## REGISTRATION

| WRAG Members | Non-Members |
|---|---|
| $5,000 (1st registrant) | $7,500 (1st registrant) |
| $4,500 (2nd+ registrants) | $7,000 (2nd+ registrants) |

For more information or to download an application, please visit www.InstituteforCSR.org.

## WHAT PARTICIPANTS ARE SAYING

"I'm impressed with the amazing faculty, the high caliber of guest speakers, the knowledge of my fellow classmates, and the meaningful discussion and course work. All of this combined has provided a rare opportunity to dive deep into the challenges and opportunities that accompany a job in the Corporate Social Responsibility (CSR) sector." *– Kelly Waldron, Deloitte LLP*

"Rarely do we as CSR leaders get to engage in nuanced, thoughtful discussions on how to build a vision and execution strategy that will yield the greatest social and business impact. Due to [The Institute for CSR's] lead faculty member Tim McClimon's brilliant facilitation, high quality speakers, and the expertise of fellow participants, we were able to have these types of discussions from basically 9-5 each day…" *– Graham McLaughlin, Advisory Board Company*

"We are always looking for ways that we can increase the impact of our assets for the benefit of communities we serve. The Institute promises to help us learn from others on new and creative ways to do so." *- Holly Potter, Kaiser Permanente*

## FOR MORE INFORMATION


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Char Mollison
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All classes will be held at Johns Hopkins University's Washington, D.C. center located at 1717 Massachusetts Ave., NW, Washington, D.C. 20036.

JOHNS HOPKINS UNIVERSITY

washington regional association of grantmakers
dc md vc

INSTITUTE FOR Corporate CSR Social Responsibility

## ABOUT

The field of corporate social responsibility (CSR) is growing and changing rapidly. Whether you're a new CSR coordinator at a small company or a seasoned CSR executive at a global giant, you need refined skills, an expanded network, and increased philanthropic acumen to achieve lasting community impact and deliver maximum value back to your company.

The **Institute for Corporate Social Responsibility** offers CSR professionals the opportunity to earn a non-credit Professional Certificate from Johns Hopkins University in less than one year. This certificate program is a partnership between the Washington Regional Association of Grantmakers and Advanced Academic Programs at Johns Hopkins University.
You'll learn skills and best practices from some of the nation's leading CSR practitioners, expand your professional network, and gain the inspiration you need to deliver increased value to your company and the communities you serve.

## WHO SHOULD ATTEND

**LEADERS AND STAFF**
of corporate foundations or corporate giving programs

**CORPORATE PROFESSIONALS**
whose responsibilities include corporate community involvement, community relations, corporate citizenship, corporate social responsibility, employee engagement, volunteer management, public affairs, or corporate communications

**CSR TEAMS OR DEPARTMENTS**
may also consider attending together. Multiple staff registration discounts are available.

## WHAT YOU WILL LEARN

*This four-part, year-long course of study examines the scope and complexity of CSR, including its evolution, components, best practices, measurement models, key issues, and current trends.*

### THE BUSINESS OF CSR
**January 21-22, 2016**
Examine the evolution and current complexities of CSR and explore the reasons and rationales for building a company's social responsibility strategy and program.

### SUSTAINABILITY AND ETHICAL BEHAVIOR OF CORPORATIONS
**March 17-18 or 24-25, 2016**
Consider the values and attributes of a responsible company and investigate current trends, best practices, and opportunities in corporate sustainability programs.

### INVESTING IN COMMUNITIES
**May 12-13 or 19-20, 2016**
Analyze current trends and best practices in philanthropy, social investing, and employee engagement.

### MEASURING AND COMMUNICATING CSR
**July 14-15 or 21-22, 2016**
Learn how to measure your company's CSR efforts and explore best practices for developing an effective CSR communications strategy.

*All classes will be held at Johns Hopkins' Washington, D.C. center near DuPont Circle.*

## HOW YOU WILL BENEFIT

**EXPLORE** key topics and challenges that are shaping the CSR field and grow the skills needed to meet ever-changing demands.

**NETWORK** with CSR colleagues, national leaders, and independent experts to access the latest thinking in CSR practice and build a valuable network of thought leaders and funding partners.

**LEARN** how other companies are tackling major social challenges as well as the practical systems, staffing, tools, and techniques they're using to achieve results.

**VISIT** leading companies, nonprofits, and neighborhoods in the Greater Washington, D.C. region to apply classroom learning.

## FACULTY

Our faculty includes some of the nation's leading CSR practitioners, thinkers, and authors. Based on their years of experience, our faculty members know that the most valuable knowledge they can offer is grounded in practicality and applicability. For a full list of faculty and bios, please visit www.InstituteForCSR.org.

**Lead Professor & Curriculum Design Consultant**
Tim McClimon
President, American Express Foundation
VP, Corporate Social Responsibility
American Express

**Professor, Philanthropy & Employee Engagement**
Diane Melley
VP, Global Citizenship Initiatives
Corporate Citizenship & Corporate Affairs
IBM Corporation

**Professor, Philanthropy & Social Investing**
Carolyn S. Berkowitz
President, Capital One Foundation
VP, Community Affairs
Capital One Financial Corporation

# THE INSTITUTE FOR CORPORATE SOCIAL RESPONSIBILITY