



**COB'S
ELEVATE
PORTLAND
INITIATIVE**



BROWN-FORMAN



Volunteers of America®



As businesses engage in more CSR, we must teach our students these business practices.



We partnered with Lemonade Day to teach students at Portland Elementary entrepreneurial skills.



The College of Business received campus-wide recognition and made the front page of the CJ.



We relied of folks from across campus to make this event a success.



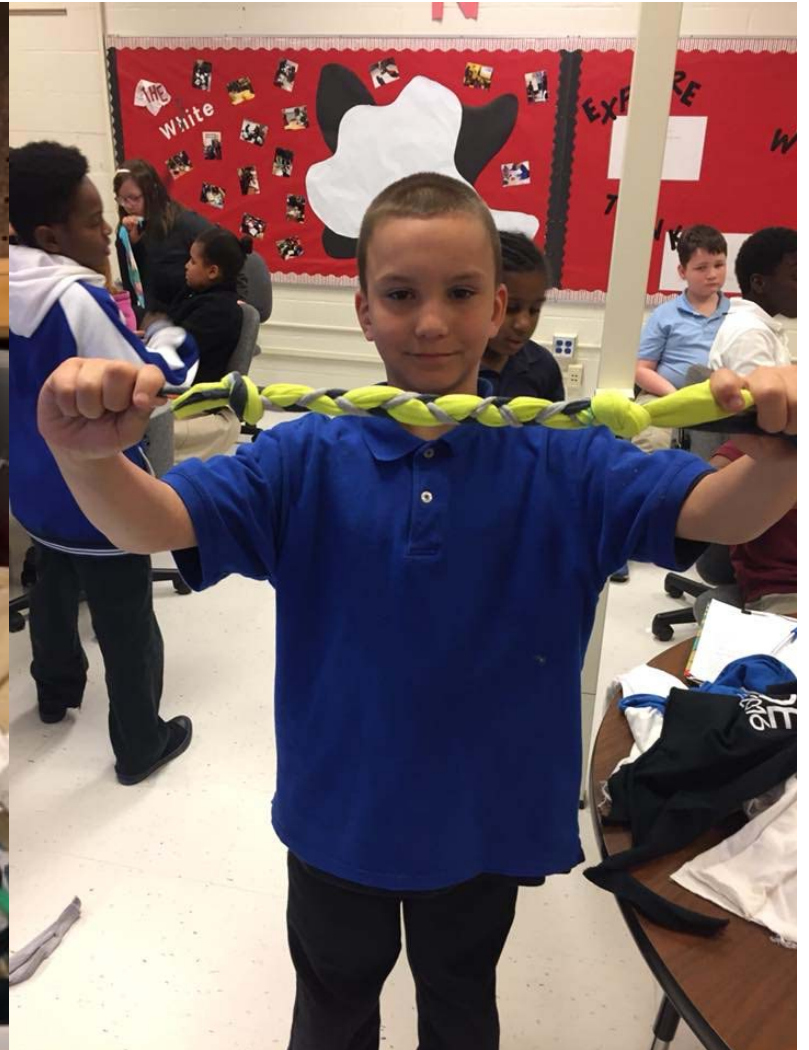
Students planned a Career Day to practice Project Management skills.



The event inspired kiddos to think about a whole range of careers (possibly in business).



A component of CSR is sustainability so we partnered with Portland Elementary for Earth Day.



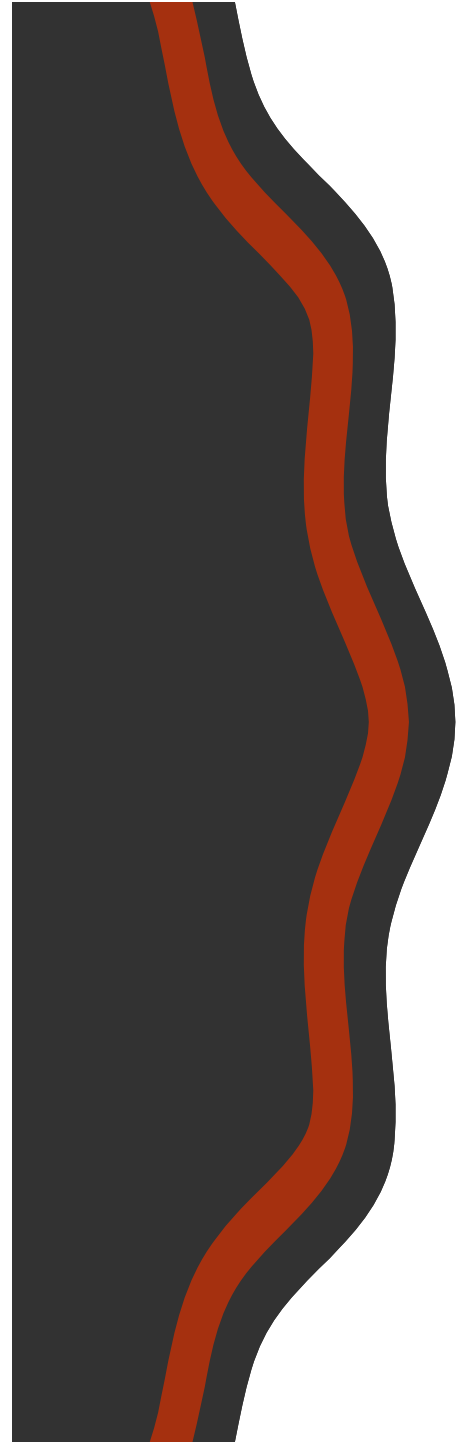
Portland Elementary students also learned the power of giving back.



Hands on experience helps students connect what they are learning in the classroom with practice.

Moving Forward:

- Identify courses in the College of Business that already have or could benefit from Community-Based Learning
- Create a certificate at the undergraduate and graduate levels in Social Enterprise
- Establish a Net Impact Chapter
- Acknowledge participation in Community-Based Learning as part of our annual review process



Q & A