

Earn a Professional Certificate in CSR from the INSTITUTE FOR CSR



washington regional
association of grantmakers

dc md va



JOHNS HOPKINS

KRIEGER SCHOOL
of ARTS & SCIENCES



U.S. CHAMBER OF COMMERCE FOUNDATION
Corporate Citizenship Center

Who are we and what is the Institute for CSR?

What is the Institute for CSR?

The Institute for Corporate Social Responsibility is an educational opportunity for CSR practitioners. Participants earn a Professional Certificate from Johns Hopkins in just six months. Through the Institute you will learn best practices from some of the nation's top CSR leaders, expand your professional network, and gain the inspiration you need to deliver increased value to your company and the communities you serve. This non-credit, professional certificate program is an initiative of the Washington Regional Association of Grantmakers, offered in partnership with Advanced Academic Programs at Johns Hopkins University and the U.S. Chamber of Commerce Foundation's Corporate Citizenship Center.

What is the Washington Regional Association of Grantmakers (WRAG)?

WRAG is a membership association comprised of over 100 of the most respected foundations and corporate giving programs in the greater Washington, D.C. region. Dedicated to improving the health and vitality of the region and all who live here, the WRAG network provides a robust arena for grantmakers to collectively learn, problem-solve, and develop cross-sector solutions to achieve greater impact. WRAG is a member of the Forum of Regional Associations of Grantmakers and has partnered with fellow regional associations of grantmakers across the country to expand the reach of the Institute.

What is Johns Hopkins University's Advanced Academic Programs (AAP)?

A department of Johns Hopkins University's Zanvyl Krieger School of Arts and Sciences, AAP offers part-time graduate degrees and certificate programs for adults seeking professional and personal enrichment. Participation in the Institute for CSR culminates in a professional certificate from Johns Hopkins

What is the U.S. Chamber of Commerce Foundation (USCCF)?

USCCF is dedicated to strengthening America's long-term competitiveness. USCCF educates the public on the conditions necessary for business and communities to thrive, how business positively impacts communities, and emerging issues and creative solutions that will shape the future.

The U.S. Chamber of Commerce is the world's largest business federation representing more than 3 million businesses of all sizes, sectors, and regions, as well as state and local chambers and industry associations.

As the corporate social responsibility profession continues to evolve from strategic philanthropy to sustainability to shared value and beyond, it is increasingly important that CSR professionals have the training necessary to advance and enhance the field.

– Tim McClimon, President
American Express Foundation

92%

of 2014 participants reported that the Institute stimulated them to think about CSR at their companies in new ways.

The Curriculum

Developed by and for CSR professionals, our four-part curriculum explores the scope and complexity of CSR, including its evolution, key components, measurement models and current trends.

Session 1: The Business of Corporate Social Responsibility

Examine the evolution and current complexities of CSR and explore the importance and rationale for building a company's social responsibility strategy and program.

Session 2: Sustainability & Ethical Behavior of Corporations

Consider the values and attributes of a responsible company while investigating ethical challenges, best practices, and opportunities in corporate governance and sustainability programs.

Session 3: Investing in Communities

Analyze current trends and best practices in philanthropy, social investing, and employee engagement.

Session 4: Measuring & Communicating CSR

Learn how to measure your company's CSR efforts and explore strategies for developing an effective CSR communications strategy.

90%
of 2014 participants
reported the session
content was valuable
and applicable to their
work.



For many, corporate social responsibility is seen as overhead – the allocation of company dollars and resources that could otherwise be passed on to shareholders or could be used to cut costs for consumers. But, through the Institute, my classmates and I have explored, discussed, and have come to truly understand that our role as CSR professionals is a key driver not only of our companies' public image but also of our companies' bottom line.

- Kelly Waldron, Director of Corporate Relations, United Way Worldwide (Formerly of Deloitte LLP)

The 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.



Timothy J. McClimon

President
American Express Foundation



Shannon Schuyler

Principal, Chief Purpose Officer and
Corporate Responsibility Leader
PwC



Diane Melley

Vice President, Global Citizenship
IBM



Katherine Neebe

Director, Sustainability
Walmart



Aman Singh

Senior Managing Editor, Corporate & Brand
Purpose Practice
RF | Binder



Michael Bzdak

Executive Director, Corporate Contributions
Johnson & Johnson

Tuition & Application

What is the cost?

WRAG Members & CCC Supporters

([see if your company is a member](#)) ([see if your company is a supporter](#))

- \$5,000 (1st registrant)
- \$4,500 (2nd+ registrant from same company)

Non-Members

- \$7,500 (1st registrant)
- \$7,000 (2nd+ registrant from same company)

Tuition covers the cost of your participation, including all session materials and breakfast and lunch each day. Please note that registrants are responsible for their own travel and hotel arrangements and these costs are not covered by tuition.

INSTITUTE FOR Corporate Social Responsibility

2017 Application for Admission

Applicant Information

Name: _____
Title: _____
Dept: _____
Email: _____
Phone: _____
Cell: _____

Company Information

Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Website: _____
Industry: _____
of Employees (global) _____ (DC region) _____
2016 Giving (global) _____ (DC region) _____
2016 Volunteer hours (global) _____ (DC region) _____

Required Attachments

- Biography:** Please attach a brief bio including any relevant professional experience and achievements that support your participation in the Institute for Corporate Social Responsibility.
- Headshot:** Please attach a high resolution headshot for use on the website and attendee directory.
- CSR Report:** Please attach your company's most recent CSR report (if applicable).

Submission Instructions

Space is very limited! Applications are considered in the order in which they are received. Please submit your completed application and required attachments no later than February 28 to:

Katy Moore
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[Click here to download the application.](#)



For more information about the Institute of Corporate Social Responsibility or earning your Professional Certificate in CSR, please contact:

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