

ASPEN UNDERGRADUATE CONSORTIUM

JUNE 16-18, 2019



Boston University Questrom School of Business



The Aspen Institute Business & Society Program and Boston University Questrom School of Business welcome you to the Aspen Undergraduate Consortium! Over the next two days, we aim to inspire you to innovate in the classroom by sharing practical, state-of-the-art approaches to blending the liberal arts and business. Our agenda will feature:

- **Deep dives into exemplary teaching**—At the heart of the convening, participants will examine (and experience) each other’s teaching—and workshop distinctive elements and themes. These sessions are designed to give participants new insights and actionable ideas for their own teaching.
- **Dialogues with the city, self, and colleagues**—To enliven the imagination of participants and maximize learning, our agenda will include a field trip, time for reflection, and time to connect with peers at a diverse group of undergraduate institutions.
- **An exploration of the notion of place**—As a touchstone throughout, we’ll challenge participants to consider how place matters in what and how we teach. How can we use place-based teaching to blend the liberal arts and business? How might we use place to draw connections between a student’s education and the wider world—and give students chances to practice engaging with others? What do we—and our students—need in order to create effective learning spaces? And what does place mean for us, as participants in the Consortium, and as a community of learners?

To welcome you to this space, and inspire our conversations, we offer the following readings.

If you read only two, please read:

- [“From Safe Spaces to Brave Spaces”](#) as well as [“Why Your Brave Space Sucks.”](#) These will be especially relevant to Session 5 on our agenda.

Additional thought-provoking reads, in attached PDF:

- [On place-based education](#). In the context of a special issue on environmental humanities, scholar Joseph D. Witt of Mississippi State University writes about place-based pedagogy and the American South. He reviews definitions of place-based pedagogy and reflects on the opportunities it offers.
- [On the promise of liberal learning, amidst rising inequality](#) – by scholar, author and advisor to our Consortium, Bill Sullivan.
- [“Redrawing the Map for Liberal Learning in Undergraduate Business Education.”](#) A Call for Papers for a forthcoming special issue of Humanistic Management Journal. Learn more at a special breakfast Tuesday AM.

.. and online:

- On [creative place-making](#). A primer from the National Endowment for the Arts.
- On growing mistrust of higher education and the [rise of the “Anti-College”](#).
- On curricular innovations that have emanated from our Consortium: [Charting a New Course for Next-Generation Business Leaders](#).

Agenda at-a-glance

Sunday, June 16th

- 2:00-6:00 PM Pre-convening (optional) visit to Babson College and Babson's [Weissman Foundry](#).
- 6:00-8:00 **Welcome Cocktails & Opening: What You Don't Know About Me**, Questrom School of Business, 595 Commonwealth Avenue

Monday, June 17th

- 8:00 AM Breakfast
- 8:25-9:15 **Welcome** (Plenary)
- 9:15-10:15 **Session 1 – Where Are You From?** (Plenary)
/: Dennis M. Hanno, President, Wheaton College
- 10:15-10:45 Break
- 10:45-12:00 **Session 2 – Teaching Immersions: How Would You Blend That?** (Breakouts)
- 12:00-1:00 Lunch & Remarks: **The Case for Space: Designing Learning-Centered Environments**
- 1:15-2:45 **Session 3 – Teaching Workshops: How Would You Teach That?** (Breakouts)
- 2:45-3:15 Break
- 3:15-5:30 **Session 4 – City Walk and GPS Exercise** (Small groups)
/: Paul Hutchinson, Senior Lecturer, Organizational Behavior, Boston University Questrom School of Business
- 5:45-7:00 Cocktail Reception, Boston University Castle, 225 Bay State Road, Boston

Tuesday, June 18th

- 7:30 AM Special Breakfast on Special Issue: "Redrawing the Map for Liberal Learning ..." (Optional)
- 8:00 Breakfast
- 8:30-9:45 **Session 5 – Building Inclusive Places through Brave Engagement** (Plenary)
/: Katie Lampley, Executive Director, Office of Diversity & Inclusion, Bentley University
- 9:45-10:15 Break
- 10:15-11:30 **Session 6 – Teaching Workshops: Community Engagement (...or, How Would You Practice That?)** (Breakouts)
- 11:45-12:45 **Session 7 – Finding Place and Space** (Breakouts)
- 1:00-2:00 Lunch in Teams (*please sit with your school-based team*)
- 2:00-3:00 **Session 8 – Branding the Blending of Liberal Arts and Business** (Plenary)
:/ Susan Fournier, Allen Questrom Professor and Dean, Boston University Questrom School of Business, interviewed by Lynn Wooten, David J. Nolan Dean, Charles H. Dyson School of Applied Economics and Management, Cornell University
- 3:00-7:00 Post-convening (optional) visit to Boston Harbor's [Peddocks Island](#) -- featuring UMass-Boston's collaboration with the City of Boston on climate resiliency.

Detailed Agenda

Sunday, June 16th

2:00-6:00 PM

(Meet in front of Questrom School of Business, 595 Commonwealth Avenue, Boston at 2PM).



Babson College invites you to visit their campus, and their Weissman Foundry—a brand new building (as of September 2018) with an open-door design studio and classroom all designed to inspire transdisciplinary, innovative collaboration. The space anchors the collaboration between Babson College, Olin College of Engineering, and Wellesley College—a collaboration we will be able to experience a bit as we visit. Participants will learn

about the space, the variety of experiments driven by student, faculty, staff, and industry collaborations between liberal arts, business and engineering as well as hear reflections on the first year of this experiment. A bus will bring participants from BU to Babson, leaving BU at 2:00 and returning in time for our opening reception at 6pm. [To manage bus capacity and food, please RSVP by visiting this link.](#)

6:00-8:00 PM

Welcome Cocktails & Opening (Atrium/Auditorium, Questrom School of Business, 595 Commonwealth Avenue, Boston)

What You Don't Know About Me

Charles Coe, Poet and Artist-in-Residence, City of Boston

Karin Goodfellow, Director of the Boston Art Commission + Boston Artists-in-Residence, Mayor's Office of Arts + Culture, City of Boston

Monday, June 17th

8:00 AM

Breakfast (Main Dining Room, 426-428)

8:25-9:15

Welcome (Main Dining Room, 426-428)

Judith F. Samuelson, Executive Director, Aspen Institute Business & Society Program

Claire Preisser, Advisor, Aspen Institute Business & Society Program

Rachel Reiser, Assistant Dean for Undergraduate Student Experience and Services, BU Questrom School of Business

Susan Fournier, Allen Questrom Professor and Dean, BU Questrom School of Business

9:15-10:15

Session 1 – Where Are You From? (Main Dining Room, 426-428)

Who we are as individuals and educators is affected by the journey that brought us to this moment, as well as where we are in this moment. Since the same is true for our students, we cannot ignore the impact of the places we've been and the the places we currently occupy on creating an engaged and connected learning community. Together, we will explore three key questions related to place:

- How can we understand and recognize the impact of the places we've been on how and what we teach?
- What do we need to know about the places our students have been to more fully engage them in the learning process? Given the constraints of the typical classroom environment, how can we really know this and capitalize on it? And
- How can we use this concept of place—where we are, where we've been and where we want to go—to create a stronger and more impactful learning environment for our students?

Dennis M. Hanno, President, Wheaton College

10:15-10:45 Break

10:45-12:00 **Session 2 –Teaching Immersions: How Would You Blend That?**

What is the place of liberal arts in business education? How does teaching about place offer the chance to blend the liberal arts and business?

/A: Shakespeare at Coker College (Room 418)

Under the Teagle Foundation’s Liberal Arts and the Professions Initiative, Coker College’s Liberal Arts and Business faculties are collaborating in paired courses that integrate and embed the liberal arts into undergraduate preparation, encouraging students to use liberal arts content to think through business theories, skills, and practices. Coker faculty will lead participants in an exercise that demonstrates how staging Shakespearean scenes can foster active listening, goal orientation, and other skills important in leadership.

Discussion Starters: **Rhonda Knight and Eric Litton**, Coker College

Discussant: **Rasmus Johnsen**, Copenhagen Business School

/B: Design Thinking at Franklin & Marshall College (Main Dining Room, 426-428)

Franklin & Marshall College’s Creativity, Innovation, and Design initiative brings the dynamic pragmatism of design thinking to the critical spirit of the liberal arts. Under this initiative, educators design team-taught cross-disciplinary courses aimed at addressing challenging problems. In this session, F&M faculty in the initiative will lead a design thinking exercise to inspire creativity in connecting business and the liberal arts.

Discussion Starters: **Kostis Kourelis, Nancy Kurland, Jeffrey Nesteruk, Kerry Sherin Wright, and Bryan Stinchfield**, Franklin & Marshall College

/C: Cross-College Challenge at Boston University: (Room 414)

Boston University’s Cross-College Challenge is a new signature, interdisciplinary, project-based learning experience. Open to undergraduates from all 10 schools and colleges, and co-taught by two faculty from different BU colleges and disciplines, this course provides students with the opportunity to experience and explore the impact of place through a client-driven team project. We will share some of the highlights of the pilot courses and projects for which place is a central theme. Through an interactive application exercise that blends the liberal arts and business, we explore some of the opportunities, challenges, and best practices that arise when team teaching a course with a faculty partner from a different academic discipline.

Discussion Starters: **Sandra Deacon Carr and Lynn O’Brein-Hallstein**, Boston University

12:00-1:00 Lunch

The Case for Space: Designing Learning-Centered Environments

Andrew Kim, Manager, Workplace Futures and Research Lead, Steelcase Education

Session 3 –Teaching Workshops: How Would You Teach That?

Leadership. Innovation. Sustainability. In preparing students for careers of contribution in business, we take on some lofty—and unwieldy—concepts. How can we use aspects of place to ground and enliven these big ideas? Each of these breakouts will open with a “live” example of classes that take on these questions. In the second half of each breakout, small groups will do backward course design to identify learning experiences, assessments, and outcomes for placed-based learning.

/A: Place & Leadership (Room 419)

In this session, the Ross School of Business at the University of Michigan and the Dyson School of Applied Economics and Management at Cornell University will share their experiences with designing place-based curriculum that integrates business education with the Liberal Arts. At Ross during two early classes, “Foundations in Learning Business” and “Businesses & Leaders,” students visit and engage with museum collections, including integrating Diego Rivera’s Detroit Industry Murals at the Detroit Institute of Arts into discussions of industrial change, history, art, and urban spaces to foster the critical analysis of complex business problems. At Dyson, their Grand Challenges curriculum is being designed around project-based learning with the southern-tier of New York as a setting for achieving the United Nations Sustainability Goals.

Discussion Starters: **Norm Bishara**, University of Michigan; **Lynn Wooten**, Cornell University

/B: Place, Culture & Innovation (Room 418)

In context of declining public trust in Silicon Valley’s tech industry, the Leavey School of Business at Santa Clara University will share stories of integrating two different disciplines—the discipline to make profits and the discipline to be human—and of co-teaching “Design Theory, Innovation, and Jesuit Principles” with a faculty member from Religious Studies. How might the school embed its motto, the Jesuit University in Silicon Valley, into classroom activities? Partnering with a Silicon Valley startup in East Africa, students are asked to explore a humanistic design that leverages new disruptive technologies in a way such that a dignified partnership between the startup and local stakeholders in East Africa could be developed.

Discussion Starter: **Long Le**, Santa Clara University

Facilitator: **William Sullivan**, New American College and Universities

/C: Place, Community & Sustainability (Room 414)

The Honey Bee Initiative at George Mason University promotes multi-disciplinary, experiential, and entrepreneurial approaches to honey bee sustainability. It offers opportunities for scientific research, innovative teaching, community outreach, and study abroad. This initiative started with 16 hives at GMU in 2013 and expanded to 600 hives today with an apiary on campus and several others around the Northern Virginia region. Additionally, it engages domestic and South American communities in sustainable beekeeping. In this session, faculty collaborating with HBI will discuss how they integrate this initiative into their teaching as a vivid example of promoting sustainability and community engagement.

Discussion Starters: **Anne Lauer and Shora Moteabbed**, George Mason University

Facilitator: **Julie Engerran**, Julie Engerran LLC

3:15-5:30 **Session 4 – City Walk and GPS Exercise** (Meet in main dining room to form small groups)

Since 2006, Boston University has been using GPS-based Urban Adventure programs to build teams and orient people to an urban landscape. Often described as the Amazing Race meets the DaVinci Code meets the Freedom Trail, this program is a central part of both the undergraduate and graduate experiences at the Questrom School of Business and has served tens of thousands of students in cities around the US and abroad. For this session, all you'll need is your cell phone, a sense of adventure, and your fellow Aspen Institute participants. Make sure to dress for the weather and to wear comfortable footwear for walking in Boston.

Paul Hutchinson, Senior Lecturer, Organizational Behavior, BU Questrom School of Business

5:45-7:00 Cocktail Reception, Boston University Castle, 225 Bay State Road, Boston

Tuesday, June 18th

7:30 AM **Special Breakfast on Special Issue: "Redrawing the Map for Liberal Learning..."** (Optional)

(Breakfast available at 7:15)

Please join us to discuss a special issue of the *Humanistic Management Journal*: Redrawing the Map for Liberal Learning in the Undergraduate Business Curriculum.

Guest editors of a special issue—Anne Greenhalgh (Wharton/ Penn), Jeff Nesteruk (Franklin & Marshall), and Doug Allen (Bucknell University)—will briefly share their experiences conducting a Teagle-funded project in support of the integration of liberal arts and business, and field your questions about the special issue. (Please see the enclosed call for papers; articles due July 15).

8:00 Breakfast

8:30-9:45 **Session 5 – Building Inclusive Places through Brave Engagement** (Main Dining Room, 426-428)

As educators, how can we create places where brave engagement—especially across difference—can occur, both on campus and beyond? In this session, we will explore the conditions and skills that allow for the kind of open, honest, and direct conversations that are a catalyst for cognitive, interpersonal and intrapersonal development. We will examine familiar ground rules of discussion through the lens of inclusion and consider "new rules" that work to affirm the value of all voices. And we will practice a set of skills required to engage in brave dialogue.

Katie Lampley, Executive Director, Office of Diversity & Inclusion, Bentley University

9:45-10:15 Break

10:15-11:30 **Session 6 – Teaching Workshops: Community Engagement (...or, How Would You Practice That?)**

How can we use place to prompt students to respond to the issues of our times? What capacities and skills are we seeking to build in our students—and educators—so that they can engage with the world? In what ways are we providing—or could we provide—chances for students and educators to build and practice skills of engaging with a community "outside the walls" of campus?

/A: Bucknell University's Coal Region Field Station (Room 419)

This session will introduce Bucknell's Coal Region Field Station, an interdisciplinary effort to centralize community engaged and service learning activities. A joint project between the town of Mount Carmel and the university, the CRFS supports numerous projects, volunteer efforts and internships and strives to link or "chain" projects together, over time and across disciplines, to create a deeper, longer-term relationship between all stakeholders and to insure that real community needs are met wherever possible.

Discussion Starter: **Eric Martin**, Bucknell University
Facilitator: **Julie Engerran**

/B: Semester-in-the-City and University of New Hampshire (Room 414)

This session will introduce College for Social Innovation's Semester in the City, a model that provides students the chance to practice "community engagement" through a program for diverse college students seeking an immersive, mentor-supported internship in the social sector in Boston while earning full academic credit. We will hear why the University of New Hampshire has championed this program for all of its business and liberal arts students. During the workshop, participants will share what opportunities they offer their students in community engagement, and collectively we will explore what capacities and skills are needed for students to fully engage with the community, and how to overcome obstacles and challenges on the institutional level.

Discussion Starters: **Fiona Wilson**, University of New Hampshire and **Sara Minard**, College For Social Innovation (CFSI).

/C: Creative Placemaking at University of Wisconsin, Madison (Room 418)

Creative Placemaking is a new name for the ages-old concept of arts-based community development. Both urban and rural planning strategy for placemaking situates the arts and artists at the core of physical, social and economic development initiatives. It can be relational to a neighborhood, a community and in the case of UW-Madison, a campus. Come join our conversation about the ways the liberal arts in a business school can create a sense of place and encourage students and faculty to work together to develop leadership skills, projects and mindsets that revolve around our sense of making and keeping place.

Discussion Starter: **Sherry Wagner-Henry**, University of Wisconsin, Madison
Facilitator: **Suzanne Dove**, Bentley University

/D: Franklin & Marshall's Center for Sustained Engagement with Lancaster (Main Dining Room, 426-428)

In March, 2019, F&M created the Center for Sustained Engagement with the generous support of the Endeavor Foundation. The mission of CSEL is to activate new avenues of inquiry and initiatives by generating research collaborations between F&M and diverse constituencies in Lancaster City and County. It is F&M's purposeful attempt to get the college "off the hill" and into the community to develop with community partners collaborative policies, goals, and methods that address wicked problems. This session will provide an overview of the Center's founding, its structure, and then explore with participants how to motivate educators to engage more collaboratively in local communities to address local problems.

Discussion Starters: **Nancy Kurland** and **Kostis Kourelis**, Franklin & Marshall
Facilitator: **Claire Preisser**, Aspen Institute

11:45-12:45 **Session 7 – Finding Place and Space**

/A: Creating New Curricular Spaces at the University of Utah (Room 419)

If blending business and the liberal arts aims to help students consider issues from varied perspectives and lenses, we must ensure students are receptive to this type of learning by first examining how we deliver core business content. Undergraduate business education has traditionally been siloed even within business, but schools are rethinking their core curriculum to provide innovative space for effective blending across business disciplines and, by extension, across business and the liberal arts. When moving to implementation, what are the gaps between a big vision for curricular change and on-the-ground realities? What kinds of physical and mental space(s) will be required for new kinds of teaching?

Harris Sondak and Jessica Taverna, The University of Utah

/B: Building New Curricular Connections at Boston University (Meet at BU BUild Lab, 730 Commonwealth Avenue)

In this session, tour BU's BUild Lab and hear from Innovate@BU student innovators. Innovate@BU exists to inspire, educate and connect all BU students, alumni, faculty and staff—across all 17 colleges—to become innovative problem solvers that make a positive impact in their communities. Innovate@BU brings together students from different schools and colleges to grow their ideas and businesses—whether it's a tech startup, health-policy, or a new creative movement. In this session, learn how place factored into the design of the BUild lab and hear from Innovate@BU student innovators.

Kabrina Krebel Chang, Boston University
Rouwenna Altemose, All in Energy
Sara DuPont, Collaborative Prep
Micaelah Morrill, BU BUild Lab

/C: Space is the Place (Room 418)

Jazz musician Sun Ra oft reminded us that "Space is the Place". With our feet firmly on the ground, in this activation experience you will gain an overview understanding of the design thinking process and put its tenets into practical use. Participants will examine the notion of place, surface issues, and envision ideal learning space environments. Working in small groups, professors and administrators will participate in a collaborative workshop activity enabling participants to walk away with a new point of view and ideas on how the physical environment is a key element to student success.

William Lee, Steelcase Education

1:00-2:00 Lunch in Teams (Main Dining Room, 426-428)
Please sit with your school-based team.

2:00-3:00 **Session 8 – Branding the Blending of Liberal Arts and Business** (Main Dining Room, 426-428)
Susan Fournier, Allen Questrom Professor and Dean, Boston University Questrom School of Business, interviewed by **Lynn Wooten**, David J. Nolan Dean, Charles H. Dyson School of Applied Economics and Management, Cornell University

3:00-7:00



Visit Boston Harbor's [Peddocks Island!](#)

University of Massachusetts Boston invites you to visit (via boat!) historic Peddocks Island in the Boston Harbor. This is a chance to learn about UMass's collaboration with the City of Boston around climate resiliency in Boston, and especially in the harbor, which is adjacent to UMass's urban campus. We will be joined by faculty from UMass, and staff from Boston Harbor Now and the Department of Conservation and Recreation. On

campus, this collaboration is prompting new interdisciplinary coursework, which speaks to our themes of "place" and civic engagement. (Please send along any mobility concerns you may have when you RSVP to help us in our planning). **RSVP to Rachel Wheeler** (Rachel.wheeler@aspeninstitute.org)