

## SOCIAL REPORTING JUMPSTART

### Are you *really* ready to produce a social report?

- ✓ Will it improve your brand?
- ✓ Will it meet stakeholder expectations?
- ✓ Will it communicate the right information?

### Your challenge

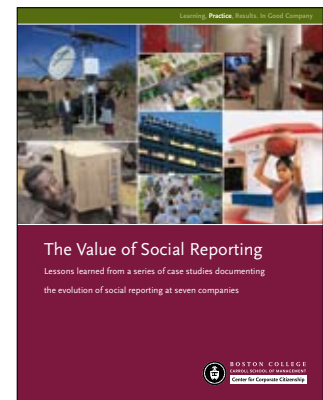
Just because many companies produce social reports doesn't mean they all do it well. The path to effective corporate citizenship communication is littered with the social reporting wreckage of companies that set out to produce a report for the sake of doing it, without understanding why they were reporting, what they hoped to accomplish, what pitfalls they could encounter and many other issues. Creating an effective and useful social report requires cross-functional collaboration as well as clarity on the report's purpose and the scope of the information to be shared.

### Our solution

To help companies get off on the right foot with reporting and get everyone involved in lock step, the Boston College Center for Corporate Citizenship has created the Social Reporting JumpStart. This 2-day on-site program conducted at your location provides guidance on how to organize the social reporting process and increase the value derived from it.

### Program objectives

- Increase cross-functional understanding of social reporting trends, best practices and pitfalls
- Increase understanding of the potential risks and gains of social reporting
- Develop an action plan to guide development of your company's social report



## On-site programs

Bring our faculty and staff to your company to jump start your community involvement and corporate citizenship programs.

**For more information on the Social Reporting JumpStart, please contact Eileen Blinstrub at [Eileen.Blinstrub@bc.edu](mailto:Eileen.Blinstrub@bc.edu) or at 617-552-1467.**



## Bring Boston College to you

Through on-site custom programs we bring our courses to you at the most convenient time and place for you. For example, on-site programs offer the opportunity to make courses a part of your annual or quarterly staff meetings, saving on travel costs and time away from the office. And on-site programs are customized to specifically address the needs of your company in a comfortable, safe and protective environment. The collaborative, workshop style of our courses also delivers the hidden value of building teamwork among staff and promoting better understanding of everyone's problems and perspectives. Participating in on-site custom training also serves as an opportunity to assess where your programs are and what it will take to move them forward.

### Other on-site programs

Our Fast Track Certificate program offers the opportunity to maximize the increased benefits of on-site courses. It consolidates all aspects of our courses into a five-day, on-site program and allows you to bring together staff to cover the entire spectrum of corporate citizenship or community involvement management challenges in a time- and cost-efficient manner.

### Fast Track Certificate in Community Involvement Excellence

- Focusing your community involvement strategy and programs impact and value
- Evaluating, measuring and improving community programs and partnerships
- Communicating to engage internal external stakeholders in community involvement

### Fast Track Certificate in Corporate Citizenship Excellence

- Developing a comprehensive corporate citizenship vision and strategy
- Integrating corporate citizenship across the company
- Communicating corporate citizenship to stakeholders

In addition to offering the Fast Track Certificate program, we can customize any combination of our courses into a one-time program or series of programs at your location. We can work with you to customize a program that focuses on your pain points and provides solutions.

**The Boston College Center for Corporate Citizenship** is a membership-based research organization associated with the Carroll School of Management. It is committed to helping business leverage its social, economic and human assets to ensure both its success and a more just and sustainable world. As a leading resource on corporate citizenship, the Center works with global corporations to help them define, plan and operationalize their corporate citizenship. Through the power of research, management and leadership programs, and the insights of its 350 corporate members, the Center creates knowledge, value, and demand for corporate citizenship. [www.BCCorporateCitizenship.org](http://www.BCCorporateCitizenship.org)



The agendas for our programs are highly customized and developed in consultation with each company.



If you would like more information about on-site course offerings, please contact Eileen Blinstrub at [Eileen.Blinstrub@bc.edu](mailto:Eileen.Blinstrub@bc.edu) or at 617-552-1467.