

# 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

# About the Institute for CSR?

## What is the Institute?

Launched in 2014, the Institute for Corporate Social Responsibility was designed by and for the CSR field as a practical, interactive, and affordable professional development opportunity for CSR practitioners.

Over the course of four, two-day sessions, participants learn from some of the field's most innovative thinkers, authors, and practitioners, expand their professional networks learning alongside CSR peers from across the country, all while earning a Professional Certificate in CSR from Johns Hopkins University.

The Institute currently accepts up to 25 applicants per year. This small class size ensures maximum faculty and participant interaction, allows for deep and meaningful group discussions and debates, and affords the opportunity to take classroom learnings offsite with "field trips" and networking events.

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.

## Who can apply?

The Institute for CSR is a continuing education program designed specifically for CSR professionals. To qualify for the program, applicants must be employed by a company in a CSR-related role. Individuals looking to learn more about the field of CSR or nonprofit professionals looking to better understand why and how companies give back are not eligible. Ideal candidates, include:

- Leaders and staff of corporate foundations and/or corporate giving programs
- Corporate professionals whose responsibilities include community involvement, community relations, corporate citizenship, corporate social responsibility, employee engagement, volunteer management, public affairs, and/or corporate communications.
- CSR teams or departments that want to learn together.

## Where are classes offered?

All Institute for CSR sessions are offered in-person at Johns Hopkins' Washington, DC center located at 1717 Massachusetts Ave NW, Washington, DC. Due to the interactive nature of the curriculum, online and distance-learning options are not currently available.

*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, the Institute's curriculum is grounded in practice and applicability. Participatory in nature and designed for adult learners, the curriculum explores the scope and complexity of CSR, including its evolution, current trends, and key components, while also delving into professionals challenges, ethical considerations, measurement and evaluation models, making the business case, and much more.

## Session 1: The Business of Corporate Social Responsibility

This two-day session examines the evolution, key components, and current complexities of CSR. During this session, participants hear directly from industry experts as we explore the internal, external, and business-case rationale for building, expanding, and refining a company's social responsibility strategy and program.

## Session 2: Sustainability & Ethical Behavior of Corporations

Over the course of this two-day session, participants delve into numerous real-life case studies as we consider the values and attributes of what it truly means to be a responsible company. This interactive session explores a variety of ethical challenges, considers how corporate policies and governance intersect with a company's CSR strategy, and explores the role of sustainability in creating social value and building company's reputation.

## Session 3: Investing in Communities

This two-day session analyzes current trends and best practices in corporate philanthropy, social investing, and employee engagement. Explore ways to leverage ALL of your company's resources to achieve greater social return all while increasing employee satisfaction and retention, profitability and business-alignment, and brand reputation.

## Session 4: Measuring & Communicating CSR

In this final, two-day session, participants spend a full day exploring a spectrum of practical CSR measurement and evaluation models, followed by another full day exploring best-practice strategies for communicating a company's CSR goals and achievements to internal and external audiences.



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**

Head of Content Strategy  
FUTERRA



**Michael Bzdak**

Executive Director, Corporate Contributions  
Johnson & Johnson

# Cost & Registration

Registration Deadline	<u>WRAG Members &amp; CCC Supporters</u>	Non-Members
On or before September 30	\$4,500	\$7,000
On or before December 15	\$4,750	\$7,250
On or before February 28	\$5,000	\$7,500

Registration includes participation in four, two-day learning sessions, breakfast and lunch each day, all class materials and readings, one networking dinner, a cocktail/graduation reception, and a Professional Certificate in CSR issued upon completion of the curriculum.

Registration does NOT include travel and lodging, two optional evening dinners, outside of class activities, or other incidentals.

[Click here to download an application.](#)

## 2018 Class dates

**March 15-16, 2018**

Session 1: The business of CSR

**July 26-27, 2018**

Session 3: Investing in Communities

**May 10-11, 2018**

Session 2: Ethical Behavior of Corporations

**September 20-21, 2018**

Session 4: Evaluating & Communicating CSR

**INSTITUTE FOR Corporate Social Responsibility**

**2018 Application for Admission**

**Applicant Information**

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Dept: \_\_\_\_\_ Email: \_\_\_\_\_  
 Phone: \_\_\_\_\_

**Company Information**

Company: \_\_\_\_\_ Cell: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Website: \_\_\_\_\_  
 Industry: \_\_\_\_\_  
 # of Employees (global) \_\_\_\_\_ (US) \_\_\_\_\_  
 2017 Giving (global) \_\_\_\_\_ (US) \_\_\_\_\_  
 2017 Volunteer hours (global) \_\_\_\_\_ (US) \_\_\_\_\_

**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, 2018 to:

Katherine Abib  
 Washington Regional Association of Grantmakers  
 1400 16th Street, NW, Suite 740 | Washington, DC 20036  
[abib@washingtongrantmakers.org](mailto:abib@washingtongrantmakers.org) | 202-939-3443

washington regional association of grantmakers

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U.S. CHAMBER OF COMMERCE FOUNDATION Corporate Citizenship Center

# Benefits of Participation

In addition to earning a Professional Certificate in CSR from a world-class academic institution, here are few of the other key benefits of participating in the Institute for CSR:

## Faculty

Our faculty includes some of the nation's leading CSR practitioners, thinkers, and authors, including top executives from companies such as American Express, IBM, Johnson & Johnson, PwC, and, Walmart. Each of these industry experts is dedicated to sharing their knowledge and leveraging their professional networks to ensure participants are exposed to some of the most exciting thinking and promising practices from the field.

## Peer Connections

Over the course of six months, participants build invaluable personal and professional connections with faculty, guest speakers, and their fellow class mates—all of which represent CSR professionals from various industries, geographies, disciplines, and experience levels. These connections are nurtured by the Institute staff through a robust alumni network, including class listservs, private Facebook and LinkedIn groups, and networking events.

## Learning Experience

Designed by and for CSR professionals, the Institute's curriculum is highly interactive, steeped in practice, and based on real-life case studies and current trends. Our **face-to-face learning experience** provides a trusted forum for robust discussions, debates and exploration of unique challenges faced by participants, their companies, and the field at large.

## Intimate Academic Setting

The Institute only accepts 25 applicants a year. This small class size ensures maximum faculty and participant interaction, allows for deep and meaningful group discussions and debates, and affords the opportunity to take classroom learnings offsite with "field trips" and networking events.

## Demonstrated Commitment

By participating in the Institute and earning your Professional Certificate in CSR, you are demonstrating to your company, your team, and the field at large your commitment to and understanding of the CSR profession. Through the Institute, you will learn new knowledge and skills, build a robust network of peers, and gain the inspiration and ideas you need to deliver increased value back to your company and the communities you serve.

# Questions to consider as you make your case

- What CSR related goals did you set this year? Which of the four Institute sessions could help you achieve these goals?
- What challenges are you facing as a CSR professional? Are there tools, skill sets, or knowledge that you would gain through the Institute that could help you face these challenges?
- What is your company's CSR strategy? Are there weaknesses in the strategy that your participation in the Institute could help you address?
- How are you currently tracking and staying current on the changes and trends in CSR? How could your participation in the Institute support you in this?
- Do you currently have an objective group of peers or “sounding board” with whom to share ideas? How will the peer network you build through the Institute add value to your work?
- What do the next five years of CSR activity look like at your company? How could your participation in the Institute help you prepare and plan for the future?

Need more info?  
Please visit  
[www.instituteforcsr.org](http://www.instituteforcsr.org)

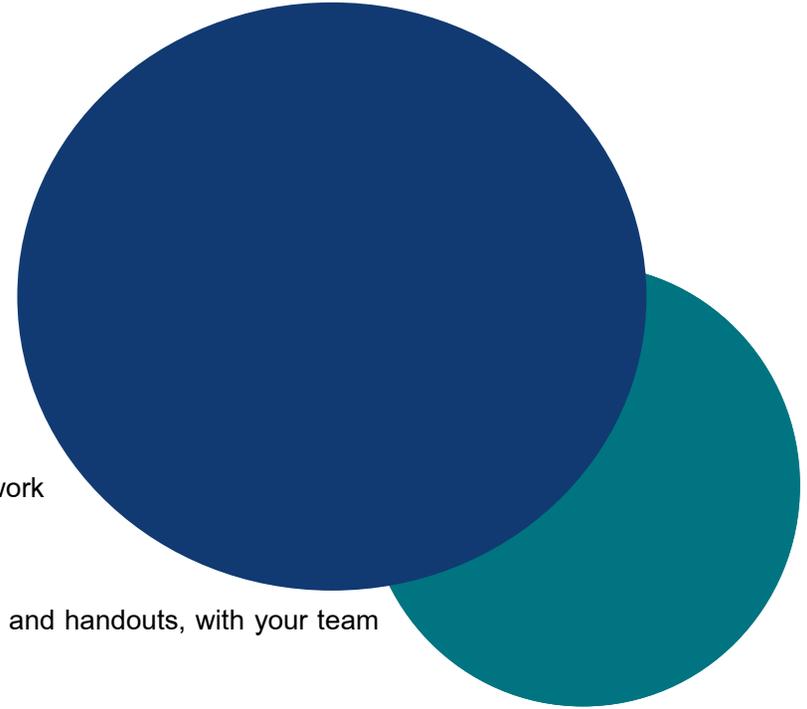
CSR program managers often work in small teams, and it's rare that fellow employees outside of our departments truly understand the challenges we're charged with in our roles. The opportunity to spend eight full days over a year immersed in the theory behind what we do, and to come away with practical, applicable steps to heighten our impact, is a luxury...

- Rachel Tappis, Director of Community Impact, The Advisory Board Company



# Tips for Illustrating ROI

- Explain in specific terms what goals will be met through your participation in the Institute. Describe how the knowledge and skills you will gain in the Institute will help you advance company goals.
- Feature specific topics from the Institute for CSR curriculum that correlate to your work and that will enhance your ability to do your job.
- Offer to share learnings and resources, including faculty and speaker presentations and handouts, with your team after each session.
- Highlight the value of the peer-to-peer networking opportunities the Institute provides. While there is obvious benefit to learning from the faculty and guest speakers who are CSR executives, the Institute gives you the chance to form meaningful relationships with other participants. These peers can become your own personal sounding board as you learn together and brainstorm new ideas to bring back to your company.
- Illustrate the cost of not attending by explaining the missed opportunity to learn about trends and best practices in CSR. As we all know, CSR is constantly evolving and it's often difficult to keep up. The Institute is focused on tangible learning applicable to your daily work. Not attending means missing out on essential tools, perspectives, and meaningful relationships that will help you and your company adapt and capitalize on future trends and opportunities.
- Create a work plan in advance to illustrate how your duties will be covered while attending the Institute. We know that eight days of class is a big time commitment from you and your colleagues. It's important to show who will cover your responsibilities in your absence and how you will make sure nothing slips through the cracks.



# Sample Letter to Your Supervisor

***Click here  
to download  
the full letter.***

[DATE]

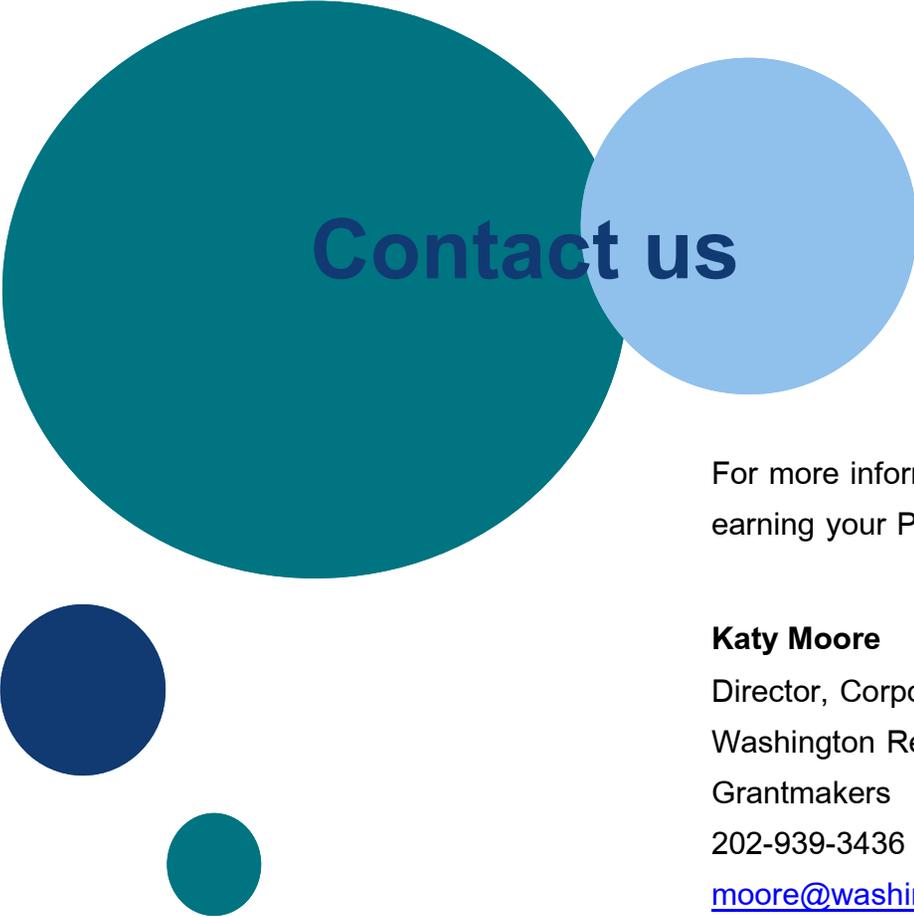
Dear [supervisor's name],

I am seeking approval to attend the 2016 Institute for Corporate Social Responsibility. This four-part professional development curriculum will enable me to earn a Professional Certificate in CSR from Johns Hopkins University in just six months.

The Institute offers up to 25 CSR practitioners from across the country the opportunity to learn from some of the nation's top CSR leaders, explore and examine the scope and complexity of CSR (including its evolution, key components, best practices, measurement models, current trends, etc.), and develop meaningful relationships with fellow CSR professionals.

The tuition is \$ \_\_\_\_\_ [ \$5,000 or \$7,500 ] and I will only need to be out of the office a total of eight days from March through July. Below is a bit more information about the Institute for CSR, including the 2016 class dates, costs, faculty members, alumni, etc.

Thank you for your consideration and support!



## Contact us

INSTITUTE FOR  
Corporate   
Social Responsibility

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

**Katy Moore**

Director, Corporate Strategy  
Washington Regional Association of  
Grantmakers  
202-939-3436  
[moore@washingtongrantmakers.org](mailto:moore@washingtongrantmakers.org)

**Karin Orr**

Program Coordinator  
John Hopkins University  
Advanced Academic Programs  
202-663-5875  
[korr@jhu.edu](mailto:korr@jhu.edu)

**Bailey Jacobs**

Senior Manager, Communications  
Corporate Citizenship Center  
U.S. Chamber of Commerce Foundation  
202-463-5766  
[bjacobs@uschamber.com](mailto:bjacobs@uschamber.com)