

# Semester Snapshot

November 2009

## Semester Snapshot

The Semester Snapshot is a new tool to help our members stay current with everything that the Center has to offer. It provides you with a quick snapshot of the research, events, management programs and networking opportunities being offered or launched this semester. It's one more way for you to stay informed and involved as a Center member.

## Corporate Citizenship: Winning a Seat at the Table

Registration is now open for the 2010 International Corporate Citizenship Conference.

Join 500 of the leading corporate citizenship doers, thinkers and influencers in Boston, April 11-13.

Register by Jan. 15 and save \$100.

[Click here to learn more.](#)

## NEW Online Member Community

As of November 1 the Online Member Community will be available to all Boston College Center members at [www.bccorporatecitizenmembers.org](http://www.bccorporatecitizenmembers.org). We want to thank the 268 beta testers who have been shaping our community into a safe environment for members to learn, collaborate, brainstorm and support one another. We expect the greatest benefit of the community will be in the online discussion forums. Center staff and faculty will be monitoring the forums and weighing in when we have knowledge about a particular topic. Membership is by invitation only. If you have any questions please contact Susan Thomas at [thomassu@bc.edu](mailto:thomassu@bc.edu).

## Upcoming events

### Convenings:

#### In Good Company Breakfast Event

**Nov. 18, Minneapolis:** Vesela Veleva will discuss the findings of the 2009 State of Corporate Citizenship at a breakfast hosted by Target. [Click here to register.](#)

**Dec. 1, Houston:** Peggy Connolly will discuss the findings of the 2009 State of Corporate Citizenship at a breakfast hosted by CenterPoint Energy. [Click here to register.](#)

### Moving Your Employee Volunteer Program from Good to Great:

This hands-on workshop designed to help heighten the value and strategic relevance of employee volunteer programs features Bea Boccalandro and will be held [Tuesday, Nov. 10 in New York](#), hosted by OppenheimerFunds Inc. Bea will also present the workshop on [Wednesday, Dec. 2 in Dallas](#), hosted by Texas Instruments, and on [Jan. 28 in Silicon Valley](#), Calif., hosted by Applied Materials.

### Webinars:

Webinars will now be held on the 1st and 3rd Wednesday of every month. Center members told us they highly value our webinars and want more educational opportunities available online. So, we have decided to increase the number of free webinars we offer to members. We're always looking for webinar ideas, hot topics and potential guest speakers. So what's on your mind? What do you think the Center needs to be saying more about? Please feel free to email your ideas to Kenda Kuncaitis at [kenda.kuncaitis@bc.edu](mailto:kenda.kuncaitis@bc.edu). We look forward to hearing your suggestions. Our webinar schedule follows:





For more information  
and to register for  
**Webinars**, [click here.](#)

**Nov. 18:** *Find Out if Your Company is “Wired To Care”:* An interview with Dev Patnaik

**Dec. 2:** *Viral Sustainability: Tapping the power of sustainable social networking*

**Dec. 16:** *Do you Measure Up? The 2009 Community Involvement Index*

**Jan. 6:** *Year in Review*

**Jan. 20:** *Partnerships: So many corporate-community partnerships, so little value -- until now*

**Feb. 3:** *Film Fest: If a picture is worth a thousand words your video could be worth a million!*

**Feb. 17:** *Measurement: How to prove the worth of your community involvement initiatives*

## Management Development Courses:

For more than 20 years, the Boston College Center for Corporate Citizenship has offered management and leadership development programs in community involvement and corporate citizenship. More than 6,000 individuals from more than 1,000 corporations around the globe have participated in our open enrollment and on-site programs. Contact Karen O’Malley at [Karen.omalley.2@bc.edu](mailto:Karen.omalley.2@bc.edu) if you have questions.

**Nov. 10, New York**

*Moving Your Employee Volunteer Program from Good to Great* taught by **Bea Boccalandro**

**Dec. 2, Dallas**

*Moving Your Employee Volunteer Program from Good to Great* taught by **Bea Boccalandro**

**Jan. 20-22, Phoenix**

*Developing a Community Involvement Strategy* taught by **Ron Brown**

**Jan. 20-22, Phoenix**

*Institute on Corporate Citizenship* taught by **Ken Freitas**

**Jan. 28, Santa Clara, Calif.**

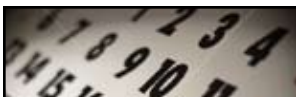
*Moving Your Employee Volunteer Program from Good to Great* taught by **Bea Boccalandro**

**Feb. 24-26, Atlanta**

*Creating a Comprehensive Corporate Citizenship Strategy* taught by **Christopher Pinney**

**Feb. 24-26, Atlanta**

*Leveraging Corporate-Community Partnerships* taught by **Bea Boccalandro**



For more information  
and to register for  
**convenings or courses**,  
[click here.](#)

## Research

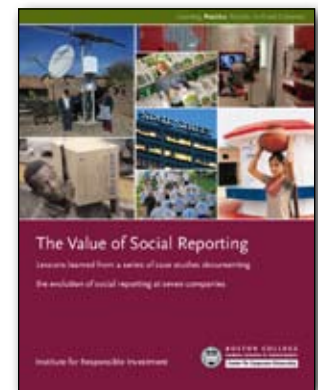
### State of Corporate Citizenship 2009

Findings from the 2009 State of Corporate Citizenship in the U.S. survey released Sept. 23 show that despite the recession, corporate citizenship practices are becoming integrated into American businesses. Some 54 percent of the 756 senior executives said corporate citizenship efforts are more important in a recession. This is the only research of its kind to provide a comprehensive overview of small, medium, and large-sized U.S. businesses. The executives also said they believe business should be more involved than it is today in addressing major public issues including health care, product safety, education, and climate change. Other key findings: reputation was cited by 70 percent as a driver for corporate citizenship, tied for the top spot with “it fits our company traditions and values.” The full report, “Weathering the Storm” can be downloaded from our web site. [Click here to download.](#)



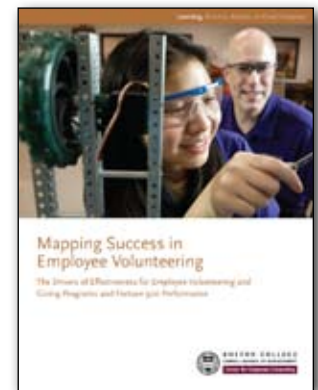
### The Value of Social Reporting

The Center’s Institute for Responsible Investment examined the experiences and practices of seven companies in preparing social reports. That examination forms the basis of this overview report and seven separate case studies. This overview research focuses not on the social reports themselves, but on the process and outcomes of reporting: how companies prepare the reports, the effects of reporting on management practices, the changes companies expect to make in the future, and the lessons they have learned along the way. The researchers’ goal was to find whether and how companies found value in the reporting process, and whether and how their reports create value for internal and external readers. [Click here to download.](#)



### The Drivers of Effectiveness for Employee Volunteering and Giving

To help community involvement professionals steer their volunteer programs toward high community and company impact, this report presents an absolute and a relative benchmark of effectiveness for employee volunteering. The absolute benchmark consists of the Drivers of Effectiveness for Employee Volunteering and Giving Programs composed of the six practices or drivers that, according to existing research, generate community and company impact. The relative benchmark consists of findings from a survey of over 200 Fortune 500 companies that measured collective compliance with the drivers and identified best practices from high performers. [Click here to download.](#)



## In progress

### Global Stakeholder Engagement

Boston College Center researchers have been working with the Center’s partner organizations in the Global Education and Research Network to look at the influence and impact of various types of stakeholder groups on the practice and support of corporate citizenship in countries around the world. As business and culture vary from one country to another, so too do the roles, opinions and power of stakeholders. Look for this publication on the Center web site soon under [Recent Research.](#)

## 2009 Community Involvement Index

The Community Involvement Index provides a snapshot of the current trends and issues within companies' community involvement activities. The Index provides a just-the-facts highlight on corporate philanthropy and volunteering activities as well as their overall community involvement strategy. The survey was launched Sept. 18 and a final report from its findings will be released in December.

## Competency Project

Center researchers have worked with one of the most respected firms in HR competency modeling, the Hay Group, to identify and define the attributes, skills and knowledge it takes for corporate citizenship leaders to excel. A discussion paper presenting a new competency model was completed in mid-July and was circulated for feedback. A final version of the report is in progress. Up next is an examination of what it takes to succeed as a community involvement leader and development of a competency model for that role. The final piece of the project will look at other organizational roles in job-specific competencies for embedding corporate citizenship throughout a company.

## Impact Measurement Project

The Center is working with Mission Measurement to develop a practical framework, guidelines and tools to help companies measure the business value of their community involvement. A landscape analysis has looked at existing measurement models. Interviews were also conducted with eight participating companies to better identify what companies are looking for from measurement. The eight participating companies are: Aetna, Altria, Best Buy, HP, Intel, Lockheed Martin, Merck and UL. A final report and case studies will be released at the end of this year.

## New Member Tools

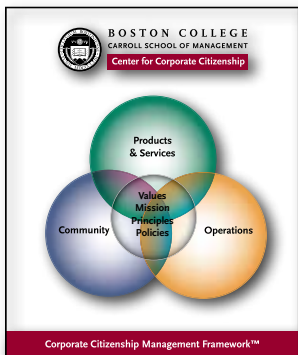
### Updated CCMF Assessment Tool

If you haven't had the chance to compare your corporate citizenship management against the Center's Corporate Citizenship Management Framework, or if you want to see where you've made progress, this is a great time to use our Assessment Tool to evaluate your company's strengths and weaknesses. It now has updated features including links to our new Corporate Citizenship Issue Briefs.

The CCMF was developed from more than 20 years of experience working with companies to understand and manage corporate citizenship as an integrated part of the business. It involves understanding and managing the business practices in four closely interrelated domains:

- **Values, Mission, Principles, and Policies** - Integration and Accountability
- **Community Support** - Addressing Social Challenges
- **Operations** - Responsible Business Practices
- **Products and Services** - Market Strategy

To learn more about the CCMF and the Assessment Tool, go to the research section of our web site and select the [CCMF page](#) under Managing Corporate Citizenship. Then follow the links to complete the Assessment Tool online. While working on it you'll find online guidance and best practices for each question. Once you complete the assessment and submit your answers, you'll receive a color-coded chart showing your results. In addition to your results, you will now receive a link to our recently launched Corporate Citizenship



Issue Briefs. The briefs look at the fundamental issues related to corporate citizenship, identifying trends and providing real examples of how companies address the issues, as well as links to other resources. A total of 20 briefs are presented, grouped within seven categories of topics. The seven categories are:

- The Changing Social Contract
- Engaging with Stakeholders
- Social Issues
- Community Involvement
- Corporate Citizenship Management
- Responsible Business Operations
- Products and Services

The [Corporate Citizenship Briefs](#) can also be accessed on the Member Tools page under the Membership tab of our home page.

## Toolkit for a Tough Economy

In response to the economic downturn that has put the squeeze on corporate citizenship like every other aspect of business, a Center team has put together a series of PowerPoint slides offering tools and advice on how to do more with less and elevate a company's citizenship initiatives. The first five in the series are:

- No. 1: Why Corporate Citizenship is Essential to the Bottom Line
- No. 2: Reputation Builds Revenue
- No. 3: New Urgency for Internal Collaboration
- No. 4: Volunteerism on a Budget
- No. 5: Preparing for New Regulations

The [Toolkit for a Tough Economy](#) can be accessed from our Member Tools page. Soon to come will be toolkit No. 6, which will address philanthropy. Other upcoming additions will cover topics including branding and communication.

## New Members

The Center is excited to welcome the following members who have joined recently:

- |                                      |                                    |
|--------------------------------------|------------------------------------|
| ConAgra Foods, Inc.                  | IDEXX Laboratories                 |
| CGI                                  | Huntington Bancshares Incorporated |
| Mitsubishi International Corporation | Northwestern Mutual                |
| Millipore                            | McDonald's                         |
| Red Hat                              | American General Life Co's         |
| Affiliated Computer Services, Inc.   | Johns Manville                     |
| UST Global                           | Newell Rubbermaid                  |
| Waggener Edstrom Worldwide           | The Dannon Company                 |
| Jockey, Inc.                         |                                    |
| Limited Brands                       |                                    |
| PerkinElmer                          |                                    |
| AMERIGROUP Corporation               |                                    |
| Advent Software                      |                                    |



## Announcing our second annual Film Festival!

It's time to enter your latest corporate citizenship video in the 2010 Film Festival sponsored by the Boston College Center for Corporate Citizenship.

The success of the first annual International Corporate Citizenship Film Festival launched in 2009 was remarkable, with 24 companies submitting videos and more than 30,000 people from around the world casting votes.

[Click here for more information.](#)

# Center Members

- AAA of Northern California, Nevada & Utah  
 Abbott Laboratories  
 Accenture  
 adidas America  
 Administaff  
 Adobe Systems Incorporated  
 Advent Software Inc.  
 Aetna, Inc.  
 ACS  
 Agilent Technologies, Inc.  
 Agrium Inc.  
 Air Products & Chemicals Inc.  
 Alliance Data Systems  
 Allstate Insurance Company  
 Altria Client Services Inc.  
 American Electric Power Company, Inc.  
 American General Life Companies  
 American Institute of Certified Public Accountants  
 American Water  
 Amerigroup Corporation  
 Amway Corporation  
 Apache Corporation  
 APCO Worldwide  
 Applied Materials, Inc.  
 Aramark  
 Arizona Public Service Company  
 AstraZeneca Canada Inc.  
 Atlantic LNG Company of Trinidad and Tobago  
 AutoTrader.com  
 Avista Corporation  
 BAE Systems Inc.  
 Bank of America  
 Baptist Memorial Health Care Corporation  
 Barclays Bank PLC  
 Battelle  
 Baxter Healthcare Corporation  
 BC Transmission Corporation  
 Bechtel Group, Inc.  
 Bell Aliant  
 Best Buy Company, Inc.  
 Black & Veatch Corporation  
 Blackbaud, Inc.  
 Blue Cross Blue Shield of Louisiana  
 Blue Cross Blue Shield of Massachusetts  
 Blue Cross Blue Shield of Michigan  
 Blue Cross Blue Shield of North Carolina  
 Blue Cross Blue Shield of Rhode Island  
 BMC Software  
 Boeing Company  
 Booz Allen Hamilton  
 Boston Beer Company  
 BP  
 Brady Corporation  
 Bright Horizons Family Solutions  
 Brookhaven National Laboratory  
 Brown-Forman Corporation  
 Bush Brothers & Co.  
 bwin Interactive  
 Entertainment AG  
 CA Inc.  
 Campbell Soup Company  
 Capital One Financial Corporation  
 Cargill Inc.  
 Cbeyond  
 CEMEX  
 CenterPoint Energy  
 Central Arizona Project  
 CGI  
 CH2M HILL  
 Charles Schwab & Company, Inc.  
 Chesapeake Energy Corporation  
 Chevron Corporation  
 Children's Hospital - Boston  
 Choice Hotels International  
 Cincinnati Children's Hospital Medical Center  
 Cisco Systems, Inc.  
 Citrix Systems, Inc.  
 Clorox Company  
 Co-operators Group Ltd.  
 Coast Capital Savings  
 Coca-Cola Company  
 Comcast Corporation  
 Comerica Bank  
 ConAgra Foods, Inc.  
 ConocoPhillips Canada  
 Consumers Energy  
 Corning Incorporated  
 Cox Communications, Inc.  
 Cox Enterprises, Inc.  
 Crayola LLC  
 Crumley and Associates  
 CSC  
 CSX Corporation  
 Dannon Company Inc.  
 Dean Foods Company  
 Dell  
 Deloitte  
 Delta Dental of Massachusetts  
 Devon Energy Corporation  
 DirecTV Inc.  
 Distrigas of Massachusetts LLC  
 The Dow Chemical Company  
 Dr Pepper Snapple Group  
 DTE Energy  
 Duke Energy  
 Dunkin' Brands, Inc.  
 E.ON US  
 eBay Inc.  
 Edison International  
 Educational Testing Service  
 Eli Lilly & Company  
 EMBARQ  
 Enbridge, Inc.  
 EnCana Corporation  
 EPCOR  
 Ernst & Young LLP  
 ESL Federal Credit Union  
 Exelon Corporation  
 Exxon Mobil Corporation  
 Fannie Mae  
 Farm Credit Corporation  
 FedEx Corporation  
 Fidelity Investments  
 First Solar, Inc.  
 Florida Hospital  
 Fluor Corporation  
 Ford Motor Company  
 FPL Group Inc.  
 Franklin Templeton Investments  
 Freddie Mac  
 Freeport-McMoRan Copper & Gold, Inc.  
 Genentech Inc.  
 General Dynamics  
 General Electric  
 General Mills  
 Genzyme Corporation  
 GlaxoSmithKline  
 Grand Circle Corporation  
 Great River Energy  
 Green Mountain Coffee Roasters  
 Griffin-Hammis Associates, LLC  
 Haley & Aldrich  
 Halliburton  
 Harlequin Enterprises Ltd.  
 Harvard Pilgrim Health Care  
 HCA Healthcare Inc.  
 Health Care Service Corporation  
 Hershey Company  
 Hewlett Packard  
 Hilton San Francisco  
 Hitachi America Ltd.  
 Honda  
 Huntington Bancshares, Inc.  
 IBM Corporation  
 IDEXX Laboratories  
 Illinois Tool Works Inc.  
 Independent Order of Foresters  
 ING Americas  
 Intel Corporation  
 Interfaith Medical Center  
 InterGen  
 Investors Group  
 Itron, Inc.  
 Jackson Electric Membership Corporation  
 JetBlue Airways Corporation  
 JM Family Enterprises, Inc.  
 Jockey International, Inc.  
 John Hancock Financial Services Inc.  
 Johns Manville  
 Just Born, Inc.  
 Kaiser Permanente  
 Keiser University  
 Kilpatrick Stockton LLP  
 Kohl's Corporation  
 KPMG LLP  
 Kraft Foods, Inc.  
 Legg Mason Inc.  
 Levi Strauss & Co.  
 LexisNexis  
 Liberty Global  
 Limited Brands  
 Liquidnet Holdings  
 Lockheed Martin Corporation  
 Luck Stone Corporation  
 MAC Cosmetics  
 Major League Baseball MLB  
 Manpower, Inc.  
 Marriott International Inc.  
 Mars North America  
 Marsh & McLennan Companies  
 MassMutual Financial Group  
 MasterCard International  
 Mattel, Inc.  
 McDonald's Corporation  
 McGraw-Hill Companies  
 Medtronic Inc.  
 Merck & Co. Inc.  
 MGM Grand Detroit Casino  
 Michigan Automotive Compressor Inc.  
 Microsoft  
 MidAmerican Energy Company  
 MillerCoors  
 Millipore Corporation  
 Minnesota Power, Inc.  
 Missouri Employers Mutual Insurance  
 Mitsubishi International Corporation  
 Mitsui and Co. (U.S.A.), Inc.  
 Mohawk Fine Papers, Inc.  
 Monster Worldwide  
 Morgan Stanley  
 Motorola  
 MSC Industrial Supply Co.  
 National Credit Union Foundation  
 National Gas Company of Trinidad & Tobago Limited  
 National Grid  
 National Instruments  
 Nationwide Mutual Insurance Company  
 Nestle Waters North America  
 NetApp  
 Nevada Power Company  
 New Balance Athletic Shoe, Inc.  
 Newell Rubbermaid Co.  
 Nexen Inc.  
 Northeast Utilities Corporation  
 Northrop Grumman Corporation  
 Northwestern Mutual  
 Novartis Pharmaceuticals Corporation  
 Novo Nordisk A/S  
 Office Depot  
 OG&E  
 OppenheimerFunds, Inc.  
 Oracle Corporation  
 Orange and Rockland Utilities Inc.  
 Orrick, Herrington & Sutcliffe LLP  
 Pacific Gas & Electric Company  
 Pacific Market International  
 Pearson PLC  
 PerkinElmer Inc.  
 Petron Corporation  
 Piper Jaffray & Co.  
 Pitney Bowes Inc.  
 PNM  
 Port of Oakland  
 Portland Trail Blazers  
 Premera Blue Cross  
 PricewaterhouseCoopers LLP  
 Progress Energy  
 Prudential Financial, Inc.  
 QVC  
 Raytheon Company  
 RBC Royal Bank of Canada  
 Recreational Equipment, Inc.  
 Red Hat  
 Reebok International Limited  
 Regence Group  
 Ritchie Bros. Auctioneers  
 Robert Half International  
 Rockwell Automation  
 Rockwell Collins  
 Rothstein Kass  
 Royal AHOLD  
 Sabre Holdings  
 Salt River Project SRP  
 Samsung Group  
 Sanofi-Aventis U.S.  
 SAP America  
 Sara Lee Corporation  
 SCANA Corporation  
 Scholastic Inc.  
 Scripps Networks  
 Semptra Energy  
 Shell Oil Company  
 Siemens Corporation  
 Sodexo Inc.  
 Southwest Gas Corporation  
 Spectra Energy  
 Sprint Nextel  
 SPX Corporation  
 State Farm Insurance Companies  
 State Street Corporation  
 Suncor Energy Inc.  
 Symantec Corporation  
 Synopsis Inc.  
 Target Corporation  
 TD Bank Financial Group  
 TELUS  
 Tennant Company  
 Teradata  
 Texas Instruments Incorporated  
 TIAA-CREF  
 Timberland Company  
 Time Warner, Inc.  
 TJX Companies, Inc.  
 Toronto Hydro Corporation  
 Toyota Motor Corporation  
 Transamerica Insurance & Investment Group  
 TransCanada Corporation  
 Trend Micro  
 Tyco International (US), Inc.  
 Tyson Foods Inc.  
 UBS Investment Bank  
 Umpqua Bank  
 Unboundary  
 Underwriters Laboratories Inc.  
 Unilever  
 United Health Group Incorporated  
 United Illuminating Company  
 United Launch Alliance  
 UNUM Group  
 UPS  
 US Airways Group, Inc.  
 US Bank  
 UST Global  
 Verizon Communications, Inc.  
 VHA Inc.  
 Villanti & Sons, Printers  
 Visa USA Inc.  
 Vulcan Materials Company  
 Waggener Edstrom Worldwide  
 Walt Disney Company  
 Waste Management  
 Wells Fargo  
 Western Health Advantage  
 Western Union  
 Whirlpool Corporation  
 Xcel Energy