



BIANNUAL REPORT ON PRME INITIATIVES
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Editor: Breena E. Coates, Professor Emerita, PRME PUBLICATIONS

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 narrower traditional shareholder values. 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.

**THE JACK H. BROWN COLLEGE WELCOMES ITS NEW
SUSTAINABILITY PROFESSOR AND UN-PRME COORDINATOR
DR. ELIZABETH CASTILLO**

“Walking the Talk: Reclaiming Dignity through Humanistic Management”

Humanistic Management Professionals
Lunch and Learn

Prof. Elizabeth Castillo
Rethinking Resources
A Path to More

Humanistic Management



in Sustainability, Ethics and Leadership to bear on our College’s Research, Teaching and Service platforms. As shown on the left, her focus will be on rethinking a path for more Humanistic Management.

Dr. Castillo asks the question: *How can organizations create, inclusive sustainable prosperity?* To answer this, she focuses on prosocial leadership and resource exchange as levers. Her research is guided by ecology, evolutionary science, and artificial intelligence principles (mutualism, multi-

The JHBC College is very excited to have Professor **Elizabeth Castillo** from Arizona State University, join the Management Department in the academic year, 2023-2024. Dr. Castillo brings her vast expertise



level selection, as well as evolutionary algorithms.) Her outcomes have included the integration of sustainability

and complexity science into business, and non-profit, leadership theories and practice, providing new narratives and tools to increase peace, prosperity and progress.

Elizabeth Castillo is secretary of the *International Humanistic Management Association's U.S. chapter* and is active in the United Nations' Principles for Responsible Management Education (PRME) initiative. This experience fits perfectly with her position with us as the new PRME Coordinator for the College.

Dr. Castillo has remarked that: *“Like fishes who don't appreciate the water, we take for*



Professor Helena Addae continues adding her expertise to responsible management education at the JHBC through training our students on the principles of professionalism. Dr. Addae, emphasizes self-awareness, as the first

principle. She draws from the strategic management literature, the wise counsel of the great general Sun Tzu. He said: *that before one tries to know others, one must know oneself.* Dr Addae has observed that a characteristic quality of a management professional is to influence without authority and to be cognizant of diverse world views.

Dr. Addae further argues that the world of work in the 21st century is characterized by

granted the cornerstones of prosperity—trust, prosperity and well-being.”

Professor Castillo's work has been published in premier academic journals like *The Leadership Quarterly* and professional publications such as *Nonprofit Quarterly*. She is a 2020 recipient of the Aspen Institute's *Ideas Worth Teaching* award, a global prize for innovation that transforms business education.

She has also noted that *“we have been taught that organizations should put profits before people in the name of rational efficiency.”* She disagrees. Her work in contrast is an example of people, planet and profit—the Triple Bottom Line, in action, which is a broad and deep ethos of the Jack H. Brown College of Business and Public Administration.

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rapid ongoing change. In this dynamic environment, one of the most critical skills for leaders is their capacity to learn and to adapt; and, to engage in the continuous development of their skills in managing and leading others.

In this milieu, some of the critical skills are to: manage without manipulation, communicate transparently, honor others, and make just decisions. In fact, it is a collection of traits that demonstrate the professional manager's capacity to work hard, be trustworthy, and be courteous in all situations. The level of professionalism is determined by individual conduct, interactions with people, and ethical approaches to work.

To accomplish this Professor Addae has researched and synthesized best practices from many professions like medicine, law, public administration, and athletics, in order to provide a program especially tailored to JHBC students, who will one day manage high-level

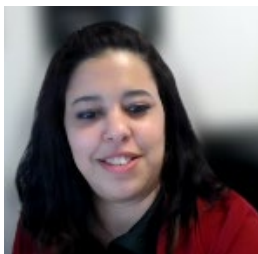
teams in any given corporation. She has offered tools to achieve the goals of professionalism in a corporate milieu, such as critical thinking, problem solving, and ethical wisdom. These training tools include, meeting

with students, group discussion sessions, the use of videos, and experiential learning.

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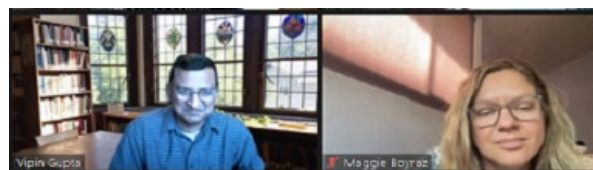
OAE PAVES THE WAY

Dr. Francisca Beer, Associate Dean, at JHBC directs the Office of Academic Equity

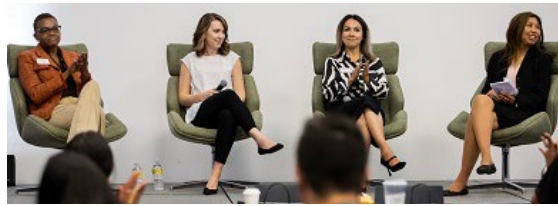


platform for the College. Two annual standing events under this platform are **Paves The Way**, and **The JHBC ShEconomy**. Together with her Executive Assistant **Marina Kamel** (Below Right) Dr. Beer has developed vibrant programs to underpin OAE's offerings.

Paves the Way is an event during which faculty members from the Jack H. Brown College of Business and Public Administration engage in discussions about Diversity, Equity, and Inclusion (DEI) in the college; specifically: gender equity, teaching load, discrimination among faculty members, work-life balance, the impact of the pandemic, support for DEI, information transparency, faculty mentoring, as well as the validation of faculty members' experience and collegiality. Approximately 25 faculty members were present for the annual discussion.



The JHBC ShEconomy is another event to bring the focus of diversity, equity and

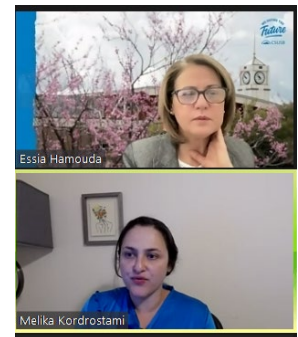
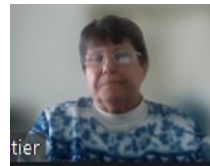


inclusion to the College and the CSUSB campus. Office of Academic Equity's 5th Annual **ShEconomy** took place on October 20th, 2022 in a hybrid format. The event covered the topic, "*Is entrepreneurship worth leaving your full-time job?*"



Dr. Beer has created phalanx of **OAE Advocates** has been set up—some of which are shown here—Professors Gupta, Boyraz, Wang, Pelletier, Hamouda and Kordrostrami.

These are JHBC faculty members who



strongly believe that our college can be enriched by the presence of diversity, equity and inclusion. Advocates serve as advisers to the OAE Director and also as representatives for their departments.

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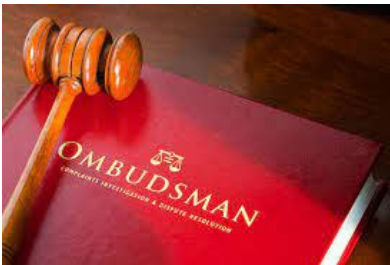
CSUSB OMBUDS ACTIVITIES:

At CSUSB Professor TWILLEA EVANS-CARTHEN, of the JHBC Department of Management, serves in the important role of University Ombuds. Her job is detailed



and varied. One important duty that she engages in is to encourage CSUSB students to become

responsible professionals—which embody the key principles of the JHBC-PRME platform. The Office of University Ombuds is an independent, neutral resource for informal problem-solving. It is a broad role. The Office serves all members of the campus community - students, alumni,



faculty, staff,

administrators, and retirees. People from the larger CSUSB community may also bring campus-related problems to the attention of the Ombuds for discussion and resolution. As an alternative to dispute resolution Professor Evans-Carthen influences as follows:

- Encourages the student to look *realistically* upon the situation.
- Talks privately with the student to ensure *confidentiality*.
- *Praises* the student for their effort to solve a problem.
- Asks the student to look for *patterns* in the complaint so that he/she can uncover *signals* in the environment that can be averted before the situation becomes a full-blown fight.
- Brings students together in an event where they can *safely vent* about problems.



THE CSUSB COYOTE GARDEN: STAINABILITY IN-ACTIONFOLLOWS JHBC-PRME MISSION!



The CSUSB Associated Students, Inc., (ASI), was one of the entities behind the establishment of the CSUSB Coyote Community Garden. The garden is an experiential learning venue focused on food sustainability.



JOELLE LOCK, (Top Left) serves as the “*Sustainability Coordinator*” for ASI. When PRME caught up with her, last month, she explained the outcomes of ASI’s student-faculty effort to us: “*The Coyote Garden, has served as a source of fresh produce for students through sustainable gardening practices since its reopening in November of 2021.*” (Closed during COVID).



She emphasized the utility and outcomes of this student-led project, “*Through the 2022-*



2023 school year, the garden donated 74.4 pounds of produce to the CSUSB Obershaw DEN, and 174.4 pounds of produce through harvest distributions and events.”

The Coyote Garden has grown a variety of produce, including cauliflower, napa cabbage, chives, basil, dill, aji dulce peppers, serrano peppers, jalapeños, nopales, nectarines, tomatoes, peaches, strawberries, and more. They have also planted flowers and herbs that attract helpful pollinators. The garden also promotes sustainability through composting, a great way to reuse food waste. Another sustainability method that they have implemented is drip irrigation, to mitigate the amount of water lost to evaporation and strong winds.



The ASI hosted 6 volunteer events for students to maintain the garden while learning about sustainable gardening. The ASI has collaborated with the Inland Empire Resource and Conservation District and on-campus organizations. It teaches students about waste management, and other sustainability issues. (Images: ASI)

JHBC GRADUATE STUDENT ACHIEVEMENTS IN ETHICS AND SUSTAINABILITY



Tatiana D. Wright, a JHBC MBA student, is the Independent Owner of an entrepreneurial venture, the **RTQ Energy Storage Corporation**, in La Quinta, California.

We got to know her when she took MGMT 6850-61 Strategic Management, in Spring 2023—a class which has routinely emphasized corporate ethics. Her critical thinking and innovative mind-set earned her an A grade.

Tatiana says that her goal is to make a “*deep dive into Artificial Intelligence, and think I'm smart [intelligent] in my human way as well!*”



Energy storage is gaining traction in California, and is essential to the state’s future goals. Energy storage is the essential nexus between a robust energy grid, and a clean energy future.

Tatiana vigilantly evaluates RTQ’s key strengths and opportunities. She knows that she must also continuously focus on

CSR accountability issues. MGMT 6850-61 focused on corporate best practices in global CSR endeavors.

Tested corporate assessment models, like SWOT Analysis, PEST Analysis, Benchmarking, and other practical evaluation techniques, that were presented in MGMT 6850-61, were helpful to her in reaching her goals.

RTQ Energy Storage was launched in 2018. It has a sales figure that has grown from \$1,000 to \$4,000, and it provides regional support to the employment situation in her area.



Ms. Wright’s well-written, in-depth study of the Samsung conglomerate, has provided helpful ideas to her for innovation and growth for her RTQ company.

ETHICS, QUALITY, & CUSTOMER VALUES IN ENTREPRENEURSHIP:

Our MBA student **Palaga Pop** embodies the tenets of responsible management, which is the focus of PRME at JHBC. She is



enrolled in two JHBC MBA concentrations, Management and Human Resources Management, where she has been able to apply ethics principles to her own business. As owner of a start-up venture, Palaga developed her company on the foundation of principled behavior. Her story is important to us as it shows us how our students have been taking PRME values to heart.



Palaga runs a cleaning business in Atlanta, Georgia called *Paula's Cleaning, LLC*--which she established after moving to the U.S. from Romania. Here is the story of her business, which began on the foundation of ethical principles and quality values:

“One day while I was cleaning for a family in the United States, a very old and sweet woman who lived across the street stopped me and asked if I could come and see if what she paid to her current cleaners was reasonable. Her name was Mrs. Burger, and she was a violin teacher. After walking in, I realized that she was being overcharged, and I offered to clean for a much lower price. And this is how our friendship started. She was very lonely, she only had her group of friends she used to play bridge with and my going to clean was the best thing that happened to her that week (or so she said)! She had lunch ready for me and in exchange I always did extra things like bring the huge flowerpots inside when it was cold or unloaded the groceries from her car, or anything else she needed.”

After Mrs. Burger died, Palaga was broken hearted. Then after a few months, she while was teaching Romanian in the evenings, and cleaning here and there by herself, unbeknownst to her, word of her services had begun to spread. *“Then a lady called, and she said she found my profile on Angie’s list where somebody wrote an incredible review, and she wanted me to go over and give her a quote on cleaning. Once arrived I looked at the review and I realized it was Mrs. Burger who did that. Then everything changed! Each house I cleaned brought me a new positive review and with each review*



came new customers. I ended up having 4 houses a day then 5 and 6 and more. I hired one more person, then two, then three until I had 14 ladies. In less than a year I had 80 customers that were visited every two weeks and others that were using our services as needed. And this was all thanks to the kindness that I had showed.

Palaga shared her core values with the College: *“While doing business I followed some rules that I created for myself and my employees. I always try to offer the expected quality for the money; I always pay my people on time, I do respect the ladies that are hardworking, and I remove from my life forever the ones that are not hardworking or honest.”*

In 2018 Palaga moved to California from Georgia. She was still running her business



without change, on a long-distance basis. Very few people knew she had moved and moved her headquarters. This has given her critical experience in Strategy and Human Resource Management, and will be useful

when she expands her business in the U.S., and possibly globally, as she hopes to do.

But, then the pandemic hit Palaga’s business, as it did for other businesses in the country. She said: *“Covid came and I lost almost everything, but I survived. I lost my best people. Once customers came back, I fought hard to recover my ladies and I was able to put things almost back the way they were. Today I still have my business with less employees, but it is going strong, and I am able to follow the dream of having an MBA, understanding the many aspects of ethical business, and keeping my financial independence at the same time.”*



Palaga notes: *“My dad used to say that if you lose something today you will gain it back double or more tomorrow, if you have been honest. This axiom followed me around and every time somebody asked for an extra thing, I did it without charging extra. This brought me more customers-- since kindness and appreciation goes a long way.”*

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MARTA BARRETO--JHBC ACTIVIST: BRINGING HOPE AND GROWTH TO PRISON INMATES

The PRME BULLETIN focused on MBA student **Marta Barreto** in the January 2023



issue, because she had received the Office of Equity Social Justice **Student Award** for her work on helping prison inmates to

find hope and to grow outside the prison environment upon their release. Her work includes speaking, motivating, guiding, and helping inmates to develop goals for leading productive lives on return to the general society.

Remembering her own experience in receiving strong encouragement by CSUSB to return



to school, she said: *“Unit Project rebound at Cal State San Bernardino*

came into my life and loudly said ‘We See You’ ... ‘you do matter!’”

She also tells her story in her talks to inmates:



“I want[ed] to be a voice for those that are still suffering from sexual abuse, drug addiction and those that

have been formerly incarcerated. For many years I wasn't seen as anyone that had any value but as a hinderance to others and society. No one ever saw my pain and the trauma I was subjected to by rapes and sexual abuse.”



Marta’s journey from prison to work in the Aerospace industry culminated successfully when she graduated in May 2023 with an MBA degree from JHBC. She says:

“I believe it is imperative to be the light in the darkness for those that are still suffering in silence. We must walk together through the trenches of uncertainty, pain, injustice and despair and be that voice and light of hope to change the dynamics of Diversity, Equity and Inclusion. When we fight for change, we obtain far greater freedom than we can ever imagine and create a place of belonging for all that far exceeds our expectations”.

Read on if you wish to know more about CSUSB’S.....

Project Rebound

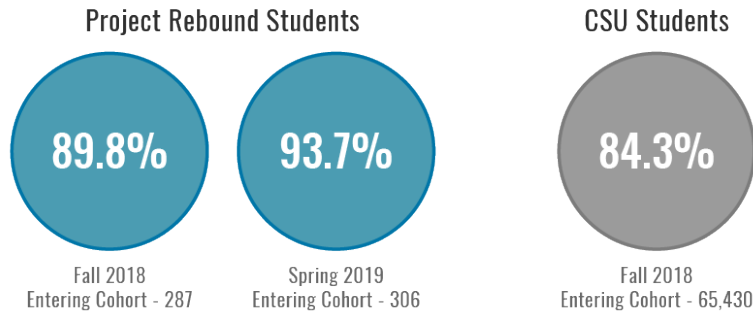
If faculty and students wish to know about CSUSB’s Project Rebound which helped **Marta Barreto** find her way back from prison to the University and graduate with an MBA in 2023, here is the relevant information:

Project Rebound is a program that supports higher education and successful **reintegration of formerly incarcerated individuals** wishing to enroll and succeed at the California State University. By connecting students with critical resources, Project Rebound constructs an alternative to the revolving door policy of mass incarceration and increases community strength and safety.

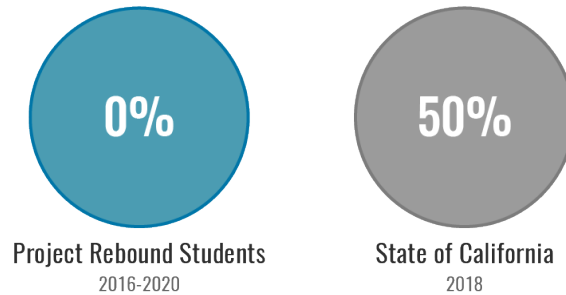
The program seeks to admit full-time students to California State University, San Bernardino, who are motivated to succeed in a field of study which leads to a Baccalaureate/Master’s Degree. By offering resources and connections with supportive entities, Project Rebound attempts to help students with their basic needs so that they can concentrate on gaining expertise in their field of study and achieve educational and personal empowerment.

STUDENT RETENTION/PERSISTENCE

Status After Year 1



RECIDIVISM RATE



CSU'S Project Rebound's John Irwin House

Project Rebound's John Irwin House (est. 2018) is the first transformative housing community for formerly incarcerated university students in the United States. The Irwin House provides holistic, healing, life-affirming reentry housing and wraparound support services to improve academic, psychosocial, and employment outcomes.

CSUSB PROJECT REBOUND 2019 Graduation Students



The Transformative Power of Higher Education

Project Rebound

Email Projectrebound@csusb.edu

Call Main Phone (909) 537-4351

Location: [FO-242](#)

Office Hours

Monday - Friday: 8:00 am - 5:00 pm

Saturday - Sunday: Closed

FILMS FOR TEACHING ABOUT SUSTAINABILITY:

Ever Green

How a small organization mobilized their island community to protect forests, farmlands, and shorelines from development in order to preserve a healthy rural way of life.



For almost 40 years, partners Marianne Edain and Steve Erickson have worked continually to retain the rural character and ecological diversity of Whidbey Island in Puget Sound, north of Seattle.

Through their organization Whidbey Environmental Action Network (WEAN), Edain and Erickson have monitored county applications for development and logging; challenged projects that violate state environmental law and led the way in science-based environmental public policymaking. In partnership with citizens and communities up and down Whidbey Island, they have helped keep trees standing and protected sensitive island ecosystems.

The effects of WEAN's work have extended statewide, as the legal precedents of their campaigns have been applied in other regions of Washington.

Horseshoe Crab Moon



This film looks at the decline of horseshoe crabs and the crash of the red knot that depends on horseshoe crab eggs for sustenance during migration, and suggests possible solutions. It follows the scientists, researchers, and citizen scientists as they study the decline of the horseshoe crab along the East coast, and in particular the Delaware Bay. Horseshoe crab numbers have been declining rapidly over the last few decades due to the downturn in the Delaware Bay's water quality, and the over-harvesting of horseshoe crabs for bait. The film also looks at the resulting crash of the red knot, a globe-trotting sandpiper, which depends on horseshoe crabs eggs for sustenance during its incredible migrations. The number of migrating red knots has dropped nearly 80% in the last few years.

The film also tells the inspiring story of the scientists and field biologists' successful efforts to connect an ancient ecosystem with the interconnected relationship of the moon, tides, horseshoe crabs and sandpipers. Diligent data collection and scientific documentation is used to understand the interdependence of these populations, and guide the most effective way that scientists and the public can help in reinvigorating the horseshoe crab and red knot populations and restoring the health of the bay.

Fixing Food

Our food has a huge carbon footprint. **FIXING FOOD** tells five stories of creative new ways to lower the cost.



To many of us, climate change is remote, abstract, too grim to consider, too far removed from our daily lives. But we now know that one of the biggest triggers for global warming is something all of us do every day: eating.

Growing and processing food, and packaging and bringing it to us—all use enormous amounts of energy, water, and chemicals, creating an overwhelming burden on our planet's resources. And, remarkably, Americans throw out nearly half of the food we produce. More than 62 million tons of food every year ends up rotting in landfills, releasing poisonous methane into the air and further fueling the increases in global warming.

FIXING FOOD tells stories of people who are working to lower our carbon footprint with impactful new ways to gather and prepare the food we need. The series looks at five important areas where we can make

changes—farming in the ocean and the air, finding new food sources, learning from Indigenous agriculture, and rescuing the food we already have. Their stories challenge us all: If we change the way we eat, can we save our planet? The episodes are:

[The 3 Cricketeers](#) 9 mins

The story of a Minnesota farm family working on the frontier of urban agriculture, trying to do their part in the climate crisis by raising environmentally-friendly, protein-rich crickets and turning them into cookies, treats and tortillas.

[Native Table](#) 11:43 mins.

At their Minneapolis restaurant Chef Sean Sherman and business partner Dana Thomson are exploring their native cultural heritages by re-creating pre-Colonial menus, combining the past with the best in modern farming practices to create more sustainable and ethical food systems.

[Farming the Sky](#) 8:28 mins.

Traditional industrial scale agriculture might never be replaced, but architect Nona Yehia was sure it could be improved. She designed a new kind of greenhouse: a building that would pack a perfectly controlled growing environment into a space built up vertically on a sliver of urban real estate.

[Harvesting the Sea](#) 8 mins.

How can we keep Maine's lobster fishing communities employed and producing food for the rest of us when the oceans they depend on are warming so fast that fish stocks are declining? The answer, says the economist, Brianna Warner, is seaweed farming.

[The Rescue Brigade](#) 8:34 mins.

More than 38 million people in America are food insecure. When Leah Lizarondo learned that over 40% of America's surplus food is wasted every year, she founded a food rescue mission with a small army of volunteers to bring that food to the people who need it most.

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The PRME BULLETIN is researched, developed and edited by Professor Emerita Breena E. Coates