

BABSON COLLEGE

MAY 14, 2022

ESTABLISHED 1910

DON'T LOOK FOR SOCIETY TO GIVE YOU PERMISSION TO BE YOURSELF.

- ROGER BABSON

WELCOME

to the one hundred and third annual Commencement exercises at Babson College. The College community is pleased and proud to share this memorable day with you.

Video will be available at babson.edu/watchcommencement

WELCOME

Ken Matsuno, PhD Murata Vice President of Academic Affairs and Dean of the College

PRESIDENTIAL ADDRESS

Stephen Spinelli Jr. MBA'92, PhD President

SALUTATION

Jeffery Perry '87, P'23 Chair, Board of Trustees

GREETINGS AND INTRODUCTION OF STUDENT SPEAKER

Lawrence P. Ward, EdD Vice President and Dean of Campus Life

GREETINGS AND PRESENTATION OF PROFESSOR OF THE YEAR

Alena Julianne Washington '22 Senior Speaker

PROFESSOR OF THE YEAR ADDRESS

Brad Johnson Lecturer of Technology Operations Management

ACKNOWLEDGEMENT OF RETIRING FACULTY

Jennifer E. Bethel PhD, Professor of Finance

Alfred J. Nanni Jr., PhD Professor of Management Accounting

Fritz Fleischmann, PhD Professor of English, William R. Dill Governance Professor

HONORARY DEGREE RECIPIENT

Joyce Mandell Doctor of Laws presented by Ken Matsuno

Joanna Berwind Doctor of Laws presented by Ken Matsuno

CONFERRING OF HONORARY DEGREE

Stephen Spinelli Jr. MBA'92, PhD

COMMENCEMENT ADDRESS

Joanna Berwind

HONORARY PROCLAMATIONS

Recognition of Sudeeksha Bhati and Edgar Enrique Monserratt Martinez III Lawrence P. Ward, EdD

CONFERRING OF DEGREES IN COURSE

Bachelor of Science

Leila S. Lamoureux MBA'18 Executive Assistant, President's Office

Diep H. Luu, PhD Director, Student Advising & Success

ALUMNI WELCOME

Patrick Baird '11 Chair, Babson Alumni Advisory Board

THE BABSON COLLEGE HONORARY DEGREE

An honorary degree is the highest accolade a college or university can bestow and usually is awarded during the Commencement ceremony. Babson College has given honorary degrees since presenting a doctor of laws degree in 1959 to Ewan Clague, commissioner for the U.S. Bureau of Labor Statistics. While the award specifics are unique to each person, a common trait of all recipients is their commitment to service in its broadest sense. Most honored by the College have distinguished themselves as entrepreneurs and executives; however, Babson College also has honored a variety of prominent individuals from various backgrounds, including Generals James Gavin and George H. Akin; Senators Leverett Saltonstall, Edward M. Kennedy, and John F. Kerry; Governor William F. Weld; journalists Natalie Jacobson and Robert L. Bartley; scholars Alfred D. Chandler Jr. and Leonard Woodcock; music directors Sarah Caldwell and Arthur Fiedler; fashion designer Tory Burch; basketball legend KC Jones; digital media pioneers Reid Hoffman and Biz Stone; former faculty members Clint Peterson and Peter Black; former Babson presidents and trustees; and, most notably, our own distinguished alumni.

Roger W. Babson, founder of Babson College, said, "I have always tried to visualize a world of change rather than a world at rest." Babson College celebrates these men and women for the changes their service has brought.



JOANNA BERWIND

As the leader of a multinational, cross-sector enterprise, Joanna Berwind occupies many roles at the intersection of business, impact, social work, and youth development. Currently a co-chair of the board and a trustee for the Berwind Corporation, a fifth-generation, family-owned investment management company, Berwind has contributed to the company's growth for more than 20 years through positions in corporate development, marketing, and sales. She directs Spring Point Partners LLC, a Philadelphia-based social impact

organization that invests in the transformative leaders, networks, and solutions that power community change.

She worked in research at Scudder, Stevens & Clark prior to her tenure at Berwind Corporation. Upon realizing that the company's understanding of leadership needed to expand to recognize their generation's unique contributions, she and her siblings established Spring Point Partners in 2017 and began investing in such areas as human-centered learning, animal welfare, and water sustainability. Through Spring Point, the Berwinds are advancing their family's entrepreneurial legacy to center equity and achieve justice.

For Berwind, this takes place notably by amplifying voice, choice, and opportunity for young people through the signature program, The Hive. After reflecting on her upbringing and the tremendous pressure that stifled her ability to find her own voice, she developed The Hive as a space and toolkit for fostering strengths-based youth development.

In addition to her service on several youth development nonprofit boards, she is a Disrupter in Residence at Babson College and often engages in public speaking. Her role at Babson sits at the nexus of her passions: entrepreneurship, family business, and support for young people. Having blossomed from people pleaser to "disruptive" public speaker, she enjoys counseling others on self-awareness, leadership development, and family business dynamics.

A writer, reader, runner, and lifelong learner, Berwind practices kindness and gratitude daily. She keenly believes in the nurturing power of meeting everyone where they are without an agenda—and seeing where they lead. Measurable impact, she knows, is not incongruous with a human touch.

She earned her bachelor's degree in English from Wesleyan University, her MSS from Bryn Mawr College's Graduate School of Social Work and Social Research, and her MBA from Villanova University.



JOYCE MANDELL

Joyce Mandell is a successful businesswoman and philanthropist. She and her husband, Andy Mandell '61, co-founded Data Mail Inc., a direct-mail marketing company located in Newington, Connecticut. The company has been in operation as a family-owned business since 1971, and has grown from a 1,000-square-foot building to over 500,000 square feet spanning two facilities with more than 1,000 employees. A 50th anniversary celebration is being planned this year.

Mandell is Vice Chairman and is responsible for many areas of the business's growth and success, including human resources, finance, insurance, real estate

matters, marketing, PR, and event planning.

She also is a passionate documentary film producer, most recently working with Emmy Award-winning filmmaker Michael King and world-renowned historian Sir Martin Gilbert to create her fourth documentary film, "The Rescuers: Heroes of the Holocaust."

Mandell is deeply devoted to her family and community, and has a lifelong commitment to philanthropy. For the past 35 years, the Andrew J. and Joyce D. Mandell Family Foundation has been recognized as a major philanthropic foundation that supports education, medical research, and community institutions and organizations. Mandell was the first female president of the Board of Directors of the Greater Hartford Jewish Community Center, and provided funding for an extensive renovation and expansion of the center. In 2006, the center was renamed the Mandell Jewish Community Center.

In 2001, Andy Mandell was diagnosed with multiple sclerosis. In 2007, the Mandells funded the creation of the first national initiative for comprehensive MS care in the country. The Mandell Center for Comprehensive Multiple Sclerosis Care and Neuroscience Research at Mt. Sinai Rehabilitation Hospital opened in 2008 and offers a spectrum of medical services for MS patients.

Mandell and her husband established the Mandell Academy for Teachers in STEM at the Connecticut Science Center. She also helped create a long-standing scholarship program at Central Connecticut State University, and developed an internship program at Data Mail for CCSU students.

The Mandells are dedicated supporters of Babson College, making a significant donation to create the Mandell Family Residence Hall and a chair in the English Department.

She attended Mount Ida College and St. Joseph's College for Women.

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- ** Magna Cum Laude
- * Cum Laude
- † Honors Program
- ^ August 2022 Bachelor of Science Degree Candidate

GEORGE MACY WHEELER AWARD

Shalom E. Mensah

CAROLL W. FORD SCHOLARSHIP (VALEDICTORIAN) Tyson Timothy Corner

ROGER W. BABSON AWARD (3.5 AND ABOVE) Tyson Timothy Corner

MICHAEL J. CONLON '96 SENIOR SPIRIT AWARD Tyler R. DeGeorge

CLINTON A. PETERSEN ACCOUNTING AWARD Victoria Zhi Shen

ARTS AND HUMANITIES AWARD Shira Jem Berkin

CREATIVE ARTS AWARD Kyla Christie Hambali

BERTRAND R. CANFIELD AWARD Amanda Grace Santorelli

EARL K. BOWEN AWARD Akoua Orsot

INFORMATION SYSTEMS AWARD Brandon Sung

ECONOMICS ACHIEVEMENT AWARD Ethan Phillip Rosenthal Morgan S. Headrick

OUTSTANDING STUDENT IN ENTREPRENEURIAL STUDIES AWARD

Necla Leyla Unat

ENVIRONMENTAL SUSTAINABILITY AWARD Victoria Zhi Shen

GLOBAL STUDENT LEADERSHIP AWARD Hà Khánh Linh

HISTORY AND SOCIETY AWARD Nia Manjunath

TECHNOLOGY AND OPERATIONS MANAGEMENT AWARD Abigail Marie vanLuling

CAROLYN HOTCHKISS AND RICHARD P. Mandel Law Award

Grace Antoniette Smith

NEWTON NATURAL SCIENCE & TECHNOLOGY AWARD Ellen D. McGrath

RUDOLPH A. JOHNSON AWARD Alexia Rose Ritter

COMMUNITY IMPACT AWARD Tyson Timothy Corner

WALL STREET JOURNAL AWARD Corey Nicholas O'Neill

WALLACE P. MORS AWARD Tyson Timothy Corner

OUTSTANDING PHILANTHROPIC ACTIVITY AWARD Giullia Caldeira '24 MARKETING SCHOLARS AWARD James Linklater Truslow VI

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Allyn C. Woodward Jr. '63, P'88 '93

ROGER WARD BABSON (1919–1921) was a highly successful pioneer in the financial investment business. On September 3, 1919, he opened the Babson Institute with an enrollment of 27 students.

In 1921, Babson named George Coleman (1921–1935) as the second president. That same year, Babson was incorporated under the educational laws of the Commonwealth of Massachusetts as a not-for-profit institution.

In 1923, Babson acquired farmland in Wellesley Hills, established an endowment fund, and began to build a campus. By the end of that year, Mustard, Bryant, and Lyon (now Lukŝić) Halls, and Knight Auditorium were completed. Two years later, the Babson Park Clubhouse and Coleman Hall were finished. To accommodate the rise in student enrollment, the Clubhouse was renamed Park Manor South, and the hotel rooms, originally designed for visiting businessmen, became residence rooms for Babson students.

With the appointment of Carl Smith (1935–1944), Babson was now led by its first professional educator. He reorganized the curriculum, adding liberal arts courses, and in 1943, Babson Institute received permission to confer both the Bachelor of Science and Master of Business Administration degrees.

Following World War II, Babson, which had been used by the U.S. Navy for three years, reopened to record enrollments. New President Edward B. Hinckley (1946–1956) tightened admission standards and strengthened the academic content. By 1950, the Institute had received accreditation from the New England Association of Colleges and Secondary Schools.

Under Gordon Trim (1957–1961), an evening MBA program was developed and the first alumni fundraising effort was held to fund the construction of the dining hall that bears his name.

Henry Kriebel (1961–1974), the school's sixth president, expanded the curriculum to four years, redefined its mission as a school of management, opened the doors to women, began a massive building program, created the School of Continuing Education, and changed the name from Babson Institute to Babson College. Kriebel's administration laid the foundation for the next 20 years of development.

Babson's seventh president, Ralph Z. Sorenson H'85 (1974–1981), also strengthened the curriculum. He created the Center for Entrepreneurial Studies in 1978, and Babson became the first college in the United States to offer entrepreneurship as a major. Horn Library was built, the Babson Recreation Center (now the Boston Sports Club) was completed, and more student housing was added.

In 1981, William R. Dill H'91 (1981–1989) became the College's eighth president. He placed a greater emphasis on a curriculum, faculty, and student body that focused on globalization. Many campus buildings were renovated and others added, including the Webster Center for physical education and recreation, to provide students with state-of-the-art facilities and services, thus enabling Babson to compete with the nation's top business programs. It was during the Dill era that the Center for Executive Education (now the Babson Executive Conference Center) was added.

During the presidency of William F. Glavin H'99 (1989–1997), Babson moved from being a strong regional presence to an internationally respected school of business. Building on the College's legacy of entrepreneurship, the idea of entrepreneurial leadership was woven into every aspect of the institution. Glavin believed that people at all stages of their careers could demonstrate entrepreneurial leadership and become well-rounded, analytical problem-solvers who seize opportunities and move boldly and creatively to take advantage of them.

In 1997, Leo I. Higdon Jr. H'07 (1997–2001) became the 10th president to lead Babson College. He strengthened Babson's curriculum with a renewed emphasis on technology, practicebased learning, and entrepreneurship in a global context. A commitment to diversity and the arts brought about the opening of the Reynolds Campus Center, Richard W. Sorenson Center for the Arts, and the Glavin Family Chapel. Higdon also was instrumental in establishing the Center for Women's Entrepreneurial Leadership at Babson College.

Brian M. Barefoot '66, H'09, P'01 (2001–2008), Babson's 11th president, was the first Babson alumnus to hold this position. During his presidency, Babson developed a longterm strategic and financial plan, expanded the College's leadership in entrepreneurship, improved the quality of campus life, committed to new efforts in diversity, strengthened the alumni network, and partnered with leading global educational institutions.

Leonard A. Schlesinger H'14 (2008–2013), Babson's 12th president, brought to the College extraordinary leadership experience in academia and industry. He formulated the conversations that led to the development of today's strategy, starting with a communitywide discussion and decisions around Babson's strategic direction. That work resulted in a strategy focused on Entrepreneurial Thought & Action® as the core of Babson's distinctive expertise and culture; integrating social, environmental, economic responsibility, and sustainability into the core of the curriculum and educational experience; building a generation of leaders representing Entrepreneurship of All Kinds®; and creating a Global Consortium of Entrepreneurship Education to disseminate Entrepreneurial Thought & Action to the world through a network of educators and institutions.

Kerry Murphy Healey was Babson's 13th president and the first woman to hold that position. Her tenure followed three decades of service in academia, government, and humanitarian work, and she previously served with distinction as the 70th lieutenant governor of Massachusetts. At Babson, Healey worked to expand the College's global reach and reputation, and founded Babson's prestigious Global Scholars program. She oversaw transformative capital projects and launched the College's Centennial Campaign. Healey is currently president of the Milken Center for Advancing the American Dream.

Stephen Spinelli Jr. MBA'92, PhD is the 14th president of Babson College. A successful entrepreneur, academic leader, and scholar, he assumed the role of president in July 2019. In collaboration with the Babson community, Spinelli immediately launched a strategic planning process to prepare the College to thrive in a changing environment. As planning transitioned to implementation, the 2020 Coronavirus pandemic struck. Under Spinelli's guidance, Babson met this moment of crisis from a position of strength. The COVID-19 experience validated and accelerated the College's strategy: One Babson Delivering Entrepreneurial Leadership Anywhere, Impacting Communities Everywhere.

Babson is consistently ranked among the nation's top management schools. The College has received international recognition for its innovative educational programs for undergraduate and graduate students and business professionals. With a distinguished reputation for entrepreneurial excellence, Babson teaches students to make and find opportunities, to innovate, and to develop creative problem-solving ability.

The key to Babson's success is its people—students, faculty, administrators, alumni, governance members, and parents who share a passion for excellence and have helped the College grow.

THE COMMENCEMENT CEREMONY dates to medieval times. Through the centuries, the ceremony has been altered, but its purpose remains the same: to recognize those persons who have earned academic degrees and to honor the traditions and institutions of scholarship.

The term commencement is a translation of the Latin inceptio, the name given in the Middle Ages to the ceremony at which candidates were granted the master of arts degree and thereby licensed to begin teaching. Today, the original concept has been broadened to suggest that, at commencement, degree recipients are graduating from academic life and commencing their professional life. The history of academic regalia stretches to the early days of the world's oldest universities. A statute in 1321 required that all doctors, licentiates, and bachelors of the University of Coimbra (Portugal) wear gowns. In England, in the second half of the 14th century, the statutes of certain colleges forbade "excess in apparel" and prescribed wearing the long gown.

In 1895, American colleges and universities adopted a uniform system for academic regalia. Today, while the academic dress code, like the ceremony itself, has undergone several revisions, it remains essentially the same as when it was first adopted.

The gowns recommended for use by American colleges and universities have the following characteristics. The gown for the bachelor's degree has pointed sleeves and is worn closed. The gown for the master's degree has oblong sleeves open at the wrist like the bachelor's and may be worn open or closed. Both bachelor's and master's robes are traditionally black. The doctoral gown, which also may be worn open or closed, has velvet panels draped around the neck and stitched down the front edges. Three horizontal velvet bars are sewn on the upper arm of the bell-shaped sleeves. This trim may be either black or the color distinctive of the faculty to which the degree refers. Many institutions have adopted distinctively colored doctoral robes using the official institutional colors.

Members of the governing body of a college or university, whatever their degrees, are entitled to wear doctoral gowns (with black velvet), but their hoods may be only those of degrees actually held by the wearers or those especially prescribed for them by the institution.

The hood is the most distinctive feature of the academic costume. The shape of the bachelor's and master's hoods is similar, but the length varies. The hood lining is the official color or colors of the institution. The Babson hood, for example, is forest green with a single white chevron. The hood is edged in velvet of two, three, or five inches in width for the bachelor's, master's, and doctoral degrees, respectively. The edging should be in a color distinctive of the subject to which the degree pertains. Among the most common trims are tan for business administration; white for arts, letters, and humanities; golden yellow for science; and light blue for education.

The traditional academic cap for all degrees is the mortarboard of black cloth with a flat, stiffened square top. Today, there is an option, particularly for those holding doctoral or terminal degrees, to wear a soft cap. These are of several designs and in many cases represent a particular college or university. The tassel, fastened to the middle point of the top of the cap, may be black or the color appropriate to the subject. Those holding doctorates may wear a tassel of gold thread. There is no general rule for the position of the tassel on a mortarboard. However, Babson and a number of colleges and universities have adopted the practice of requiring candidates for the bachelor's degree to wear the tassel on the right front side before degrees are conferred and to shift it to the left after the degrees are awarded.

In today's ceremony, some graduates are wearing cords, tassels, medallions, stoles, and cloths that represent specific designations. Below are those related to academic honors:

Gold Cord	Valedictorian
Gold Tassel	Summa Cum Laude
White Tassel	Magna Cum Laude
Red Tassel	Cum Laude
Gold Medallion	Honors Program

The origin of the mace also dates to medieval times when it was first used as a weapon. Medieval European bishops, forbidden the use of the sword, were allowed to enter battle with a mace, often an iron or steel club designed to split armor. By the 16th century, the mace, a symbol of authority, was embraced as a ceremonial object by colleges and universities. Traditionally, the mace is carried on formal academic occasions by the most senior faculty member, often referred to as the "chief" or "grand" marshal of the institution.

The mace of Babson College was designed and crafted by Chas. Thomae & Son, silversmiths, and has been one of the symbols of the authority of the College for many years. Today, it is carried by the chief marshal of Babson College.

Today's Commencement also features flags of the world. These flags represent the homelands of the Babson undergraduate and graduate students. With students from more than 80 countries, and faculty members involved in research, training, and development around the world, Babson's international presence is evident and we are proud to honor it with this display.

THE CELEBRATION CONTINUES!

Bring a smile and join us for photo opportunities across campus at these locations:

COMMENCEMENT STAGE:

2022 Letters

THE LAMERE PLAZA AT BABSON RECREATION AND ATHLETICS COMPLEX:

Inflatable and Costumed Biz E. Beaver

BABSON COMMONS (NOW SORENSON COMMONS):

Instagram Frame and Woody Car

BABSON GLOBE:

2022 Marquee Letters

PARK MANOR QUAD:

2022 Marquee Letters

F. W. OLIN GRADUATE SCHOOL OF BUSINESS FRONT ENTRANCE:

2022 Marquee Letters with 360° Photo Booth

TOMASSO STAIRS:

Photo Booth

Be sure to tag **@babsoncollege** on Instagram so we can celebrate **#Babson2022**

CONGRATULATIONS You're now part of a dynamic network of over 43,000 Babson alumni.

WHAT MAKES BABSON ALUMNI STAND APART IS HOW WE STAND TOGETHER.

As #OneBabson we live out the adage, "our network is our net worth." It's in our DNA and core to help each other create value in the world. Once a Babo, Always a Babo.



Welcome, Class of 2022

Your Babson alumni network of 43,000 strong is ready and eager to help support all of your "next chapters." We have your back by providing you access to exclusive resources and benefits, designed specifically for you, every step of the way.





BABSON PARK, MA 02457-0310