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On behalf of the faculty and staff of the College of Business Administration at Kent State University, I am pleased to submit our first Sharing Information on Progress Report. This report provides an overview of the array of actions in our College over the past two years that support the mission of Principles for Responsible Management Education (PRME). During this time, we established a solid foundation upon which our future efforts can build. We gained commitment for PRME from faculty and staff; created a presence of the United Nations 2030 Sustainable Development Goals in our building, in our curriculum and at our college events; and launched our College’s Responsible Leadership Initiative.

The Responsible Leadership Initiative directly supports our College mission, which is guided by core values of respect, ethics, collaboration and a sense of purpose in all we do. Our intent for this initiative is to inspire faculty, staff and students to push the boundaries of traditional business education to incorporate the notion of creating shared value across people, planet and profit; to recognize the profound impact that business can have on realizing the UN 2030 SDGs. We aspire to produce business graduates who go beyond finding personal success. Our graduates will also pursue their purpose and passion through contributing positively to economic, social and environmental conditions where they work, whether in northeast Ohio or across the globe.

In addition to summarizing our accomplishments of the past two years, the final section of this report sets forth an ambitious “to-do” list for the next two years. The strength of teamwork in our college, and the commitment of our faculty, staff and students to this initiative, lead me to expect continued progress and inspired accomplishments in the years ahead.

Deborah F. Spake, Ph.D.
Dean, Kent State University College of Business Administration
For the past year, we have had the great joy of implementing our college’s Responsible Leadership Initiative. This initiative grew organically and innocently. Cathy’s sustainability-related work in her discipline, across the university, and in the college, provided the motivation/foundation. Brandon was captivated by the SDGs and eager to engage. Over the coming months we generated ideas and initiated actions, as our excitement about and commitment to the SDGs grew. Staff joined in. Students joined in. Faculty joined in. We quickly realized that our work with the SDGs had a momentum of its own, and by early October Dean Spake requested that we formalize what we were doing by naming it. The Responsible Leadership Initiative (RLI) was born.

We find honor in this work. It uplifts and provides purpose. It leads and inspires us. We truly have enacted GRLI’s “Think big. Act small. Begin now.” And the actions keep coming with ease. In this time of climate change, where the carrying capacity of planet earth is challenging social systems across the globe, the needs are great. Corporations have led the way with effective actions to limit environmental impacts, improve working conditions, and create shared value across social, planetary and economic spheres - and our college has the responsibility to convey this information to our students. The opportunities are limitless.

The RLI flows readily from our college’s mission. As such, we have chosen to organize our SIP report in sections that reflect elements of our mission, rather than in the standard manner of organizing by the PRME principles. We have tagged the PRME principles throughout with their corresponding icons - so they are clearly present in this report.

The first year of our PRME membership was a year of quiet progress, as we considered how to translate our membership into meaningful action. The second year manifested the RLI, which launched the Year of Dialogue, during which our activity focused on communicating about the SDGs and our RLI. We look forward to the years ahead, as we are energized by deepening our commitment and expanding our reach through engaging in our “to-do” list at the end of this report.

In gratitude,

Cathy L. Z. DuBois, Ph.D.
Associate Dean
Professor, M&IS

Brandon Lloyd Shields
Assessment and Accreditation Analyst
The first survey on faculty interest in sustainability at Kent State University was conducted in 2010; this survey revealed a number of very small pockets of interest in different colleges across the university. Resulting faculty gatherings produced a multidisciplinary minor in Sustainability, housed in the College of Applied Engineering, Sustainability and Technology, and first offered in 2013. This 19-credit minor contains six elective sustainability-infused courses from the College of Business Administration: Principles of Microeconomics, Economics of the Environment, Introduction to Entrepreneurship, Principles of Management, Supply Chain Management and the Business Case for Sustainability. These were the only sustainability-infused courses in the College of Business Administration in 2013.

College faculty voted to become a member of PRME. The second College survey occurred in May 2017. This survey found that sustainability/CSR content was now in 48 courses! Clear progress.

The SDGs were introduced to the College in August 2017. The third College survey occurred in May 2018. This survey found that sustainability/CSR/SDGs had been incorporated in at least 60 courses, primarily at the undergraduate level.
WHO WE ARE
VISION/MISSION

**Vision:**
To be a top 100 business college.

**Mission:**
We provide global impact through innovative education, leading research, and meaningful engagement with the business community. We are guided by our core values of respect, ethics, collaboration and a sense of purpose in all we do.
Academic Diversity Outreach Specialist
The College of Business Administration is committed to helping underrepresented students succeed. The College provides resources and programming to build a community that is supportive and responsive to their needs. The College created the Academic Diversity Outreach Specialist position to oversee diversity initiatives for the undergraduate population.

Upward Bound Summer Institute Program
The College of Business Administration participated in this five-week program aimed at giving first generation, low-income high school students an opportunity to gain college experience. Students participated in business classes that prepared them for a final project: creating a business plan. One of the courses focused on sustainability and the Sustainable Development Goals (SDGs). Students were asked to identify which SDGs their business could help achieve and presented the goal that was most meaningful to them.

Diversity in Business Learning Community
This community is designed to provide a supportive forum to explore topics related to diversity in business and to discuss how race and culture can shape academic, social and professional success.

Diversity Student Forum
The Diversity Student Forum facilitates a dialogue between administrators and underrepresented students. Students share their thoughts on diversity in the college and ways to improve their learning experience in order to create a stronger sense of belonging.

Graduate Programs Office Diversity Initiatives
The Graduate Programs Office hosted two events with the National Black MBA Association (NBMBAA) that focused on increasing NBMBAA membership for networking and career benefits. The Graduate Programs Office spoke to the students (around 70 in total) about graduate business school and the variety of programs offered through the College. The College is committed to having a diverse student body in its graduate programs and is looking for additional opportunities to work with NBMBAA.
RESPECT

The Network
This diverse student organization was created in spring 2018 with an aim to transform students into business professionals.

Student Organization Activities
The College of Business Administration’s 17 student organizations demonstrated a strong commitment to people and the planet through a variety of service activities that helped benefit the following organizations and initiatives:

People
- International Literacy Day
- Mental Health Week
- Hunger Awareness Week
- Akron-Canton Regional Food Bank
- Warm Hands Warm Heart: Mitten and hat drive
- Relay for Life

Planet
- Art in the park River Clean-Up
- Kent State Clean-Up
- PwC Trees 4 Threes
- One of a Kind Pet Rescue
Education Abroad
The College of Business Administration has offered education abroad opportunities to students for many decades. This reflects the College’s recognition that business is done in a multinational environment and our commitment to building cultural adaptability/agility in our students. In the past two academic years, the College has offered study abroad opportunities in Australia/New Zealand, Belgium, Brazil, Cayman Islands, England, France, Greece, Iceland, India, Ireland, Italy, Luxembourg, Scotland, and Switzerland. During this time the College has provided more than $1 million in study abroad scholarships to enable students to explore business initiatives around the world.

International Day
International day highlights the global diversity of the College by giving international students an opportunity to teach others about their country and culture. Participating students set up tables in the main lobby in the Business Administration Building where they represent their country through pictures, food, and flags. Students walk from table to table participating in activities, trying new foods and talking with peers from around the world. The event facilitates a learning experience by broadening participants global perspective and sharpening cultural proficiencies.
Diversity Training
Each year, the Academic Diversity Outreach Specialist organizes college-wide diversity training for faculty and staff that focuses on strengthening cultural competencies. During the past two years, the College has hosted the following trainings with 30-50% of staff in attendance.

Microaggression Training
Explores the subtle ways that racial, ethnic, gender and other stereotypes can surface in a diverse culture. Participants learn about different types of microaggressions, explore complexities of intent versus impact, and learn strategies for avoiding unintentional microaggressions as well as how to address those that arise.

Safe Space Ally Training
Aims to equip students, faculty and staff with tools to create safe spaces and welcoming environments for LGBTQ students on campus. Participants have the opportunity to confront the idea of privilege, learn about the LGBTQ community, interact with students who identify as LGBTQ, and obtain the tools to develop plans for making a difference in their departments and with student interactions.

Gratitude Boards
April was designated Gratitude Graffiti Month throughout the Kent State community. Staff set up gratitude graffiti stops at three locations in our business building. Faculty, staff, and students posted colorful notes highlighting things for which they are grateful - which included a variety of shout-outs to those who had extended help to others.

Climate Survey
In March 2016, Kent State University launched data collection for a university-wide Climate Study. In January 2017, results were compiled and presented both by university and by college (with 12 colleges represented). Our College ranked first or second in the following areas related to staff: supervisors provide job/career advice, supervisors provide resources to pursue professional development opportunities, and supervisors provide ongoing feedback. Our faculty are more comfortable with climate and less likely to experience exclusionary behavior than faculty in any other colleges. Our college ranked first in the following areas related to faculty: faculty believe their workload is reasonable professional development resources are adequate.
KSU Diversity Trailblazer Award
Kathryn Wilson, Ph.D. was presented the Kent State University Diversity Trailblazer Award in January 2018. Kent State’s Division of Diversity, Equity and Inclusion presents this award annually to individuals for their contributions toward diversity in the university community. Dr. Wilson earned the 2018 Diversity Trailblazer Award through her extensive record of progressive change in the areas of inclusive excellence and diversity.

As a professor of economics, her research primarily focuses on inequality and poverty. She recently led an initiative to give every member of the Kent State community the opportunity to add their voice to the conversation about the university’s climate to strengthen diversity overall.

Dr. Wilson’s Recent Research Contributions to Sustainable Development


Leadership Minor
In January 2018, the university granted approval for a College of Business Administration Leadership minor through which students develop knowledge and skill in leading responsibly. The United Nations 2030 Sustainable Development Goals are integrated into two core courses of this 15-credit minor: Principles of Management and Dynamics of Leadership. Additionally, students can complete the minor by taking two other SDG-infused courses: The Business Case for Sustainability and Organizational Change Management. This new minor is available Fall 2018.

Employer Ethics Survey
In order to gauge employer satisfaction with students’ preparedness for employment, the College surveyed employers who had hired Kent State College of Business Administration students for internship positions over the past year. The survey measured employer satisfaction in eight competencies aligned with the College’s learning goals and outcomes and the National Association of Colleges and Employers (NACE) core competencies for career-readiness. When asked about student knowledge and preparation in ethics, 97.95% of employers expressed satisfaction, with 87.75% being very or extremely satisfied.

SASB Sustainability Credential
In January 2018, Wendy Tietz, Ph.D., Professor of Accounting, became one of only 209 people in the world to hold a Fundamentals of Sustainability Accounting Credential. This credential, awarded by the Sustainability Accounting Standards Board (SASB), reflects a deep understanding of the link between material sustainability information and a company’s financial performance. Dr. Tietz has already started to introduce corporate social responsibility through financial statement analysis into her financial accounting courses.
PRME TIME SNAPCHAT CAMPAIGN
Week Six

THE GOAL
6. CLEAN WATER AND SANITATION

THE FACTS
4.5 billion gallons of untreated storm water and sewage flow into Lake Erie each year.

Births in Flint, Michigan declined 12% during the lead water crisis.

2.4 billion people have no access to sanitation services.

Source: Cleveland.com, The Huffington Post, the United Nations

SOME TARGETS
Treat 98% of storm water and sewage that flows into Lake Erie.

By 2020, all drinking water in Ohio will meet water quality standards.

By 2030, achieve access to adequate and equitable sanitation and hygiene for all.

Source: United Nations

HOW BUSINESS IS HELPING
Sarbajal is an Indian company bringing treated water to the 600 million Indians without it.

They developed ATMs:

Water ATMs are automated water dispensing units which provide safe drinking water 24/7.

They are solar powered and connected to the "cloud" for minute-by-minute quality monitoring.

ATMs are accessible to remote villages and water is affordable.

Source: Sarbajal

WHAT CAN I DO?

- Limit showers to 5 - 10 minutes
- Only run the dishwasher when it is full
- Use low phosphate soaps & cleaning products
- Learn about Sustainability in INDIA!
Sustainable Development Faculty Workshop

30 Faculty participants
4 Sustainability professionals
15 commitments to deepen SDG integration
1 Youth Ambassador to the United Nations

Faculty Research

- **Decent Work and Economic Growth**: 24.4%
- **Peace, Justice and Strong Institutions**: 13.3%
- **Reduced Inequalities**: 11.3%
- **Industry, Innovation and Infrastructure**: 10%
Study Abroad trips with a focus on sustainable development

India / January

MIS 44187: International Emerging Enterprises and Markets: India

Greece / May

MKTG 45187: Sustainability from a Sales and Marketing Perspective in Greece

France / June

BUS 30187: International Experience in Sustainability

60 Courses integrate the UN 2030 SDGs

Snapchat Social Media Awareness Campaign

3,500
Fall 2017 - Spring 2018 semesters views of UN 2030 SDG lessons

88% of students watched UN 2030 SDG lessons from start to finish
**A Sample of COBA Faculty Research Related to the UN 2030 SDGs.**

**GOAL 1: No Poverty**  

**GOAL 3: Good Health and Well-being**  

**GOAL 4: Quality Education**  

**GOAL 5: Gender Equality**  

**GOAL 8: Decent Work and Economic Growth**  

**GOAL 9: Industry, Innovation and Infrastructure**  

**GOAL 10: Reduced Inequalities**  

**GOAL 16: Peace, Justice and Strong Institutions**  
Ethics Integration in Degree Programs

Ethics has been a core learning outcome in our business curriculum for many of the College’s degree programs including the Bachelor’s of Business Administration (BBA), the Full-time Master of Business Administration program (MBA), the Online Master of Business Administration program (OMBA), the Executive Master in Business Administration program (EMBA) and the Master of Science in Accounting (MSA). The most recent assurance of learning results indicated that assessment targets were exceeded for all ethics related learning outcomes in the MBA, OMBA, EMBA, and MSA programs. In the BBA, one of the two ethics related assessment targets was exceeded.

The College continues to monitor the level of ethics integration in these degree programs. In spring 2017, a survey of BBA faculty on ethics coverage revealed that more than 40 degree and major required courses covered ethics and helped identify where ethics coverage can be strengthened. In spring 2018, OMBA faculty reviewed ethics integration and revised where it is introduced, reinforced and mastered.

Recent Research Related to Ethics, Governance and Corruption


Spirit of Women in Business Annual Conference
For nearly a decade, the College of Business Administration has offered the Spirit of Women in Business conference in early March, either on or near International Women’s Day. The event offers a high-profile keynote speaker, a lunch keynote speaker, and three sets of breakout sessions led by local leaders/experts. Typically, attendees span corporate professionals, nonprofit and university professionals, and students; although the audience is primarily women, every year this high-quality event attracts a growing number of men.

The 2017 conference keynote speaker was Rita Gunther McGrath, professor at Columbia University and author of The End of Competitive Advantage: How to Keep Your Strategy Moving as Fast as Your Business. The 2018 conference keynote was Liza Mundy, Pulitzer Prize winning author of Code Girls, Michelle, The Richer Sex among others. The 2018 program featured our Responsible Leadership Initiative and faculty research addressing the SDGs. Attendees had the opportunity to sign our RLI SDG banner, as well as have their photo taken with their favorite SDG squares and shared via social media.
In May 2018, the College hosted an SDG workshop attended by 30 faculty members interested in incorporating the SDGs into the business curriculum. The College welcomed a corporate panel of sustainability managers from Davey Tree, Gojo, and The Goodyear Tire & Rubber Company who spoke about the increasing and deliberate focus on sustainable development at their own organizations. Faculty also heard from Nahuel Alfredo Gorostiza, the Youth Ambassador of Argentina to the United Nations, who spoke about the need for continued progress toward the SDGs and the role of business in their achievement. Information was provided on how the SDGs can help engage Generation Z and faculty were directed to SDG related resources. The success of the workshop resulted in 15 faculty making a commitment to the SDGs by detailing the goals they plan to integrate in their courses.

The Responsible Leadership Initiative web page provides information on the College’s SDG initiatives. Stakeholders can find information on SDG-focused study abroad trips, sustainability course offerings, and college SDG initiatives. A “Resources” tab was added to connect faculty and students to materials that help promote the connection between business practices and sustainable development. For example, faculty will find a link to the PRME Library Collection hosted by Saint Mary’s University Sobey School of Business particularly useful. The digital library provides research and classroom materials that focus on sustainable development, organized by discipline and subject matter. Student resources include a link to Aim2Fourish, a program from the Fowler Center for Business as an Agent for World Benefit at Case Western University, which publishes student reports on local businesses around the world that meaningfully contribute to the realization of the SDGs. The RLI web page will evolve as we continue to grow our SDG related initiatives.

http://www.kent.edu/business/rli
CSO Career Closet – Free Business Suits
College of Business Administration alumni are passionate about helping students in need with not only the cost of their education, but also their transition to the workplace. As such, the College created a donor fund from which business suits are purchased for business students in need. The office of financial aid provides the Career Services Office with a list of business students in good standing who have high financial need. These students receive a letter from the Dean informing them that they qualify for a Career Closet Scholarship, which includes a free tailored suit if they complete a set of career-preparation requirements through our Career Services Office (résumé review, interview coaching, business etiquette). This program is currently supported by our corporate partner Men’s Wearhouse (JCPenny in 2016, Dillard’s in 2017) which provides suits at cost, as well as on-campus suit fitting/ordering and free tailoring.

COBA SDG-Related Outreach / Leadership
AACSB ICAM Presentation 2018
Cathy DuBois partnered with Amanda Gudmundsson (QUT Business School, Australia) to present Responsible Management: Engaging Faculty, Students and Staff with the United Nations 2030 Sustainable Development Goals.

RME Affinity Group Learning Journey 2018
As Cathy DuBois prepared to assume the role of Chair for the AACSB Responsible Management Education (RME) Affinity Group, she organized the ICAM pre-conference RME Learning Journey. Thirty participants, representing business schools across the globe, toured MA’O Organic Farms in Wainai, Hawaii. They learned about Hawaiian culture and the farm’s work to help indigenous Hawaiians obtain a college education. Participants also shared with one another the SDG-related initiatives at their business schools.
**Oikos / Net Impact**
The College created the oikos Kent student organization in fall 2017 because of its focus on the SDGs. Oikos Kent participated in events such as Global Goals Week and the 2018 Kent State University Earth Day event. However, there was little oikos chapter activity to link to elsewhere in the United States. Chapter members opted to return to a Net Impact chapter in fall 2018.

**Business in the News**
Starting in fall 2016, faculty members teaching in the BBA program received weekly emails covering a current business event. Faculty were asked to spend a few minutes presenting and discussing these news items from the perspective of their discipline. In academic year 2017-2018, emails also indicated the relevant SDGs to help faculty incorporate sustainable development topics into their discussions. Digital displays throughout the building promoted the weekly article with relevant SDG icons.
SDG Related Faculty Research
Faculty continue to publish a body of research that links to the SDGs. Over the last five years, 36% of faculty research publications has been related to at least one SDG and every SDG is covered. The goals addressed most frequently include Goal 8 (decent work and economic growth), Goal 9 (Industry, Innovation and Infrastructure), Goal 10 (Reduced Inequalities) and Goal 16 (Peace, Justice and Strong Institutions).

PRME Time Thursdays Snapchat Campaign
In fall 2017, the College launched an innovative Snapchat campaign called PRME Time Thursdays that brought the SDGs directly to students on their mobile devices. The campaign introduced one or two SDGs each Thursday. The Snapchat “story” contained a brief description of the goal(s), challenges and targets which were contextualized at local, national and international levels. A business making considerable progress to relevant SDGs was highlighted, followed by a call to action.

In spring 2018, the campaign focused on jobs and internships in industries or organizations strongly related to the SDGs. A different company was presented each week and the “Snapchat story” linked to open positions where students could find job descriptions and application instructions.

Between fall 2017 and spring 2018, the PRME Time Thursday campaign was viewed more than 3,500 times with 88% of viewers completing stories.
Global Goals Week Banner
The College participated in Global Goals Week 2017 by asking everyone in the College to make a commitment to the Sustainable Development Goals and the idea of “business as a force for good.” Faculty, staff and students came together by signing their names to a banner that reads “Our Names, Our Goals, Our Planet, Our Commitment.” The banner showcases more than 260 signatures.

Study Abroad Trips with Sustainability Focus
During AY 2017-2018, the College offered three study abroad trips with a focus on sustainable development:

- MIS 44187: International Emerging Enterprises and Markets: India
- MKTG 45187: Sustainability from a Sales and Marketing Perspective in Greece
- BUS 30187: International Experience in Sustainability: France
Career Construction Course and Guidance
In fall 2016, the College offered the first specialized section of the Career Navigation course to business students. This course utilized Career Construction and Life Design as a framework for career navigation to facilitate student exploration of careers from a personal fit perspective. The four dimensions in the Career Navigation model include self knowledge, environmental factors, integration, and managing career and education actions. As students explored self knowledge, they examined their family histories, abilities, skills, interests, values and beliefs, providing an inside-out approach that helped them connect self-knowledge to a career that can resonate with purpose. Students visited organizations to understand the influence of the work environment on one’s career. They learned which majors and careers aligned with their personal profile, created a Career Development Plan and interviewed a person 50 or older who was established in a career of interest to them. By the end of the course, students could confidently declare their major, choose a minor and confirm their future career direction.

Natalie Harrington, the career advisor who taught this course, also uses this approach on a regular basis to advise individual students who are unsure of what their major should be, as well as with alumni transitioning through their career journey. She displays the SDGs in her office and refers to them when salient in discussions of purpose-driven work. Students report that this approach to career advising allows them to feel confident, not only in themselves and their strengths, but in the direction of their future.
Business Case for Sustainability Course
This course lays the foundation for sustainable development and the notion of creating shared value across economic, social and environmental interests. The course frames the business enterprise within the natural and social environments, and addresses a variety of intersection points and their inherent challenges and opportunities. Systems thinking and long term perspective are used to understand the potential consequences of organizational choices regarding goals and strategies, given consideration on how natural and social environments increasingly shape/drive the business environment. The United Nations 2030 Sustainable Development Goals are highlighted throughout the course.

It is not uncommon for students to enter this course with little awareness of environmental and social sustainability challenges around the world, much less the array of actions organizations are taking to address them. Throughout the semester, as their knowledge grows, they become increasingly engaged and their sense of purpose grows: they become aware of the power of their personal actions and their choices. Students become inspired by the SDGs, organizational actions and sustainability reports. They begin to change their personal habits (recycling, eating, purchasing, etc.) and set goals to work for an organization that values sustainability.

Integration of SDGs in Numerous Courses
During AY 2017-2018, the College of Business Administration delivered 60 courses into which sustainability/CSR/SDG content was infused to some extent. This was up from 48 courses during AY 2016-2017. These courses spanned all departments and all faculty types (Tenured/tenure track; non-tenure track; adjunct). Currently, most of these courses are taught at the undergraduate level.
Our first two years as a PRME signatory flew by! Particularly our year as an Advanced Signatory, when we discovered the SDGs and launched our Responsible Leadership Initiative. And we have only just begun. We have already identified a number of actions we are planning to initiate in the next two years - things that will facilitate expanding our reach and deepening our commitment to realizing the goals of PRME and the UN 2030 Sustainable Development Goals.

**Deepening our Commitment**
- Create Undergraduate Responsible Leadership Certificate
- Commit to LEED Gold or better status for new COBA building
- Obtain donor funds & grant funds to support RLI
- Conduct COBA materiality assessment
- Activate faculty and staff sustainability committees
- Host twice weekly meditation sessions in COBA building
- Strengthen membership and increase activities of Net Impact
- Integrate SDGs into Digital Measures for faculty research reporting
- Activate partnership with NBMBAA

**Expanding Our Reach**
- Present our progress at the Fall 2018 AASHE Conference
- Hold a Global Goals Week speaker series event
- Collaborate across-campus for SDGs and sustainability minor
- Global Management Center sustainability-focused initiatives:
  - Create a Council of Responsible Enterprise with area organizations
  - Host a Corporate Sustainability Circle for area organizations
  - Initiate offerings of services/education to support sustainability-related initiatives of area organizations
- Increased collaboration with corporate sustainability professionals
- Cohost PRME North America 2019 with Case Western Reserve University
This infographic reflects the focus of faculty research related to the SDGs. While all SDGs are represented, it is clear that their research is largely oriented around decent work and economic growth, industry innovation and infrastructure, reduced inequalities and peace, justice and strong institutions. The Responsible Leadership Initiative’s future direction will be influenced by this unique combination of SDGs that represent faculty and student interests.