

Management Development Programs

Course Catalog Fall Semester 2009

- Communicating Corporate Citizenship
- Communications for Community Involvement Managers
- Evaluating and Measuring Community Involvement
- Leveraging Corporate-Community Partnerships



BOSTON COLLEGE
CARROLL SCHOOL OF MANAGEMENT

Center for Corporate Citizenship

Leading the way to learning

For more than 20 years, the Boston College Center for Corporate Citizenship has offered management and leadership development programs in community involvement and corporate citizenship. To date, more than 6,000 individuals from more than 1,000 corporations around the globe have participated in our open enrollment and on-site programs.

Certificate programs from the Boston College Carroll School of Management

Boston College is the only university in North America that offers certificate programs in the areas of community involvement and corporate citizenship. Through the fulfillment of requirements, corporate managers can earn any of three certificates:

- Certificate in Corporate Community Involvement Management
- Advanced Certificate in Corporate Community Involvement Leadership
- Certificate in Corporate Citizenship Management

Competency-based curriculum

Our management development programs are designed to build the capacity of community involvement and corporate citizenship managers in eight key competency areas:

- Strategy
- Evaluation and measurement
- Issues management:
- Relationship building
- Communications
- Program design and execution
- Performance management
- Change management

The go-to place for practical help

Our programs are designed to be immediately applicable to the challenges and opportunities facing corporate practitioners. Our faculty have proven track records working within and alongside corporations to advance corporate citizenship.

Communicating Corporate Citizenship

Does your approach to communication help or inhibit corporate citizenship?

Description:

In a world demanding greater internal and external transparency from businesses, your corporate citizenship strategy is in jeopardy without a well thought out approach to communication. What do you need to say about your corporate citizenship? Who are your critical audiences? And what communication vehicles and tools should you use? This program offers concrete insights that will help you develop an effective approach to corporate citizenship communication.

Key Takeaways:

- Discover how to build brand value and identity through corporate citizenship communication
- Learn how to report effectively to internal and external stakeholders on your company's corporate citizenship performance and progress
- Learn about trends in social reporting on corporate citizenship
- Learn how to create authentic communication that won't be perceived as self-serving
- Learn how online social media are changing corporate citizenship communication

Faculty

Ken Freitas, vice president, corporate responsibility at Cone and former vice president, marketing and social enterprise at Timberland

Elective Course for:

- Advanced Certificate in Corporate Community Involvement Leadership
- Certificate in Corporate Citizenship Management

Tuition:

Member: \$1,850

Non-Member: \$2,495

Dates and Locations:

- **October 14-16, 2009;**
Chicago
Swissotel

Communications for Community Involvement Managers

Does any know what your company is doing for the community?

Description:

If the message is muddled – or worse, not being heard – the full value of your community involvement isn't being realized. Your community involvement strategy needs to be effectively communicated inside the company to engage and inspire employees to participate. And you need to communicate effectively outside the company to maximize the visibility and value of your community involvement initiatives. This course will help you meet the internal and external communication challenges facing community involvement managers today.

Key Takeaways:

- Learn how to communicate effectively about the good things your company does for the community
- Learn how to excite and engage employees through effective internal communication
- Learn about emerging new communication vehicles, tools and best practices

Faculty:

Patricia Hurley, senior consultant with Cause Consulting and former senior vice president for Cone, Inc.

Required Course for:

- Certificate in Corporate Community Involvement Management

Tuition:

Member: \$1,850
Non-Member: \$2,495

Dates and Locations:

- **November 4-6, 2009;**
San Antonio
Hyatt

Evaluating and Measuring Community Involvement

Many companies make an impact through community involvement. Only a few succeed in measuring it.

Description:

Do you know if your company's community involvement programs are achieving their goals? Do you have demonstrable evidence that they are contributing to your company's competitive edge, strategic goals or bottom line? Can you demonstrate their value to senior management? Evaluating community involvement programs is an essential yet challenging management task. This course helps you establish an ongoing process to evaluate the effectiveness and value of your community involvement programs.

Key Takeaways:

- Understand the different methods for conducting evaluations
- Learn about the most effective tools and techniques for conducting process, outcome and impact evaluations
- Learn what to measure and what to avoid
- Learn how to use measurement to improve the performance of your community involvement program
- Learn best practices in evaluation and how to avoid common pitfalls

Faculty:

Susan L. Santos, Ph.D., founder and president of Focus Group, a consultancy specializing in risk communication, community relations, and health and environmental management

Required Course for:

- Certificate in Corporate Community Involvement Management

Tuition:

Member: \$1,850

Non-Member: \$2,495

Dates and Locations:

- **November 4-6, 2009;**
San Antonio
Hyatt

Leveraging Corporate-Community Partnerships

So many corporate-community partnerships, so little value.

Why?

Description:

Corporate-community partnerships are an essential part of any company's community involvement efforts. But few partnerships deliver to their full potential for either the company or the community. And many partnerships lack sufficient potential. This course will help you design partnerships with nonprofit organizations, government agencies and citizen groups that create greater value for society and your business. A combination of case studies, group problem-solving exercises, peer coaching and guest speakers will help prepare you to develop and manage high-value partnerships and improve relationships with key stakeholders.

Key Takeaways:

- Learn what to look for in a partner
- Understand what elements are essential for effective, long-term partnerships
- Learn how to reduce miscommunication and other unfortunate events
- Explore how to assess the effectiveness of current partnerships
- Discover what is needed to take existing partnerships to the next level
- Learn how to effectively exit unproductive partnerships

Faculty:

Bea Boccalandro, president of VeraWorks, a global consulting firm helping companies achieve excellence in corporate community involvement

Required Course for:

- Certificate in Corporate Community Involvement Management

Tuition:

Member: \$1,850

Non-Member: \$2,495

Dates and Locations:

- **October 14-16, 2009;**
Chicago
Swissotel

On-Site Customized Programs

Pull your team together and get focused

Save up to 50 percent on time and cost when compared to our open enrollment programs and increase collaboration.

We bring:

- Real tools and techniques
- Third-party credibility from world-class practitioners
- Best practices and case studies
- Process strategies to improve efficiency and collaboration
- Cutting edge research
- Insight into latest trends in community involvement and corporate citizenship

Leverage any of our existing management development programs on site or work with our team to create a fully customized management development program that draws from more than 20 years of experience working with Fortune 1000 companies.

See the catalog listing of existing programs. They span the full complement of core management competencies needed to excel in community involvement and corporate citizenship:

- Strategy
- Measurement and evaluation
- Issues management
- Relationship building
- Communications
- Program design and execution
- Performance management
- Change management

Custom On-Site Management and Leadership Development Programs are designed to accommodate between 5 and 30 participants. For more information call Eileen Blinstrub at 617-552-1467 or email Eileen.Blinstrub@bc.edu.

On-Site Leadership Workshops

The Center has two on-site workshops developed for executive and leadership teams.

Corporate Citizenship Assessment and Action Planning Workshop

A one-day program that: 1) provides insight into current corporate citizenship trends; 2) provides a snapshot of the current state of corporate citizenship management in your company; and 3) identifies key areas and opportunities for forward improvement.

Corporate Citizenship Vision and Strategy Workshop

A two-day program developed as a “jumping in point” for leadership teams who are working to develop a relevant and realistic corporate citizenship vision and strategy for their company.





Fast-Track Certificates

We bring our certificate programs to your company

The Fast Track certificate programs are customized to address your company's unique challenges and opportunities.

FAST-TRACK Certificate in Corporate Community Involvement Excellence

Available as custom training only

One-week on-site certificate program focused on:

- The changing operating environment for business and community involvement
- The NEW Standards of Excellence in Corporate Community Involvement
- Building and executing a value-focused community involvement strategy
- Measuring value and impact as part of performance management

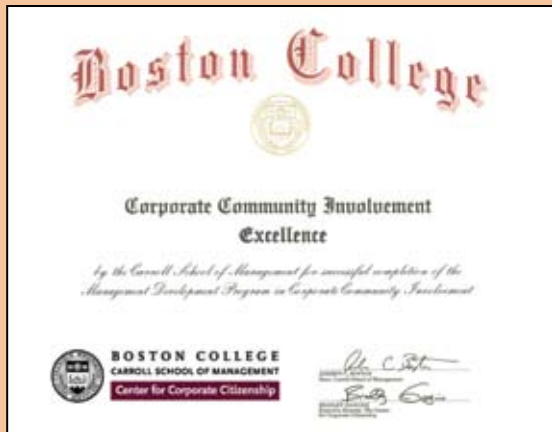
FAST-TRACK Certificate in Corporate Citizenship Excellence

Available as custom training only

One-week on-site certificate program focused on:

- The changing role of business in society
- Corporate citizenship trends and practices
- Developing a corporate citizenship strategy
- Operationalizing corporate citizenship
- Measuring and managing corporate citizenship performance

The Fast Track certificate programs and Custom On-Site Management and Leadership Development Programs are designed to accommodate between 5 and 30 participants. For more information call: Eileen at 617-552-1467 or email: Eileen.Blinstrub@bc.edu



For more information about our certificate program visit:
www.BCCorporateCitizenship.org



“I recently completed the Certificate in Corporate Citizenship Management, which has positioned me for success in my role as a corporate citizenship professional. Not only did their programs help me hone skills and gain knowledge, they served as a great venue for connecting with other citizenship practitioners across various industries.

As a result, I’ve been able to form a peer network that has been an invaluable resource for identifying solutions to many of the common corporate social responsibility challenges.”

– **Hamlin Metzger, Senior Manager, Corporate Responsibility, Best Buy**



“The Center’s management development courses have been instrumental in helping me master the core competencies that I need to excel in my role at The UPS Foundation. The Certificate program has been invaluable to my career development and has provided me with an excellent network of peers who provide me with a constant stream of fresh insight, new

ideas and best practices.”

– **Jerald Barnes, Local Grants and Training Manager, UPS Foundation**