In response to recent faculty discussion around the classic educator dilemma – teaching versus research, Center for Engaged Learning & Teaching and Babson Faculty Research Fund Present:

Research in the Classroom: Bridging the Scholarly-Classroom Gap

Learn how colleagues are creatively integrating scholarship with teaching in the classroom

Getting Real About Suicide Prevention in the Classroom and Beyond: Social Marketing Communications for at Risk Individuals

Anjali Bal, Marketing

In this presentation Bal will share the results of a social marketing project that was conducted at Dominican University of California. Students were asked to research certain at-risk groups (Older Adults, Veterans, Youth, LGTBQ). Groups conducted extensive research through interviews with advocate groups and extensive literature review of communications and social marketing. Utilizing their findings, students created and presented a marketing plan to help North Bay Suicide Prevention better position their messages to their constituent groups.

Translating Mentoring Scholarship to Practice: A Developmental Network Map Exercise

Wendy Murphy, Management

Murphy will present a strategic approach to relationships at work and beyond, extending the scholarship of mentoring to practice. In an era of increasing job mobility and globalization along with the rapid pace of technological innovation and change, all of us—scholar/teachers and students—need to be entrepreneurial protégés. I will briefly overview the changing nature of careers, mentoring and leadership development to substantiate the necessity for each of us to foster developmental networks. Participants will complete a short version of the developmental network map exercise and leave with an action plan for implementing this approach in their own career.

Wednesday, October 29, 2014

Needham Room, Olin Hall