

Increasing Societal Impact with the Business for Social Good (BFSG) Initiative

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Societal Impact Statement

- The Davis College of Business and Technology endeavors to connect our primary stakeholder groups through the sharing of knowledge and skills to inspire positive change in Jacksonville and the surrounding region.
 - We inspire innovations built on connectivity by serving as a learning hub to elevate our local business community.

Societal Impact Statement

- The Davis College of Business and Technology positively impacts society in four main ways:
 - Develop future and current business leaders with the capacity to make ethical decisions.
 - Create opportunities for students to see how they can make positive change in their local community.
 - Connect local business, community, and government to make positive change for our city and the surrounding areas.
 - Solve problems by sharing knowledge with our business, community, and governmental partners.

Business for Social Good: Strategic Goal

- We aim to create opportunities for students to see how they can make positive change in their local community by incorporating real-world consulting projects with industry partners into a consulting course at the undergraduate and graduate levels, with two additional UG projects incorporated into other existing courses per year.
 - Required courses are incorporated into the curriculum at UG and graduate levels.

BFSG Overview

- A service-learning initiative connecting students with local nonprofits to address real-world challenges.
- Objective: Enhance student learning in organizational design, strategy, and change management while delivering tangible impact to the community.
- Students are organizational design consultants working in teams.

Program Structure

- Collaborative Model: Partnerships with the Nonprofit Center of Northeast Florida and interdisciplinary work with other majors
- Process:
 - Selection of partner nonprofits through new Center, with Director hired for this purpose
 - Detailed organizational analysis and solution development by student teams
 - Formal presentations to nonprofit leadership

1. Beaches Habitat for Humanity

Project: Organizational analysis for optimizing structure, roles, responsibilities, and job descriptions.

Impact: Provided clarity on organizational functions and enhanced communication within the leadership team.

2. Northeast Florida Health Planning Council

Project: Review and update of the 5-year strategic plan and balanced scorecard, along with an assessment of organizational structure and governance bylaws.

Impact: Refined the council's strategic direction and enhanced its operational effectiveness.

3. UF Health Child Protection Team and Healing Hands Charity

Project: Continuation of website development, fundraising strategies, and social media campaigns.

Impact: Improved awareness of child abuse prevention and increased community donations by 15%.

Projects Completed to-date

3. Norman Studios Silent Film Museum

Project: Social media strategy, event planning, internship program development, volunteer recruitment, and curation support for archives.

Impact: Increased public awareness and community engagement.

4. Literacy Alliance of Northeast Florida

Project: Organizational design to support rapid growth, including a review of structure, roles, and talent management.

Impact: Helped position the organization for scalable growth while maintaining its mission.

5. The Tributary

Project: Fundraising strategy development, including grant writing support, with a focus on capacity building and revenue growth.

Impact: Strengthened the organization's ability to balance journalism with fundraising needs.

Projects Completed to-date

7. Barnabas Center

Project: Development of a rewards and equitable bonus structure for staff members, including doctors, dentists, and other employees.

Impact: Designed an incentive system that aligns with the organization's values and donor constraints.

8. Marie Barney Boston Scholarship Foundation

Project: Marketing and branding strategy development to support organizational growth.

Impact: Enhanced visibility and engagement with potential donors and scholarship recipients.

Projects Completed to-date

UF's Child Protection Team (CPT) provides critical care and first response to child victims across Northeast Florida. The CPT provides services to children who have been abused or neglected, working with local law enforcement and the Department of Children and Families to evaluate allegations of abuse and neglect, assess risk factors, and recommend interventions to protect children.

Project Duration: August 8, 2023 – June 1, 2024



**SPOTLIGHT: Child Protection Team,
Healing Hands**

Key Deliverables:

- Website Development
- Fund Raising and Marketing Campaign Strategy
- Volunteer Engagement: Recruitment and training materials for staff, community partners, and prospective interns.
- Clothing drives by faculty, staff, and JU's honors program, the Zimmerman Scholars, successfully restocked Jay's Closet with clothes, snacks, drinks, etc.

Outcome: Enhanced visibility, engagement, and support for CPT's critical, life-saving mission through a cohesive online presence, donations, sponsorship capabilities, and community outreach. See <https://firstcoasthealinghands.org/>

Impact: 25% increase in engagement and 15% donation boost

**SPOTLIGHT: Child Protection
Team, Healing Hands**

The college partnered with JAX Jets, a Jacksonville-based nonprofit that helps special needs and autistic children through ice hockey lessons, for a comprehensive website and marketing strategy.

Project Duration: August 19, 2024 - November 15, 2024



SPOTLIGHT: JAX Jets

Key Deliverables:

- **Website Development:** User-friendly site with program details, event calendar, volunteer sign-up, and donation page
- **Marketing Strategy:** Branded flyers, social media content, email templates
- **Volunteer Engagement:** Recruitment and training materials for student volunteers

(Expected) Outcome: Enhanced visibility, engagement, and support for JAX Jets' mission through a cohesive online presence, donation/sponsorship capabilities and community outreach.

SPOTLIGHT: JAX Jets



Thank you.



