

Societal Impact: Firm Step from Academic to a Meaningful Business Life

According to AACSB, societal impact refers to the ways in which a business school's mission and strategic plan guide actions that positively influence society at local, regional, national, or global levels. The School of Business at SUNY Old Westbury focuses its societal impact through teaching, intellectual contributions, community service, and by creating strategic partnerships among various internal and external stakeholders. The School of Business uses core values to positively impact the community by embodying their vision, mission, and values into the strategic plan.



The School of Business has chosen to focus its societal impact goals through the lens of two of the United Nations Sustainable Development Goals identified as Quality Education (known as Goal #4) and Reduced Inequalities (known as Goal #10). Together, these two goals encompass the mission and values that the institution strives for in teaching, research, and community service. For example, issues of diversity, equity, and inclusion are examined in the Organizational Behavior and Management course (known as BU 4110). Grants for scholarships related to societal impact are also offered to faculty. One example of such research looked at business sustainability practices.

In addition, there are a myriad of service activities in which stakeholders of the School of Business partake (inside and outside of the classroom), such as the Justice for Fraud Victims Project, where graduate Forensic Accounting students provide aid to victims of financial fraud. Finally, several faculty members participate in the "Level Up" program, which assists underserved and underrepresented women that are planning to develop new businesses by educating them in securing start-up costs, marketing and branding, and developing individualized business plans.

*Sincerely,
Dr. Lisa Lewin and Dr. Patrick O'Brien
Societal Impact Committee.*

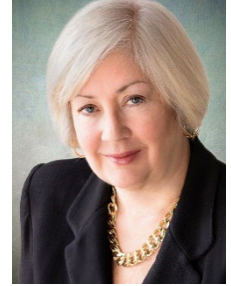
Celebrations

- On Monday October 24 and Tuesday 25, **Dr. Shalei Simms** and **Dr. Roger Mayer** attended the AACSB conference, ***Societal Impact Conference: Leaders Accelerating Change***. The attendees were passionate and influential corporate executives, social entrepreneurs, thought leaders, and change makers representing business, nonprofit, business schools, and government coming together for one purpose: to build a new generation of societal impact leaders who can drive positive change and create the partnerships needed to mobilize the best ideas, plans, and resources for action and impact.



Announcements

- On **Wednesday November 2**, **Ms. Elizabeth Hill**, the **Nassau County Deputy Comptroller**, will have a conversation with SOB Finance students. Ms. Hill is an experienced Chief Executive Officer and Senior Manager with a demonstrated history of working in the financial services industry. She possesses strong business development professional skilled in Securities, Financial Analysis, Risk Management, Derivatives, and Structured Finance.



- The [SUNY Digital Learning Conference](https://sunycpd.eventsair.com/sdlc22/reghotel) will be held at SUNY Oneonta **November 4-5, 2022**. This year, the theme of the conference will be “Open and Public: Using digital tools to transform learning and foster community engagement.” SUNY Oneonta sponsors this conference with a leadership committee assembled from across SUNY. Registration for the SUNY Digital Learning Conference at Oneonta is open until **Friday October 28**.
<https://sunycpd.eventsair.com/sdlc22/reghotel>.

Open and Public:
Using Digital Tools to Transform Learning
& Foster Community Engagement



- 15th Anniversary of National Distance Learning Week (NDLW)**. SUNY Online is pleased to host and showcase several diverse presentations from our SUNY campuses in celebration of the **NDLW**, during **November 7-11, 2022**. The free, virtual webinars are designed to generate greater awareness and appreciation for distance learning, discuss current issues and emerging trends, highlight best practices, and recognize leaders in the field, all in support of this year’s theme: **leadership across all aspects of distance learning**. For a complete schedule of sessions, detailed descriptions on each webinar and to register, please visit <https://bit.ly/SUNYNDLW2022>. Explore the [USDLA NDLW website](https://www.usdla.org/) for other terrific learning engagements from institutions and organizations around the globe.

“National Distance Learning Week”
(NDLW) – 15th Anniversary Edition



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