a certification recognized worldwide in the hospitality industry. This credential enhances employability in restaurants, hotels, and wineries, expanding career opportunities for participants.

The course also benefited the local economy through event spending and workforce skill development. Importantly, students were introduced to sustainability in wine production and service, including eco-friendly farming, organic wines, and sustainable packaging, preparing them to promote environmentally responsible practices in their careers.

People impacted by this program: 40
Students

Reach: UTRGV

Program Sponsors: Court of Master Sommeliers, RVCOBE, Embassy Suites, L&F Distributors, McAllen Chamber of Commerce, and McAllen Convention Center

November 2024



International Business and Entrepreneurship

Dr. Mark Kroll

Valley Catholic Charities Consulting

Pro bono consulting for Valley Catholic Charities focuses on developing a strategic plan and organizational structure to strengthen the nonprofit's capacity to serve vulnerable populations in the Rio Grande Valley. By enhancing its ability to address poverty, hunger, and inequality, this initiative helps create pathways for people to achieve stability, self-sufficiency, and make economic contributions to their communities.

Ongoing

Reach: Regional/State



Department of Economics

Dr. Diego Escobari

Bolivian Conference on Development Economics

The 15th annual Bolivian Conference on Development Economics was held November 7 and 8, 2024, in Tarija, Bolivia. It had presenters from Argentina, different regions in Bolivia, Brazil, Canada, Chile, Colombia, Ecuador, France, Mexico, Peru, Spain, the United Kingdom, and the USA. There were two keynote speakers: Dr. Andrés Neumeyer, Professor of Economics at Universidad Torcuato di Tella, and Dr. Claudia Martínez, Lead Economist at the Inter-American Development Bank.

Organizers included the Bolivian Academy of Economic Sciences (ABCE), the Bolivian Women in Economics Network (BOWEN), Fundación INESAD, and the Sustainable Development Solutions Network in Bolivia (SDSN-Bolivia).

November 2024

Reach: International



Department of Marketing

Dr. Reto Felix

Judging for the BBB Ethics Award

UTRGV faculty and PhD students from the Robert C. Vackar College of Business and Entrepreneurship partnered with the Better Business Bureau of South Texas to support its annual Ethics Award. This award recognizes regional businesses that demonstrate strong ethical practices with customers, employees, and stakeholders.

UTRGV contributed by hosting an information session to guide applicants through the process and serving as judges for the submissions. This initiative strengthened community engagement by linking the university to local businesses and promoting ethical standards that foster trust, fairness, and accountability in the marketplace.

May 2025 – July 2025

Reach: Local



School of Accountancy

Dr. Akinloye Akindayomi

School of Accountancy Annual Banquet

The UTRGV School of Accountancy hosted its Annual Banquet, an event recognizing top accounting students and outstanding faculty achievements. Sponsored by RGV TXCPA and Becker CPA, the banquet brought together students, faculty, staff, and community partners to celebrate excellence in accounting education. The banquet provided an important platform for students to network with accounting professionals, reinforcing career pathways in a high-demand field.

Economic Impact: \$60,000

People Impacted by this Event: 1,000

May 2025



Professor Marcel Fortuin & HOST

Sustainable Hospitality Competition

A team of four UTRGV Hospitality and Tourism Management students represented the university in the international Sustainable Hospitality Competition. Through months of research and collaboration, the team developed innovative strategies to advance eco-friendly practices in the hospitality industry, earning a place in the semi-finals.

The competition introduced students to global industry leaders, enhanced their career readiness, and positioned them as advocates for sustainable business solutions. Their proposals concentrated on waste reduction, energy and water efficiency, and sustainable sourcing, practices that both reduce costs and promote better environmental outcomes.

Sponsors: Hotelschool The Hague, NEOM, The Bench, Sustainable Hospitality Alliance

February – October 2024
International

Reach:



Dr. Sylvia Robles

Adopt a Startup Program

UTRGV's Adopt a Startup Program connects students with startups, companies, and engineering projects through three course tracks. 204 students supported 6 startups, 5 companies, and 9 projects, gaining skills in leadership, innovation, and sustainability. Entrepreneurs received free support in business modeling, market research, and branding.

The program promotes inclusive, human-centered entrepreneurship and strengthens the regional innovation ecosystem. Student teams conducted 1,368 interviews, developed 20+ business models, and helped secure \$80,000 in funding. Many projects tackled environmental issues like energy, food justice, and climate change—advancing student success and sustainable growth in the Rio Grande Valley.

Economic Impact: \$409,000

Service-learning Hours: 12,808

People Impacted by this Program: 204

Partners: UTRGV Entrepreneurship and Commercialization Center (ECC), eBridge, College of Science, and College of Engineering and Computer Science

Academic Year 2024 – 2025 (Ongoing)



Dr. Jean-Baptiste Tondji

RESA Alumni in Economic Research Reunion Week

RESA Alumni in Economic Research Reunion Week featured participation as a masterclass speaker on Ph.D. preparation and admissions, alongside presenting the paper *"Rationing to Avoid Conflict: A Centralized Assignment Problem."* The event fostered global academic exchange, advancing quality education, research collaboration, and student career readiness.

People Impacted by this Event: 150

Reach: International

June 2025



Center for Innovation & Commercialization (CIC) & Oscar Ramos, Lecturer II

UTRGV App Lab Workshop

Oscar Ramos, App Lab Manager, welcomed 8 Undergraduate UTRGV students at the UTRGV App Lab located inside the Center for Innovation and Commercialization. This was a 3-hour workshop where students learned the basics of Swift Development on iOS Mobile Devices by playing with Playgrounds, building projects in Xcode, and reviewing the knowledge on Kahoot.

August 2025



Faculty Publications



Center of Border Economic Studies (CBEST)

Drs. Maroula Khraiche, Armando Lopez-Velasco, and Jean-Baptiste Tondji

Border Business Briefs

The Center for Border Economic Studies (CBEST) at UTRGV released the *Border Business Briefs*, authored by faculty members Dr. Maroula Khraiche, Dr. Armando Lopez-Velasco, and Dr. Jean-Baptiste Tondji. This publication analyzed the perspectives and economic consequences of North American trade wars and related global issues, offering timely insights into their impact on businesses and communities.

People Impacted: 1,403

Reach: Regional/State

February 2025

Department of Finance

Dr. Monika Rabarison

Environmental Policy and Audit Pricing Study

A three-authored study was published in the *Journal of Business Finance & Accounting*, examining the relationship between environmental policy stringency and audit fees. The research found that stronger environmental regulations encourage firms to enhance environmental risk management practices, potentially improving environmental protection while lowering overall business risks. The study's implications extend beyond accounting: by incentivizing sustainable business practices, it supports environmentally responsible corporate behavior and informed policymaking.

Reach: International

December 2021 – November 2024

Department of Economics

Dr. Jean-Baptiste Tondji

Cross-policy Effects: Lockdown Stringency, Race, and COVID-19 Vaccine in U.S. Nursing Homes

Dr. Jean-Baptiste Tondji and co-authors published research on how early COVID-19 policies shaped vaccination outcomes in U.S. nursing homes. The study found that strict early measures boosted vaccination rates, but states with low compliance worsened outcomes, especially in facilities with higher proportions of Black residents. The findings highlight how mistrust between Black communities and health authorities continues to affect care in long-term facilities, addressing health equity in vulnerable populations.

People Impacted: 50

Reach: International

September 2024 – January 2025

The Reciprocity Set

The Reciprocity Set, co-authored by Jean-Baptiste Tondji, advances fair and cooperative decision-making. By protecting minority interests and promoting just outcomes, the framework strengthens governance and inclusivity. It contributes to building equitable institutions and supports global goals for peace, justice, and strong communities.

People Impacted: 417

Reach: International

April 2024 – September 2024

Department of Marketing

Dr. Deniz Atik

Social Marketing Study

Dr. Deniz Atik and co-author published “The Restless Desire for the New versus Sustainability: The Pressing Need for Social Marketing in the Fashion Industry” in the *Journal of Social Marketing*, Vol. 3, No. 1. This international study examined the social and ecological impacts of excessive fashion consumption and production, highlighting threats to future generations. It explored consumer motivations for constantly seeking new trends while emphasizing the urgent need for sustainable solutions and social marketing strategies to promote responsible consumption. By addressing sustainability challenges in the fashion industry, the study contributes to environmental awareness, equitable consumption practices, and responsible business behavior.

Reach: International

September 2022 – December 2024

Academic Journal Article

Dr. Deniz Atik co-authored and published “Convivial Circularities for Degrowth: The Case of Upcycling” in *Marketing Theory*. By analyzing institutional upcycling practices, the research highlights how socio-ecological value is realized in circular fashion and identifies emerging dynamics that expand the degrowth principle of conviviality.

The publication advances theoretical debates on sustainable marketing and promotes environmental sustainability by providing actionable insights for the fashion industry, policymakers, and consumers. The article contributes to knowledge that fosters both social and ecological well-being in global circular economies.

Reach: International

January 2025

Available at: <https://doi.org/10.1177/14705931251313778>

Student Organizations: Reported Activities/Initiatives

Student Organizations

The key to expanding your college experience.

 @vackarcobe



UTRGV
Robert C. Vackar College of
Business & Entrepreneurship

Society for Human Resource Management (SHRM)

Cesar Chavez Day of Service at UTRGV

SHRM supported the UTRGV Center for Student Involvement to assist in beautification efforts across the UTRGV Quad. On Cesar Chavez Day of Service, efforts included the removal of weeds, cleaning up garden areas, and tidying outdoor spaces. By working alongside peers on a hands-on service project, students were able to give back to their community and institution.

April 2025



IBESA – International Business & Entrepreneurship Student Association

Sombrero Festival

IBESA members volunteered at the Sombrero Festival event in Brownsville, Texas, to engage with their local community. The event serves to celebrate the Mexican heritage that is prominent in the city of Brownsville, influenced by its neighboring city of Matamoros, Tamaulipas.

Estimated Economic Impact: \$82,620 from the event

People Impacted by this Event: 9,180 attended the event

February 2025



Enactus

Financial Literacy Program and Finance Forward

In partnership with ALPFA, Enactus hosted the Financial Literacy Speaker Series, featuring financial professionals who shared valuable insights with UTRGV students on essential topics, including insurance, budgeting, banking tools, and real estate. To further encourage healthy financial habits, UTRGV students were also offered the opportunity and encouraged to complete a Blackboard course covering credit, investments, budgeting, and fraud prevention.

In addition to these initiatives, Enactus and ALPFA organized a Financial Literacy Summit, where hundreds of students gained practical knowledge to strengthen their financial well-being. “Fajitas for Finance” is another community outreach event reaching marginalized populations in the RGV.

People Impacted by Speaker Series: 90

People Impacted by Finance Forward: 3,266

November 2024 – April 2025



Cansgiving

With support from IASA and HOST members, Enactus provided Thanksgiving meals to over 3,300 individuals in need, dedicating 236 volunteer hours to make the project possible. Partnering with the RGV Food Bank, students helped bag and organize food items, ensuring families across the community received a warm holiday meal.



SOAR

SOAR aims to teach neurodivergent individuals the job readiness skills necessary to obtain a summer job/internship. 302 service hours were donated, and 16 people were impacted by this initiative.



Collegiate Entrepreneurs' Organization (CEO)

Annual Toy Drive

CEO continued to bring smiles to children in need through their annual toy drive initiative. Outreach included the Children's Hospital and communities across the RGV, from McAllen to Mercedes. Local community support and collaborators included the McAllen PD, Mercedes PD, Student Government Association (SGA), UTRGV Vamos Scholars, Walmart, The Howell Foundation, New York Life, and UTRGV.

December 2024



Graduate Business Leadership Association (GBLA)

Pet Food Donation Event

The Graduate Business Leadership Association hosted a food collection event for animals in need. Members and volunteers donated pet food and toys, which were then delivered to Palm Valley Animal Society. This initiative supported the care and protection of animals, reinforcing GBLA's commitment to serving its local community.

November 2024



Beta Alpha Psi (BAP)

4th Annual Walk the Dogs Event

In collaboration with the Texas Society of CPAs in the Rio Grande Valley (TXCPA), BAP volunteered at the Palm Valley Animal Society's Walk the Dogs Event. Members walked the shelter dogs and donated supplies, including pads and food for the animals.

November 2024



Brownsville Accounting Association (BAA)

Volunteer Income Tax Assistance (VITA) Program

In collaboration with United Way, the Brownsville Accounting Association (BAA) actively supported the Volunteer Income Tax Assistance (VITA) program. Involvement included recruiting, training, and certifying volunteers to assist low-income individuals with tax return preparation, ensuring they receive free and accurate tax filing services.

BAA hosted Leslie Nunez, the VITA Coordinator for Cameron County, to present to students about the benefits and impact of the VITA program. By engaging in VITA, members made a direct impact on financial accessibility for underserved populations.



Accounting Society (ASOC)

Cansgiving Food Drive

ASOC members hosted a canned food drive during the Holiday season, gaining donations from students and the local community. Members distributed food items to the UTRGV food pantry, local school districts, and homeless shelters.

November 2024



American Marketing Association (AMA)

Yaqui Animal Rescue Barktoberfest

AMA volunteered at the Yaqui Animal Rescue in Mission, Texas, assisting with the distribution of dog and cat food donations for animals in need.



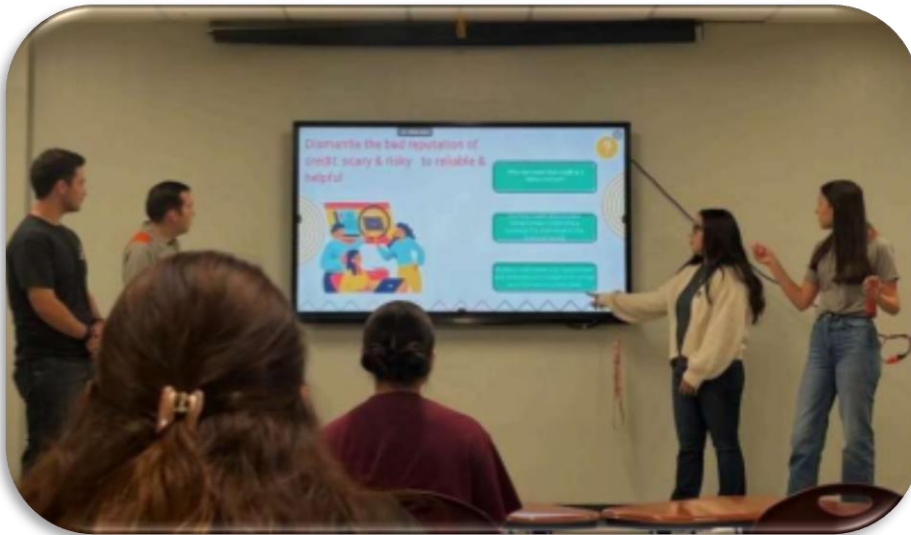
Association of Latino Professionals for America (ALPFA)

Financial Literacy Outreach

ALPFA members attended Donna High School, empowering and teaching 50 high school students about financial literacy and essential money management skills. Specific topics included budgeting, saving, credit, and investing to make informed financial decisions. Through interactive discussions and real-life examples, attendees gained practical knowledge to improve their financial well-being.

People Impacted by this Program: 50

September 2024



Center for Innovation and Commercialization

Robert C. Vackar College of Business and Entrepreneurship

Academic Year 2024-2025

Link to report:

[CIC Annual Report FY 2025](#)



1,894

Participants engaged
Students, Staff, Faculty &
Alumni

180

High School students
from across the RGV

**PROGRAM
ENGAGEMENT
BREAKDOWN**



Estimated Economic Value of Core Programming: \$273,510

Business Competitions Prizes Awarded: \$47,000

Secured Funding: \$130,000 EDA Grant

\$20,000 Blackstone Charitable Foundation

Programming Includes: OBJ

- 7 Business Competitions
- Be Your Own Boss Bootcamp
- Lunch and Learn Speaker Series
- Rio Grande Valley Angel Network
- Entrepreneur In Residence
- Investor In Residence
- Texas Business Hall of Fam
- Startup Showcase
- Student Ambassador Program
- I-Corps
- TechConnect

People Impacted:

- 1,894 Participants
- 180 High School Students
- 93 Mentors, reviewers, and judges engaged
- 100 Startups served
- 11 Ventures connected
- 25 Accredited Angel Investors



Faculty Reported Sustainability & Social Impact in Teaching and Service



Faculty Reported Sustainability & Social Impact in Teaching Contributions Summary Table (One Year)

UN Sustainable Development Goal	ACCT	ECON	FINA	HOST	INFS	IBE	MARK	MGMT	Total
	2024 - 2025								
No Poverty	0	3	2	0	0	11	0	0	16
Zero Hunger	0	1	0	0	0	12	0	2	15
Good Health and Wellbeing	0	5	0	0	2	19	0	3	29
Quality Education	1	5	3	2	5	24	8	13	61
Gender Equality	0	3	0	0	0	16	0	6	25
Clean Water and Sanitation	0	0	0	0	0	13	0	0	13
Affordable and Clean Energy	0	2	0	0	1	15	0	0	18
Decent Work and Economic Growth	1	16	3	0	0	20	1	8	49
Industry, Innovation, and Infrastructure	1	5	0	0	4	20	1	1	32
Reduced Inequality	1	6	0	0	0	19	4	5	35
Sustainable Cities and Communities	0	1	0	1	0	18	2	4	26
Responsible Consumption and Production	2	5	0	0	1	18	4	7	37
Climate Action	0	3	0	0	0	15	1	5	24
Life Below Water	0	0	0	0	0	11	0	0	11
Life on Land	0	0	0	0	0	13	0	0	13
Peace, Justice, and Strong Institutions	1	2	0	0	0	11	0	1	15
Partnerships for the Goals	1	0	0	0	0	18	2	5	26
Service Learning (designated by the Office of Engaged Scholarship & Learning)	1	0	0	0	0	11	0	0	12
Experiential learning Courses	13	8	0	2	14	18	20	25	100
Student research courses	28	5	3	0	8	23	13	12	92
Collaborative Online International Learning	1	0	0	0	0	2	0	4	7
Study Abroad									
Total	51	70	11	5	35	327	56	101	656

Faculty Reported Sustainability & Social Impact in Teaching Contributions Summary Table (Five Years)

UN Sustainable Development Goal	ACCT	ECON	FINA	HOST	INFS	IBE	MARK	MGMT	Total
	2021 - 2025								
No Poverty	0	19	8	0	0	39	1	3	70
Zero Hunger	0	3	0	0	0	40	0	5	48
Good Health and Wellbeing	0	11	0	1	9	51	12	17	101
Quality Education	10	13	18	5	8	63	28	38	183
Gender Equality	0	4	0	0	6	47	25	41	123
Clean Water and Sanitation	0	0	0	0	0	45	6	11	62
Affordable and Clean Energy	0	5	1	0	2	41	2	3	54
Decent Work and Economic Growth	7	39	17	0	9	57	9	29	167
Industry, Innovation, and Infrastructure	12	17	2	0	21	69	3	14	138
Reduced Inequality	1	16	8	0	1	47	25	37	135
Sustainable Cities and Communities	1	1	2	1	1	48	23	17	94
Responsible Consumption and Production	4	12	6	0	7	52	20	24	125
Climate Action	0	5	1	0	1	39	2	13	61
Life Below Water	0	0	0	0	0	29	0	0	29
Life on Land	0	0	0	0	0	32	0	3	35
Peace, Justice, and Strong Institutions	6	10	0	0	0	28	2	6	52
Partnerships for the Goals	12	4	1	0	1	46	3	26	93
Service Learning (designated by the Office of Engaged Scholarship & Learning)	10	0	0	0	12	35	1	10	68
Experiential learning Courses	86	51	18	6	115	96	140	131	643
Student research courses	106	48	32	0	61	99	82	43	471
Collaborative Online International Learning	3	2	0	0	3	13	4	17	42
Total	258	260	114	13	257	1016	388	488	2794

Faculty Reported Sustainability & Social Impact in Service Contributions Summary Table (One Year)

UN Sustainable Development Goal	ACCT	ECON	FINA	HOST	INFS	IBE	MARK	MGMT	Total
	2024 - 2025								
No Poverty	0	0	0	0	0	0	1	1	2
Zero Hunger	0	0	0	0	0	0	1	1	2
Good Health and Wellbeing	0	0	0	0	0	2	3	0	5
Quality Education	0	1	0	3	1	6	2	2	15
Gender Equality	0	0	0	0	0	6	1	0	7
Clean Water and Sanitation	0	0	0	0	0	1	2	0	3
Affordable and Clean Energy	0	0	0	0	0	0	2	0	2
Decent Work and Economic Growth	0	1	0	2	1	5	0	0	9
Industry, Innovation, and Infrastructure	0	1	0	0	3	5	2	0	11
Reduced Inequality	0	1	0	1	0	2	1	0	5
Sustainable Cities and Communities	0	1	0	0	0	6	2	0	9
Responsible Consumption and Production	0	0	0	0	0	5	0	0	5
Climate Action	0	0	0	0	0	0	2	0	2
Life Below Water	0	0	0	0	0	1	0	0	1
Life on Land	0	0	0	0	0	1	0	0	1
Peace, Justice, and Strong Institutions	0	0	0	0	0	4	0	0	4
Partnerships for the Goals	0	1	0	0	1	6	1	1	10
Executive or Professional Education	1	0	0	1	1	0	0	0	3
External Consulting	0	1	0	0	0	0	2	0	3
Leadership in Professional Organization	1	0	0	0	1	0	1	0	3
Leadership in Community Organization	0	0	0	0	1	1	1	1	4
Presentation at Professional Organization	1	3	1	1	1	1	0	1	9
Presentation at K-12 Schools	0	0	1	0	3	0	0	0	4
Member Service in Professional Organization	1	1	0	0	0	0	0	0	2
Member Service in National Community Organization	0	0	0	0	0	0	1	1	2
Economic Development Projects with Community Partners	0	1	0	0	0	0	0	0	1
Total	4	12	2	8	13	52	25	8	124

Faculty Reported Sustainability & Social Impact in Service Contributions Summary Table (Five Years)

UN Sustainable Development Goal	ACCT	ECON	FINA	HOST	INFS	IBE	MARK	MGMT	Total
	2021 - 2025								
No Poverty	0	1	1	0	0	2	1	3	8
Zero Hunger	0	1	0	0	0	1	1	2	5
Good Health and Wellbeing	0	2	1	0	0	2	5	1	11
Quality Education	0	2	1	5	3	20	6	10	47
Gender Equality	0	2	0	0	0	10	2	2	16
Clean Water and Sanitation	0	1	1	0	0	1	2	0	5
Affordable and Clean Energy	0	1	0	0	0	0	2	0	3
Decent Work and Economic Growth	1	7	2	2	1	18	2	3	36
Industry, Innovation, and Infrastructure	1	7	1	0	3	23	5	0	40
Reduced Inequality	0	2	0	1	0	12	1	5	21
Sustainable Cities and Communities	0	3	1	0	0	23	6	0	33
Responsible Consumption and Production	0	1	1	0	0	17	2	0	21
Climate Action	0	1	1	0	0	0	2	0	4
Life Below Water	0	0	0	0	0	1	0	0	1
Life on Land	0	0	0	0	0	1	0	1	2
Peace, Justice, and Strong Institutions	0	2	0	0	0	10	1	1	14
Partnerships for the Goals	1	2	1	0	1	24	2	7	38
Executive or Professional Education	2	0	0	1	2	4	3	1	13
External Consulting	0	3	1	0	1	5	3	4	17
Leadership in Professional Organization	1	2	0	0	1	0	1	0	5
Leadership in Community Organization	1	0	1	0	1	2	1	4	10
Presentation at Professional Organization	1	10	1	1	4	7	1	3	28
Presentation at K-12 Schools	3	3	1	2	8	4	2	3	26
Member Service in Professional Organization	1	3	0	0	0	5	2	2	13
Member Service in National Community Organization	1	2	0	0	4	5	4	3	19
Economic Development Projects with Community Partners	1	3	0	0	0	0	0	0	4
Total	14	61	15	12	29	197	57	55	440

Office of Societal Impact & Sustainability

Education with purpose, impact with passion

Overview

The office of Societal Impact supports RCVCOBE's efforts to align its mission, vision, and values with the AACSB business accreditation standards, particularly the ones related to societal impact. This office works closely with the dean, faculty, staff, students, alumni, and external stakeholders to develop, implement, and evaluate initiatives that demonstrate the college's commitment to creating positive change in society.

Office Responsibilities

- **Conduct** an assessment of the current state of the school's societal impact activities, including curriculum, research, outreach, partnerships, and culture.
- **Identify** gaps and opportunities for improvement based on the AACSB business accreditation standards and best practices from other accredited institutions.
- **Develop** an action plan for enhancing the college's societal impact performance in alignment with the college's mission, vision, and strategic goals as well as with the AACSB standards, in consultation with relevant stakeholders.
- **Coordinate** and oversee the implementation of the plan, including managing budgets, timelines, resources, and communication.
- **Monitor** and report on the progress and outcomes, using appropriate metrics and indicators.
- **Facilitate** and promote a culture of societal impact awareness and engagement among faculty, staff, students, alumni, and external partners.
- **Represent** the college in external events and networks related to societal impact, such as conferences, workshops, webinars, awards, etc.
- **Stay updated** on the latest trends and developments in societal impact education and research.

Steps:

To develop an action plan for enhancing RCVCOBE's societal impact performance and alignment with the AACSB standards, the following steps need to be followed:

- **Identify** focus goal(s)
- **Identify** issues and initiatives in our college that relate to societal impact. These could be based on the 17 Social Development Goals (SDGs) set by the United Nations, or on other frameworks that are relevant to your stakeholders.
- **Develop** initiatives that set our college apart when addressing these issues. These could be curricular or co-curricular programs, research projects, partnerships with external organizations, or community engagement activities. For each initiative, we should define the objectives, outcomes, indicators, and metrics of social and economic value brought by these efforts.
- **Involve** faculty, advisory boards(s), staff, students, alumni, and other stakeholders in the design, implementation, and evaluation of initiatives. The purpose is to infuse the whole organization with a sense of purpose and enthusiasm for societal impact and good governance.
- **Integrate** societal impact into our strategy and operations, rather than treating it as a separate function.
- **Align** societal impact initiatives with accreditation standards and processes, such as eligibility criteria, self-evaluation reports, peer review visits, and continuous improvement reviews.
- **Communicate** regularly with stakeholders about the college's societal impact performance by using data and narrative accounts to show how we are meeting the societal impact and sustainability objectives. We should also seek feedback and recognition from external sources, such as ratings agencies, rankings publications, awards programs, or media outlets.

Recording Societal Impact Initiatives:

It is very important to record the specific initiatives that our college has undertaken or plans to undertake to address one or more societal challenges or opportunities.

For each initiative, the following information should be provided:

- **Description:** A summary of what the initiative is, why it is important, who is involved, and what are the expected outcomes and benefits.
- **Alignment:** A clear explanation of how the initiative aligns with the school's mission, vision, values, and strategic objectives, as well as with the AACSB 2020 standards and expectations.
- **Goals:** A set of SMART (specific, measurable, achievable, relevant, and time-bound) goals that define what success looks like for the initiative.
- **Measures:** A set of indicators and metrics that track the progress and impact of the initiative over time. These measures should be aligned with the goals and reflect both quantitative and qualitative data.
- **Resources:** A list of the resources (human, financial, physical, technological, etc.) that are needed or available to support the initiative.
- **Challenges:** A recognition of the potential challenges or risks that may hinder or limit the implementation or effectiveness of the initiative.
- **Action Plan:** A detailed plan of action that outlines the specific steps, tasks, responsibilities, timelines, and deliverables for executing the initiative.

Evaluation and Reporting:

This section explains how the school will evaluate and report on the results and impact of its societal impact initiatives.

It should include the following information:

- **Evaluation Methodology:** A description of the methods and tools that will be used to collect, analyze, and interpret the data from the measures.
- **Evaluation Frequency:** A specification of how often the evaluation will be conducted (e.g., annually, biannually, quarterly, etc.).
- **Reporting Format:** A description of the format and content of the reports that will be produced to communicate the findings and recommendations from the evaluation.
- **Reporting Audience:** An identification of the internal and external stakeholders who will receive or have access to the reports (e.g., faculty, staff, students, alumni, partners, donors, accreditors, etc.)

