

Instructionally Related Activities Funds Request Fall 2019

▼ Submitter

Submitter Name

Maria Ballesteros Sola

Submitter Email

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▼ 1. Basic Details

Activity Title

B Corps Roundtable: Balancing Purpose & Profit

Activity/Event Date

October 2019 - exact date TBC

Date Funding Needed By

October 2019

Previously Funded?



No



Yes

Additional Proposers

Cynthia Sherman

Academic Program(s)/Center Name(s)

Business/ESBI

Estimated total Course Fee revenue

N/A

Amount Requested from IRA

731

Estimated Number of Students Participating

60

▼ 2. Brief Activity Description

Describe the activity and its relationships to the educational objectives of the students' program or major

Brief Activity Description

We are extending an invitation to all Ventura County's certified B Corporations (Patagonia, Bureo and The Refill Shoppe) as well as the B Local LA Board Members to participate in this on campus roundtable. These businesses will discuss sustainable business practices as well as the significance of the B Corp certification for business and consumers. The B Corp (B as in benefit) certification recognizes companies that deploy high social and environmental standards in their business strategies and operations. The non-profit B Lab has awarded this certification since 2007. As of March 2019, there are more than 2700 certified B Corps in 60 countries. Although still a small number, B Corps have attracted broad media attention as more and more companies are looking for ways to surface their social and environmental efforts while a growing trend of responsible/consumers are demanding more from the business they buy from. Prof. Ballesteros-Sola has been teaching, researching and engaging in B Corp related activities for more than five years now and some of our graduates work now for certified B Corporations. As the B Corp movement grows, our campus can play a significant role to educate students in sustainable business practices. During the event, the invited companies will share their experience with the certification, the impact on their operations as well as implications for the students as consumers and future employees. This educational event should be of interest not only for business students but for the larger student body. We also hope to spark the interest of our local businesses making this event open to the community to foster interaction and networking between our students and businesses interested in the certification.

▼ 3. Learning Outcomes and Relation of IRA to Course Offerings

All IRAs must be integrally related to the formal instructional offerings of the University and must be associated with scheduled credit courses.

1. Please list all classes that directly relate to the proposed activity.
2. For each class listed, describe in detail how exactly the IRA activity will be integrated with the class's activities, how often/ on what expected date(s), and to what extent

Learning Outcomes and Relation of IRA to Course Offerings

MKT310 – Principles of Marketing class (Prof. Ballesteros-Sola) – Sustainable businesses, as well as LOHAS, the “conscious” consumer and sustainable certifications, are all concepts to be discussed in this class. This event will allow students to expand their perspective into these specific LO's in the course

1. Discuss the fundamentals of marketing and its importance to all organizations, public and private
2. Formulate and execute strategies businesses employ to both attract new customers and keep existing ones

BUS499- Business Capstone class (Dr. Sherman) – this event supports the following LO's in this class

1. Describe the various strategies available to business success
2. Create effective business plans and clearly describe strategies, goals, and objectives

B Corps are another way for businesses to show their commitment to the employees, customers, suppliers, community, and environment. This perspective of business fits directly into the strategy of a business and how they will compete in their industry and serve their customers.

In Spring 2020, Prof. Ballesteros-Sola will be teaching two interdisciplinary courses BUS/ECON/SOC 203 Intro to Social Business (part of LC) and UNIV392 Social Innovation in Spain (pending funding) that will also benefit immensely from this event in the fall.

▼ 4. Activity Assessment

Describe the assessment process and measures that the program will use to determine if it has attained its educational goals.

Please note that a report will be due at the end of the semester.

Description of Assessment Process

We will ask students to complete an IRA student evaluation form the day of the event. Both professors will incorporate a written assignment where students will reflect on the significance of the certification for the consumers/organizations and the reasons why companies should or shouldn't pursue the certification.

▼ 5. Activity Budget

Please enclose a complete detailed budget of the entire activity. Indicate specific items that you are requesting IRA to fund.

You should use either the Regular Activity budget (for events on campus) or -- if your event involves any travel-- you **MUST** use the IRA Travel Budget Form.

You can download both of the IRA Excel Budget sheets at <http://www.csuci.edu/ira/application.htm>.

Activity Budget

[19-20-ira-regular-budget Ballesteros Sola B Corp.xlsx](#)

▼ 6. International Trips

If your event is an international trip submitted through the Center for International Affairs, you must include copies of:

1. Complete Center for International Affairs/ UNIV 392 proposal
2. The program budget as submitted to the Center for International Affairs (to ensure congruency between the two budgets)
3. as well as a copy of the course syllabus

Center for International Affairs Budget

Copy of Center for International Affairs Proposal

Course Syllabus

Certification

☐ I certify that students attending this trip are not previous or repeat attendees of a prior International UNIV 392 Trip

▼ 7. Sources of Activity Support

Please list the other sources of funding (including course fees), and exact expected amounts of additional support for the activity. Please indicate if there are no other sources of funding

Other Sources of Funding

We are submitting a parallel proposal to MVS requesting funding for food & refreshments for the event.

▼ 8. Promoting Participation

What is your intended audience and how do you intend to market this to your students?

Although our primary focus is the student body, the event will be open to all campus and external community. We anticipate interest and attendance by students, not only in business but in other programs studying sustainability such as COM, ESRM or Biology. Since we are all consumers, we think the roundtable can also have a strong broader appeal beyond academic programs, given the brand recognition of the companies that we are inviting (Patagonia, Bureo, The Refill Shoppe, Dogeared, etc). We will advertise broadly via social media, flyers across campus, students' club and through our local community partners.

If this is an event that is off campus, how do you plan to bring back the benefit of this event to campus?

N/A

▼ 9. Approval and Acknowledgement

Program Chair/Director

Dai, Hua

Dean

Andrzejewski, Susan

Conditions and Considerations

- ☐ **Artist/Performer/Speaker Fees & Honoraria:** On the Activity Budget, please indicate whether the vendor's price was set by you/CI Representative, or is a fee that was set by the vendor.
- ☐ **Large Event:** For a large event, consultation with the campus Event Coordinator's office at (805)437-8548 is required.
- ☐ **Field Trip:** Sponsor must comply with all policies found at:
<http://www.csuci.edu/rm/programs/academic-field-trip-guidelines-and-forms.htm>. If approved, Identified Risks of Participation and Release Agreement must be submitted for each student to the Program Office (Public Folders-HR Forms).
- ☐ **Involves Human Subject Data Collection for Public Dissemination -Requires IRB Approval :** If Project Sponsor proposes to conduct research with human participants, the proposal may be subject to Institutional Review Board for the Protection of Human Subjects (IRB) review. All research that involves any type of interaction with human subjects - from simple surveys to complex biomedical procedures - must be reviewed and approved by the IRB prior to starting the research. Data for "Public Dissemination" indicates interviews/surveys that result in a journal/poster session/newsletter, etc.
- ☐ **IT Requirements:** If your activity has IT requirements, coordination with and approval from IT Administration is required.
- ☐ **International Travel:** Requires International Travel application be submitted to Center for International Affairs. Include copy of CIA budget and course syllabus in your IRA application. Must utilize the University's Foreign Travel Insurance Program (FTIP) and follow all International Travel Guidelines listed at: <http://www.csuci.edu/rm/insurance/foreign-travel.htm>
- ☐ **Risk Management Consultation:** Events that involve or engage students directly with a performer or artist (i.e. in a workshop or other than as a passive audience member) will require consultation with Risk Management. Requires proof of correspondence with Risk Management.
- ☒ **Space/Facilities Services Requirements:** Consultation and coordination with Facilities Services is required.

Acknowledgement

- ☒ I acknowledge that I have reviewed and accepted the Conditions and Considerations herein. I acknowledge that the activity sponsor will be responsible for managing purchases, travel arrangements, and all transactions related to approved

activities. Please check off boxes as appropriate.

▼ Chair Review

Recommendation

- ☒ I recommend approval of the IRA Funds Request described on this page
- ☐ I DO NOT recommend approval of the IRA Funds Request described on this page

Comments

 Hua Dai Mar 15 2019

▼ Dean Review

Recommendation

- ☒ I recommend approval of the IRA Funds Request described on this page
- ☐ I DO NOT recommend approval of the IRA Funds Request described on this page

Comments

 Susan Andrzejewski Mar 18 2019

IRA Activity Budget

Activity Title: B Corp Roundtable

Name of Sponsor: Maria Ballesteros-Sola



INSTRUCTIONALLY
RELATED
ACTIVITIES
CHANNEL
ISLANDS

Account	Operating Expenses	Amount	PLEASE EXPLAIN: Comments/Notes
	A. Artist/ Performer/Speaker		
613802	Honoraria (Price set by CI)		
613802	Honoraria (Price set by CI)		
613801	Professional Svcs/ Speaker Fees (Price set by vendor)		
601801	Special Consultants (existing CI employees)		
613801	Other Consultants /Other Professional Services		
613001	Independent Contractor(s)		
	Other:	\$125.00	CI swag for speakers (25*5 speakers)
	Artist/Performer/Speaker/Consultant TOTALS	\$125.00	Speakers will participate for free
	B. Supplies & Services- Other		
660002	Printing	\$125.00	Flyers & Posters
660017	Advertising (such as in a magazine or publication)		
660831	Copier Chargeback		
660090	Event Signage (wayfinding on day of event)	\$24.00	\$8*3
660835	Event or Parking-related Staffing	\$72.00	\$12/hours * 3 h shuttle driver + 3h attendance
660825	Rentals or Leases		
660833	Promotional Items (with logo)		
660834	Awards		
660890	Registration- Conferences & Meetings	\$250.00	Petit Salon
660003	Supplies & Services- Other		
660003	Supplies & Services- Other		
660003	Parking (please describe)	\$135.00	5 *12\$ VIP parking for roundtable participants + 3\$*25 for c
	Other (specify)		
	Other (specify)		
	Supplies & Services- Other TOTALS	\$606.00	
TOTAL EXPENSES		\$731.00	

	C. Revenue	Amount	Comments/Notes
	A. Course Fees		
	B. Ticket Sales		
	C. Additional Sources of Funding		
TOTAL REVENUE		\$0.00	
	D. TOTAL REQUESTED FROM IRA	\$731.00	

E. Other Expenses

660832	OPC Chargebacks & Facility Use Fees		
	Other (not requested from IRA)	\$720.00	Food and refreshment - MVS School - 12\$ * 60 attendees
	Other (not requested from IRA)		
TOTAL OF OTHER EXPENSES		\$720.00	