Social Responsibility in Higher Education

Maureen L. Mackenzie Ph.D.
Molloy College, mmackenzie@molloy.edu

Melissa McCardle Ph.D.
Molloy College, mmccardle@molloy.edu

Melissa Gebbia Ph.D.
Molloy College, mgebbia@molloy.edu

Susan Bliss Ph.D.
Molloy College, sbliss@molloy.edu

Follow this and additional works at: https://digitalcommons.molloy.edu/bus_fac
Part of the Business Commons, Psychology Commons, and the Social Work Commons
DigitalCommons@Molloy Feedback

Recommended Citation
https://digitalcommons.molloy.edu/bus_fac/14

This Conference Proceeding is brought to you for free and open access by DigitalCommons@Molloy. It has been accepted for inclusion in Faculty Works: Business by an authorized administrator of DigitalCommons@Molloy. For more information, please contact tochtera@molloy.edu,thasin@molloy.edu.
SOCIAL RESPONSIBILITY IN HIGHER EDUCATION

Presenters:
Melissa McCardle, Ph.D.
Maureen L. Mackenzie, Ph.D.
Susan Bliss, Ph.D.
Melissa Gebbia, Ph.D.

Molloy College
Rockville Centre, New York

2015 Northeast Business & Economics Association Conference
York College, City University of New York
Radisson Hotel JFK Airport
November 6, 2015
THE NEED TO DEVELOP ETHICAL LEADERS

• Today, only one-third of college students strongly agree that their education increased their civic capacities
  • (National Task Force on Civic Learning and Democratic Engagement, 2012).

• The workplace and democratic society need:
  • Ethical leaders
  • Informed and engaged citizens
  • Capable of solving complex social problems
  • In a multicultural society
  • (Reason, Ryder, Kee, 2013).

A leadership strategy without ethical clarity produces moral and economic bankruptcy.
- Bill Donahue
STUDENT OUTCOMES OF SOCIAL RESPONSIBILITY IN THE CLASSROOM

- Increased:
  - Motivation/work ethic
  - Competence in ethical and moral reasoning and action
  - Ability to contribute to the larger society
  - Ability to take seriously the perspectives of others

  (O’Neill, 2012)

“A morally and civically responsible individual recognizes himself or herself as a member of a larger social fabric and, therefore, considers social problems to be at least partly his or her own” (Ehrlich, 2000)
Molloy College: ‘SOCIAL IMPACT IS PART OF THE MISSION’

Our programs are seeking innovative ways to:

- Embed social change and leadership skills into various disciplines

- Rethink pedagogical approach so students are more closely connected to community partners and potential mentors who are modeling social responsibility

Artist: Maureen Carey
TRANSFORMATIVE EDUCATION

✓ Fall 2012 – Annual Theme – Civic Engagement
✓ Capstone: Management focused on Social Good
✓ Bloomberg Foundation – Mayor’s Challenge
✓ Study, Spirituality, Service, Community
  ✓ ...Through transformative education, Molloy College promotes a lifelong search for truth and the development of ethical leadership.

✓ Clients: Villages of Babylon, Port Jefferson, Mastic Beach, Freeport, NCCHR, LIRPC, Housing Authority, Sustainability Long Island, Nassau County Bar Association, Island Harvest.
SOCIALY RESPONSIBLE PROFESSIONALS

- Civic responsibility in the helping professions
- Faculty model socially responsible civic engagement
- Long term, extensive relationship with one nonprofit.
- Client: Girl Scouts of Nassau County
- The projects involved developing, evaluating, and delivering programming to scouts in the college’s community.
2007 Workshop held on campus for 100 middle school scouts on Relational Aggression

2010 Survey development for Health Relationships Program Assessment

2013-present STEM Career Shadow days

2014-2015 College to Troop STEM Service Learning classes
SOCIAL ENTREPRENEURSHIP

- Integration of **business** and **social work** curriculum
- Experiential encounter course in social entrepreneurship (6 credits)
- Students learn models of corporate social responsibility
- Assignments focus on the development of strategic plans of venture to address social problems
- Students are paired with a social entrepreneurship community mentors
- Final Assignment requires a business plan which incorporates **both business skills** and a **targeted social impact**
Corporate Leaders: Making a Social Impact (Fortune Magazine, August, 2015)

- Nike
- Ikea
- Whole Foods
- Equity Bank
- CVS
- Starbucks
- Mastercard
- IBM
- Twitter
- FitBit
- Google
Social Responsibility in Higher Education:

Preparing tomorrows leaders for career success!

Professional & societal goals become one!

