



2021 SBAA Societal Impact Award: Call for Applications

Objective

The Southern Business Administration Association (SBAA) wishes to encourage the continued education of its membership by showcasing best practices and promoting innovation in teaching, management and scholarship.

SBAA seeks to promote quality business education and the effective management of resources among all business schools. The SBAA Societal Impact Award recognizes outstanding approaches and achievements in business education.

For 2021, we seek to recognize outstanding approaches or achievements in business education that are having a positive impact in their community or in society more broadly. SBAA is aligning this award with both the AACSB Collective Vision for Business Education and the AACSB 2020 Standards for Business Accreditation which call for business schools to be a force for good. As such, we seek to recognize innovative strategies or programs that have a significant positive societal impact.

Awards

The awards include cash prizes for the winners. There will normally be two award winners (\$1,000 each). The winners will register for and attend the 2021 Annual Meeting of the SBAA (November 7-9, 2021) where they will present their work and receive their awards.

Eligibility and Submission Procedures

To be eligible for consideration, a submission must meet the following criteria:

1. The submission must originate from an institution that is a member of the SBAA.
2. Programs must apply through their Dean's office and should be endorsed by the relevant Dean and contain the following components:
 - ✓ Cover page with the name(s), address, email, telephone number, and school affiliation.
 - ✓ Maximum of four double-spaced pages.
 - ✓ A summary of the innovative strategy or program. The specific points which should be addressed are:



- I. Description of the Innovative Strategy or Program.
 - a. The submission will describe the strategy or program in a way that an interested reader will have sufficient information to fully understand all dimensions of the strategy or program.
 - b. An explanation of innovativeness or uniqueness of strategy or program.
 - II. Societal Impact of the Strategy or Program
 - a. Description of how this approach or program is a force for good and the positive impact it has in the local community and more broadly on society.
 - b. Documentation of the size of the impact and/or outcomes of strategy or program.
 - III. Description of applicability or transferability to other institutions.
3. Winners must register for and attend the 2021 SBAA Annual Meeting (November 7-9, 2021, Don CeSar Hotel, St. Pete Beach, Florida). Winners, and the winning schools' Dean, will be required to make a presentation and share their strategy or program in a session at the SBAA Annual Meeting.

Deadline

The submission deadline is **Wednesday, September 15, 2021**. Please direct any questions and submit applications electronically to Dr. Marilyn Macik-Frey, Dean, College of Business Administration, Nicholls State University, (marilyn.macik-frey@nicholls.edu).

Submissions will be evaluated by the SBAA Societal Impact Award Committee consisting of administrators from SBAA business schools. The criteria for judging the quality of submissions are creativity, content, impact, and the potential for transferability. All applicants will be notified regarding the status of their applications by October 1, 2021.

Note: The winners, and the winning schools' Dean, are required to make a brief, formal joint presentation of their innovation program at the SBAA Annual Meeting typically held in November each year. The winning schools are expected to cover all costs associated with the winner(s) attending the 2021 SBAA Annual Meeting. Meeting registration fees will be waived for the winners.