

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

Please complete this form, save it to your hard drive, and then email a copy to:

[2020@stockton.edu](mailto:2020@stockton.edu). Please copy your Dean/Director on the email. You will be notified of the results of your submission.

**Strategic Theme (choose one)**

Learning

Engagement



### **Narrative Summary of Project**

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

(please see attachment for details)

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

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

Quality of research presentations, engagement and overall learning opportunity will be



**Supervisor Approval/Support**









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

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

Immediate success will be measured by the

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

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

### **Budget Request:**

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

