



**DARE TO DO
BUSINESS
DIFFERENTLY.**



Leeds School of Business
UNIVERSITY OF COLORADO **BOULDER**

Certificate in Corporate Social Responsibility

Offered by the Center for Education on Social Responsibility at the Leeds School of Business at the University of Colorado Boulder in partnership with B:CIVIC



More and more businesses are joining the movement of conscious capitalism. Companies are choosing to evaluate their success on the “triple bottom line” – their impact on people and the planet, as well as making a profit. In addition, corporations face ever-increasing expectations from consumers, shareholders and society to be more socially responsible. As a result, people leading corporate social responsibility (CSR) efforts within their companies are looking for ways to learn practical, applicable best practices that can help deliver maximum value back to their companies and the communities they serve.

Corporate Social Responsibility (CSR) as your career path

The [Center for Education on Social Responsibility](#) has developed a Certificate in CSR (CCSR) program for people seeking to further themselves and their companies in the practice of socially responsible business. We are proud to partner with [B:CIVIC](#), a Colorado-based nonprofit of professionals, business leaders and for-profit companies focused on CSR and civic philanthropy.

The CCSR program addresses the evolving needs of CSR practitioners, regardless of role or title. Whether you are an experienced CSR professional, just starting out on your CSR career or wanting to make a career change, this program provides an opportunity to further your knowledge, ideas and network.

CCSR program structure, learning environment and core topics

The CCSR course is collaborative, interpersonal and experiential, with dialogue-based learning involving cohort members and subject matter experts. Through knowledgeable instructors and guest speakers, you’ll get practical, applicable best practices that can help you deliver maximum value back to your company, organization and the communities you serve.

In the course you will:

- Learn practical applications and create a “toolbox” of resources
- Hear from local, regional and global experts that will spark ideas and insights
- Expand your community of peers, making valuable professional connections
- Study with CESR, the regional University leader in CSR education, programs and research

The program's core topics include:

- Business purpose in society
- Historical and current perspectives
- Systemic change through collaborative partnerships
- Strategic alignment with business purpose
- Employee giving and engagement programs
- Change management
- Corporate philanthropy and partnerships
- Environmental sustainability
- Reporting and stakeholder relations
- Measurement and metrics
- Marketing strategy, messaging and storytelling
- Governance, human resources and culture

Fall 2018 program details

Certificate – Upon completion of the program, students receive a non-credit, professional Certificate in Corporate Social Responsibility from the Center for Education on Social Responsibility (CESR) of the University of Colorado, Leeds School of Business.

Schedule – The course will comprise approximately 40 hours of in-person, interactive class time. Classes will be held on one night a week from late August to mid-December. Attendance at 11 out of 14 sessions is required. Accommodations for infrequent, active remote participation are acceptable.

Location – CU Boulder Leeds School of Business.

Students – A cohort of 12-20 business professionals will be accepted. Participants include, but are not limited to: VPs/directors/managers of CSR, community relations, sustainability and communications; small business owners/partners/senior management; and consultants/agencies.

Instructors – The curriculum is developed and delivered by [Geri Mitchell-Brown](#), CESR faculty and CSR professional.

Format – The course will be collaborative and experiential, with dialogue-based learning involving the instructors, cohort members and CSR experts.

Tuition – Tuition is \$2,250. Employees of B:CIVIC member companies at the time of application receive a \$500 discount.

Apply – Visit cesr.colorado.edu/ccsr to complete the application. Prospective students will interview with the instructor prior to being accepted into the program. If you have any questions, please contact Geri.Mitchell-Brown@colorado.edu.

Testimonials from CCSR graduates

"The CCSR course provided an immense amount of meaningful, insightful and practical application of information across the key areas of Corporate Social Responsibility to directly apply to my professional role. Each weekly topic was hugely beneficial and extremely relevant in furthering my understanding of implementing a successful CSR program. The course exceeded my expectations on the expertise of guest presenters, faculty support and knowledge, and resources that were provided. The cohort of student participants was a wonderful range of backgrounds and experiences that always made for extremely enlightening and engaging conversations." – Fall 2017, Angie Vermillion, Curator of Community Engagement, Unself

"I truly loved participating in the CCSR course. My CSR role at Justin's is a newly developed one, so this course was dually beneficial on a personal and company level. Geri was a great facilitator, not only providing engaging speakers and content, but linking me to other classmates whose companies and careers overlap with my own. We received a well-rounded idea of what CSR was, and were provided tools and a developed network with which to achieve our respective goals. Before the class was halfway through, I was using the tools from it to develop innovative CSR initiatives for my company. All in all, it was a great success!" – Fall 2017, Alyssa Harding, External Relations Manager, Justin's Nut Butter

"I've come away with priceless insights into how I can enact CSR initiatives into my own professional development and to further engage the mission-driven business I work for. I'm coming out of the CCSR course with connections to industry professionals, my classmates, and a host of tools that will continue to empower and inform my future efforts. I highly recommend the program!" – Fall 2017, Cat Zimmer, Training and Development Specialist, Organic India

"The CSR Certification course instruction, content and speakers were superb. The framework of the class addressed the various components of this rapidly developing field and coupled this with relevant speakers from major industry players. This approach provided for an immersive look at the practical challenges of CSR and how it is applied in real world scenarios." – Fall 2017, Corey Hollister, Co-founder American Cannabis Company

"Business IS personal, and this class proved why from every level – from an individual's connectivity to the work they do, to the bottom line profit for the entire company. We have seen the demand for more holistic companies rising, and this class help set the stage." – Spring 2017, Laura Isanuk, Investment Advisor Representative, First Affirmative Financial Network

"CCSR was a very beneficial program and dedicated cohort of professionals. I learned concrete ways to continue to elevate the practice of CSR by customizing nonprofit and corporate partnerships for the mutual benefit of the company, nonprofit and greater community." – Spring 2017, Ashly Ligouri, Director of Corporate Partnerships, Big Brothers Big Sisters of Colorado

"The CCSR program was highly engaging – no two sessions were alike as we were exposed to a steady stream of guest speakers, each knowledgeable on specific aspects of corporate social responsibility. The broad range of topics, and the strong connections, made for an impactful introduction to the field." – Spring 2017, Jennifer Forman, eTown, Vice President of Resource Development & Marketing

"The CCSR course was incredibly valuable. In my role, it's important to have a strong historical view of CSR and stay educated on the current viewpoints and innovation on these topics. The CCSR course

instructors (David Payne and Geri Mitchell-Brown) do a great job of providing content that achieves both of these elements. They teach the historical and theoretical concepts of CSR while also discussing the practical applications in today's society. The course is presented through multiple types of activities as well as external speakers that are highly regarded professionals in the CSR field. It's because of this multi-faceted approach and the engaging way the content is delivered that I would recommend this course to anyone interested in expanding their knowledge and skills related to CSR." – Fall 2016, Jessica Sibila, Sr. Manager, Community Engagement and Corporate Giving, DanoneWave

"The Certificate in Corporate Social Responsibility program was an exceptional experience - the instructors were top notch, the material was informative and relevant, and I had the opportunity to form meaningful relationships with my fellow students. I would highly recommend the program to anyone passionate about CSR and mission-driven business." – Fall 2016, Brian Lichtenheld, Director of Accountability/Giving at Help2heal

"We learned how CSR embodies employee engagement, ethics and compliance, as well as how sustainability goals are implemented. I'm interested in CSR as an economic development tool and it's been great for me to combine my class knowledge with the real-life experiences of my classmates working in the field." – Fall 2016, Robin Fleischmann, Redevelopment Specialist, City of Golden Downtown Development Authority

"If you've been trying to find the perfect professional development course on Corporate Social Responsibility, look no further. CU Boulder's CCSR class gives you relevant readings, tools, benchmark studies, and worksheets to use in your current (or future) position. And with smart, experienced instructors who keep you on task but still allow for collaboration and sharing, you'll get the best of the professional-meets-academia worlds." – Fall 2016, Lora Ledermann, Founder of Scream Agency

"The CSR Certification course is perfect for professionals already in the field of CSR and for anyone that may be making a career shift. The course outline and material are relevant and thoughtfully selected, the professors and guest speakers are exceptional, and the network that we are developing will be invaluable." – Fall 2016, Karen Spencer, Senior Channel & Field Marketing Manager, Ciena

"Geri and David have helped me to expand my vision for what CSR entails and realize the importance in this global climate to nurture the internal and external cultures associated with our teams. They have helped me to rethink relationship challenges and see differences as opportunities. My fellow students have added a new layer of optimism to my outlook with their passion and commitment to implementing positive change. I feel a renewed sense of purpose in the work that I have been doing for Odell Brewing Company for the past 10 years." – Fall 2016, Karla Baise, Community Outreach Coordinator, Odell Brewing Company

"I highly recommend this engaging program to CSR professionals and those interested in the field. The content is of a high caliber and encompasses a breadth of CSR-related topics. The instructors are very knowledgeable, approachable, and excel at facilitating. The program includes excellent professional tools, resources, and guest speakers." – Fall 2016, Sarae Kurth, Community Relations Coordinator, Denver Community Credit Union