<u>Transcript from the February 10, 2012 UNC's Kenan-Flagler Business School</u>

Sustainable Enterprise Enrichment Concentration Chat

*Please note that due to technical problems following the chat, we were unfortunately unable to retrieve the beginning portion of the chat transcript for editing and posting. We have tried our best to edit the transcript as best as possible given the portions we could retrieve. Participating on the chat were: Rawlins Parker, 2nd Year Student and President of the Net Impact Club, Maura Farver and Blakely Blackford, who are dual degree students with Kenan-Flagler and Duke's Nicholas School of the Environment (MEM/MBA), fellows with the Center for Sustainable Enterprise, and Net Impact Liaisons, Carol Seagle, Director of Research for the Center of Sustainable Enterprise and Assistant Professor of Strategy and Entrepreneurship, and Julie Wiley, Assistant Director of MBA Admissions.

(this chat transcript picks up about 5 minutes into the chat....)

MBAAdmissionsJulieWiley: Hello Dhruv, thank you for joining us today!

Aja: Greetings everyone. I am interested in pursuing a dual MBA/Masters in Urban Planning. Can you share any examples of CSE collaborating with cities or regions to advance sustainable infrastructure development or investments...perhaps with transit agencies or the like?

Imran: @Aja I've got the same interests as you. I'll be at KF next year, maybe we can get together and chat sometime

Aja: @Imran- That would be great!

Blakely Blackford: @Aja. Hi Aja, No one in this group is doing that joint degree, but I am working on a joint degree in Environmental Management with Duke's Nicholas School of the Environment. I know that there are great internships/collaborations through the school of urban planning, as well as through the real estate division of KFBS.

Aja: Thank you, Blakely.

Blakely Blackford: @Aja: also, I can connect you with a guy who is doing the joint urban planning degree. his name is rory, and he is taking a class at the b-school right now on new urbanism and sustainable development.

Blakely Blackford: my e-mail is Blakely_Blackford@unc.edu if you'd like to follow up.

Aja: @Blakely: Excellent. I will shoot you an email. Is there an underscore between your first and last name of your email address?

chancharas: @Julie I mean Does CSE have plan to do research with poor people in South East Asian people to help them more understand about microfinancing and entrepreneurial education? If CSE has already planed in this area, I would like to know when?

MBAAdmissionsJulieWiley: Carol, can you take Chancharas's question? I am not sure of CSE's plans and need to defer to Carol's expertise.

Ankit Mahajan: Hello Rawlins. I specifically wanted to ask about certain hands on projects that current students are working on as part of Sustainable Enterprise Concentration?

Steven Looi: @JayeLin Also interested in your question..

Ellen Kane: @Steven @JayeLin also interested in this!

Rawlins Parker_Net Impact Club President: @JayeLin: We have many opportunities that support social e-shipers, such as a Lauching the Venture year-long course for budding entrepreneurs.

JayeLin Broussard: @Rawlins Parker - Thank you!

Rawlins Parker_Net Impact Club President: @Torin: B Lab, the organization that is spearheading the Benefit Corporation legislation, actually recruits on-campus for both internship and full time positions. I actually interned there last summer and it was a great experience.

Torin Martinez: Thank you Rawlings. B Lab sounds stimulating! Can you elaborate on this club? It sounds like something I would want to join.

Chad Deweese: @Torin Definitely interested in your question

Rawlins Parker_Net Impact Club President: @Torin: B Lab is an organization at which I interned last summer (www.bcorporation.net).

Jesse Colman: Rawlins--do you know of connections that net impact or k-f have with energy firms' or electric utilities' sustainability divisions?

Maura: @Jesse -- I'm one of the VPs with the Energy Club and I would say our alumni and recruiting connections in that sector are pretty strong.

Maura: Energy Club is currently planning a career trek to DC and we set up student/alumni mentorships for those that are interested

Professor Carol Seagle: (responding to a question about what courses she teaches): In my Environmental Strategy class, we talk about strategies companies use to "manage the downside" e.g., reduce costs, reduce pollution, minimize waste, manage risk; and to "build the upside" expand market share, innovate, etc.

Professor Carol Seagle: Regarding the social side of sustainability...we definitely focus on issues such as ethics, transparency, fair labor issues, economic development, base of the pyramid solutions, ...the list goes on.

Joanna Furgiuele: Thanks Professor! That sound incredibly interesting and a great way to get a broad perspective of how sustainability is applied in multiple sectors. I am very interested in learning more about how to balance "managing the downside and upside."

Ellen Kane: Great to hear Professor Seagle! Thank you

Maura: @Steven – (responding to Steven's question about doing a dual degree at the Nicholas School at Duke): I did my first year (last year) at the Nicholas School at Duke. This year is all UNC and next year (my third year) will essentially be one semester at each school.

Steven Looi: @Maura: Was it what you expected? Worth the extra year?

Jesse Colman: @Steven, re nicholas extra year: I am currently a Nicholas student, applying for the dual degree program. The depth of energy and environmental coursework here is very impressive. From energy exploration to renewable technologies to electricity markets...

Steven Looi: @Jesse what about sustainable systems?

Maura: @Steven - Duke offers LCA, K-F offers more sustainable operations or "systems thinking for sustainability" if that's what you mean

Steven Looi: @Maura Yes. thanks!

Ellen Kane: @Maura - I've considered the dual degree but have not yet applied to Nicholas School. I know it's recommended to do your Nicholas School year first, but do you think it's a big loss to go the other way?

Joanna Furgiuele: @Jesse and @ Maura- Is it ever possible to start with the MBA program and then add the MEM?

Maura: Joanna - yes it is possible, most people opt to go the other way though.

Joanna Furgiuele: Thanks Maura!

Michelle Robinson: Can a first year student participate in a yearlong fellowship with industries like NOAA or NIH? or are we limited to summer internships

hetanthapar: Hello all...I have been working with the airline industry for the past 5 years in various roles. One of which has been facilitating carbon compliance in wake of EU's decision of including aviation in ETS. I intend to provide sustainable consulting to TTL sector...with a focus on carbon. Does UNC offer something in carbon economics?

Sandeep Gulati: Hi this is Sandeep from Boston. I am an Environmental Engineer and interested in Consulting and Sustainable Enterprise. Are there any specific courses which combine these 2 areas, as I understand all industries are interested in Sustainability in all phases.

Marcos Morand (BR): RAWLINS> What kind of companies and organizations recruit (on campus) students within the CSE concentration? Could you give examples? What about World Bank / IFC / UN?

Rawlins Parker_Net Impact Club President: @Marcos: Some examples of companies that recruit on campus and have hired recent grads are: B Lab, iContact, Burts Bees, Duke Energy, CH2MHill Consulting, Self-Help, EDF Climate Corps

chancharas: @Professor Carol Can you explain the detail in course of strategies in Sustainable Enterprise?

Professor Carol Seagle: @Chancharas...i wrote a bit about my class earlier in the chat.

chancharas 2: @ Professor Seagle and Julie Thank you so much

fansu: Thanks Julie. Could I apply for the summer session courses in KFBS for students who do not have strong analytic background to apply for before august classes?

MBAAdmissionsJulieWiley: Fansu, definitely. We highly recommend the Analytical Skills Workshop courses for our accepted students. If you are accepted, you will find the information for "ASW" in your accepted student's binder.

fansu: Thanks Julie! That would be greatly helpful to me!

Vivek: Hi, I am Vivek from Bangalore, India. How are the typical SE classes taught? Does KFBS use case-method to teach SE classes? Are projects with real-life applications part of such courses?

Blakely Blackford: @Vivek: many of the classes use case studies.

Blakely Blackford: @Vivek: you also have the opportunity to work with businesses/groups in the field.

Vivek: @Blakely Blackford... Thank you for your response.

Professor Carol Seagle: @Vivek...like most classes at Kenan-Flagler, sustainability courses use a variety of teaching methods...the case method is a large part of our approach, sometimes we lecture, other times there are guest speakers or in-class activities.

Vivek: @Professor Seagle... Thank you

Professor Carol Seagle: Professors Jim Johnson and Lisa Jones Christensen are internationally known experts in the field of social entrepreneurship.

Satoshi Ohashi: What is the most important thing in order to create "sustainability" for enterprises?

Hee-Won: What types of sustainability-oriented opportunities have current students found in the health care/products sector? I understand firms like Johnson and Johnson and Burt's Bees have initiatives and recruit at Kenan-Flagler?

Dhruv Varma: @Rawlins: Could you share a little about the various opportunities for students to work with the CSE apart from the four CSE fellows?

Rawlins Parker_Net Impact Club President: @Dhruv: the CSE is an integral part of the Sustainability experience here at KFBS. Besides the CSE Fellow opportunity, they offer Career Coaches with sustainability professionals and partner with us on many events and speaker throughout the year.

Dhruv Varma: Thanks Rawlins great to know that

Michelle Robinson: @Professor Carol have you collaborated with students participating in fellowships?

Christina Smith: Another quick question: How often does Dr. McElhaney come speak to students at K-F? I've read her book 'Just Good Business' and would love to have the opportunity to see her speak.

Maura: @Christina - she is an adjunct faculty member and often teaches 2 mods a year

Christina Smith: @Maura - Great. I was wondering how often she would come to NC (since her base is in CA). Thanks!

Steven Looi: @Julie International Applicant from Canada here.. what would you tell me and other int'l applicants submitting in round 4? I know it isnt ideal:/

MBAAdmissionsJulieWiley: Steven, we always accept applicants, international applicants included, in Round 4. Stay optimistic!

Steven Looi: @Julie Thanks! I really want to attend this fall but was worried I should wait til next years apps.. Thanks again!

MBAAdmissionsJulieWiley: Steven, you should apply when you feel you can present your best application.

Steven Looi: @Julie, gotcha. I feel my application now vs later would be of the same strength - was worried if 4th round app would be held against me. Thanks!

MBAAdmissionsJulieWiley: Steven, definitely not. The only drawback to Deadline 4 is that sometimes there are less spots to offer as the class begins to fill by then.

Steven Looi: @Julie Thanks! Applying in March;)

Doug Gardner: Prof. Seagle - does the CSE work with other campuses / programs outside of the Research Triangle area?

Professor Carol Seagle: @Doug Gardner, CSE collaborates broadly. For example, Lisa Jones Christensen does a lot of work in Africa.

Tatyana ochilo: hello all, I have noticed that sustainable business is classified as an enrichment concentration and not a career concentration, can you explain the difference?

Akshay Gavai: Yes I had the same question. What is the difference between career concentration and enrichment concentration

Blakely Blackford: @ Tatyana: it is an enrichment concentration, in that you can connect it to any of the concentrations at KFBS. But you do not need to declare a concentration at all, so you can choose to focus on sustainability without connecting it to a particular concentration.

Tatyana ochilo: ok thanks!

Blakely Blackford: @Tatyana: along those lines, I have chosen to focus on operations and supply chain management, but through the lens of sustainability.

Steve Wescott: @Students - What has been your best experience at UNC?

Maura: Someone asked about our best experiences at b-school -- I just competed in the Renewable Energy Case Competition which was a fantastic experience. I also really loved the Careers in Sustainability Forum that Net Impact hosts every fall and I just took a fantastic new class here called Energy Project Finance.

Steve Wescott: Thanks Maura - that was me :)

chancharas 2: @Vivek I read some research about BOP protocol in Bangalore, India. Could you please share your idea how is it going? is it useful to follow the second generation of BOP protocol?

Ellen Kane: @Rawlins - Obviously there is a lot of opportunity for students from CSE to find relevant jobs in NY/SF post MBA, but I'm in NY now and interested in being back in the Southeast - know of anyone doing much of that?

Rawlins Parker_Net Impact Club President: @Ellen: Yes, there are a lot of opportunities in NY/DC/SF, but there are also many opportunities here in the South. I am also planning to stay in the area after graduation. The Triangle here in NC is a hotbed for sustainability and there are many local companies that recruit for full-time positions. Also, Atlanta and Charlotte have a large representation of alumni with which to connect.

Ellen Kane: Thanks Rawlins! very good to hear

Chad Deweese: Do you have any recommendations for someone coming in with a strong financial and analytical background but little exposure to sustainable enterprise methods? I know ASW's help bridge the financial gap, would I need to do outside preparation to be ready for the SE coursework?

Maura: @Chad - I think there are many career changers here so you would not be at a disadvantage. I would recommend trying to take as many sustainability classes as possible if that is what you really want, though.

Maura: You wouldn't need to take any pre-courses though

Chad Deweese: @Maura - Thank you!

Tatyana ochilo: Are the global projects aimed at all toward developing countries?

Blakely Blackford: @Tatyana: yes, there are global projects that focus on developing countries, on on sustainability in particular. Plus, you could pitch a project if you had something in mind.

Tatyana ochilo: Great!

Dhruv Varma: does the energy club or any other club take up energy audit or carbon footprint calculation projects of the university itself?

Professor Carol Seagle: @Dhruv, UNC is a national leader in greening. We've not only done footprinting but have ambitious goals to cut GHG emissions and get off carbon by 2020.

Professor Carol Seagle: @Dhruv Varma-We also have a student-run fund to support renewable energy projects

Dhruv Varma: @Professor Carol: That is truly brilliant! Very inspiring indeed!

Elizabeth McKenna Cozart: Rawlins, could we get some examples of local companies that recruit full-time? I'm in the triangle area and plan to stay for 3-5 years

Rawlins Parker_Net Impact Club President: @elizabeth: Burt's Bees, Self-Help, B Lab, iContact, Duke Energy, SJF Ventures

Elizabeth McKenna Cozart: thanks! always good to know

Michelle Robinson: Can a first year student participate in a yearlong fellowship with industries like NOAA or NIH? or are we limited to summer internships. Who would be the person I need to speak to for this information?

Maura: @Michelle - I don't know that you would have time to do a year-long fellowship but I don't know why it would be ruled out.

Rawlins Parker_Net Impact Club President: @Michelle: While I would advise against taking on anything else during your first semester, there are a number of students who pursue year-long fellowships or work outside of their summer internship. As long as you keep up with your work and complete the requirements for graduation, this experience is what you make it!

Michelle Robinson: Thanks Maura and Rawlings for responding

Doug Gardner: Julie: When do applicants for round 2 typically begin to hear back?

MBAAdmissionsJulieWiley: Round 2 just got their decisions.

Doug Gardner: Julie: I was confused, the application I was referring to was the 1/4/2012 deadline, which I understand is technically round 3. Decisions are out by 3/29, correct?

MBAAdmissionsJulieWiley: Doug, March 19th is the Decision Release Date for Round 3 Applicants

Doug Gardner: Great thanks!

Rupen Gala: Does this concentration assist in working with Governments on a global level?

Steven Looi: How easy is it to start a club?

Blakely Blackford: @steven looi: it is very easy to start a club. But there are also many existing clubs that might interest you.

MBAAdmissionsJulieWiley: Steven, we do encourage students to work with the MBA Program Office to start clubs - it is encouraged!

Steven Looi: @Julie/Blake thanks! Was looking at the clubs and would love to start a 'Sustainable Cafeteria/Dining Club'... didn't see any matches but I'm sure plenty of potential partner clubs.. correct me if i'm wrong? Any suggestions..?

MBAAdmissionsJulieWiley: Steven, I'm not aware of anything like that. I've heard some interesting ideas from applicants this year.

Professor Carol Seagle: @Steven, UNC just opened a 'sustainable" cafe on main campus since food and sustainability issues are so important across the whole university.

Steven Looi: @Julie/Prof Seagle: Thanks. Very cool about the cafe! Just one though right? Maybe my club can take up the banner;)

fansu: Professor Seagle, i have been working in the private education company in China for 7 years. Does SE courses provide insight about impact of education field?

Rawlins Parker_Net Impact Club President: @Fansu: Our SE courses offer a wide variety of topics, including education. Specifically, our Social Entrepreneurship class and Professor James Johnson runs a charter school in Durham.

fansu: Thanks Rawlins!

Joanna Furgiuele: @Rawlins- do you know of any examples of students who have worked with nonprofit organizations?

Rawlins Parker_Net Impact Club President: @ Joanna: Yes, we have a recent alumna at the Walton Family Foundation.

Joanna Furgiuele: Thanks Rawlins!

Ankit Mahajan: @ Professor Carol: My question is about the sustainability immersion course that is offered at UNC. What sort of projects one gets to work in the course?

Tatyana ochilo: Can you say what makes sustainability at UNC different/unique from other institutions?

Professor Carol Seagle: @Tatyana - Kenan-Flagler is special because of our breadth and depth of course offerings, long history of education in sustainability, and the wide variety of companies we have relationships with

Tatyana ochilo: Thank you!

Maura: I have to run, thank you all for your questions!

Rupen Gala: Rawlins/Julie/Carol - Can you brief how do you support social entrepreneurs?

MBAAdmissionsJulieWiley: Rupen, we do have the BASE program (Business Accelerator for Sustainable Entrepreneurship): http://www.kenan-flagler.unc.edu/sustainable-enterprise/sustainability-in-practice/base/partners.aspx

Rupen Gala 2: Thanks Julie. The information will be very helpful.

MBAAdmissionsJulieWiley: Rupen, you're welcome.

Elizabeth McKenna Cozart: Can someone talk about how Corporate Social Responsibility (CSR) fits in with the SE concentration?

Rawlins Parker_Net Impact Club President: @elizabeth: We have a CSR course that is taught twice a year - it is also a topic broached in many other classes (even ones that aren't specifically SE!) as it is a relevant topic to today's business world. KFBS works to incorporate sustainability into as many classes as possible.

Elizabeth McKenna Cozart: thanks!

Professor Carol Seagle: @elizabeth, I'd also add that CSR and sustainability are in many ways interchangeable terms. Some MBA programs use the CSR name, we tend to use "sustainability" as the broader umbrella term.

Elizabeth McKenna Cozart: @Prof Seagle- that's what I thought, but I wanted to clarify. Thanks for the info!

Jesse Colman: @Prof Seagle--do you see many MBAs looking for work with regulatory bodies? Or someone like EPA looking for MBAs?

Professor Carol Seagle: @Jesse, I used to work at EPA myself. I'm not directly into our career management center so don't know how many alumni we have working in the public sector, but I think MBA skills are a great value add for organizations like EPA.

Jesse Colman: Thanks Prof Seagle

Fred: I'm wondering if I'm out of scope here and correct me if I'm wrong, but isn't Sustainable Enterprise just a band-aid to a bigger problem which is demographic explosion? Industries wouldn't need to deplete resources if there weren't billions to feed in a single country for example. So my question would be if programs like yours would study this problem.

Professor Carol Seagle: @Fred, you're right that the growing population is a daunting challenge. I'd add climate change and water issues to the list, but I'd argue "band-aid" is too pessimistic. Incremental greening initiatives will not be enough, we need radical innovation, changes in business models, and new economic and cultural approaches. My hope is that a good education equips students to think critically about these issues.

Chad Deweese: @Rawlins - How difficult is it to become active and involved in the Net Impact club? What is the timeline for joining?

Rawlins Parker_Net Impact Club President: @Chad: It's not difficult at all! We have a kick-off meeting at the beginning of the year where everyone can sign up to be a member. We also have 10 liaison positions for 1st years that work directly with our 2nd year VPs. We'll have signup sheets at a number of different events at the beginning of the year.

Chad Deweese: Thanks Rawlins

Joanna Furgiuele: Thank you all very much! I have to get to work. Have a great day!

MBAAdmissionsJulieWiley: Thanks for joining us, Joanna!

Vivek: Thanks everyone!

Aja: Thanks everyone for the great questions and answers. Have a nice weekend.

Todd Mills: Very helpful! Thanks for the great questions everybody.

Kubiak: @ Rawlins, does Net Impact host any events over the ASW's?

Rawlins Parker_Net Impact Club President: @Dave: this past summer we hosted an ASW networking event with local professionals, students, and the CSE!

Dave Kubiak: @Rawlins, sounds great! A good opportunity to jump-start my time with NI.

Rohit: Hi Rawlins! What avenues are available to gain knowledge / experience in microcredit and / or microfinance?

Rawlins Parker_Net Impact Club President: @Rohit: We have a group of students very interested in microcredit/microfinance. Lisa Jones Christensen, a professor here, is also very involved in the field.

Marcos Morand (BR): PROF SEAGLE >> Is there STAR and International STAR projects in the CSE field?

Dhruv Varma: @Rawlins: is the team for the SVCIC selected from SE students only or is it open to all MBA students? do first years also take active part?

Tatyana ochilo: Do you find that many business are more willing to invest in sustainability? Also what are some of the strategies do you use to garner their support?

Mirembe Francis: @ Hi Blakely, how likely is it that a sustainable project that you have in mind will be able to be launched? Also i am interested in the entrepreneurial program and the sustainable enterprise program. Is there a way a student can combine courses from both of these concentrations?

Steven Looi: @Mirembe Also interested in this answer...

Blakely Blackford: @mirembe: the sust enterprise program and the entrepreneurship concentration go well together. You can focus on both, and there are many courses that combine the two. You can work with launch the venture, a very cool program here where you receive class credit to develop a venture with a group of students.

Blakely Blackford: many of those ventures are focused on sustainable enterprise. i can put you in touch with someone who is working on one this semester.

Steven Looi: @blakely re SE and E-ship, that's very cool! Something I would be hugely interested in.

Mirembe Francis: Me too Steven Looi those two sound like an exciting combo! Thank you Blakely

Dave Kubiak: @Rawlins, how competitive are the 1st year liaison positions? How many applicants submit/position?

JayeLin Broussard: If there is a professor who is in a particular field that you're interested in, is it possible to do research projects with him/her? Does it just depend on the professor? I'm interested in working with Prof. James Johnson on urban education. Any thoughts?

Professor Carol Seagle: @JayeLin, many professors have research projects, so when you're here I'd recommend reaching out to individual professors

JayeLin Broussard: Thanks Professor Seagle.

chancharas 2: Thank you Francis and Blakely

Rupen Gala 2: Julie, also does this concentration assist in working with Governments?

MBAAdmissionsJulieWiley: Rupen, this might need to be a question directed to Carol. My understanding is that you might have this type of experience through CSE Consulting.

Rawlins Parker_Net Impact Club President: Sorry we didn't have time to get to everyone's questions! Thank you all for participating in this chat session. We hope it was helpful. We will post a transcript of this chat for you to access at a later time. Best of luck with the admissions process.

JayeLin Broussard: Also, I'd like to know more about the Dual Degree program with the Sanford School of Public Policy at Duke. I know that a prospective student needs to be accepted into Kenan-Flagler and Sanford, but can a student who is in their first year at Kenan-Flagler apply to Sanford for their 2nd year?

MBAAdmissionsJulieWiley: Jayelin, yes you can do that. We have students already at Duke apply to our program.

Elizabeth McKenna Cozart: Thanks to all the hosts!

Steven Looi: Cheers to all the hosts! Thanks!

Akshay Gavai: Thank you for hosting this session

JayeLin Broussard: Thanks Julie!

Steven Looi: Great guestions and answers! Thanks all!

Bhavesh Gondha: thanks everyone

Ankit Mahajan: Thank you all for this informative session.

Yong Huang: Thanks to all the hosts, I learned many useful knowledge through this chat:)

Torin Martinez: Thank you all!

Dhruv Varma: Thank you for taking the time to answer our questions!:)

Krishna: Thank you all! This was very informative!

Christina Smith: Thank you so much for hosting!

Michelle Robinson: Thanks

Chad Deweese: Thank you!

fansu: Thanks Julie! Thanks Prof Seagle! Thanks Rawlins!

Dhruv Varma: Thanks everyone for asking some really interesting questions, this was indeed very

informative.

Rahul Kripalani: Thank you!

Rupen Gala 2: Thanks Julie and everyone else. Got a lot to know and was very interesting as well. All

the best!

fansu: Thanks every one for this informative chatting!

chancharas 2: Thank you for all questions and answers. I am really happy to know many people are

interested in NET IMPACT :)))))))))

JayeLin Broussard: Thanks everyone! Enjoy the rest of your day!

Paul: @Dhruv: Thanks for your valuable inputs and truly inspiring questions.

MBAAdmissionsJulieWiley: Thanks for all your questions today! I look forward to reading your applications!!