



# BABSON IN THE COMMUNITY

COMMUNITY REPORT / 2017

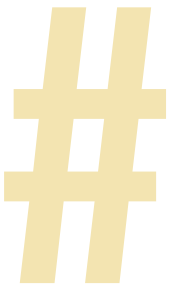


BABSON



# MISSION

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



**COLLEGE FOR  
INTERNATIONAL STUDENTS**

– FORBES MAGAZINE

**IN ENTREPRENEURSHIP  
(UNDERGRADUATE AND  
GRADUATE)**

– U.S. NEWS & WORLD REPORT

**BUSINESS SCHOOL  
FOR ROI**

– Payscale

## » FROM THE PRESIDENT



“Babson’s community of 40,000 alumni and friends extends to every corner of the globe, but our collective home is right here in Needham and Wellesley. This is the epicenter of our vibrant global network, and as we approach our Centennial in 2019, we are transforming our campus to enhance the Babson experience and prepare for a second century of innovation and leadership. Thank you for your ongoing support and partnership as we strive to educate entrepreneurial leaders who will change the world for the better.”

– Kerry Healey  
*President, Babson College*

FOLLOW ME ON INSTAGRAM:  
**@KERRYMURPHYHEALEY**



# A COMMITMENT TO OUR COMMUNITY

## FINANCIAL IMPACT

**\$23 MILLION** / Babson and our affiliated programs brought nearly \$23 million to Wellesley and Needham during the 2016–2017 fiscal year through economic activity and charitable contributions.

## FINANCIAL IMPACT

### CONTRIBUTING TO THE LOCAL ECONOMY

Babson spends a significant amount on products and services from Wellesley and Needham businesses each year. This fiscal year, **the totals were \$6,067,628 in Wellesley and \$1,033,876 in Needham**. The total spent in Wellesley includes a **\$75,000** payment in lieu of taxes to the town.

- » The **North Hill Needham Inc. retirement community**, located on land owned by Babson, paid **\$1,015,128** in property taxes to the town of Needham.

- » Babson's 2,286 undergraduate students spend an estimated **\$2,057,400** annually on campus and in the local community.
- » The **Babson Executive Conference Center** provided nearly **\$288,122** to the Wellesley and Needham economies during the 2016–2017 fiscal year:

**\$172,939** in services and products purchased from Needham and Wellesley businesses

**\$30,457** payroll budget for residents of Needham and Wellesley

**\$84,726** paid to Wellesley for room occupancy taxes, licenses, and fees

- » Babson uses **local vendors and contractors** whenever possible:

**\$19 million** investment in building projects

**\$12 million** investment in plant maintenance



## BABSON EMPLOYEES

**1,360 / TOTAL EMPLOYEES WHO PATRONIZE LOCAL BUSINESSES**

**88** residents of Wellesley/Wellesley Hills

**68** residents of Needham/Needham Heights

Local residents are **11.5 percent** of the College's employees and receive **\$12.2 million** of the annual payroll budget

For a list of available positions at Babson, visit [www.babson.edu/careers](http://www.babson.edu/careers)

## SENIOR LEADERSHIP WHO CALL WELLESLEY HOME

### BABSON APPOINTS NEW CHAIR OF THE BOARD, MARLA M. CAPOZZI

In October 2017, Marla M. Capozzi MBA'96, a longtime global strategy consultant at McKinsey & Company and member of the Babson Board of Trustees for the last seven years, succeeded Joseph Winn MBA'74, P'15 as chair of the board.

In making this appointment, Babson became the only Massachusetts business school to have its two most senior governance roles held simultaneously by women leaders. In addition to being a founder and leader of McKinsey's Global Innovation practice, Capozzi has taught strategy at Babson and served as vice chair of the board of directors for Project Bread: The Walk for Hunger, a local Boston-based hunger organization.



"Babson does a great job of supporting faculty who volunteer in the community, like when I speak about sports analytics at Wellesley High seminar day and act as umpire director for Wellesley Little League.



Analytical skills come in handy when you're getting teens assigned to 40 games per week all over town!"

– **Rick Cleary,**  
**Weissman Professor of**  
**Business Analytics**

"Babson is a small college that does great things. Its international reputation, larger than many colleges twice its size, draws academic leaders and students



from all over the world to the campus. This is a hidden gem located in the heart of Wellesley."

– **Bala Iyer,**  
**Dean of Faculty**

### SUPPORTING LOCAL ORGANIZATIONS

Babson is a **Wellesley Chamber of Commerce** board member and provides financial support to chamber activities. Other local involvement through contributions include the Wellesley Veterans' Parade and the Wellesley Spelling Bee.

Babson College and Wellesley College provide support to **Wellesley Community Children's Center (WCCC)**, a child care center serving 90 children, with families from both the Needham and Wellesley communities. During the 2016–2017 fiscal year, WCCC's Early Childhood

Program served children of faculty and staff from both colleges, which included six children from Needham and 33 from Wellesley.

A full-service **Babson Park post office** (ZIP code 02457) operates rent free in a Babson-owned building on campus.

In 2017, Babson was one of the many organizations that supported the 10th annual **candy drive** run by Dr. Ejaz Ali P'12 and Dr. Femina Ali P'12 from Wellesley Dental Group. The Babson community was among those who donated thousands of pounds of Halloween candy, along with handwritten notes, to our troops overseas.

### \$26,000 IN NEEDHAM TOWN SCHOLARSHIPS

were awarded to four Babson students in 2017–2018

### THERE ARE MANY BABSON ALUMNI-RUN BUSINESSES IN THE LOCAL COMMUNITY, INCLUDING:

- » **Brian Cook MBA'13**, Founder and President of Get In Shape for Women
- » **Mehmet Ozargun '02**, Co-owner and Chef of Café Mangal
- » **Patricia Campbell MBA'83**, Co-founder and Managing Director of The Onstott Group
- » **Steven Varriale MBA'73**, Owner of O'Neil Jewelers
- » **Amy Weil '87**, Partner at Kertzman & Weil
- » **David Volante '03**, Co-owner of Volante Farms
- » **Angela O'Donnell MBA'92 and Susan Williamson MBA'92**, Co-founders of 3D Leadership Group LLC
- » **Mark Magnacca '91 and Yuchun Lee MBA'96**, Co-founders of Allego Inc.
- » **Joseph Bonanno MBA'76**, CPA, Co-founder and Managing Partner of Bonanno, Savino, Davies & Ganley, P.C.
- » **Richard Goode Jr. MBA'81**, Co-founder and Partner of Kiradjieff & Goode Inc.

## POWERING VOLUNTEER EFFORTS

### BABSON STUDENTS, FACULTY, ALUMNI, AND STAFF DONATE THOUSANDS OF HOURS EACH YEAR, VOLUNTEERING AT LOCAL AND NATIONAL ORGANIZATIONS.

The Babson Office of Faith and Service coordinates volunteer programs that benefit the children of the **Wellesley, Needham, Framingham, and Boston housing authorities**. We offer after-school and entrepreneurial leadership programs, customized to empower students at every level—elementary, middle school, and high school.

The Office of Faith and Service also supports the annual **Cruickshank Race for Shelter 5K**, which attracted more than 250 local participants and raised \$5,000 for Babson's Habitat for Humanity chapter in 2017.

During Babson's fourth annual **Alumni Day of Service** in 2017, nearly 100 Babson alumni collaborated with local community-service organizations in four cities, including two founded by Babson alumni—Pizza in Mexico City and Carry Out Agency in New York City.

Babson partners with Network for Teaching Entrepreneurship (NFTE), which delivers entrepreneurship education programs to young people in low-income communities, to co-host events throughout the year, including the annual **NFTE Youth Entrepreneurship Summit**. In addition, Babson graduate students coach NFTE students in the fall and spring as part of their courses. The College also provides a full four-year scholarship to an outstanding NFTE graduate each year. **Learn more at [www.nfte.com](http://www.nfte.com).**

## 33,000+ HOURS VOLUNTEERED

by Babson students, faculty, and staff during the 2016–2017 fiscal year

### BABSON STUDENTS, FACULTY, AND STAFF VOLUNTEERED AT:

- » American Red Cross
- » Big Brothers Big Sisters of Massachusetts Bay
- » Boston Housing Authority
- » Boston Public Schools
- » Boys and Girls Club of Boston
- » Community Servings
- » Cradles to Crayons
- » Framingham Housing Authority
- » Friends of the Homeless of the South Shore
- » Greater Boston Food Bank
- » Habitat for Humanity Greater Boston
- » Harvard Square Meals
- » Hope and Comfort
- » Junior Achievement
- » Needham Housing Authority
- » North Hill
- » One for Health
- » Rosie's Place
- » Special Olympics
- » Wellesley Council on Aging
- » Wellesley Housing Authority



## FOUNDATIONS OF MANAGEMENT AND ENTREPRENEURSHIP

Foundations of Management and Entrepreneurship (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 \$20,000 during the 2016–2017 academic year. The 500+ students taking the course also donate their time to a range of community-service organizations.

**\$490,000 TOTAL DONATED**

since FME began in 1999



### UBUNTU BRACELETS

was a 2016–2017 FME business where each bracelet was focused on a unique cause—such as training for impoverished women in South Africa—to which a portion of the proceeds was then donated.





## COLLABORATING WITH OUR COMMUNITY

At Babson, we know that collaboration across disciplines generates creative solutions to challenging issues. Through partnerships with local organizations, we are able to make a positive impact in more corners of the community.

### BABSON BOARD FELLOWS

- » The **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 2017–2018 PROGRAM, BABSON BOARD FELLOWS IS PARTNERING WITH:

- » The BASE
- » Cantata Singers
- » Clear Path for Veterans New England
- » Commonwealth Kitchen
- » Commonwealth Shakespeare Company
- » Communities United Inc.
- » Community Dispute Settlement Center
- » InnerCity Weightlifting
- » Live4Evan
- » Sociedad Latina
- » Special Olympics MA

## LOCAL EVENTS AND INITIATIVES

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

- » Fiske Elementary School Bingo Night
- » Fund for Wellesley
- » Grace Knight Babson Fund: annual religious education program
- » Mother-Daughter Tea event: held annually by the National Charity League, Wellesley
- » Wellesley Police Department annual 5K: Stewart Savage Road Race and Fun Run
- » Wellesley Public Schools administration retreat
- » Wellesley High School administration retreat
- » Wellesley Seniors and Veterans Thanksgiving dinner

# OUR EVOLVING CAMPUS

## BABSON IN BOSTON

At **Summer Venture Showcase**, held every July, teams of graduate and undergraduate entrepreneurs showcase their businesses and accomplishments to professional investors and the local community. This is the culmination of the Babson Summer Venture Program (SVP), a 10-week program in which approximately 15 teams of entrepreneurs receive housing, workspace, and other resources to help their businesses develop. In 2017, SVP was held at Workbar Boston, located in the heart of the city's entrepreneurial ecosystem

Created by the Center for Women's Entrepreneurial Leadership (CWEL) at Babson College, **Women Innovating Now (WIN) Lab®** provides women entrepreneurs with an inspiring community and a rigorous, experiential process that catalyzes innovative thinking and enables them to successfully scale their businesses. This year, WIN Lab Boston will serve 24 women entrepreneurs in industries such as technology, food, and consumer products.

**Babson's ACTIVATE program** (Activating Babson's Pre-College Curriculum) is a project-based, high school curriculum that guides students to recognize problems in their lives and create sustainable solutions. The **Babson Boston Cup** is the culminating event in the ACTIVATE curriculum. In this regional rocket pitch competition of venture ideas, young Boston-area student entrepreneurs identify opportunities for innovation in their community. Winners receive seed money, the Babson Boston Cup trophy, and bragging rights.

In the summer of 2017, Babson collaborated with Verizon and Sociedad Latina to **create a five-week entrepreneurship program under the Verizon Innovative Learning initiative**. The program, designed for urban youth in Boston Public Schools, teaches rising sophomores skills such as coding, social innovation, and communications. Working in teams to identify and solve real community issues, the program culminated in a pitch presentation of food-based venture ideas to a panel of expert judges.



## BABSON IN MIAMI

### WIN LAB MIAMI

September 2016 marked the launch of a new WIN Lab in Miami, thanks in part to an \$800,000 investment from the John S. and James L. Knight Foundation. Now entering its second year, WIN Miami is the only program of its kind for women entrepreneurs in the Miami ecosystem. Its inaugural cohort included 21 diverse women entrepreneurs growing businesses in myriad industries such as entertainment, technology, and consumer products. Following a competitive admissions process, WIN Miami launched its second cohort of 20 women entrepreneurs in September 2017.

### NEW GRADUATE PROGRAMS AT CIC MIAMI

Following the success of WIN Miami, Babson expanded its graduate school offerings to the thriving Miami entrepreneurial ecosystem. Starting in fall 2018, Babson's new hub at CIC Miami, a co-working space in the University of Miami Life Science and Technology Park, will offer the following graduate degrees:

- » **Blended Learning MBA**, featuring online classes, face-to-face sessions, and virtual collaboration.
- » **Master of Science in Business Analytics**, featuring online classes, face-to-face sessions, and virtual collaboration.
- » **Certificate in Advanced Management**, a self-paced degree with credits that can be applied to a future Babson degree.



## BABSON IN SAN FRANCISCO

### BABSON SEMESTER IN SAN FRANCISCO PROGRAM

Each spring, Babson San Francisco hosts undergraduate students for a tech entrepreneurship study away program in San Francisco/Silicon Valley. Students participate in alumni networking events, company treks, consulting projects, and neighborhood tours while earning 16 credits. The spring 2017 cohort visited Google in San Francisco, where they were hosted by Nate Lemieux '15 and Ryan Narod '16.

During the month of April, Babson launched a campaign that dominated the entire 4th and King Caltrain station. Leading with the theme, "The Right Connections Can Take You to All the Right Places," the campaign featured 16 local alumni who demonstrate the true power of the Babson network. Featured alumni included: Jamie Siminoff '99 of Ring, Gautam Gupta '07 and Ken Chen '06 of NatureBox, and Jenny Flores MBA'12 of Bank of the West.





## NEW RECREATION AND ATHLETICS CENTER

Groundbreaking began in September on the new Babson Recreation and Athletics Center (BRAC), which is scheduled to open in fall 2019. The new 75,000-square-foot center will feature:

- » A large, two-story fitness and recreation area with state-of-the-art cardio equipment and weight room
- » Multipurpose studio spaces for yoga, dance, and aerobics classes
- » Dedicated varsity locker rooms, expanded sports medicine area, and an advanced strength, cardio, and conditioning area for varsity sports teams
- » Three courts for recreational sports
- » Improved locker room facilities for all students
- » Large, flexible space to host major college events in any season

“BRAC will create an entirely new fitness, recreation, and athletic experience for students and student-athletes. Given the size and scope of the project, I am really excited about the design’s possibilities and believe that BRAC will create new opportunities for us to celebrate, educate, recreate, and congregate as a community.”

– **Lawrence Ward, Vice President for Student Affairs and Dean of Students**



### COMMITTED TO SUSTAINABILITY BY THE NUMBERS:

**43/** tons of food waste diverted annually to be composted at local farms

**2050/** year that Babson has pledged to be carbon neutral

**25/** percent Babson has reduced its carbon footprint since 2006

**ZERO** amount of waste Babson strives for at its events through recycling and composting

- » **42 solar panels** have been installed on the roof of Park Manor West.
- » By the end of the 2018 fiscal year, Babson’s goal is to have at least 20 percent of campus food be either **local, organic, fair trade, or humanely sourced**.
- » Babson’s water-bottle-filling stations are used roughly **1,000 times per day**, with more than 1 million refills in total.
- » Six new EV charging stations are installed on campus, increasing the number of public stations in Wellesley by **25 percent**.
- » Babson has partnered with **Grab Bag**, a nonprofit that collects, sorts, and cleans unwanted campus items and provides them to first-generation college students to help equip them for campus living.

## WEISSMAN FOUNDRY ANNOUNCED

» The Weissman Foundry, named in honor of Babson alumnus and trustee Robert Weissman '64, H'94, P'87 '90 and his wife, Jan Weissman P'87 '90, and co-designed by Babson and F.W. Olin College of Engineering faculty, students, and staff, will host student-led projects involving product development and the launch of new enterprises. The 9,800-square-foot, multiuse facility will combine programming, prototyping, and maker spaces with flexible classrooms that will be available to students enrolled at Babson and Olin.

## HORN LIBRARY ADDITION PLANNED

» Made possible by a \$36.3 million gift from Robert Weissman and his wife, Jan, this beautiful, light-filled, 10,000-square-foot space will include a four-season garden for use by students and will serve as the gateway to Horn Library. Within the new structure will be group study areas and informal gathering spaces, a café, and a new home for the Stephen D. Cutler Center for Investments and Finance.



THE WEISSMAN FOUNDRY

# CONNECTING OUR COMMUNITY TO THE WORLD

## EDUCATING ENTREPRENEURS AROUND THE WORLD

For the **Babson Entrepreneurial Leadership Academy (BELA) in Tanzania**, Babson students, staff, faculty, alumni, and friends traveled to the Ganako Secondary School, in Karatu, Tanzania, to teach high school students leadership and entrepreneurial skills. The collaboration in January 2017 enrolled 110 students from 14 schools. Babson will offer the same program in January 2018.

In October 2017, Babson partnered with the Karatu District Council, a Tanzanian local government entity, to establish **Babson Entrepreneurial Leadership for Tanzania (BELT)**. BELT will be staffed by two Fellows serving for one- to two-year terms upon completion of Babson's undergraduate or graduate programs. BELT Fellows will join efforts with a number of governmental and nonprofit organizations within Tanzania to pursue a variety of projects aimed at strengthening the Karatu region's entrepreneurial environment through education, consulting, and celebration of local entrepreneurs.

In 1999, Babson College and the London Business School jointly initiated the **Global Entrepreneurship Monitor (GEM)**, now the largest and most developed research program on entrepreneurship in the world. The latest global survey spans 65 economies. For the latest news, follow GEM at [twitter.com/GEMNOW](https://twitter.com/GEMNOW).

First held in 1981, the **Babson College Entrepreneurship Research Conference (BCERC)** has continued to bring the world's leading academics together annually for what is considered to be the most prestigious entrepreneurship research conference in the world. The 2017 BCERC, co-sponsored by the University of Oklahoma's Michael F. Price College of Business, was held in Norman, Oklahoma.

Babson is a member of the **Clinton Global Initiative (CGI) University Network**. Fourteen Babson students were selected to attend CGI's 2017 annual meeting at Northeastern 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 GLOBAL SCHOLARS PROGRAM

The Babson Global Scholars Program was launched by President Kerry Healey in 2014. Each year, this program awards need-based scholarships to a small, highly talented group of international students. Recipients receive a four-year, full-tuition scholarship that includes special programming and support. These global scholars are dedicated to using their Babson education to improve their communities around the world.

The 2017 Global Scholars hail from Brazil, Ghana, Guatemala, Pakistan, Somaliland, South Africa, Turkey, Ukraine, and Vietnam.



## PRESIDENT ELLEN JOHNSON SIRLEAF DELIVERS 2017 COMMENCEMENT ADDRESS

Babson was honored to have Liberian President Ellen Johnson Sirleaf, Nobel laureate and first female president of an African nation, address the graduating undergraduate and graduate students at our May 2017 Commencement. President Sirleaf's inspiring message saluted the new Babson alumni as the next generation of innovators and bridge builders, entrepreneurs who can transform the world for the better.



## BABSON CONNECT: WORLDWIDE 2017

In March 2017, Babson Connect: Worldwide took place in Thailand, one of the great economic success stories of Asia. Babson alumni, faculty, and friends gathered in Bangkok with renowned figures in the international business community for a compelling exchange of ideas and insights. Keynote speakers and panels discussed emerging trends in youth entrepreneurship, family business, global investing, and social enterprise.



Babson Connect: Worldwide 2018 will be held in Madrid, Spain, from April 20–22. Learn more at [www.babson.edu/connectworldwide](http://www.babson.edu/connectworldwide).

## NEW LOCAL AND NATIONAL SCHOLARSHIPS

Babson is committed to expanding educational opportunity locally, and, in 2017, we offered two Diversity Leadership Awards—full-tuition, four-year scholarships—to two Lawrence High School students: Alenny Acevedo '21 and Dario Guerrero '21. In addition, Babson partnered with Junior Achievement USA® to offer a Junior Achievement Scholarship, worth \$20,000 per year, to Zachary Sadaka from St. Andrew's School in Boca Raton, Florida.



## BABSON'S SUMMER STUDY

Babson's Summer Study: Summer Study for High School Students is a credit-bearing, residential program that gives students real-world experience while building a foundation of business knowledge and entrepreneurial skills. During summer 2017, 108 students from 23 countries experienced Babson's unique, hands-on learning experience, including site visits to local entrepreneurial organizations, prototype scrambles, hack-a-thons, and more. Students gained a global perspective, developed a personal brand, and created a new business venture while experiencing life on a college campus. Learn more at [www.babson.edu/summerstudy](http://www.babson.edu/summerstudy).

# CONNECT WITH OUR CAMPUS

## ON-CAMPUS EVENTS

Babson has events going on every day of the week, many of which are open to the public (free or nominal charge, and free parking). Here's a sampling of the programming you can take advantage of in your backyard.

### JOIN OUR CONVERSATION ABOUT FOOD

The seventh annual **Babson Food Day**, co-hosted by Babson entrepreneur in residence Andrew Zimmern of Bizarre Foods, was a showcase of food innovation from the restaurant world, large food product companies, college dining, and food startups. Visit [www.babson.edu/foodday](http://www.babson.edu/foodday) for a recap of the event.

Every Tuesday from 1–2 p.m. while school is in session, Babson's Food Sol hosts **Community Table**, a hub for eaters and food entrepreneurs of all kinds to connect and share ideas. For more information, visit [www.foodsol.org](http://www.foodsol.org).

### SEE ENTREPRENEURSHIP IN ACTION

- » The **Babson Entrepreneurial Thought & Action® (B.E.T.A.) Challenge** recognizes major milestones Babson businesses have achieved by taking action. Babson student and alumni entrepreneurs compete

for more than \$280,000 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. Learn more at [www.babson.edu/betachallenge](http://www.babson.edu/betachallenge).

- » **Rocket Pitch** is an annual event where student entrepreneurs from Babson, F.W. Olin College of Engineering, and Wellesley College, as well as Babson alumni, present a three-minute pitch and get feedback from an audience of investors, service providers, entrepreneurs, faculty, and students. Participants in the 2017 Rocket Pitch presented 48 entrepreneurial ventures in industries ranging from consumer products to tech/mobile. Learn more at [www.babson.edu/rocketpitch](http://www.babson.edu/rocketpitch).

- » The **Babson Entrepreneurship Forum** features more than 30 innovators, thought leaders, and visionaries who discuss opportunities to shape entrepreneurship around the world. Check out [www.babsonforum.com](http://www.babsonforum.com) for a recap of last year's speakers and topics, as well as this year's lineup.

## COME CHEER ON THE BEAVERS

Babson Athletics experienced unprecedented success in 2016–2017, finishing among the country's top 5 percent of 450 NCAA® Division III institutions. The department also matched all-time highs, with 11 of its 22 programs having representation at their national tournaments and six programs winning conference championships.

Additionally, **men's basketball won its first national championship** in program history and the school's first in 33 years, while field hockey became the first women's program in school history to advance to the NCAA® Final Four.

Babson hosts 150 intercollegiate competitions throughout the year that are open to the public for a free or a nominal charge. Check out [www.babsonathletics.com](http://www.babsonathletics.com) for schedules and events.



Babson's men's basketball team celebrates its NCAA Division III national championship win over Augustana.



## BABSONARTS

### SPEAKERS ON CAMPUS

**TONY SHALHOUB**, Emmy Award and Golden Globe-winning film, television, and stage actor

**NICHOLAS BAUME**, director and chief curator of the Public Art Fund

**THI BUI**, Pulitzer Prize-winning writer, author of *The Best We Could Do*

### ATTEND A BABSONARTS EVENT

BabsonARTS expresses creative and entrepreneurial thinking in numerous creative forms:

- » Theater
- » Visual arts
- » Film screenings
- » Music
- » Dance
- » Literary Arts
- » Conversations

To view upcoming performances, exhibitions, and more, visit [www.babsonarts.org](http://www.babsonarts.org).

## COMMONWEALTH SHAKESPEARE COMPANY

Babson's professional theater company in residence,

**Commonwealth Shakespeare Company (CSC)**, brings vital and contemporary productions of Shakespeare's works to the people of Greater Boston. In addition to staging annual free productions on Boston Common, CSC has expanded its year-round programming to include several play-reading events, as well as fully staged classic and contemporary plays presented at Babson's Sorenson Center for the Arts.



Top Left: Sorenson Scholars Annaliese Glaubitz '19, Alexa Forgione '19, Lauren Nohelty '18, Maria Blanco '20, and Joseph Nash '20. Photo by Gaolin Xie '19. Top Right: Maria Schneider Orchestra. Photo by Maggie Hall. Bottom Left: Commonwealth Shakespeare Company's *Our American Hamlet*. Photo by Nile Hawver/Nile Scott Shots. Bottom Right: Artist LaShonda Cooks '10 at the opening of *A Coming of Age*. Photo by Alexandra DiNatale '19.

## VOLUNTEER OPPORTUNITIES

The **Coaching for Leadership and Teamwork Program (CLTP)** began its 21st year in October 2017. Launched by award-winning Babson professors and authors Joseph Weintraub and James Hunt, CLTP provides developmental coaching and feedback on key leadership and interpersonal competencies to Babson undergraduates during the fall and spring semesters. More than 6,000 coaches from the alumni and business communities, trained through CLTP, have conducted more than 12,000 one-on-one coaching sessions since the program began.

We welcome new coaches who have business experience. Babson professors in management provide valuable and relevant training for all of our coaches. **To become a coach, go to [www.babson.edu/coach](http://www.babson.edu/coach).**

Managing Talent: Your Own and Others, a required course in the MBA curriculum, connects full-time MBA students with **Developmental Learning Partners**. These volunteer coaches help students construct individual personal development plans by exploring options and putting their drafted plans to the test. **To become a Developmental Learning Partner, go to [www.babson.edu/dlp](http://www.babson.edu/dlp).**



# CONTINUING EDUCATION OPPORTUNITIES

Wellesley and Needham senior citizens may audit Babson's undergraduate and graduate classes at no cost if space is available. In 2017, two Wellesley residents audited two courses, worth \$13,581, and four Needham residents took a total of six courses, worth \$34,188. Find courses and apply at [www.babson.edu/classaudit](http://www.babson.edu/classaudit).

The **Babson Executive Conference Center** is open to the entire community to host groups needing overnight accommodations and event space. Contact [beccsales@babson.edu](mailto:beccsales@babson.edu) or 781-239-4000 to learn more, or visit [www.babson.edu/becc](http://www.babson.edu/becc).

## THE F.W. OLIN GRADUATE SCHOOL OF BUSINESS AT BABSON OFFERS GRADUATE-LEVEL PROGRAMS TO ALIGN WITH VARIOUS CAREER STAGES:

- » Full- and part-time **Master of Business Administration (MBA)** programs for midlevel professionals. MBAs at Babson have the option to pursue Business and Social Innovation or WIN Lab Intensity Tracks to amplify their graduate experiences.
- » **Master of Science (MS)** programs, including the recently launched:
  - » **Master of Science in Finance** program, which equips students interested in finance and investment careers with the expertise and communication skills to prepare them for professional success
  - » Part-time **Master of Science in Business Analytics** program, a flexible way to balance students' personal and professional lives as they develop into effective data translators

- » **Certificate in Advanced Management (CAM)**, a nondegree, credit-bearing opportunity to take Babson MBA-level courses

Find out more about Babson's graduate programs at [www.babson.edu/graduate](http://www.babson.edu/graduate).

## NORTH HILL AND BABSON

North Hill, a senior living community, and Babson College have a long-standing connection that spans more than three decades. A number of North Hill residents have received degrees from Babson, and Babson faculty often serve as lecturers for North Hill's lifelong-learning offerings.

# CORPORATE ENGAGEMENT OPPORTUNITIES

Grow talent from within your organization and address the needs of your changing workforce by providing your employees access to action-based part-time graduate courses at Babson. Tuition benefits are available for qualifying companies. **Learn more at [www.babson.edu/partnerships](http://www.babson.edu/partnerships).**

**Recruit top talent for internships and full-time positions** at both the undergraduate and graduate level. Companies participate in industry panels on campus, judge student competitions, and sponsor relevant campus events. Organizations also have student consultant teams develop solutions to real business challenges they face. Students gain valuable experience while providing fresh insights.

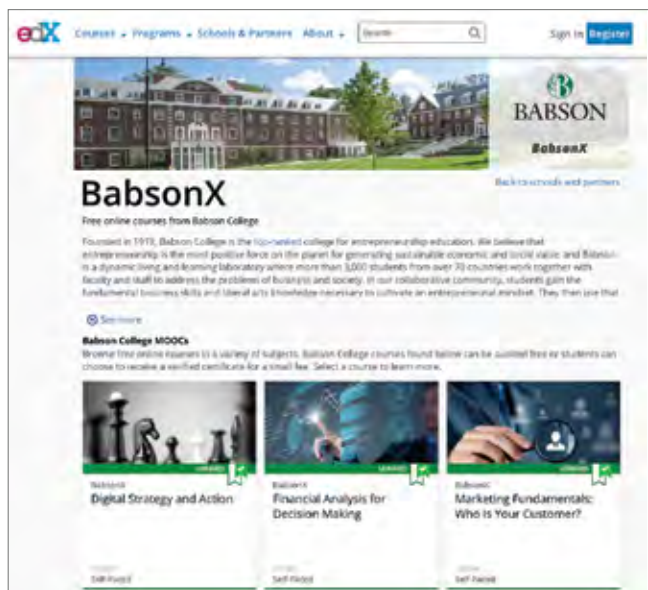
**Explore these opportunities at [www.babson.edu/talent](http://www.babson.edu/talent).**



## BABSON LAUNCHES EDX ONLINE COURSES

Beginning in 2017, Babson partnered with edX, a leading nonprofit online learning destination founded by Harvard and MIT, to launch Business Principles and Entrepreneurial Thought. The new online series is free to all learners and features six courses that teach core business skills alongside how to think and act entrepreneurially.

To explore free online courses from Babson, visit [www.edx.org/school/babsonx](http://www.edx.org/school/babsonx)



## LIBRARY AND ONLINE RESOURCES

### 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](http://libguides.babson.edu/visitors).

### THE BABSON EXECUTIVE CONFERENCE CENTER

is open to the entire community to host groups needing overnight accommodations and event space. Contact [beccsales@babson.edu](mailto:beccsales@babson.edu) or 781-239-4000 to learn more, or visit [www.babson.edu/becc](http://www.babson.edu/becc).

## EXPLORE THE LATEST NEWS FROM THE BABSON COMMUNITY:



**Blogs.babson.edu** Catch up on everything Babson through blog posts written by students, professors, and staff



**entrepreneurship.babson.edu** Discover stories about Entrepreneurship of All Kinds® featuring innovator thinkers and doers in the global entrepreneurial ecosystem, including members of the Babson community



**Magazine.babson.edu** Enjoy stories from the quarterly *Babson Magazine* in an eye-catching, engaging digital format



**www.babson.edu/bee/webinars** Take advantage of Babson Executive and Enterprise Education's free webinar series—hosted by Babson faculty—covering current business ideas, topics, and trends engaging digital format

# RECREATION

Enjoy Babson's scenic 370-acre campus, which features lighted walkways that are part of the 16-mile Charles River Link Trail.

## SUMMER CAMPS

- » From June through August 2017, Babson ran 11 camps for soccer, basketball, baseball, ice hockey, field hockey, tennis, and lacrosse. There were 16 sessions in seven weeks for local children ages 6–15.

## 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:

- » Brimmer and May School baseball
- » Dana Hall School field hockey
- » Dover-Sherborn Running Club
- » Heartbreak Hill Striders
- » Needham High School swim
- » Needham Track Club
- » Newton Country Day School tennis
- » The Suburban Striders
- » Wellesley High School swim and track
- » Wellesley Swim Association
- » Wellesley Youth Lacrosse

## 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 2016–2017 season, including:

- » **Needham High School hockey** practice and games
- » **Wellesley High School hockey** practice and games
- » **Public skating** 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** play
- » **Tenacre Country Day School's** annual winter program
- » **Tobin School's** participation in Babson's Skating School
- » Recognizing **Wellesley Youth Hockey Association** skaters at a Babson varsity hockey game

For information on lessons and public skate times, visit [www.babsonskatingcenter.com](http://www.babsonskatingcenter.com).



# THE CLASS OF 2021

IS OUR STRONGEST EVER, AND IS READY TO MAKE A POSITIVE  
IMPACT ON OUR COMMUNITY AND THE WORLD

## HIGH DEMAND

**24%** ACCEPTANCE RATE,  
MOST SELECTIVE CLASS IN HISTORY

THIRD YEAR IN A ROW

APPLICATIONS **>7,000+**



## ECONOMIC OPPORTUNITY

**18%** ARE FIRST IN FAMILY TO ATTEND COLLEGE

**\$8.8 MILLION** AWARDED IN  
INSTITUTIONAL GRANTS AND SCHOLARSHIPS



## HISTORIC DIVERSITY

**28%** INTERNATIONAL

**38 STATES 43 COUNTRIES**

**52%** FEMALE



## GLOBAL IMPACT

**11 GLOBAL SCHOLARS**

BRAZIL, GHANA, GUATEMALA,  
PAKISTAN, SOMALIA, SOUTH AFRICA,  
TURKEY, UKRAINE, AND VIETNAM





FOR THE MOST UP-TO-DATE COMMUNITY INFORMATION, VISIT [WWW.BABSON.EDU/COMMUNITY](http://WWW.BABSON.EDU/COMMUNITY)

## » FACULTY BOOK SUGGESTIONS

### *Player Piano* / Kurt Vonnegut

**Who's recommending:** Michael Bayer, Lecturer, Finance

**Why they love it:** An excellent exploration of the purpose of humanity in the face of automation. Perhaps even more relevant today than when it was written.

### *The Sixth Extinction: An Unnatural History* / Elizabeth Kolbert

**Who's recommending:** Fritz Fleischmann, Professor, English

**Why they love it:** This book won a Pulitzer Prize in 2015 and tells the story of how humans have replaced evolution—we have become the force that decides which species will survive and which will disappear. I have taught it twice, and it packs a punch. A must-read for any educated person who wants to know what's going on in the world today.

### *The Chessboard and the Web: Strategies of Connection in a Networked World* / Anne-Marie Slaughter

**Who's recommending:** Steven Gordon, Professor, Information Systems

**Why they love it:** Although the title of this book makes it seem as if it's about the internet and the book's arguments rest to some degree on the connectivity provided by the web, it's really about politics and new ways to think about how political power is best wielded.

### *The Undoing Project* / Michael Lewis

**Who's recommending:** Diana Harrington, Professor, Applied Investments

**Why they love it:** Lewis is even more engaging than usual in this book about a unique and important collaboration of two psychology researchers, Dan Kahneman and Amos Tversky, whose ideas have and will change the way we think about financial decision making and decision making in general. Great read on an important topic.

### *The Visiting Privilege* / Joy Williams

**Who's recommending:** Mary O'Donoghue, Professor, English

**Why they love it:** This book gathers stories from a decades-long writing career, as well as new work. Williams is beloved by writers and readers alike, for the beauty of her language and her refusal to offer easy resolutions to very strange predicaments. Williams knows more than most writers how to begin a short story, but gosh, does she know how to close one. She's a literary treasure.



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printed on paper  
made with partial  
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