



Date:

Wednesday, March 24, 2010

Time:

5:00p.m. – 5:20p.m.

Presenter:

“Seeking Sustainable Success-An Organizational Opportunity”

Joseph Jacobsen, Ph.D.

This session explores the business mission of social responsibility and sustainability—beginning with corporate strategies and cascading through the operations of the company. Financial return on investment, the benefits of corporate action and the feasibility of long-term financial impact through sustainability performance are explored. Learn how other organizations benefit from establishing socially responsible practices through case studies and examples.

Learning Outcomes

- Learn about the business missions of social responsibility and sustainability.
- Develop an understanding of how social responsibility and sustainability can positively affect your corporate and operational structures
- Explore the next set of Sustainability Challenges, Competencies, and Opportunities
- Learn how sustainability and social responsibility inputs and outputs impact your organization from a social, corporate, and financial perspective.
- Understand the correlation between social responsibility/sustainability and return on investment.
- Discover how quality applications like continuous process improvement, six sigma, lean and operations research positively contributes to the sustainability/social responsibility mission

In addition, Seeking Sustainable Success-An Organizational Opportunity

- Corporate vs. Operation
- Output vs. input
- The business mission of social responsibility and sustainability
- Resources, finance and ROI
- Case studies and examples
- Applications of Six Sigma, Lean and Operations Research to sustainability and Social Responsibility

See presenter biography next page



Presenter Biography:

Dr. Joe Jacobsen

Director of Enrollment and Retention for Milwaukee Area Technical College (MATC), Milwaukee, WI. He is responsible for development of faculty, courses and programs in the areas of sustainability and the green economy. Prior to joining MATC, Before coming to MATC in 2007, Dr. Jacobsen was the Operations Manager for DPW, City of Milwaukee, where he was responsible for staff development, programs and budgets, green building initiatives, USGBC partnership, project management, technology implementation and integration of digital systems, site development for public demonstration and academic advantage of energy technologies, intergovernmental and private/public partnering, funding and economic outcome analysis and management of O&M staff and activities. Joe has taught at the two- year, four- year, Masters and Ph.D. levels in the US, Europe, Asia and South America. He also serves as an adjunct professor at Concordia University Wisconsin's Graduate School, as well as University of Wisconsin-Milwaukee where he teaches decision sciences, managerial economics and sustainable business.