



BIANNUAL REPORT ON PRME INITIATIVES
COLLEGE OF BUSINESS & PUBLIC ADMINISTRATION
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Editor: Breena E. Coates, Professor, PRME Coordinator, CBPA

CBPA, AACSB, & PRME

In Spring 2012, CBPA became a signatory to PRME—Principles for Responsible Management Education. These Principles for Responsible Management Education were launched in in 2007 as an initiative of six academic institutions (including AACSB International) and the United Nations Global Compact. PRME seeks to establish a process of continuous improvement among institutions of management education in order to develop in our students a new generation of business leaders who view corporate strategy within a broader perspective of all stakeholders over traditional shareholder value. Guided by the PRME philosophy, CBPA’s mission is to inspire and champion ethical and responsible management education, research, and thinking for global leadership. At CBPA, we endorse conscious capitalism. We are continuously embedding PRME values into our Educational Value Chain. We highlight some of these endeavors in reports like this.

Faculty Focus:



Dr. Susie Pryor, Associate Professor of Entrepreneurship, specializes in helping students and community members bring their business ideas to fruition. These projects increasingly concern **sustainability**

issues ranging from air and water pollution, organic production, and Fair Trade. Specifically, she has helped in the development of Fair Trade production resources, the launch of businesses which treat water pollution and those which use sustainable practices in agriculture. This summer, Dr. Pryor is leading a study abroad course in sustainability in Costa Rica which will allow students to work directly with an NGO that provides business education, training, and

microloans to single moms and low income/underprivileged women in Costa Rica. Dr. Pryor's research which investigates social capital and community-based development of resources for the homeless was recently published in



the *International y Journal of Nonprofit and Voluntary Sector Marketing*.

Dr. Pryor also owns an agricultural business in the Midwest which is committed to **sustainability**.

Dr. Pryor holds a PhD in business from the University of Nebraska, Lincoln and is currently completing a Master's degree in nonprofit leadership and management at Arizona State University. Her organization uses organic products and provides job opportunities for individuals on the Autism spectrum.



Dr. Pamela Abell 's faculty profile in the JHBC states: *"I teach students the skills they need to go from college to career. My greatest professional joy is to help with resumes, interview skills, job search strategies, how to work a job fair, time management, and life planning."*

Professor Abell's background the discipline of neurolinguistics programming is helpful to her students in JBHC. This approach to communication, and personal development, is based on the notion that there is a connection between neurological processes (*neuro-*), language (*linguistic*) and behavioral patterns learned through experience (*programming*), and that these can be changed to achieve specific goals in life.

Pam Abell tells her students to envision a keyboard facing towards caregivers in a person's early and formative years. The caregiver(s) types in messages into the computer based on the experiences and knowledge of that caregiver. Thus one is often filled with other people's fears, anxieties and fantasies. Dr. Abell says that this keyboard can be turned around to face the

individual. Now it is the individual's turn to type in new, more relevant, messages.

For Professor Abell, the foundation of messaging is an **ethical compass** that guides all messages toward individual and collective growth and transcendence.



Dr. Thomas G. McWeeney brings a uniquely rich background of 30 years of progressively higher senior federal government experience, university



teaching, and public sector entrepreneurship that augment his classes in the Department of Public Administration. "After receiving his Ph.D. with distinction in Government from

Georgetown University. Dr. McWeeney embarked on an extensive career in which he served first as a federal executive (18 years), then as owner/manager of a small business while simultaneously teaching graduate courses for universities in the Washington DC area (30 years). The cumulative effect of these endeavors has provided Dr. McWeeney with extensive experience and insight into the workings of government at all levels.

Dr. McWeeney left federal government in 1992, to establish a small business consulting firm that successfully applied the newly enacted Government Performance and Results Act, to lead transformational **strategic planning projects** for the Director of the Federal Bureau of Investigation, the Director of the Naval Criminal Investigative

Agency, the Administrator of the Drug Enforcement Administration, the Department of Energy, the National Counter Intelligence Executive, many components of the US Department of Justice, and several agencies in the US Intelligence Community. These engagements provided Dr. McWeeney with broad and deep experience in a wide range of government programs, particularly those relating to law enforcement and security. His projects were all grounded in the **ethical imperative of public service** and he brings a deep commitment to the **practical application of ethics** in each of his classes.

Professor McWeeney joined CSUSB after a teaching career as an adjunct professor of government and public administration during which time he received widespread acclaim for developing and effectively teaching over 20 courses in political science, international relations, and public administration and played an instrumental role in developing new initiatives and courses that added great value and benefit to these universities. He is currently has recently written a book on strategic planning entitled Avoiding Disappointment that is expected to be released in Spring 2019....



Professor Helena Addae from the department of Management, is an expert on Organizational Behavior and Human Resources Management. Dr. Addae recently spoke to the continuing state of employee treatment in global firms that are reminiscent of outdated workplace theories of scientific management,



and Theory X behavior by some employers. She spoke on December 12, 2018 on Coyote Radio’s **THE SUSTAINABILITY SHOW**, piggybacking on toxic behavior as shown in disasters such as Rana Plaza (Bangladesh) and Foxconn (China), among others related by the show’s host. Dr. Addae’s knowledge, and charming voice were noted by Coyote Radio listeners.

Dr. Addae’s classes bring to her students the importance of **ethical behavior** in management, thereby supporting **PRME** values in the Jack H. Brown College. She has a special interest in the “Future of Work,” “Sustainability in Developing Countries,” and “Role Stress and Organizational Commitment.” Professor Addae is also a lead member in developing Q2S strategy and operational procedures for the JHBC College. ...



Professor Andrew Beechko better known as “AJ” is a professor at the JHBC CSUSB campus. He is also a lawyer, and Inland Empire celebrity in the S. California region. He combines law and broader **ethical principles** in his teaching and law practice.



Professor Beechko recently spoke to the listeners of Coyote Radio on **THE SUSTAINABILITY SHOW**, concerning early laws that shaped the constitution on labor practices—specifically on the *Lochner v New York* (1905) landmark case which was the basis of Supreme Court judgement about work time that violated the Fourteenth Amendment, and *The Triangle Shirtwaist Factory Fire* 1911, which killed 146 workers and

injured many others who jumped from high windows to save themselves. These workers had been locked in their workplace to avoid unauthorized breaks, and perished as a result of a fire that swept through the factory in March 1911.

A.J. Beechko pointed out to listeners that while these early labor cases helped shape labor law, still in the 21st century in the U.S. and around the world despite protective labor rights laws, many

employers continue to ignore safety and health civil rights of workers.

A classy gentleman of eclectic tastes, Professor Beechko is a well-known face in the Inland Empire, not just for scholarship and practice of law, but also for his devotion to the arts and theatre.



Angels Among Us!



Ian Jacobs, Bill Hebert and Rob LeBaron are the angels

we all turn to when we need computer and electronic help.

But, don't think of them only as highly skilled IT professionals. They are also teachers, diagnosticians, therapists, and purveyors of computer ethics, and partners in the delivery of the university's core mission, i.e., educating students.

In the course of supporting the business of the University, IT staff performing regular duties may have access to data in applications, emails and file systems or on

desktops, servers and networks and other systems that must be protected by the University. "*Just because you can do something,*" says Ian Jacobs, "*does not mean that it is the right thing to do. As system administrators, we apply moral and professional judgements in*



dealing with our various constituencies in the College."

ITS professionals are held to standards of good practice developed from a campus-wide perspective, and they are, as citizens of this nation, held to

stipulations of the *Digital Millennium Act*, and other laws on privacy protection, data security, and general principles of morality. Specifically, ITS professionals must uphold the following standards:

- Integrity
- Competence
- Professional responsibilities
- Work responsibilities
- Societal responsibilities

Specific guidance stems from these general standards.

- .Maintain technical competence
- Avoid injury to others, their property, reputation, or employment
- Reject bribes, kickbacks, etc.



Ian, Bill and Rob are at all times mindful that: they have access to users' electronic information, some of which may be personal and confidential. in order to develop, test, implement and

support the University's applications, systems and networks and to ensure they run properly; to protect against threats such as attacks, malware, and viruses; to protect the integrity and security of information; to help support business continuity; and to help deal with threats to campus safety and the safety of individuals. They only obtain the information we need to perform our job or which we have been directed to obtain by proper University or legal authorities.

They know that they must only use the information gathered for the purpose for which it was obtained, properly protect the information while in their possession, and dispose of it properly once it is no longer needed for business purposes

Our ITS professionals—Ian Jacobs, Bill Herbert and Rob ... serve and protect us in multiple ways, multi-tasking cheerfully, and bringing us comfort and help in the dark times when our computers are down, and when all seems lost!



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Our Tech Angels
(ANGELS (Marc Chagall, 1966 "Jacob's Dream"))

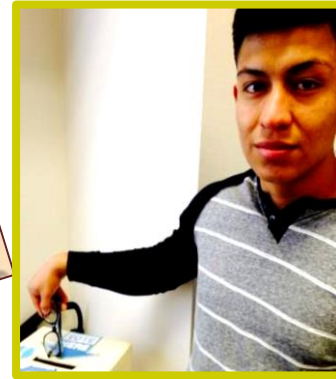


JHBC PRME EYEGLASS PROJECT

Under the supervision of **Professor Anna Phillips** in Management 302, used eyeglasses were collected for donation to disadvantaged regional communities. The eyeglass project has been on-going in JHBC since 2013.



Professor Anna Phillips

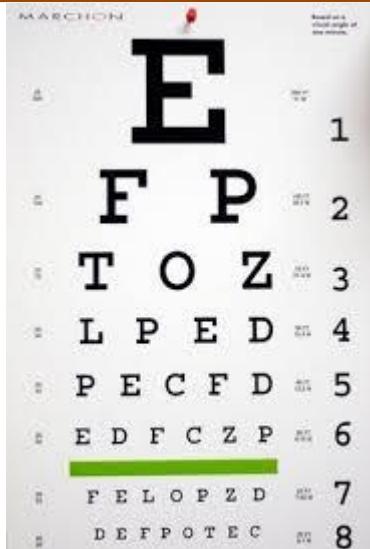


MGMT 302 : Creating a culture of "giving" that provides for the less fortunate without undue burden to student finances



Where do all these JHBC Donated Glasses End Up?

Anaheim, California: **Dr. Ameera Sulake, O.D.**, participated in this year's Anaheim Health Fair and Citizenship Clinic held on September 29-30, 2018. She took our donated used glasses with her! Two hundred patients had their eyes examined for free by volunteer optometrists, like our **Dr. Sulake** from San Bernardino.





Think” Piece #1

Illusion & Reality—Ignorance & Knowledge

“All our intuition is nothing but the representation of appearance... the things we intuit are not in themselves what we intuit them as being, nor are their relations so constituted in themselves as they appear to us...

As appearances they cannot exist in themselves, but only in us.

What objects may be in themselves and apart from all this receptivity of our sensibility, remains completely unknown to us.”

Immanuel Kant (1724-1804) in *Critique of Pure Reason*



Think Piece #2

The Shadow shows of Illusion

“I...Know that outer hindrances are but a shadow show

And the phantasmal world

A single play of mind unborn

By looking inward into the mind is seen

Mind—nature—without substance, intrinsically void”

Milarepa 1052-1135 CE (Tibetan Philosopher)

SUSTAINABILITY & ETHICS
ICMS International Conference

The slide features a green background with a white paper graphic on the left and right sides, each containing a green leaf design. The text is centered and reads:

SUSTAINABILITY IN ACTION:

The Case of CSUSB,
“Walking the Talk”

Presented to the
International Conference on Management & Sustainability
September 2018
Institute of Management Technology, Nagpur, India

Breana E. Coates, Ph.D., Professor of Corporate Strategy
Jack H Brown College of Business & Public Administration

For all slides and video related to this talk-- Look on See Video on JHBC Intranet

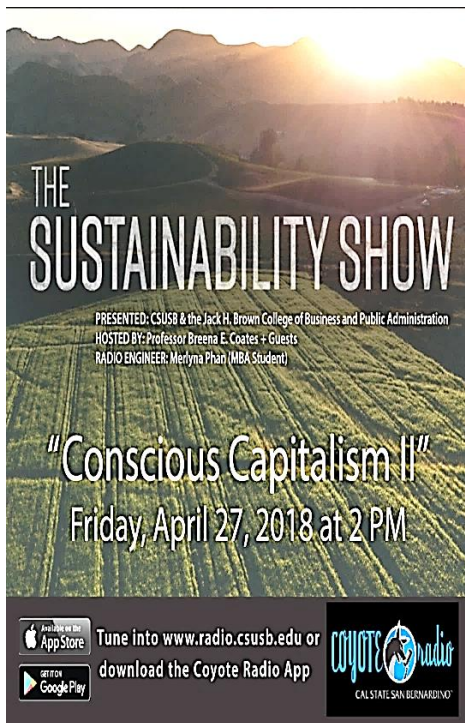


THE SUSTAINABILITY SHOW

This initiative of JHBC linking to CSU sustainability strategies and the UN Global Compact is in its second year of operation.

Thirty guests from a variety of scholarly disciplines, managers of operational units, and students from the CSUSB family have been on air to showcase how CSUSB “walks the talk” in big and small ways.

The show receives feedback from social media, faculty, staff and students.



The show is in its growth stage, having started from scratch in Fall 2017. More resources to “grow the show” will be pursued in 2019 from a variety of sources. In 2019, the show will receive broadcast support

from the Palm Desert Campus.

The “SUSTAINABILITY TEAM”

Below L-R: Erick Valencia radio engineer, Alfredo Cruz and Kelli Cluque, Coyote station operations managers, Breena Coates, host, and show director.



Below L-R: Alfredo Cruz and Breena Coates tweaking a show segment



Below: Merlyna Na, the first radio engineer, trainer, and Sustainability social media respondent





Above: Lacey Kendall, Palm Desert Campus Coyote Radio who arranged THE SUSTAINABILITY SHOW debut, in November 2017

SOUND CLOUD ARCHIVE

The **SUSTAINABILITY SHOW** is archived in the sound cloud, you can access the shows from these sites:

<https://soundcloud.com/user-83979802/sustainability-show1-introduction>

“Sustainability”, 11/17/2017, Guests Kristine Walker, Director, Resilient CSUS B, Dave Janosky, Sodexo Dining, Professor Jennifer Alford, Dept. of Geography.

<https://soundcloud.com/user-83979802/sustainability-show2-e-waste>

“E-Waste, 12/15/2018, Guests: Dr. Sam Sudhakar, VP IT, Mr. Gerard Au, Assoc. VP IT and Dr. Diane Podolsky, Director, Community-University Partnerships

<https://soundcloud.com/user-83979802/ss3-humanitys-ecological-footprint>

“The Ecological Footprint,” 1/26/2018, Guests; Assoc. VP Jenny Sorenson, Professor Rajrani Kalra, Dept. of Geography, Professor Frank Lin, Chair, Dept. of IDS

<https://soundcloud.com/user-83979802/sustainability-show-4-plastic-pestilence>

“Plastic Pestilence,” 2/23/2018, Guests: Professor Backy Talyn, Dept. of Chemistry, Mr. Miguel Martin, Director of Dept. of CSUSB Resilient Task Force.

<https://soundcloud.com/user-83979802/sustainability-show-5-conscious-capitalism>

“Conscious Capitalism i” 3/23/2018, Guests: CSUSB Comptroller Matias Farre, Professor David Senteny, Dept. of Acct. & Finance, Professor David Baker, Dept. of Public Administration.

<https://soundcloud.com/user-83979802/ss6-conscious-capitalism-ii>

Add.....

FILMS:

Addicted to Plastic

Reveals the history and worldwide scope of plastics pollution, investigates its toxicity and explores solutions.



From styrofoam cups to artificial organs, plastics are perhaps the most ubiquitous and versatile material ever invented. No invention in the past 100 years has had more influence and presence than synthetics. But such progress has had a cost.

For better and for worse, no ecosystem or segment of human activity has escaped the shrink-wrapped grasp of plastic. *Addicted To Plastic* is a global journey to investigate what we really know about the material of a thousand uses and why there's so darn much of it. On the way we discover a toxic legacy, and the men and women dedicated to cleaning it up.

Addicted To Plastic is a point-of-view style documentary that encompasses three years of filming in 12 countries on 5 continents, including two trips to the middle of the Pacific Ocean where plastic debris accumulates. The film details plastic's path over the last 100 years and provides a wealth of expert interviews on practical and cutting edge solutions to recycling, toxicity and

biodegradability. These solutions - which include plastic made from plants - will provide viewers with a new perspective about our future with plastic.

Web Page: <http://www.bullfrogfilms.com/catalog/atp.html>

NOTE: If you viewed the film, "*Plastic Paradise*," you will get additional information on the problem of plastic in our modern society.

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A Series of 6 Programs Series on Women in the Developing World....

A Woman's Place - Short Stories (on one DVD)

This is a series of six short films about women and development by local women directors.



Six 10-minute films produced for the UN Beijing Conference on Women. Filmed entirely on location by women directors, the programs range in subject matter from domestic violence and substance abuse in the Caribbean, to an innovative fish farming project in Fiji.

The titles in the series are:

[Teach a Woman How to Fish and...](#) - Sea farming empowers women in Fiji.

[Dry Days In Dobbagunta](#) - Literacy program spurs anti-liquor campaign in rural India and empowers women.

[A Healthy Start](#) - The debate over women's health care in South Africa.

[The Alarm Rings Softly](#) - Caribbean women use drama and reggae to fight domestic violence.

[The Amahs of Hong Kong](#) - Filipino women exploited as maids in Hong Kong.

[Footprints of Sorrow](#) - Guatemalan war widows fighting for human rights.

This version combines all six films on a single tape. The series is also available on [separate tapes](#).

Web

Page: <http://www.bullfrogfilms.com/catalog/wp.html>

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G is for Gun

The Arming of Teachers in America

Explores both sides of the highly controversial trend of arming teachers and staff in America's K-12 schools.



G IS FOR GUN explores the highly controversial trend of armed faculty and staff in K-12 schools. Only five years ago this practice was practically unheard of, but since the Sandy Hook massacre in 2012, it has spread to as many as a dozen states. Often without public knowledge, there are teachers, administrators, custodians, nurses, and bus drivers carrying guns in America's schools.

G IS FOR GUN documents a growing program in Ohio that is training school staff to respond to active shooter situations with guns, and follows the story of one Ohio community divided over arming its teachers.

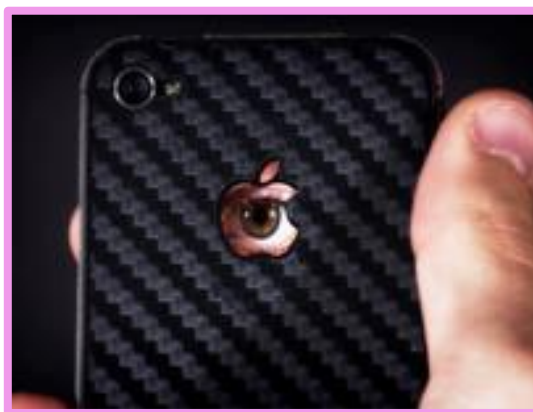
Web

Page: <http://www.bullfrogfilms.com/catalog/gun.html>

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Celling Your Soul

An examination of our love/hate relationships with our digital devices from the first digitally socialized generation, and what we can do about it.



" of D

Note: *There are two versions of the film on the DVD: 48-mins and 26-mins.*

In one short decade, we have totally changed the way we interact with one another. The millennial generation, the first to be socialized in a digital world, is now feeling the unintended consequences.

CELLING YOUR SOUL is a powerful and informative examination of how our young people actually feel about connecting in the digital world and their love/hate relationship with technology. It provides empowering strategies for more fulfilling, balanced, and authentic human interaction within the digital landscape.

young people actually feel about connecting in the digital world and their love/hate relationship with technology. It provides empowering strategies for more fulfilling, balanced, and authentic human interaction within the digital landscape.

The film reveals the effects of "digital socialization" by taking viewers on a personal journey with a group of high school and college students who through a digital cleanse discover the power of authentic human connectivity, and that there is "No App" or piece of technology that can ever replace the benefits of human connection.

Web

Page: <http://www.bullfrogfilms.com/catalog/ce-so.html>

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Cities

Is "sustainable cities" an oxymoron or can they be made to work?



As the world's cities grow and resources shrink, will we be able to live sustainably with the earth - and with each other? Can we take care of people and the environment? A community watershed project in Sao Paolo, Brazil shows us how. Can urban planning be a win-win for everyone?

This program looks at what sustainability means in locations as diverse as East L.A., Sao Paolo, and Curitiba, Brazil, Vancouver and Portland. Jane Jacobs, Bill McKibben, Bill Rees, California senator Martha Escutia, and John Ryan offer their ideas on what living sustainably in the world's cities means.

The other programs in the series are:

[Work and Time](#) - A program about stress. How we can overcome being over-worked and out of time.

[Food](#) - Devising a sustainable food system -- one that is healthy, accessible, and affordable.

Web Page: <http://www.bullfrogfilms.com/catalog/cities.html>



UPCOMING AACSB Visit to Review JHBC ACCREDITATION

Faculty: Please send your accounts of Research, Teaching and Service Activities to **Professor Anna Ni, yani@csusb.edu**.

PRME UPDATES



The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals."

Antonio Guterres, United Nations Secretary-General

PRME Steering Committee:

- [UN Global Compact](#)
- [AACSB International \(The Association to Advance Collegiate Schools of Business\)](#)
- [European Foundation for Management Development \(EFMD\)](#)
- [Association of MBAs \(AMBA\)](#)
- [Central and East European Management Development Association \(CEEMAN\)](#)
- [Association of African Business Schools \(AABS\)](#)
- [Latin American Council of Management Schools \(CLADEA\)](#)
- [Accreditation Council for Business Schools and Programs \(ACBSP\)](#)
- [The Russian Association of Business Education \(RABE\)](#)
- [The Academy of Business in Society \(ABIS\)](#)
- [Globally Responsible Leadership Initiative \(GRLI\)](#)

CALL for SUBMISSIONS to the PRME BULLETINS & ARCHIVES. Send to bcoates@csusb.edu