

BABSON IN THE COMMUNITY

COMMUNITY REPORT / 2014



BABSON

» MISSION

BABSON COLLEGE EDUCATES ENTREPRENEURIAL LEADERS WHO CREATE GREAT ECONOMIC AND SOCIAL VALUE EVERYWHERE.

#



IN ENTREPRENEURSHIP

– U.S. NEWS & WORLD REPORT

COLLEGE IN THE U.S.

– MONEY MAGAZINE

ENTREPRENEURSHIP PROGRAM

– ENTREPRENEUR MAGAZINE/
THE PRINCETON REVIEW

BUSINESS SCHOOL FOR ROI

– Payscale

GLOBAL MBA PROGRAM FOR ENTREPRENEURSHIP

– FINANCIAL TIMES

On behalf of the entire Babson College community, I want to extend our thanks and appreciation to all of our neighbors in Wellesley and Needham for your friendship and support in 2014, a year in which we were proud to be named *Money* magazine's top college in the country. While Babson is a global institution with alumni in 114 countries around the world, we never forget how fortunate we are to call these two magnificent towns our home.

The spirit of cooperation and a shared commitment to education and public service from the citizens of Wellesley and Needham are so important to Babson's mission: developing future entrepreneurial leaders who create positive economic and social change everywhere. The work we do in the classroom, on campus, and in the community positively impacts the local economy, contributes to diversity, and inspires all of us to share our knowledge and experiences with one another.

In the following pages, you will see some of the ways Babson has made a positive impact in our community during the previous year. Highlighted within are our newly opened Park Manor West residence hall, featuring the Leonard A. Schlesinger Innovation Center, as well as our recently launched Global Scholars Program, which has brought an exceptionally talented group of international students to our campus. In addition, we showcase recent examples of groundbreaking thought leadership from our dedicated and forward-thinking faculty.

I encourage you to continue to visit our campus, attend our arts and athletics events, and take advantage of the many opportunities for Wellesley and Needham residents to connect with Babson.



Kerry Healey
President, Babson College



» FROM THE PRESIDENT

A COMMITMENT TO OUR COMMUNITY

FINANCIAL IMPACT : **\$23 MILLION** / Babson and our affiliated programs contributed nearly **\$23 million** to the economies of Wellesley and Needham during the **2013–2014** fiscal year, including direct and indirect contributions.

DIRECT FINANCIAL CONTRIBUTIONS

Babson purchases a significant amount of products and services from Wellesley and Needham businesses each year. This fiscal year, **Babson spent \$5,664,793 in Wellesley and \$1,701,224 in Needham** (including credit card sales). The total spent in Wellesley includes a **\$75,000** payment in lieu of taxes to the town.

The **North Hill retirement community** in Needham, located on land owned by Babson, paid **\$635,000** in property taxes to the town of Needham.

INDIRECT FINANCIAL CONTRIBUTIONS

- » Babson is a **Wellesley Chamber of Commerce** board member and provides financial support to Chamber activities.
- » The College contributed to the **Wellesley parade**.
- » **\$1,837,500** is the estimated amount spent annually both on campus and in the local community by Babson's 2,100 undergraduate students.
- » **02457** is the ZIP code of the full-service Babson Park Post Office (operating rent-free in a Babson-owned building).

» Babson Executive Conference Center (BECC)

has provided nearly **\$500,000** to the Wellesley and Needham economies during the 2013–2014 fiscal year:

- » **\$212,979** in services and products purchased from Needham and Wellesley businesses
- » **\$217,559** payroll budget for residents of Needham and Wellesley
- » **\$61,471** paid to Wellesley for room occupancy taxes, licenses, and fees

» Babson uses local vendors and contractors whenever possible:

- » **\$18.5 million** investment in building projects
- » **\$13.3 million** investment in plant maintenance

» Babson College and Wellesley College provide support to the **Wellesley Community Children's Center (WCCC)**, a child care center serving families from both the Needham and Wellesley communities. During the 2013–2014 fiscal year, WCCC served seven children from Needham and 56 from Wellesley. Seventeen children have a parent who works or studies at Babson.

» **Boston Sports Clubs (BSC)** in Wellesley, a recreation facility owned by Babson and leased to Town Sports International, regularly purchases products and services from Wellesley and Needham vendors.

BABSON MAKES A SIGNIFICANT FINANCIAL IMPACT ON LOCAL COMMUNITIES, AND IS COMMITTED TO PARTNERING WITH COMMUNITY MEMBERS AND ORGANIZATIONS THROUGHOUT THE YEAR TO CREATE SUSTAINABLE ECONOMIC AND SOCIAL VALUE.

EDUCATIONAL
FINANCIAL SUPPORT



1,340 / TOTAL EMPLOYEES WHO PATRONIZE LOCAL BUSINESSES

» 99 RESIDENTS OF WELLESLEY / 66 RESIDENTS OF NEEDHAM

That equals about **12 PERCENT** of the College's employees and **\$13 MILLION** of the annual payroll budget.

For a list of available positions at Babson, visit **www.babson.edu/jobs**

- » **\$15,000** in Wellesley town scholarships awarded to one student
- » **\$30,000** in Needham town scholarships awarded to five students
- » **\$3,750** donated to the Wellesley Education Foundation for the annual Wellesley Spelling Bee



STATE EDUCATION LEADER

Katherine Craven, Babson's chief administrative officer (CAO) and former executive director of the UMass Building Authority, was one of three veteran education professionals appointed to the State Board of Elementary and Secondary Education by former Governor Deval Patrick. Craven, who was named CAO by Babson this year, is filling the business seat on the board.

MAKING A DIFFERENCE LOCALLY

Babson students, faculty, and staff donate thousands of hours each year, volunteering at local and national organizations. The **Office of Faith and Service** coordinates both one-time and ongoing volunteer opportunities for the Babson community.

» The Office of Faith and Service's largest volunteer program benefits the children of the **Wellesley Housing Authority**. It offers afterschool and entrepreneurial leadership programs customized to empower students at every level—elementary, middle school, and high school.

» The **Natalie Taylor Scholar Program** engages Babson students in service experiences as part of their academic and cocurricular programs. The program was created to recognize and reward community and civic engagement and distinguish students who have committed themselves to service, community engagement, and social responsibility.

» The Office of Faith and Service supports the annual **Cruickshank Race for Shelter 5K**, which attracted more than 300 participants and raised almost \$5,500 for Babson's Habitat for Humanity chapter in 2014.

30,000 HOURS VOLUNTEERED BY STUDENTS, FACULTY, AND STAFF, 2013–2014 FISCAL YEAR



DURING THE 2013–2014 FISCAL YEAR, BABSON STUDENTS, STAFF, AND FACULTY VOLUNTEERED AT:

» The Charles River Center

» Needham Housing Authority

» Wellesley Council on Aging

» Wellesley Housing Authority

The following organizations also benefited from the many hours volunteered by Babson students:

» American Red Cross

» Boston Public Schools

» Boys and Girls Club of Boston

» Citizen Schools

» Community Servings

» Cradles to Crayons

» Friends of the Homeless of the South Shore

» Greater Boston Food Bank

» Habitat for Humanity

» Harvard Square Meals

» Nativity Schools

» Rosie's Place

» Special Olympics

» World Vision

» FOUNDATIONS OF MANAGEMENT AND ENTREPRENEURSHIP (FME)

FME is an award-winning undergraduate course at Babson through which all first-year students launch and run an actual business. Students donate all business profits to local organizations—more than \$18,000 during the 2013–2014 academic year. The more than 450 students taking the course also donated their time, volunteering at a range of community service organizations, including World Vision, Habitat for Humanity, Cradles to Crayons, Friends of the Homeless, Greater Boston Food Bank, Special Olympics, and Community Servings.

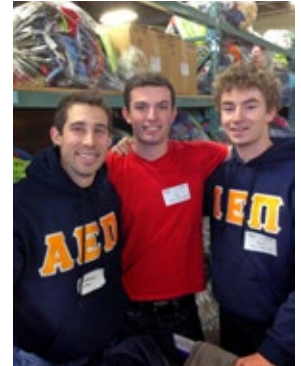
\$463,000
TOTAL DONATED SINCE THE
FME PROGRAM BEGAN IN 1999

BioGrounds was an FME business that worked with local suppliers on campus, including Dunkin' Donuts and other dining services, to turn their used coffee grinds into a new fertilizer. BioGrounds then sold that fertilizer at local farmers' markets and also worked with a local Needham business, Volante Farms, to gain insights and find opportunities to sell its new product.

» GREEK LIFE GIVES BACK

Here are some examples of how Babson Greek Life groups supported nonprofit organizations during the 2013–2014 academic year:

» **Delta Tau Delta** hosted a silent art auction, raising more than \$4,000 for the Juvenile Diabetes Research Foundation.



» **Chi Omega** hosted Chi Hop, a 24-hour fundraiser where pancakes, bacon, sausages, and juice were served to the Babson community, raising more than \$2,200.

» **Sigma Phi Epsilon** hosted a 24-hour BBQ and raised nearly \$2,000 toward improving sanitation conditions for a children's home in Nepal.

» **Kappa Kappa Gamma** raised more than \$1,600 at its 24-hour BBQ, Kabobs con Queso. The money benefitted Reading Is Fundamental. The sorority also partnered with local retailers to host a fashion show on campus, which raised more than \$700 to benefit Reading Is Fundamental.

» The **Sigma Kappa** sorority raised \$1,000 for Alzheimer's research by participating in the Walk to End Alzheimer's.



COLLABORATING WITH OUR COMMUNITY

AT BABSON, WE KNOW THAT COLLABORATION ACROSS DISCIPLINES GENERATES CREATIVE SOLUTIONS CHALLENGING ISSUES. THROUGH PARTNERSHIPS WITH LOCAL ORGANIZATIONS, WE'RE ABLE TO HAVE A POSITIVE IMPACT IN MORE CORNERS OF THE COMMUNITY.

» The **Three College Collaboration** is a joint effort among Babson, Olin, and Wellesley colleges to develop interdisciplinary approaches to teaching and problem solving. Integrating the unique disciplines of each of these colleges—business, engineering, and liberal arts—and applying them to real-world issues result in a positive impact on the community. One example is the foundational course for the Three College Collaboration's Sustainability Certificate, where Babson, Olin, and Wellesley students and professors work together to present recommendations for enhanced sustainability to local businesses and citizens.



» The educational component of the **Goldman Sachs 10,000 Small Businesses** initiative was developed by Babson—the goal of the program is to support the creation of jobs while enhancing the entrepreneurial ecosystem in each area where the program operates. This past year, Babson also hosted a cohort of 70 entrepreneurs from around the country for 10KSB@Babson, an intensive entrepreneurship training program that is part of the 10,000 Small Businesses initiative.



Graduates of the inaugural Goldman Sachs 10,000 Small Businesses program at Babson.

» Babson College is a founding sponsor of **MassChallenge**, the largest startup accelerator in the world, and the first program to support high-impact, early stage entrepreneurs with no strings attached. In 2014, six Babson startups were among the 128 global finalists chosen to advance to the MassChallenge Accelerator Program. The 2014 finalists were chosen from among 1,600 applications, the most competitive applicant pool since MassChallenge started in 2010.

SUPPORTING COMMUNITY EVENTS AND INITIATIVES

DURING THE LAST YEAR, BABSON HOSTED A VARIETY OF NEEDHAM AND WELLESLEY TOWN EVENTS, PROVIDING FACILITIES, EQUIPMENT, SPACE, AND EMPLOYEE TIME AND LABOR FOR PROGRAMS SUCH AS:

- » Framingham Public Schools administration retreat
- » Better After 50: workshop for women
- » Wellesley Police Department Annual 5K: Stewart Savage Road Race and Fun Run
- » Grace Knight Babson Fund: annual religious education program
- » Fiske Elementary Bingo Night
- » Wellesley Veterans Thanksgiving dinner
- » North Hill partnership: lifelong learning, mentorship programs for students and retirees
- » Wellesley Public Schools administration retreat
- » Mother-Daughter Tea event: held by the National Charity League Wellesley annually

» **Celebrating Entrepreneurship of All Kinds™ – Boston** – On November 19, Babson partnered with the Greater Boston Chamber of Commerce and Citizens Bank to spotlight how entrepreneurship and innovation are making a positive difference in organizations of all shapes and sizes across the region. The event, hosted in Boston's Innovation District, featured five recently launched local innovative ventures: Brigham and Women's Hospital's iHub, Constant Contact's Innoloft, Nurtury's Learning Lab, MassMutual's Society of Grownups, and transportation startup BRIDJ.



**entrepreneurship
of all kinds™**



» On October 29, 2014, the Lewis Institute for Social Innovation convened a distinguished panel of scientists, advocates, and entrepreneurs (including Babson student entrepreneur Ava Anderson of Ava Anderson Non-Toxic) to discuss the emerging space of nontoxic consumer products. The event, **“Clean” Market Opportunities: Can Entrepreneurs Help Detox our Lives?**, addressed the role of entrepreneurship in effecting positive change and developing promising new consumer products and technologies for detoxing our lives.



» **Babson Board Fellows** program places Babson MBA students and recent alumni volunteers as nonvoting members of local nonprofit boards. Nonprofits benefit from fresh insights and student contributions to board committees and special projects, while students gain exposure to board-level decision making, mentorship, and project experience.

For the 2014–2015 program, Babson Board Fellows is partnering with:

- » Cantata Singers
- » Communities United Inc.
- » COMPASS for Kids
- » Partners for Youth with Disabilities
- » Playworks
- » Shooting Touch
- » Special Olympics of Massachusetts
- » The Base
- » Wellesley Cancer Prevention Project

» This summer, two Babson teams composed of eight MBA students traveled the country as part of **MBAxAmerica**, an organization that pairs up teams of MBAs with purpose-driven entrepreneurs across the United States to help them tackle business challenges.

» **Lean for Social Innovation**, a pilot Management Consulting Field Experience course, was launched in the spring semester of 2014 as a way of bringing Toyota's "lean manufacturing system" to the social innovation sector. Student teams learned the principles of the **Toyota Production System** and put them to work at the **Greater Boston Food Bank** to develop more sustainable ways to distribute fresh food.



» **Shooting Touch**, a Boston-based nonprofit, has partnered with Babson's Lewis Institute for Social Innovation for its third annual Spring Sports Conference, which will be held at Babson's Sorenson Center for the Arts on March 28–29, 2015. The event offers insights and career advice about the sports industry, offering panels on footwear and apparel, broadcast and media, entrepreneurship, sports culture, front office, technology, career advancement, and social innovation.

» Babson is the host site for the halfway point of the **Boston Marathon Jimmy Fund Walk** in September, one of the four host sites for the **Pan-Mass Challenge (PMC)** weekend in August, and also will host **PMC Kids Rides®** (www.kids.pmc.org), which raises money for the Dana-Farber Cancer Institute. For all these events, participants and volunteers include Wellesley and Needham residents, as well as Babson students, faculty, and staff.

» The Babson men's soccer team scored big at **Walk MS Boston** 2014 in April. Coach Jon Anderson and about a dozen of his players raised nearly \$10,000 in this annual walk to support the fight against multiple sclerosis.



» This year, Babson was one of more than 30 organizations that supported the **seventh annual Candy Drive**, run by Drs. Ali and Ali from Wellesley Dental Group. More than 7,650 pounds of Halloween candy, along with handwritten notes, were donated to our troops overseas.



» ? DID YOU KNOW?

» **Babson Executive Conference Center (BECC)** has 211 recently remodeled guest rooms in addition to 22,500 square feet of conference space for your meeting needs.

Contact beccsales@babson.edu or 781-239-4000 for more information, or visit www.babson.edu/becc

BABSON'S CENTER FOR WOMEN'S ENTREPRENEURIAL LEADERSHIP (CWEL)

FOR 2014–2015, 25 WOMEN ENTREPRENEURS WERE SELECTED TO PARTICIPATE IN CWEL'S WOMEN INNOVATING NOW (WIN) LAB STARTUP ACCELERATOR. THE WIN LAB OFFERS MEMBERS THE DIRECTION, EXPERTISE, INSPIRATION, AND COMMUNITY THEY NEED TO REACH THEIR ENTREPRENEURIAL GOALS. ALSO THIS YEAR, CWEL PARTNERED WITH THE CITY OF BOSTON'S "WOMEN ON MAIN" INITIATIVE TO BETTER CONNECT WOMEN BUSINESS OWNERS IN BOSTON.



"There are more than 126 million women entrepreneurs active around the world, yet more can and must be done to help women further grow their businesses. Babson's WIN Lab is designed to do just that."

– Kerry Healey
President, Babson College

Accolades for CWEL's WIN Lab

- » 2014 winner of BostInno's 50 on Fire, which honors organizations and individuals leading innovation in Boston
- » Finalist for the 2015 Outstanding Specialty Entrepreneurship Program Award from USASBE (United States Association for Small Business and Entrepreneurship®)

CONNECTING OUR COMMUNITY WITH THE WORLD

BEYOND OUR TOWN BORDERS, BABSON AND MEMBERS OF OUR COMMUNITY ARE SHARING OUR IDEAS AND PARTNERING OUR TALENTS WITH PEOPLE AND PLACES AROUND THE WORLD.

National and international volunteer efforts from students, staff, and faculty during the 2013–2014 fiscal year included:

- » **Babson in Africa:** In 2014, 100 Babson students, staff, faculty, and friends worked with more than 1,500 students in **Ghana, Rwanda, and Tanzania** to teach Entrepreneurial Thought and Action®, providing students with the tools and skills needed to create sustainable ventures that addressed problems they identified in their communities. The **Babson Rwanda Entrepreneurship Center (BREC)** rounded out its fourth year connecting entrepreneurs with resources across the country to promote an ongoing culture of innovation. Also, the **Babson Rwanda Entrepreneurship Educators Network** was created in 2014 to support the efforts of BREC moving forward.

- » Each year during winter break, students, staff, and faculty travel to the **Gulf Coast** to help displaced families in need of affordable housing.
- » More than 100 Babson alumni came together in six cities to be part of our inaugural **Day of Service** event. From Boston to San Diego, they packed school supplies to be sent with our students to Africa.



BABSON STUDENTS, STAFF, AND FACULTY VOLUNTEERS TRAVELED TWICE TO EL SALVADOR TO WORK WITH HABITAT FOR HUMANITY, BUILDING AND REFURBISHING HOMES. BABSON ALSO HAS STARTED A PROGRAM IN A SMALL VILLAGE IN AHUACHAPÁN WHERE VOLUNTEERS TEACH ENTREPRENEURIAL LEADERSHIP SKILLS.



» BRINGING ENTREPRENEURIAL SOLUTIONS TO THE WORLD

Here are some of the ways that Babson is taking on global challenges:

- » President Kerry Healey and several Babson thought leaders were featured by the **U.S. Department of State** at the fifth annual **Global Entrepreneurship Summit** in Morocco in November. This year's theme was the impact of technology on modern entrepreneurship. At the summit, the Moroccan government announced it had selected Babson Global, a wholly owned subsidiary of Babson College, to advise on the development of an "Enterprise City" focused on economic growth and entrepreneurship.
- » Babson and Tokyo University of Science (TUS) partnered to offer Babson's renowned **Symposium for Entrepreneurship Educators (SEE)** in Japan in November. More than 3,000 educators and entrepreneurs from more than 650 institutions worldwide have attended SEE since it was launched, but this year's SEE at TUS was the first time the program was offered in Asia.
- » Beginning in the fall of 2014, a small, highly talented group of international students was awarded need-based scholarships as part of our **Global Scholars Program**. Students selected for the program receive four-year, full-tuition scholarships and will benefit from special programming and support.



» ? DID YOU KNOW?

- » Marvin Tarawally '17, of Liberia, raised money through the Babson African Student Organization's Ebola Campaign to provide emergency health care kits to households in countries affected by Ebola.



- » A member of the **Clinton Global Initiative's (CGI)** University Network, Babson selected and sent 12 students to CGI's 2014 annual meeting at Arizona State University. There, they learned from some of the world's pre-eminent innovators, thought leaders, and civically engaged celebrities, developing action plans to address the most pressing challenges facing our campus and communities.
- » Babson supports **Made by Survivors**—an organization that helps survivors of human trafficking—in a variety of ways, including providing student teams to address business challenges. Babson's work with Made by Survivors enables entrepreneurs and artisans in developing countries to fully participate in the global marketplace.
- » The **Affordable Design and Entrepreneurship** course, sponsored by the Three College Collaborative (Babson, Olin, and Wellesley), is designed to help undergraduate students develop sustainable businesses that solve economic and social issues in communities in countries including India, Ghana, Morocco, and the United States.
- » Babson hosted 65 young women from around the world for a day of immersion in Entrepreneurial Thought and Action® as part of **Empower Peace's Women2Women International Leadership Conference**. This event provided promising young women (ages 15–19) from around the world with the tools they need to advance peace and development in their countries.

INTRODUCING OUR NEW RESIDENCE HALL

OPENED IN JANUARY 2015, PARK MANOR WEST HOUSES MORE THAN 200 FIRST-YEAR STUDENTS AND SERVES AS THE CROSSROADS OF THE ACADEMIC AND RESIDENTIAL EXPERIENCE ON OUR CAMPUS, OFFERING THE BABSON COMMUNITY MORE OPPORTUNITIES FOR SPONTANEOUS INTERACTION AND COLLABORATION.

IT ALSO IS HOME TO THE LEONARD A. SCHLESINGER INNOVATION CENTER, NAMED AFTER BABSON'S 12TH PRESIDENT, WHICH WILL BE ONE OF BABSON'S MOST EXCITING AND ENGAGING LEARNING SITES, FEATURING AN AMPHITHEATER AS WELL AS CLASSROOM AND COLLABORATION SPACE FOR STUDENTS IN OUR FOUNDATIONS OF MANAGEMENT AND ENTREPRENEURSHIP (FME) COURSE.



GOING GREEN SUSTAINABILITY AT BABSON BY THE NUMBERS:

30 tons of food waste diverted annually to be composted at local farms

40 percentage Babson has reduced our carbon footprint during the past 10 years

2050 year that Babson has pledged to be carbon neutral

2 number of Babson community members who received the inaugural **Shelley Kaplan Sustainability Award**

90 percentage of Babson staff in a recent survey who believe sustainability is a central value at Babson

0 amount of waste Babson strives for at our annual events through recycling and composting



» ? DID YOU KNOW?

» The new residence hall is **LEED** (Leadership in Energy and Environmental Design) **Silver** rated or better, and features rooftop solar panels, indoor bike parking, and 30 new planted trees.



2014 year when the first **Sustainability Employee Resource Group** was launched

30+ Sustainability Office road shows held at offices and classrooms to discuss sustainability at Babson

300+ college and university leaders, including Babson's, who attended the **Climate Leadership Summit**

1 representative at Babson who serves on the Wellesley Sustainable Energy Committee

3 number of times by April 2015 Babson will report to the **Sustainability Tracking, Assessment & Rating System™ (STARS)**, the newest and most extensive rating program for sustainability in higher education

VISIT WWW.BABSON.EDU/SUSTAINABILITY

CONNECT WITH OUR CAMPUS

BABSON EVENTS YOU WON'T WANT TO MISS

BABSON HAS EVENTS GOING ON EVERY DAY OF THE WEEK, MANY OF WHICH ARE OPEN TO THE PUBLIC. HERE'S A SNAPSHOT OF WHAT HAS TAKEN PLACE THE PAST YEAR, AND A FEW OF THE WAYS YOU CAN TAKE ADVANTAGE OF THE INTERNATIONALLY RECOGNIZED INSTITUTION IN YOUR BACKYARD.

» **Food Days**, featuring Entrepreneurs in Residence **Andrew Zimmern** of *Bizarre Foods* and **Gail Simmons** of *Top Chef*, included interactive talks and a fair of locally sourced food. Visit www.foodsol.org for a recap of last year's events and check back for 2015 events.

» The **Babson Entrepreneurship Forum** features more than 30 innovators, thought leaders, and visionaries discussing opportunities to shape entrepreneurship around the world. The 2014 keynote speakers (who were inducted into Babson's Academy of Distinguished Entrepreneurs®) were Diane Hesson, founder and chairman of Communispace; Alan Trefler, founder and CEO of Pegasystems; and Graham Weston, founder, chairman of the board, and CEO of Rackspace. Past speakers include Robin Chase, founder and former CEO of Buzzcar.com and Zipcar; Caron Demars, leader of the Global Entrepreneurship Program in the U.S. State Department-led Economic Bureau; and Jenny Rushmore, director of responsible travel at TripAdvisor. Check out www.babsonforum.com for a recap of last year's speakers and topics, as well as next year's lineup.

» The **B.E.T.A. (Babson Entrepreneurial Thought and Action®) Challenge** recognizes major milestones Babson businesses have achieved by taking action. Babson student and alumni entrepreneurs compete for more than \$100,000 in cash and services in kind to support their business development. Finalists make their presentations to a panel of judges that includes Babson alumni entrepreneurs and investors from the local area. Check out www.babson.edu/betachallenge for details, including past winners.

» **Rocket Pitch** is an annual event where student entrepreneurs from Babson (Babson alumni also are eligible), Olin College, and Wellesley College are invited to pitch to an audience of investors, service providers, entrepreneurs, faculty, and students. Each entrepreneur is given three minutes and three PowerPoint slides to articulate quickly and succinctly the differentiating elements of his or her business idea. Check out www.babson.edu/rocketpitch for a recap of the 15th anniversary of the event and for more information about next year's event.

» **Global Entrepreneurship Week (GEW)** is celebrated each November with a series of events and activities. Babson's weeklong celebration is part of thousands of events in 140+ countries celebrating innovation, entrepreneurship, and creativity. GEW brings together aspiring and inspiring entrepreneurs via local, national, and global activities. Learn more at www.babson.edu/gew.



VISIT BABSON'S EVENTS CALENDAR:
ACTIVEDATA.BABSON.EDU

EACH WEDNESDAY FROM 1 TO 2 P.M. WHILE SCHOOL IS IN SESSION, FOOD SOL HOSTS **COMMUNITY TABLE**, A HUB AND EXCHANGE FOR EATERS AND FOOD ENTREPRENEURS OF ALL KINDS TO CONNECT AND SHARE IDEAS. THE PUBLIC IS WELCOME. FOR MORE INFO, VISIT WWW.FOODSOL.ORG.

» A SAMPLING OF 2014 SPEAKERS AT BABSON

Jamie Bissonnette, Owner and Chef, Coppa, Toro

Lloyd Blankfein, CEO and Chairman, Goldman Sachs

Tory Burch, CEO and Designer, Tory Burch

Joanne Chang, Owner and Chef, Flour Bakery, Myers + Chang

Kevin Colleran '03, Venture Partner, General Catalyst Partners;
One of the first 10 Facebook employees

Richard Doyle, Co-founder, Harpoon Brewery

Jill Medvedow, Director, Institute of Contemporary Art

Elizabeth Nabel, MD, President, Brigham and Women's Hospital

Graham Weston, Co-founder, Chairman, and CEO, Rackspace



Lloyd Blankfein



Tory Burch



Jamie Bissonnette and Joanne Chang

» UPCOMING EVENTS AND PROGRAMS

March 27 / 8 a.m.–3 p.m. / Cutler Center 8th Annual Babson Investment Management Association (BIMA) Investments Conference, featuring:

- » Charles Clough, Jr., Chairman and CEO, Clough Capital Partners, L.P.
- » Kathleen Gaffney, Vice President and Co-Director, Investment Grade Fixed-Income, Eaton Vance
- » Gregory Valliere, Chief Political Strategist, Potomac Research Group

For more information or to register, visit www.babson.edu/cutlercenter

March 27 / 8 p.m. / Carling-Sorenson Theater / Basetrack Live

This multimedia event tells the story of one group of marines and their families before, during, and after their deployment in Afghanistan.

For more information, visit: www.babsonarts.org.

March 28–29 / Shooting Touch's third annual Spring Sports Conference

Panelists, including Boston Celtics co-owner Steve Pagliuca, head coach Brad Stevens, and Boston Red Sox chief marketing officer Adam Grossman, will offer insights into the sports industry.

For more information or to register, visit www.shootingtouch.com/spring-sports-conference

June 8–12 / Leadership and Influence

This is one of many open enrollment programs offered by Babson Executive and Enterprise Education.

For more information, visit www.babson.edu/bee/openenrollment

FOR A COMPLETE LISTING OF UPCOMING BABSON EVENTS, VISIT WWW.BABSON.EDU/EVENTS

CONNECTING ENTREPRENEURSHIP AND THE ARTS

THROUGH THE RICHARD W. SORENSON CENTER FOR THE ARTS, BABSON ENHANCES THE NATURAL SYNERGIES BETWEEN ENTREPRENEURSHIP AND THE ARTS. THIS PAST YEAR, THE SORENSON CENTER HOSTED A WIDE VARIETY OF PROGRAMMING, INCLUDING THEATER, DANCE, MUSIC, FILM, VIDEO, AND THE LITERARY ARTS. ADDITIONALLY, A NUMBER OF AREA COMMUNITY ARTS AND CULTURAL ORGANIZATIONS PRESENT PROGRAMS IN THE CARLING-SORENSON THEATER. MOST EVENTS ARE OPEN TO THE PUBLIC, AND PARKING IS FREE.

2013–2014 PUBLIC PROGRAMS SNAPSHOT

***Presented by Commonwealth Shakespeare Company,
Theatre in Residence at Babson College***

» **Shakespeare at Fenway**

Commonwealth Shakespeare Company (CSC) kicked off its 20th anniversary season with a once-in-a-lifetime gift to the City of Boston—Shakespeare at Fenway. CSC brought a lineup of local and national celebrities to the iconic ballpark for an evening of famous scenes from William Shakespeare's plays. The first-ever event of this kind to be presented at a major league ballpark, it brought a diverse crowd of more than 4,000 people from the Greater Boston area. Babson president Kerry Healey helped host the event, which began with a pre-show reception for Babson alumni.



» **Happy Days** by Samuel Beckett

Samuel Beckett's minimalist, bleak writings about alienation, death, and language made him one of the great voices of the 20th century. Performed at Carling-Sorenson Theater in November, *Happy Days* starred Brooke Adams and her husband, **Emmy® Award-winner Tony Shalhoub**.



» **Shakespeare and Leadership**

CSC's Shakespeare and Leadership series features a staged reading of a Shakespeare play performed by Boston-area business leaders and professional actors, followed by a lively discussion about the play's insights into leadership issues.

» **Twelfth Night**

For the 19th-season production of Free Shakespeare on the Common, CSC presented *Twelfth Night*, Shakespeare's classic comedy of love in disguise and a personal favorite of CSC's artistic director, Steven Maler.

Presented by The Empty Space Theater (TEST)

TEST produces two full-scale performances each year in the Sorenson Center for the Arts in addition to providing community outreach and collaboration.

» **Urinetown**

» **Midsummer: A Play with Songs**



Dance and Music Events Offered at the Sorenson Center for the Arts

- » **Cocek Brass Band:** Balkan music and dance
- » **Nick Grondin Group:** instrumental storytelling, inspired by rock, folk, and contemporary jazz styles
- » **Babson Dance Ensemble:** student-organized performances
- » **Aman:** South Asian culture, dance, and music shows
- » **BAPSA:** Asian and Pacific culture, dance, and music show
- » **Student Concert Series:** includes a piano recital, a cappella, jazz bands, an orchestra, and Babson's own Music Collective

Film Screenings at the Sorenson Center for the Arts

- » **Global Film Series** screenings
- » **Malcolm K. Stearns '81 Memorial Film Society Movie Nights**
Last winter, BabsonARTS was able to present a screening of the film version of the smash Broadway hit **Rent**, with support from the Malcolm K. Stearns '81 Memorial Film Society Fund. In addition, the star of the film, **Anthony Rapp**, was brought to campus, where he led a master class on vocal performance and participated in a Q&A with BabsonARTS director Steven Maler.

Talks at the Sorenson Center for the Arts

- » **Arts and Business Conversations** feature prominent art leaders discussing the challenges of leadership in the arts and entertainment world. Speakers from 2014 included:
 - » **Susan Rodgerson**, founder, executive director, and artistic director of Artists for Humanity
 - » **Spring Sirkin**, Tony Award®-winning Broadway producer and founder of Chamber Theater Productions
 - » **Bill Taylor**, chief financial officer of American Ballet Theatre

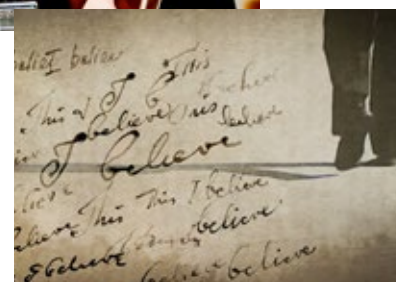
» VISUAL ARTS

Technologies of Memory: Babson first-year students explore the different facets of memory and forgetting from a variety of perspectives and approaches, including mixed media, book art, sculpture, sound, and collage.

Un Bound: Artists and Quilters Redefine the Quilt: Five highly nontraditional quilters use unconventional materials and quilting's association with domesticity to address contemporary gender roles, intergenerational connections, racial identity, the U.S. foreclosure crisis, social justice, and our relationship to nature.

Kiyomizu: Contemporary and traditional Buddhist sculpture and rubbing drawings by Tom Matsuda.

SURGE: Deb Todd Wheeler, in collaboration with Emerson composer Maurice Merthot, translated one year's worth of electricity data from select campus buildings into a musical score, presented as a multimedia installation as a means of drawing attention to communal energy use and potential for conservation.



»? DID YOU KNOW?

- » Rotating exhibits of artistic, cultural, and historical interest are featured in the Hollister Gallery and are open to the public. Exhibit hours are 9 a.m.–7 p.m., by appointment.



» For upcoming performances and events, visit www.babsonarts.org

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YOUTH ENTREPRENEURIAL LEADERSHIP PROGRAMS

Babson's Office of Faith and Service runs three programs for children in both the **Needham and Wellesley housing authorities**, including:

- » **Elementary** / Afterschool program, concentrating on homework help and enrichment activities
- » **Middle school** / Entrepreneurial leadership program, hosted during the summer for children in the Wellesley, Needham, and Framingham housing authorities, teaching students how to start businesses, partner with nonprofits, and create, manage, and market products
- » **High school** / College access and mentoring program, focusing on college preparation and admittance

LEMONADE DAY

Babson championed the effort to bring Lemonade Day to Boston in order to introduce experiential entrepreneurial education to area youth. Last year, the program engaged more than 3,000 Boston students (mostly low-income middle school students) by having them start their own businesses—lemonade stands.

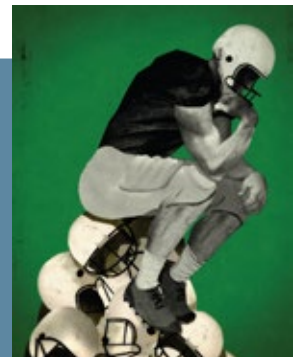
Through Lemonade Day, students begin to understand the relationship between school and the work world and learn skills that better themselves and their families. Learn how you or your youth organization can participate at boston.lemonadeday.org.

HIGH SCHOOL SUMMER STUDY

Summer Study brings together talented high school students from around the globe to learn how to impact and reshape organizations, industries, and the world. Students gain hands-on experience in developing their ventures while learning about creating social, environmental, and economic value from Babson's top-ranked faculty in their course, the Babson Entrepreneurial Development Experience. Outside of the classroom, students engage with the greater Babson community in social, academic, and cultural programming. Throughout this residential program, students have the chance to earn college credit and build their network of peers and business and community leaders. Students learn skills for any career they want to pursue, and add experience to help them stand out in their college applications. Learn more at www.babson.edu/summerstudy.

» ? DID YOU KNOW?

- » Babson partnered with **The Trust**, powered by the **NFL Players Association**, to create **Basic Training—It's My Business**, a three-day program designed to assist former players with deciding if owning, partnering, or investing in a business is a sound career move.



BABSON BOSTON CUP

In 2014, Babson piloted an afterschool experience for Greater Boston high school students. In its first year, the **Babson Boston Cup** program worked with approximately 125 students representing five public and private schools from the region. Students were taught a curriculum rooted in Babson's Entrepreneurial Thought and Action® methodology that identified their skills, passions, and available resources to create a plan for a sustainable new venture that they could take action on immediately. Students competed in their schools to send two teams to a regional competition that included all of the schools from the program.



» Babson Executive and Enterprise Education offers a **free monthly webinar series** covering current business ideas, topics, and trends. Each webinar is hosted by a different faculty member providing actionable insights. For more information and to register, visit www.babson.edu/bee/webinars

BABSON'S GLOBAL LEADERSHIP DEVELOPMENT EXPERIENCE (GLDE)

This program allows college students to collaborate with student entrepreneurs, corporate and nonprofit executives, and renowned faculty. Students explore the United Nations Millennium Development Goals as a framework while working to create innovative, real-world solutions to social, economic, and environmental issues. In 2014, GLDE students conducted a consulting project for the United Nations Principles of Responsible Management Education (PRME) and in doing so developed a proposal for an annual worldwide business school competition. Babson, led by GLDE alumni, continues to work with PRME around the logistics of actualizing this competition for 2015.

NETWORK FOR TEACHING ENTREPRENEURSHIP (NFTE)

Since opening its doors in 1991, NFTE New England, based at Babson, has reached more than 14,000 young people from low-income communities with entrepreneurship education programs. Babson partners with NFTE to co-host events throughout the year, including the annual NFTE Youth Entrepreneurship Conference. Babson students serve as NFTE volunteers, and Babson professors, research groups, and coalitions serve as NFTE thought partners. The College provides a full scholarship to an outstanding NFTE student each year. Learn more at www.nfte.com.

AUDIT BABSON CLASSES

Wellesley and Needham senior citizens may audit Babson's undergraduate classes on a space-available basis at no cost. In 2014, two Wellesley senior citizens audited five courses worth \$26,240. Two Needham senior citizens took a total of two courses worth \$9,720. Find courses and apply at www.babson.edu/classaudit.

EPROV STUDIO

This year, the Lewis Institute for Social Innovation launched eProv Studio, an entrepreneurial learning program that focuses on encore entrepreneurship, as part of Babson's Social Innovation Lab. Learn more at eprovstudio.com.

NORTH HILL AND BABSON COLLEGE CONNECTION

North Hill and Babson College have a long-standing connection that spans more than three decades. A number of North Hill residents received degrees from Babson, and Babson faculty often serve as lecturers for North Hill's lifelong learning offerings. This year, in honor of North Hill's 30th anniversary, Babson donated a sapling from our Newton apple tree grove, which was subsequently planted during a dedication ceremony. In addition, North Hill proudly sponsored BabsonARTS programming in 2014, and Babson professor Beth Wynstra taught a course in November on famed playwright Samuel Beckett.

HORN LIBRARY

Needham and Wellesley residents may use materials on open shelves at Babson's Horn Library and may check out books for four weeks. Learn more about how you can use the Babson library at libguides.babson.edu/visitors.

RECREATION

IN ADDITION TO HOSTING MORE THAN 150 INTERCOLLEGIATE COMPETITIONS, BABSON HAS A 370-ACRE CAMPUS WITH LIGHTED PATHS AND WALKWAYS. ADDITIONALLY, PART OF THE 16-MILE CHARLES RIVER LINK TRAIL RUNS THROUGH BABSON.

SUMMER CAMPS AND PROGRAMS

Babson ran 11 camps from June through August 2014, including camps for soccer, basketball, baseball, ice hockey, field hockey, tennis, and lacrosse. Approximately 17 sessions occurred during a seven-week period for local children ages 5–15.

Camps use Babson's indoor and outdoor facilities, including an indoor swimming pool, multi-court outdoor tennis complex, indoor and outdoor basketball courts, four full-sized playing fields, and numerous mini-fields. The Summer Programs Office employs camp directors and as many as 150 camp counselors, many of whom currently play on teams or are coaches and teachers in neighboring towns.

Additional sports programs on our campus include the New England Baseball League, PrimeTime lacrosse tournaments, various sports leagues, overnight camps, and lacrosse recruiting showcases. Figure skating and ice hockey day camps are held at the Boston Skating Center, as are the Greater Boston Junior Bruins and RinkSport Ice Hockey. High school swim workouts from Swim Stronger also are held on campus.

Babson also hosted overnight academic programs during the summer of 2014, including Lead America Business Programs and the National Youth Leadership Forum on Medicine.



WEBSTER ATHLETIC CENTER AND BABSON ATHLETIC FIELDS

The Webster Athletic Center facility and athletic fields are used by several area groups for team practice and play, including Wellesley College basketball; Wellesley High School baseball, swim, and track; Needham High School swim and track; Dana Hall School field hockey; Wellesley Swim Association; Needham Track Club; Heartbreak Hill Striders; and the Suburban Striders.

Needham middle school students played during halftime of a Babson women's basketball game last year and also visited with the team after the game.

BABSON SKATING CENTER

In addition to donating public skating passes to local schools for their PTO fundraising efforts, the Babson Skating Center, owned and managed by Babson College, was used in various ways by the community during the 2013–2014 season, including:

- » **Needham High School hockey** games
- » **Wellesley High School hockey** practice and games
- » **Public skating** on weekday mornings and Sunday afternoons
- » **Skating lessons** for more than 350 Needham and Wellesley students
- » **Ice time rented** by Needham and Wellesley groups for **adult hockey games**
- » **Tenacre Country Day School's** annual winter program
- » Recognizing **Wellesley Youth Hockey Association** skaters at a Babson varsity hockey game

For information on lessons and public skate times, visit www.babsonskatingcenter.com

»?» DID YOU KNOW?

- » Babson hosts 150 intercollegiate competitions throughout the year that are open to the public for free or a nominal charge.

Check out www.babson.edu/athletics for schedules and events.

SOURCES OF LEARNING AND INSPIRATION

FROM FACULTY BOOKS THAT HAVE GARNERED NATIONAL MEDIA COVERAGE TO A RICH AND DIVERSE SELECTION OF BLOGS, THE BABSON COMMUNITY CREATES A WIDE VARIETY OF INSPIRATIONAL AND EDUCATIONAL CONTENT.

A SAMPLING OF RECENT BOOKS FROM BABSON FACULTY

- » *Strategic Relationships at Work: Creating Your Circle of Mentors, Sponsors, and Peers for Success in Business and Life* by Wendy Murphy, associate professor of management, and Kathy E. Kram

This comprehensive guide to mentoring—the first written specifically for 21st-century career building—offers an entrepreneurial approach to managing work relationships.

- » *Conscious Capitalism* by Raj Sisodia, professor of marketing, and John Mackey, co-CEO and co-founder of Whole Foods

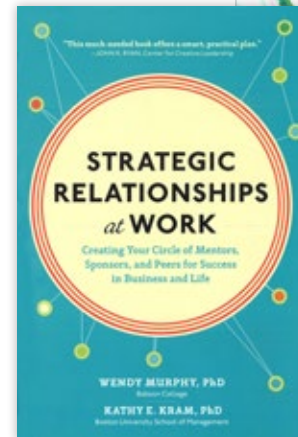
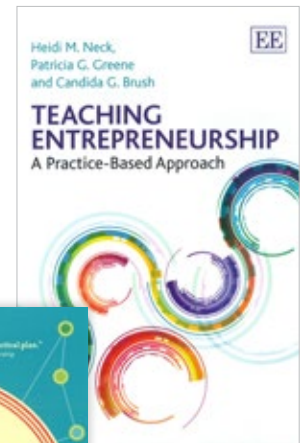
This bestseller highlights how capitalism can create a better future, using successful companies like Costco, Panera, and Amazon to illustrate how businesses create value for customers, employees, suppliers, investors, society, and the environment.

- » *Teaching Entrepreneurship: A Practice-Based Approach* by professors Heidi M. Neck, Patricia G. Greene, and Candida G. Brush

This education guide advocates for teaching entrepreneurship as a method, prioritizing a practice-based approach over the traditional process approach while emphasizing empathy, play, creation, experimentation, and reflection.

BABSON BLOGS

Visit blogs.babson.edu to easily search the combined content of all of Babson's blogs. There, you'll find posts on everything from creating social value to life at Babson, written by students, professors, staff, and more.



»? DID YOU KNOW?

- » You can help prepare Babson students for a career, and further develop your own, when you volunteer through the **Coaching for Leadership and Teamwork Program (CLTP)**. Launched in 1997 by award-winning Babson professors Joseph Weintraub and James Hunt, coaching sessions take place every fall and spring semester.

Learn more at www.babson.edu/coach

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