

Creating Impact with Purpose

Sobey School of Business
First Impact Report

Released October 2016

Mission:

The Sobeys School of Business, through active learning and the creation and mobilization of scholarship, prepares citizens of the world to lead sustainable, entrepreneurial businesses and communities.

PRiME



CFA Institute

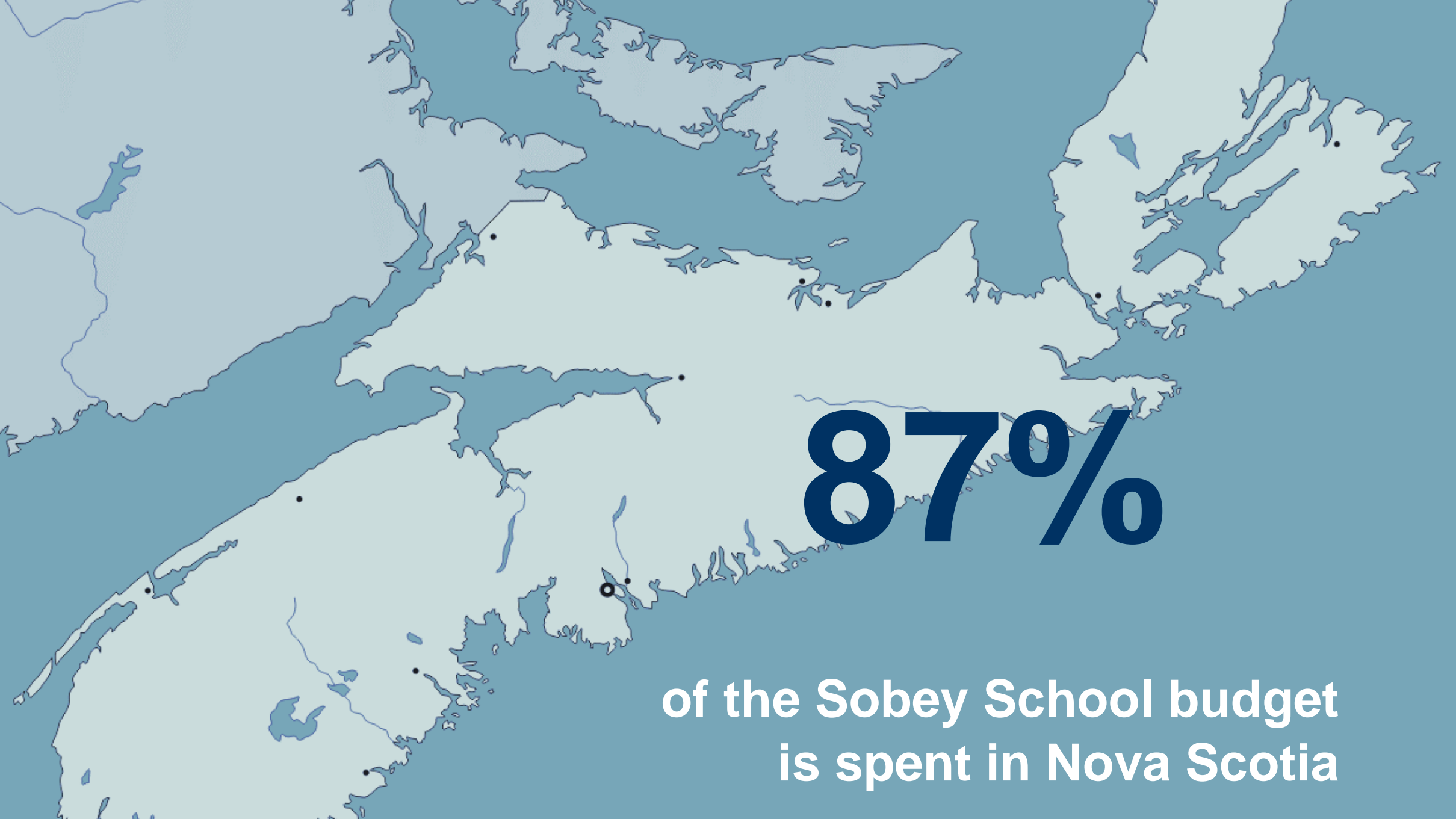


Economic Impact

**Financial & Economic Impact:
Direct, Indirect and Induced**

\$329 Million

in economic contribution annually to the province of Nova Scotia.



87%

of the Sobeys School budget
is spent in Nova Scotia

Educational Impact

Alignment between Sobey School of Business
& Business Community Requirements

3200 students – 45% are international students

68% of our graduate students entered the regional market on graduation

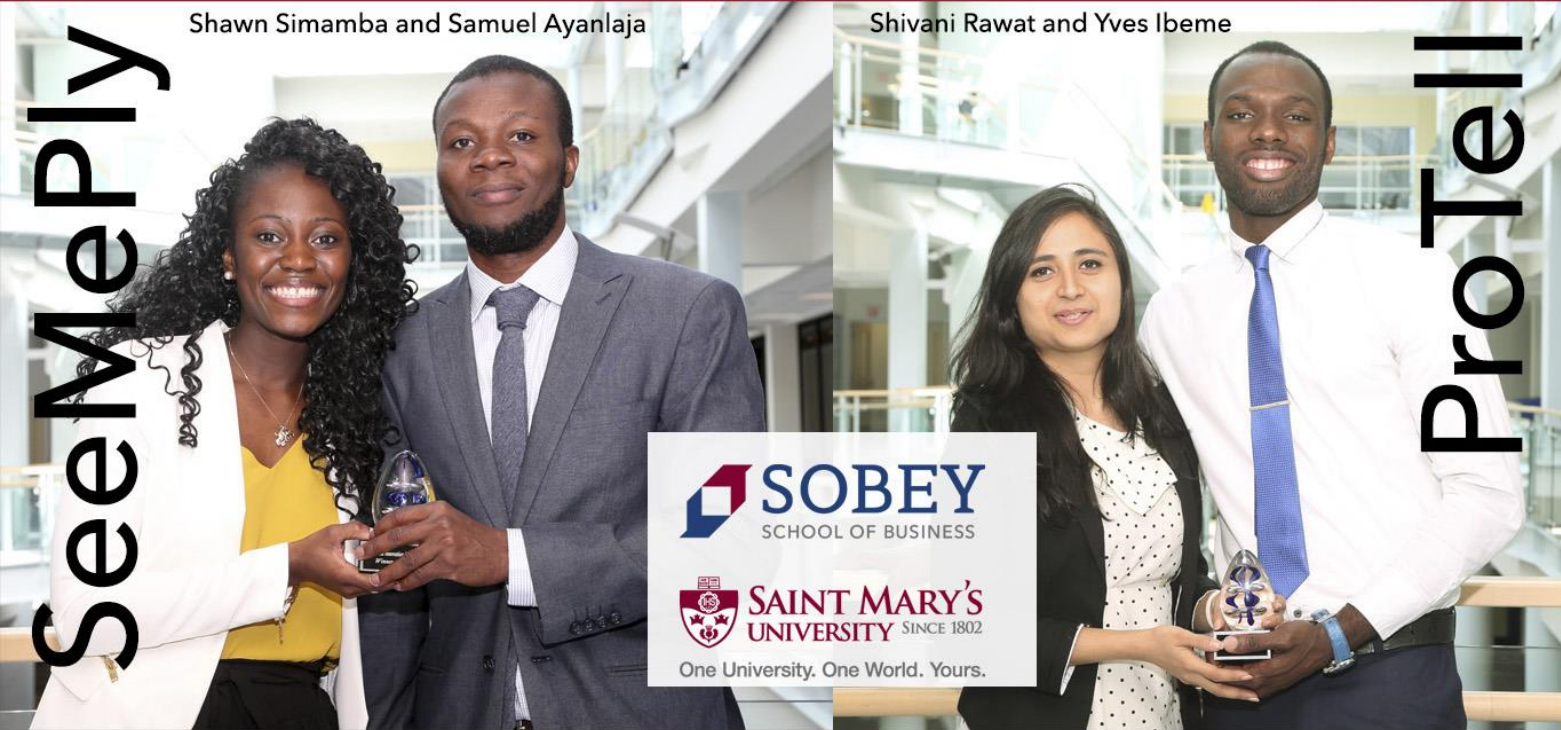


Master of Technology Entrepreneurship and Innovation students place in top 20 International Business Model Competition

INTERNATIONAL BUSINESS MODEL COMPETITION sobey.smu.ca/mtei
TWO Sobey MTEI start ups placed top 20 in the world. #IBMC2016

Shawn Simamba and Samuel Ayanlaja

Shivani Rawat and Yves Ibeme



Business Development Impact

Consulting, Training, Mobilizing Expertise,
Sparking Entrepreneurship

Over 1800 participants in Executive Education Programs annually



Enactus Saint Mary's has grown to over 200 participating students winning 2nd place at the 2015 Canadian National Enactus Exposition and placing in the top four teams four years in a row.



Saint Mary's Enactus students have:

- ✓ Saved \$1M tax payer dollars through work with women in prison
- ✓ Empowered 447 Refugees
- ✓ Provided 5000 lbs. of food to the hungry
- ✓ Diverted 9,200 lbs. of waste
- ✓ Launched 34 businesses
- ✓ Created 156 jobs

The original **Startup 100 project** helped over 100 students create 100 new ventures in 50 communities across Nova Scotia in 100 days.

The Sobeys School Business Development Centre annually works with 700 students creating start-ups reaching 400 Businesses & Communities.



Over 45% of our faculty are involved in community organizations and governance roles with 75% of their work being done in Nova Scotia.

- Feed Nova Scotia
- Governor General's Canadian Leadership Conference
- Special Olympics
- Canadian Centre for Policy Alternatives
- Public Accountants Board

\$590 Thousand

Value of annual service work

Intellectual Impact

Demonstrating Thought Leadership

In one year, faculty

published

21

articles in
peer-reviewed
journals

wrote

7

books

produced

11

reports

published

4

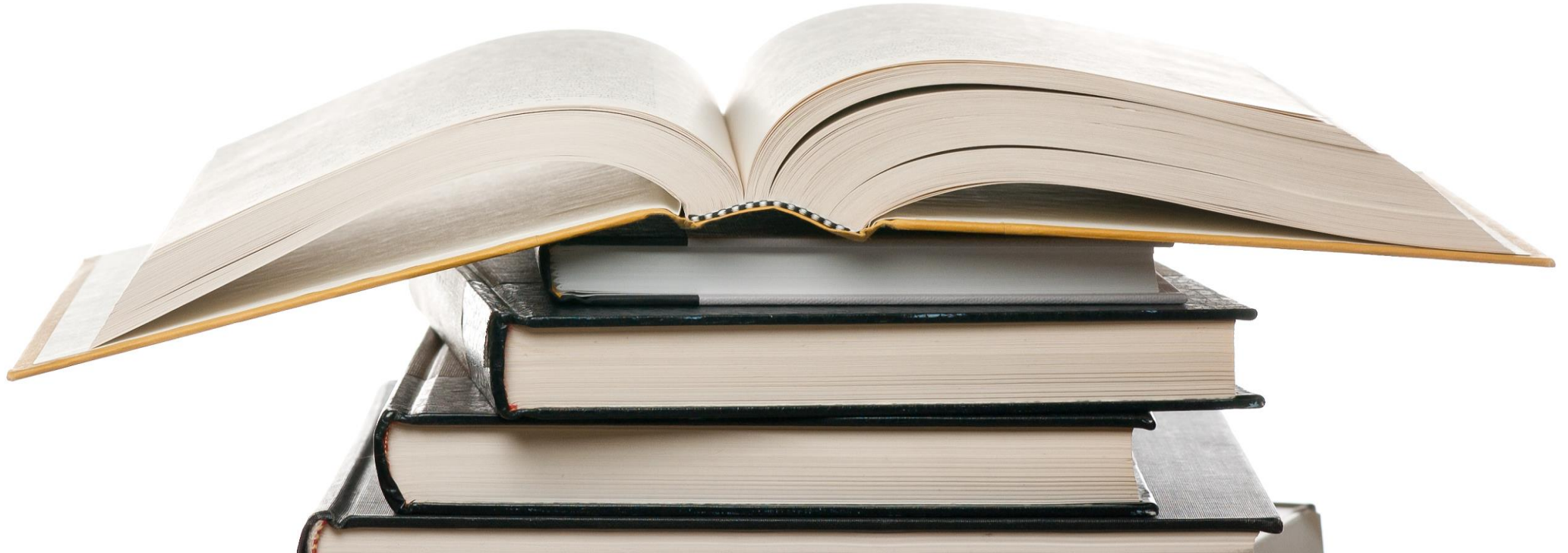
cases

made

39

conference presentations

on topics directly impacting the region



Faculty organized 15 public lectures and conferences with 1000+ external participants in one year.



Impact within the Regional Ecosystem

An Engaged, Competent and “Reachable” Partner

The school has active partnerships with organizations such as:

- Canadian Centre for Ethics in Public Affairs
- InnovaCorp
- Springboard
- Futurpreneur Canada
- Junior Achievement
- Halifax Port Authority
- Fusion Halifax
- CPA Atlantic School of Business
- Project Management Professional Association
- Institute for Corporate Directors
- Digital Nova Scotia
- CDBC Blue Water

20,000+ alumni throughout the region and the world.



Societal Impact

Accessibility, Diversity, Ethics, and Responsibility

Ranked 11th in the world by Corporate Knights Better World MBA Rankings.

75% of faculty teach and/or research in the area of Corporate Social Responsibility.



Regional Image

Professional, Comprehensive, International



Supporting the Province's China Strategy:

- ✓ Recruiting approximately 100 undergraduate students from China annually
- ✓ 70 Chinese students annually join our Master of Finance program
- ✓ 20 faculty teaching our joint program students at Beijing Normal University of Zhuhai annually and bringing a deeper cultural appreciation home with them

- Determines the nature and extent of a School's impact on its local environment (Impact Zone)
 - *System developed by the EFMD and the FNEGE*
 - *Not an accreditation system, not a ranking*
 - *No score, no comparisons, no failure*
- School collects data on 120 indicators (7 dimensions, 24 impact areas) and submits self-evaluation report
- Expert review team validates data through interviews with stakeholders during an on-site visit and issues an impact profile with recommendations



The BSIS Process

1. Define institutional scope of the Business School, impact zone and School's motivation for BSIS
2. School collects the data
3. School drafts explanatory comments on the information presented
4. Two-day on-site visit by two to three experts
 - Interviews with key players inside and outside the School
5. BSIS / EFMD provide written report: impact profile and recommendations



BSIS Assessment Criteria (new)

7 Dimensions, 24 Impact Areas, 120 Indicators

Financial Impact

Educational Impact

Business Development Impact

Intellectual Impact

Impact within the regional ecosystem

CSR Impact

Image impact



BSIS Outcomes & Benefits: Documents



- The School's **own** Impact Assessment Report
- The **final report** delivered by the BSIS team
 - **Factual inventory of significant areas of impact.** Qualitative interpretation of impact areas where appropriate. Highlight major contributions.
 - **Distinctive impact profile** setting out the main dimensions of the School's impact on the world around it.
 - **Recommendations** for better management of the School's relationship with its local environment

Outcomes of Use of the Business School Impact System

- Strategic differentiation and mission alignment
- New brand “Make an Impact with Purpose”
 - High degree of faculty buy-in
- Alumni and Community Support in context of “Now or Never Report” reflecting on future of the Province
- New initiatives for measurement and reporting
- Approach to help meet AACSB standards

Notice of Motion made by the Minister of Business in the Provincial Legislature

MOVED BY: The Honourable Mark Furey, Minister of Business, MLA, Lunenburg West

- Whereas the Sobeys School of Business at Saint Mary's University delivers top quality graduates every year and is an important asset to both Nova Scotia's academic and business communities; and
- Whereas the school has shown leadership and initiative by being the first post-secondary facility in North America to undergo a rigorous evaluation by the Business School Impact System, which measures impact on the local environment; and
- Whereas that evaluation found that each year the Sobeys School of Business creates \$329 million in economic impact, helps 250 international students find their first job in our region and 45 percent of graduates stay right here to work.
- Therefore be it resolved that all members of this legislature offer the Sobeys School of Business at Saint Mary's University congratulations on its accomplishments and wish it the best of success with future graduating classes.

Next Steps

- Build on momentum that has been created internally to amplify our Sobey School culture that values and celebrates impact with purpose and community contribution
 - “Thank-you for taking us where we never knew we wanted to go”
- Improve Impact related communications externally
- Build our brand of “make an impact with purpose”
- Refine tracking and measuring systems and processes to capture impact (for AACSB and more broadly)
- Develop a dashboard and report regularly with stakeholders (including government, the rest of the university, donors, alumni and business community)

A background graphic consisting of a network of interconnected nodes and lines, resembling a social or organizational network. The nodes are represented by small grey circles, and the lines are thin grey lines connecting them. The network is denser on the left side and fades out towards the right. There are also some faint circular patterns around some nodes.

Questions and Discussion?