**Sample Table 9-1: Outcomes of Societal Impact Activities and**

**Initiatives Across all Areas of the Standards**

**Example 1**

**University of Pirsig School of Business**

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| **United Nations**  **Sustainable Development Goal (SDG)** | **Societal**  **Impact Strategy (Standard 1)** | | **Outcomes**  **Related to Curriculum (Standard 4)** | | **Outcomes**  **Related to Scholarship (Standard 8)** | **Outcomes**  **Related to Internal and External Initiatives and/or Activities (Standard 9)** |
| 1 – No Poverty | The school has chosen reduction of poverty for its area of societal impact. See strategic plan for details. |  | | 300 students in past three  years have completed a service learning course in entrepreneurship and microfinance. Many of these students go on to participate in the KEY Challenge. | Faculty published a monograph on sustainable models, inclusion, and well-being. Also, Dr. Liu published a widely disseminated book that applies business methods to mitigate poverty in developing countries. | During the annual 5-day KEY Challenge, professors, students, and alumni stayed in a local village and helped people brand, commercialize, and sell their coffee beans, increasing average income by over a quarter. |

**Example 2**

**ABC University Business School**

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| **United Nations**  **Sustainable Development Goal (SDG)** | **Societal**  **Impact Strategy (Standard 1)** | | **Outcomes**  **Related to Curriculum (Standard 4)** | | **Outcomes**  **Related to Scholarship (Standard 8)** | **Outcomes**  **Related to Internal and External Initiatives and/or Activities (Standard 9)** |
| 7 – Affordable and  Clean Energy | The school has chosen affordable and clean energy for its area of societal impact. See strategic plan for details. |  | | Business Track in the MBA program. To date, 200 students have completed this track. Students may also complete the track as a standalone certificate. To date, 800 students have completed the certificate. | 17 peer-reviewed publications with an energy focus were published in three journals with impact factors greater than three. Awarded a competitive grant in partnership with the engineering school to study fossil fuel supply chains. | A sustainability plan has halved campus greenhouse gas emissions since 2015. Initiatives include seven green roofs to absorb rainfall. Also, new technology monitors heating and cooling systems, which has reduced energy use by 25 percent. |

**Example 3**

**Dryer Business School**

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| --- | --- | --- | --- | --- | --- | --- |
| **United Nations**  **Sustainable Development Goal (SDG)** | **Societal**  **Impact Strategy (Standard 1)** | | **Outcomes**  **Related to Curriculum (Standard 4)** | | **Outcomes**  **Related to Scholarship (Standard 8)** | **Outcomes**  **Related to Internal and External Initiatives and/or Activities (Standard 9)** |
| 5 – Gender Equality | The school has chosen gender equality for its area of societal impact. See strategic plan for details. |  | | Faculty embed within the curriculum cases that employ inclusive pedagogy. As a result, ratings on inclusivity and belonging have increased by 10 percent over the past three years in the annual student survey. | Three faculty members have published a combined 16 articles on gender inequality in business. Their work has been cited in the Financial Times, the Chronicle of Higher Education, and Newsweek. | Offered 60 women MBA scholarships. Partners with businesses to identify and support women in middle management by providing financial support, and a mentor to help participants address work-life balance and help with career planning. These initiatives have led to a 15 percent increase in female MBA students. |