

# BABSON IN THE COMMUNITY

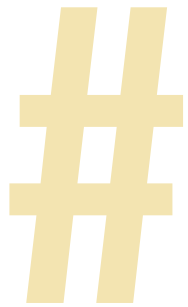
COMMUNITY REPORT / 2015



BABSON

# » MISSION

BABSON COLLEGE EDUCATES ENTREPRENEURIAL LEADERS WHO CREATE GREAT ECONOMIC AND SOCIAL VALUE EVERYWHERE.



## ENTREPRENEURSHIP PROGRAM

– ENTREPRENEUR MAGAZINE/  
THE PRINCETON REVIEW

## BUSINESS SCHOOL FOR ROI

– Payscale

## IN ENTREPRENEURSHIP

– U.S. NEWS & WORLD REPORT

## GLOBAL MBA PROGRAM FOR ENTREPRENEURSHIP

– FINANCIAL TIMES

## COLLEGE FOR BUSINESS MAJORS

– MONEY MAGAZINE

# » FROM THE PRESIDENT



“While Babson’s alumni network spans more than 110 countries around the world, we never forget that our home is right here in the wonderful communities of Needham and Wellesley. On behalf of your friends and neighbors at Babson, I want to express our sincere appreciation for your continued support as we work together to change our world for the better.”

– Kerry Healey  
*President, Babson College*

**FOLLOW ME ON INSTAGRAM:  
@KERRYMURPHYHEALEY**



# A COMMITMENT TO OUR COMMUNITY

**FINANCIAL IMPACT** : **\$24 MILLION** / Babson and our affiliated programs brought nearly \$24 million to Wellesley and Needham during the 2014–2015 fiscal year through economic activity and charitable contributions.

## CONTRIBUTING TO THE LOCAL ECONOMY

Babson purchases a significant amount of products and services from Wellesley and Needham businesses each year. This fiscal year, **Babson spent \$5,683,918 in Wellesley and \$2,151,735 in Needham** (including credit card sales). The total spent in Wellesley includes a **\$75,000** payment in lieu of taxes to the town.

- » The **North Hill retirement community** in Needham, located on land owned by Babson, paid **\$656,000** in property taxes to the town of Needham.
- » **\$1,890,000** is the estimated amount spent annually both on campus and in the local community by Babson's 2,100 undergraduate students.

» **Babson Executive Conference Center (BECC)** has provided nearly **\$434,500** to the Wellesley and Needham economies during the 2014–2015 fiscal year:

- » **\$168,960** in services and products purchased from Needham and Wellesley businesses
- » **\$195,055** payroll budget for residents of Needham and Wellesley
- » **\$70,485** paid to Wellesley for room occupancy taxes, licenses, and fees

» Babson uses **local vendors and contractors** whenever possible:

- » **\$33 million** investment in building projects
- » **\$11.8 million** investment in plant maintenance



**BABSON  
EMPLOYEES**

**1,370 / TOTAL EMPLOYEES WHO PATRONIZE LOCAL BUSINESSES**

» **81 RESIDENTS OF WELLESLEY / 61 RESIDENTS OF NEEDHAM**


That equals about **10 PERCENT** of the College's employees and **\$13 MILLION** of the annual payroll budget.

For a list of available positions at Babson, visit [www.babson.edu/jobs](http://www.babson.edu/jobs).

## SUPPORTING LOCAL ORGANIZATIONS

- » Babson is a **Wellesley Chamber of Commerce** board member and provides financial support to Chamber activities.
- » Babson College and Wellesley College provide support to the **Wellesley Community Children's Center (WCCC)**, a child care center serving families from both the Needham and Wellesley communities. During the 2014–2015 fiscal year, WCCC served eight children from Needham and 58 from Wellesley.
- » The College contributed to the **Wellesley parade**.
- » **02457** is the ZIP code of the full-service Babson Park Post Office (operating rent-free in a Babson-owned building).
- » This year, Babson was one of more than 30 organizations that supported the **eighth annual Candy Drive**, run by Dr. Ejaz Ali and Dr. Femina Ali from Wellesley Dental Group. More than 8,000 pounds of Halloween candy, along with handwritten notes, were donated to our troops overseas.

## EDUCATIONAL FINANCIAL SUPPORT

- » **\$15,000** in Wellesley town scholarships awarded to one student in 2015–2016
- » **\$22,500** in Needham town scholarships awarded to three students in 2015–2016
- » **\$4,200** donated to the Wellesley Education Foundation for the annual Wellesley Spelling Bee 

## HISTORIC UPGRADES TO BABSON'S BOND RATING

Moody's Investors Service and Standard & Poor's Ratings Services upgraded Babson's bond ratings to an A2 and A rating, respectively. Babson's unprecedented ratings come at a time when private higher education institutions' ratings are trending down nationally. These upgrades mean improved borrowing rates that will save the College money moving forward.



## POWERING VOLUNTEER EFFORTS

BABSON STUDENTS, FACULTY, ALUMNI, AND STAFF DONATE THOUSANDS OF HOURS EACH YEAR, VOLUNTEERING AT LOCAL AND NATIONAL ORGANIZATIONS.

» The Babson Office of Faith and Service coordinates volunteer programs that benefit the children of the **Wellesley and Needham Housing authorities**. It offers after-school and entrepreneurial leadership programs customized to empower students at every level—elementary, middle school, and high school.

» The Office of Faith and Service also supports the annual **Cruikshank Race for Shelter 5K**, which attracted more than 300 participants and raised almost \$5,500 for Babson’s Habitat for Humanity chapter in 2015.

» **Second Annual Alumni Day of Service** – Nearly 150 Babson alumni collaborated with local food banks in seven cities across the United States to combat hunger and food insecurity across the country.

# 31,500 HOURS VOLUNTEERED

BY BABSON STUDENTS, FACULTY, AND STAFF DURING THE 2014–2015 FISCAL YEAR



**DURING THE 2014–2015 FISCAL YEAR, BABSON STUDENTS, STAFF, AND FACULTY VOLUNTEERED AT:**

- » Needham Housing Authority
- » Wellesley Housing Authority
- » Wellesley Council on Aging
- » Framingham Housing Authority

*The following organizations also benefited from the many hours volunteered by Babson students:*

- » American Red Cross
- » Big Brothers Big Sisters of Massachusetts Bay
- » Boston Public Schools
- » Boys and Girls Club of Boston
- » Community Servings
- » Cradles to Crayons
- » Friends of the Homeless of the South Shore
- » Greater Boston Food Bank
- » Habitat for Humanity Greater Boston
- » Harvard Square Meals
- » Rosie’s Place
- » Special Olympics



## GREEK LIFE GIVES BACK

Here are some examples of how Babson Greek Life groups supported nonprofit organizations during the 2014–2015 academic year:

- » **Alpha Epsilon Pi** completed 753 hours of community service and raised \$3,049 through its 24-hour BBQ event, held each fall and spring semester. Proceeds benefited Save a Child's Heart and IDF Widows and Orphans Organization.
- » **Delta Tau Delta** completed 860 hours of community service and hosted a silent art auction, raising more than \$4,200 for the Juvenile Diabetes Research Foundation.
- » **Sigma Phi Epsilon** completed 401 hours of community service and raised \$2,302 through its Sausage Grill Competition. Proceeds benefited Best Buddies, Youth AIDS, Partners in Health, and rebuilding homes in Nepal.
- » **Chi Omega** completed 784 hours of community service and raised more than \$3,000 for the Make-A-Wish Foundation through its semi-annual Chi Hop philanthropy.
- » **Kappa Kappa Gamma** completed 894 hours of community service and raised more than \$2,814 at its annual fashion show and semi-annual Kappa Con Queso. The money benefited Reading Is Fundamental and Dress for Success.
- » The **Sigma Kappa** sorority completed 1,846 hours of community service and raised \$2,802 for the Sigma Kappa Foundation—which supports member education and Alzheimer's research—through its annual Sigma Kappa Karnival and Sigma Kappa Grilled Cheese Fest.

## » FOUNDATIONS OF MANAGEMENT AND ENTREPRENEURSHIP (FME)

FME is an award-winning undergraduate course at Babson through which all first-year students launch and run an actual business. Students donate all business profits to local organizations—more than **\$17,000** during the 2014–2015 academic year. The 500+ students taking the course also donated their time, volunteering at a range of community service organizations.

**\$449,000**

TOTAL DONATED SINCE THE FME PROGRAM BEGAN IN 1999

V3LO was an FME business that used 3-D printing to create an organizational accessory that held keys, cards, and headphones while also serving as a bottle opener. This was the first FME business to use 3-D printing to manufacture its products.



## COLLABORATING WITH OUR COMMUNITY

AT BABSON, WE KNOW THAT COLLABORATION ACROSS DISCIPLINES GENERATES CREATIVE SOLUTIONS TO CHALLENGING ISSUES. THROUGH PARTNERSHIPS WITH LOCAL ORGANIZATIONS, WE ARE ABLE TO MAKE A POSITIVE IMPACT IN MORE CORNERS OF THE COMMUNITY.

For the second year in a row, the town of Needham worked with a team of seven Babson students on a **Management Consulting Field Experience (MCFE) project**. The students analyzed the town, residents, and businesses during the course of a semester and presented a brand concept and implementation strategy to boost business in downtown Needham. Ideas included a family film festival in town hall, an

### “ I AM NEEDHAM ”

brand campaign, and a “merchant toolbox” with resources for local business owners.

The **Three College Collaboration** is a joint effort among Babson, Olin, and Wellesley colleges to develop interdisciplinary approaches to teaching and problem solving. Integrating the unique disciplines of each of these colleges—business, engineering, and liberal arts—and applying them to real-world issues result in a positive impact on the community.



**Babson Board Fellows program** places Babson MBA students and recent alumni volunteers as nonvoting members of local nonprofit boards. Nonprofits benefit from fresh insights and student contributions to board committees and special projects while students gain exposure to board-level decision making, mentorship, and project experience.

**FOR THE 2015–2016 PROGRAM, BABSON BOARD FELLOWS IS PARTNERING WITH:**

Belmont World Film / Cantata Singers / Friends of the Boston Harbor Islands / Partners for Youth with Disabilities / Special Olympics of Massachusetts / Wellesley Cancer Prevention Project

## LOCAL EVENTS AND INITIATIVES

DURING THE LAST YEAR, BABSON HOSTED A VARIETY OF NEEDHAM AND WELLESLEY TOWN EVENTS, AS WELL AS CHARITABLE FUNDRAISERS, PROVIDING FACILITIES, EQUIPMENT, SPACE, AND EMPLOYEE TIME AND LABOR FOR PROGRAMS SUCH AS:

- » Framingham Public Schools administration retreat
- » Wellesley Police Department Annual 5K: Stewart Savage Road Race and Fun Run
- » Grace Knight Babson Fund: Annual religious education program
- » Wellesley Seniors and Veterans Thanksgiving dinner
- » North Hill partnership: Lifelong learning, mentorship programs for students and retirees
- » Wellesley Public Schools administration retreat
- » Better After 50: Workshop for women
- » Fiske Elementary Bingo Night
- » Mother-Daughter Tea event: Held by the National Charity League Wellesley annually
- » Boston Marathon Jimmy Fund Walk: A host site of this September event
- » Pan-Mass Challenge (PMC): One of the four host sites for this August event
- » PMC Kids Rides®: Host site for this Dana-Farber Cancer Institute fundraiser



## ADVANCING WOMEN-LED ENTREPRENEURSHIP

THE CENTER FOR WOMEN'S ENTREPRENEURIAL LEADERSHIP (CWEL) AT BABSON LAUNCHED THE GROUNDBREAKING WOMEN INNOVATING NOW LAB (WIN), A FIRST-OF-ITS-KIND PROGRAM FOR WOMEN ENTREPRENEURS CREATING BUSINESSES, IN OCTOBER 2013.

In just two years, the WIN Lab has produced positive outcomes for more than 44 participants. It also has been designated as one of the top two "specialty" programs for Excellence in Entrepreneurship Education by the United States Association for Small Business and Entrepreneurship®; was one of the winners in BostInno's "50 on Fire" awards honoring innovative individuals and organizations; and was honored by the prestigious Rosoff Awards for diversity.



**WIN LAB WILL EXPAND TO MIAMI IN 2016 THANKS TO AN \$800,000 CHALLENGE GRANT FROM THE JOHN S. AND JAMES L. KNIGHT FOUNDATION.**



Professor Candy Brush and Boston Mayor Marty Walsh with two students at CWEL's Capital W event

LEARN MORE ABOUT HOW CWEL EDUCATES WOMEN ENTREPRENEURIAL LEADERS AT [WWW.BABSON.EDU/CWEL](http://WWW.BABSON.EDU/CWEL).

## SUPPORTING ENTREPRENEURIAL FAMILY BUSINESSES

Babson has long been at the forefront of educating entrepreneurial families, whose economic and philanthropic activities are significant drivers of the global economy. In that spirit, we are proud to have launched the Babson Institute for Family Entrepreneurship (IFE). The IFE is dedicated to supporting students looking to grow their family's businesses, conducting research on family entrepreneurship, and sharing best practices.



Sir Richard Branson, shown with President Kerry Healey, visited the parents and teens involved in Babson Executive and Enterprise Education's Enterprising Family Program on July 27, 2015.

## »» ? DID YOU KNOW?

- » In Babson's current first-year undergraduate class, **47 percent** identified as coming from a family business, while it is estimated that nearly **50 percent of Babson MBAs come from family enterprises.**

## BABSON IN BOSTON

GREATER BOSTON IS A THRIVING HUB OF ENTREPRENEURIAL ACTIVITY, AND WE ARE EXCITED ABOUT OUR GROWING INVOLVEMENT IN BOSTON THROUGH EDUCATIONAL PROGRAMS, BUSINESS AND CIVIC PARTNERSHIPS, AND INNOVATIVE STUDENT INITIATIVES.



**“Our new High Street location will make it possible for part-time MBA students to complete their entire degree in downtown Boston.”**

– William Lamb, Murata Dean, F.W. Olin Graduate School of Business at Babson College

**BABSON’S NEW CAMPUS IN BOSTON**—located in the heart of the Financial District at 100 High Street—will be double the size of our current Boston space and officially open by fall 2016. The new Boston campus will include ground-floor meeting space on Federal Street available for drop ins, collaborations, and networking events.

### EMBEDDED IN BOSTON’S INNOVATION COMMUNITY

» Babson College is a founding sponsor of **MassChallenge**, the largest startup accelerator in the world. In 2015, six Babson startups were among the 128 global finalists chosen to advance to the MassChallenge Accelerator Program. Alex Hardy M’01 and co-founder Jim Miller, both formerly of FiRE+iCE, were \$50K Gold Winners for their venture, Nix86, a cloud-based, universal ordering platform for the food service industry.

» The Greater Boston Chamber of Commerce, Babson College, and Citizens Bank brought together guests from around the city for the second annual **Celebration of Entrepreneurship of All Kinds®** on November 3. The evening celebrated the power of entrepreneurship



and innovation to make a positive difference in organizations of all shapes and sizes in the Greater Boston area. Distinguished guests included Mayor Marty Walsh, *The Boston Globe*'s Shirley Leung, and innovators' stories from the Boston Public Market, Rapid7, and PillPack.



President Kerry Healey and Boston Mayor Marty Walsh



*The Boston Globe* business columnist Shirley Leung and Boston Public Market CEO Liz Morningstar

» **Lean for Social Innovation**, a course initially piloted via a Management Consulting Field Experience, was launched as a 4-credit course in 2015 as a way of bringing Toyota's "learning by doing" approach to the social innovation sector. Student teams learned the principles of the **Toyota Production System** and put them to work at the **Greater Boston Food Bank**, **Salvation Army-Waltham**, and the **Rogers Memorial Veterans Hospital** to develop more effective ways to improve food order accuracy, serve more pantry clients, and decrease veterans' wait times, respectively.

## DELIVERING ENTREPRENEURSHIP EDUCATION TO BOSTON'S YOUTH

The Lewis Institute's Social Innovation Lab delivers a number of programs—including Babson's Entrepreneurial Leadership Academy (BELA)—designed to develop the next generation of entrepreneurial leaders. Learn more at [www.babson.edu/lewis](http://www.babson.edu/lewis).

» **BELA: City** is a project-based, high school curriculum that engages students in entrepreneurial learning atmospheres to connect their classrooms, communities,

and future careers. The intensive program culminates with Boston-area students pitching venture ideas that could solve a problem in their communities, with the winning student teams competing in the **Babson Boston Cup** against young entrepreneurs from other schools. Winners received the Cup trophy, seed money, and a scholarship to Babson's Summer Study.



# CONNECTING OUR COMMUNITY WITH THE WORLD

BEYOND OUR TOWN BORDERS, BABSON AND MEMBERS OF OUR COMMUNITY ARE SHARING OUR IDEAS AND PARTNERING OUR TALENTS WITH PEOPLE AND PLACES AROUND THE WORLD.

## EDUCATING ENTREPRENEURS AROUND THE WORLD

» **Babson in Tanzania:** As part of BELA in Tanzania, Babson brings a team of volunteers, including students, staff, faculty, alumni, and friends, to the Ganako Secondary School to teach high school students leadership and entrepreneurial skills. The most recent collaboration in June 2015 enrolled 95 students from 14 schools.

» **Goldman Sachs 10,000 Small Businesses (10KSB)** is a \$500 million initiative to help boost job growth in the United States. As a partner of this national entrepreneurship training program, Babson leads on curriculum design and development, faculty and business adviser training, alumni services, and program measurement. In 2015, an impressive 146 entrepreneurs from around the country graduated from the Babson cohort of 10KSB.

## E-STEAM

The Lewis Institute launched the new E-STEAM curriculum, which blends Babson's Entrepreneurial Thought and Action® methodology with STEAM (Science, Technology, Engineering, Art and Design, and Mathematics) concepts, utilizing everyday technology (such as smart phones or tablets) to engage students in strategies for marketing themselves and their ideas.



Babson's E-STEAM program was recognized as one of the Top 100 Commitments to Action by the White House Initiative on Educational Excellence for Hispanics.



» A member of the University Network of the **Clinton Global Initiative**, Babson had 12 students selected to attend CGI's 2015 annual meeting at the University of Miami. There, they learned from some of the world's pre-eminent innovators, thought leaders, and civically engaged celebrities, developing action plans to address the most pressing challenges facing our campus and communities.



» Babson hosted 130 young women from around the world as part of **Empower Peace's Women2Women International Leadership Conference**. This event provided promising young women from around the world with the tools they need to advance peace and development in their countries. Members of The Lewis Institute at Babson also joined Empower Peace and the United States Embassy in Belgium to teach entrepreneurial thinking to 60 emerging young female leaders at the first Women2Women Belgium Leadership in Action Program.

## BRINGING GLOBAL SCHOLARS TO OUR COMMUNITY

The Babson Global Scholars Program was launched by President Kerry Healey in 2014. Each year, this program awards need-based scholarships to a small, highly talented group of international students who receive a four-year, full-tuition scholarship that includes special programming and support. These global scholars are dedicated to using their Babson education to improve their communities around the world.



The **2015 Global Scholars** hail from EGYPT, GEORGIA, HUNGARY, KENYA, KOSOVO, MOROCCO, PAKISTAN, ROMANIA, RWANDA, AND TURKEY.

## HERE ARE TWO OF OUR EXTRAORDINARY GLOBAL SCHOLARS:



“I participated in a collaboration with a business school in Belarus, using the knowledge I gained in my first year at Babson to help create a new educational platform for future entrepreneurs in my country.”

– Lizaveta Litvinava '18, of Belarus



“Babson believed in my potential and invested in me so that I could contribute to the community as much as possible. Babson is a place that I call home, and my experience here has been nothing but phenomenal.”

– Cassiano “Cass” Dos Santos '18, of Brazil

## BABSON CONNECT: WORLDWIDE

The inaugural Babson Connect: Worldwide, an unprecedented opportunity for the global Babson community to gather and celebrate Entrepreneurship of All Kinds®, took place April 24–26, 2015. The event was held in historic Cartagena, Colombia, a celebrated World Heritage city filled with stunning ocean views, gorgeous architecture, and rich culture.



THIS YEAR'S BABSON CONNECT: WORLDWIDE IS BEING HELD IN DUBAI, UAE. LEARN MORE AT [WWW.BABSON.EDU/CONNECTWORLDWIDE](http://WWW.BABSON.EDU/CONNECTWORLDWIDE).

# OUR EVOLVING CAMPUS

## RECENT BABSON BUILDING RENOVATIONS

AFTER THE COMPLETION OF THE NEW PARK MANOR WEST RESIDENCE HALL IN JANUARY 2015, WE CONTINUED WITH THE RENOVATION OF THE REMAINING RESIDENCE HALLS IN THE PARK MANOR QUAD. PARK MANOR SOUTH WAS COMPLETED IN SUMMER 2015, AND PARK MANOR CENTRAL'S RENOVATION IS DUE FOR COMPLETION IN 2016. IN ADDITION, THE BELOVED ROGER'S PUB & GRILLE HAS BEEN RE-CREATED AS AN ATTRACTIVE ADDITION TO TRIM DINING HALL.



A COMMITMENT TO OUR COMMUNITY



### SUSTAINABILITY AT BABSON BY THE NUMBERS:

**30** / tons of food waste diverted annually to be composted at local farms

**2050** / year that Babson has pledged to be carbon neutral

**35** / percent Babson has reduced our carbon footprint during the past eight years

**90** / percent of Babson staff in a recent survey who believe sustainability is a central value at Babson

**ZERO**

amount of waste Babson strives for at our annual events through recycling and composting

## MAKING AN IMPACT BY MAKING LESS OF ONE

Babson's collaborative sustainability program has earned a Gold rating for the College through the Association for the Advancement of Sustainability in Higher Education's program. A big step up from the College's 2012 Silver rating, progress was made across campus, including reduced greenhouse gas emissions, increased support for sustainability research, and increased sustainability in the curriculum. This rating puts Babson in the top third of rated colleges.



Newly renovated residence hall Park Manor South.

## »?» ? DID YOU KNOW?

» Babson Executive Conference Center (BECC) has 211 recently remodeled guest rooms in addition to 22,500 square feet of conference space for your meeting needs.

Contact [beccsales@babson.edu](mailto:beccsales@babson.edu) or 781-239-4000 to learn more, or visit [www.babson.edu/becc](http://www.babson.edu/becc).



Our newest addition to campus is the recently completed Roger's Pub & Grille.



VISIT [WWW.BABSON.EDU/SUSTAINABILITY](http://WWW.BABSON.EDU/SUSTAINABILITY)

# CONNECT WITH OUR CAMPUS

## EVENTS YOU WON'T WANT TO MISS

BABSON HAS EVENTS GOING ON EVERY DAY OF THE WEEK, MANY OF WHICH ARE OPEN TO THE PUBLIC. HERE'S A SAMPLING OF THE PROGRAMMING YOU CAN TAKE ADVANTAGE OF IN YOUR OWN BACKYARD.

### FOOD IS EVERYBODY'S BUSINESS!

You're invited to join the conversation/meal!

- » The **fifth annual Babson Food Day**, co-hosted by Babson Entrepreneurs in Residence Andrew Zimmern of *Bizarre Foods* and Gail Simmons of *Top Chef*, was a showcase of food innovation from the restaurant world, large food product companies, college dining, and food startups. Visit [www.babson.edu/foodday](http://www.babson.edu/foodday) for a recap of last year's event. The sixth annual Babson Food Day will be held October 25–26, 2016.



Andrew Zimmern and Cheryl Kiser at Babson Food Day

- » Every Tuesday from 1 to 2 p.m., while school is in session, Babson's Food Sol hosts Community Table, a hub for eaters and food entrepreneurs of all kinds to connect and share ideas. The public is welcome. For more information, visit [www.foodsol.org](http://www.foodsol.org).



VISIT BABSON'S EVENTS CALENDAR:  
[ACTIVEDATA.BABSON.EDU](http://ACTIVEDATA.BABSON.EDU)

## SEE ENTREPRENEURSHIP IN ACTION

- » The **B.E.T.A. (Babson Entrepreneurial Thought and Action®) Challenge** recognizes major milestones Babson businesses have achieved by taking action. Babson student and alumni entrepreneurs compete for more than \$100,000 in cash and services in kind to support their business development. Finalists make their presentations to a panel of judges that includes Babson alumni entrepreneurs and investors from the local area. Learn more at [www.babson.edu/betachallenge](http://www.babson.edu/betachallenge).
- » **Rocket Pitch** is an annual event where student entrepreneurs from Babson (Babson alumni also are eligible), Olin College, and Wellesley College are invited to give a three-minute pitch to an audience of investors, service providers, entrepreneurs, faculty, and students. The 2015 Rocket Pitch had 92 entrepreneurial ventures presented, with industries ranging from consumer products to tech/mobile. Learn more at [www.babson.edu/rocketpitch](http://www.babson.edu/rocketpitch).
- » **Summer Venture Showcase** is an annual July event, open to the public, where teams of graduate and undergraduate entrepreneurs showcase their businesses and accomplishments to professional investors and the local community. This showcase is the culmination of the Babson Summer Venture Program, a 10-week program where approximately 15 teams of entrepreneurs receive housing, workspace, advisers, a speaker series, and other resources to help them and their businesses develop.
- » The **Babson Entrepreneurship Forum** features more than 30 innovators, thought leaders, and visionaries discussing opportunities to shape entrepreneurship around the world. Check out [www.babsonforum.com](http://www.babsonforum.com) for a recap of all of last year's speakers and topics, as well as this year's lineup.



## BE A PART OF OUR WINNING TRADITION

Babson Athletics experienced unprecedented success in 2014–2015, setting a school record with 11 programs that made national tournament appearances and six winning

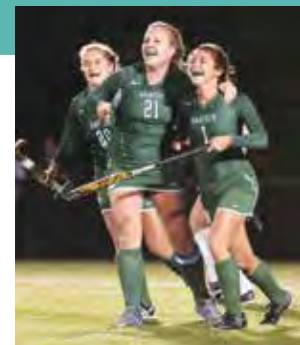
conference championships. In the fall of 2015, men's soccer, women's soccer, and women's volleyball competed in their respective NCAA championships.



## » ? DID YOU KNOW?

» Babson hosts 150 intercollegiate competitions throughout the year that are open to the public for free or a nominal charge.

Check out [www.babsonathletics.com](http://www.babsonathletics.com) for schedules and events.



Sir Richard Branson

## A SNAPSHOT OF OUR 2015 SPEAKERS

**Sir Richard Branson**, founder, Virgin Group

**Felipe Calderón**, former president, Mexico

**Fred D'Aguiar**, award-winning poet, novelist, and playwright; Gloria D. Smith Professor of Africana Studies at Virginia Tech

**Sam Kennedy**, executive vice president and COO, Boston Red Sox

**Shirley Leung**, columnist, *The Boston Globe*

**Liz Morningstar**, CEO, Boston Public Market

**Doug Rauch**, founder, Daily Table; former president, Trader Joe's

**Liz Walker**, award-winning television journalist, documentary film producer, entrepreneur, and humanitarian currently working in Sudan



Doug Rauch



Liz Walker

# BABSONARTS: WHERE CREATIVE AND ENTREPRENEURIAL THINKING INTERSECT

THROUGH BABSONARTS, WE OFFER A WIDE VARIETY OF PROGRAMMING THAT PROVIDES A SPACE FOR INNOVATION AND ARTISTIC VISION TO MEET. MOST EVENTS ARE OPEN TO THE PUBLIC, AND PARKING IS FREE.

FOR UPCOMING PERFORMANCES AND EVENTS, VISIT [WWW.BABSONARTS.ORG](http://WWW.BABSONARTS.ORG).

## » COMMONWEALTH SHAKESPEARE COMPANY (CSC)

Babson's professional theater company in residence is dedicated to bringing vital and contemporary productions of Shakespeare's works to the people of Greater Boston. In addition to staging the annual free productions on Boston Common, CSC presents a series of events on the Babson campus during the year, including Theatre in the Rough staged readings, open rehearsals, Shakespeare and Law, and Shakespeare and Leadership.

## » THEATER

Bringing to life both the classics and edgy new productions, theater through BabsonARTS is consistently relevant and thought-provoking. With performances from faculty- and student-led organizations, as well as renowned directors and actors, there's always a new reason to visit the stage.



Staged reading of *Without You*, a one-man musical theater event starring Broadway and film actor Anthony Rapp

CSC's Shakespeare and Leadership series features a staged reading of a Shakespeare play performed by Boston-area business leaders and professional actors, followed by a lively discussion about the play's insights into leadership issues.



CSC's production of *King Lear* for the 20th season of Free Shakespeare on the Common

## » VISUAL ARTS

Engage with both the artists and the art on display through rotating exhibits shown at Babson's Hollister Gallery from 9 a.m. to 7 p.m., Monday–Friday, and by appointment.

## » FILM SCREENINGS

BabsonARTS screens and discusses a wide variety of award-winning documentaries, classics from the silver screen, and the works of daring international filmmakers.

## » MUSIC

Whether modern, ethnic, classical, or a fusion of all three, music at Babson takes a variety of forms, all of which can serve as powerful conduits for entrepreneurial thinking.

## » DANCE

Dance is an energizing way to experience innovative thought in action. With the Babson Dance Ensemble—the largest student-run organization on campus—there's never a shortage of performances featuring everything from hip-hop to tap.

## » CONVERSATIONS

BabsonARTS conversations showcase dynamic speakers ranging from literary luminaries to prominent arts leaders discussing business challenges. They discuss their work and share their insights, engaging with the audience in an intimate setting.



Michael Patrick MacDonald, activist and author, reading from his national bestseller, *All Souls*.



A selection from *The El Paso Kid*, where Raul Gonzalez reflects on his life on La Frontera ("The Border") between El Paso, Texas, and Mexico through self-portraits



A still from *Chasing Ice*, an Emmy award-winning documentary on climate change



Jeremy Jordan, star of Broadway, film, and television, making his Boston solo concert debut



A performance from doug elkins choreography, etc.

# DEFINE YOUR DIFFERENCE WITH BABSON'S PROGRAMS:

»» **UNDERGRADUATE**  
[www.babson.edu/undergraduate](http://www.babson.edu/undergraduate)

»» **GRADUATE**  
[www.babson.edu/graduate](http://www.babson.edu/graduate)

»» **EXECUTIVE AND ENTERPRISE EDUCATION**  
[www.babson.edu/bee](http://www.babson.edu/bee)



## EDUCATION THROUGH LIFELONG LEARNING

BABSON OFFERS LIFELONG-LEARNING OPPORTUNITIES RANGING FROM ACTIVITIES FOR YOUTH ALL THE WAY TO COLLEGE CLASSES FOR SENIOR CITIZENS.

### YOUTH ENTREPRENEURIAL LEADERSHIP PROGRAMS

#### Needham and Wellesley Housing Authorities

Babson's Office of Faith and Service runs entrepreneurial leadership programs hosted during the summer for middle school students in the Wellesley, Needham, and Framingham housing authorities that teach students how to start businesses, partner with nonprofits, and create, manage, and market products.

#### High School Summer Study

Babson's **Summer Study program** provides an opportunity for high school juniors and seniors to explore the ways they can create global impact through business and entrepreneurship. This annual

residential program attracted 85 students from 25 countries in 2015, during which time students developed their problem-solving skills while creating new ventures that addressed social, economic, and environmental problems. Learn more at [www.babson.edu/summerstudy](http://www.babson.edu/summerstudy).

#### Network for Teaching Entrepreneurship (NFTE)

Babson partners with NFTE, which delivers entrepreneurship education programs to young people in low-income communities, to co-host events throughout the year, including the annual NFTE Youth Entrepreneurship Conference. Babson students serve as NFTE volunteers, and Babson professors serve as NFTE thought partners. The College also provides a full scholarship to an outstanding NFTE student each year. Learn more at [www.nfte.com](http://www.nfte.com).



## »» ? DID YOU KNOW?

» You can help prepare Babson students for a career, and further develop your own, when you volunteer through the **Coaching for Leadership and Teamwork Program (CLTP)**. Launched in 1997 by award-winning Babson professors Joseph Weintraub and James Hunt, coaching sessions take place every fall and spring semester. Learn more at [www.babson.edu/coach](http://www.babson.edu/coach).

## RESOURCES FOR ADULT LEARNING

### BABSON CLASSES TO AUDIT

Wellesley and Needham senior citizens may audit Babson's undergraduate classes on a space-available basis at no cost. In 2015, two Wellesley senior citizens audited four courses worth \$22,976. Four Needham senior citizens took a total of five courses worth \$27,006. Find courses and apply at [www.babson.edu/classaudit](http://www.babson.edu/classaudit).

### HORN LIBRARY

Needham and Wellesley residents may use materials on open shelves at Babson's Horn Library and may check out books for four weeks. Learn more about how you can use the Babson library at [libguides.babson.edu/visitors](http://libguides.babson.edu/visitors).

### NORTH HILL AND BABSON COLLEGE CONNECTION

North Hill, a senior living community, and Babson College have a long-standing connection that spans more than three decades. A number of North Hill residents received degrees from Babson, and Babson faculty often serve as lecturers for North Hill's lifelong-learning offerings.

## ONLINE SOURCES OF INSIGHT AND EDUCATION

THERE ARE MANY WAYS TO DIGITALLY ENGAGE WITH THE DYNAMIC IDEAS AND STORIES BEING CREATED ON AND OFF BABSON'S CAMPUS, INCLUDING:

» [blogs.babson.edu](http://blogs.babson.edu)

Catch up on everything Babson through blog posts written by students, professors, and staff.

» [www.eak.org](http://www.eak.org)

Discover entrepreneurship stories of all kinds from the Babson community.

» [magazine.babson.edu](http://magazine.babson.edu)

Enjoy stories from Babson in an eye-catching, engaging digital format.

» [www.babson.edu/bee/webinars](http://www.babson.edu/bee/webinars)

Take advantage of Babson Executive Education's free webinar series—hosted by Babson faculty—covering current business ideas, topics, and trends.



» Through our Executive and Enterprise Education division, Babson offers a range of multiday open enrollment programs to meet you or your organization's learning and leadership development needs. Programs focus on topics including entrepreneurship, leadership, business analytics, retailing, and finance. For more information, visit [www.babson.edu/bee/oe](http://www.babson.edu/bee/oe).

## A SAMPLING OF RECENT BABSON BOOKS

ENJOY THOUGHT-PROVOKING CONTENT CREATED BY OUR FACULTY.

» *Evolving Entrepreneurial Education: Innovation in the Babson Classroom*

This book showcases a combined wealth of knowledge from 45 Babson faculty members, who share their experiences and highlight their approaches to innovation in the classroom, offering insight about how to create and share high-quality content with students.

» *What to Do When You're New*, by Keith Rollag, associate professor of management

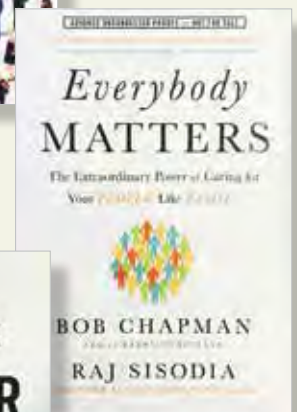
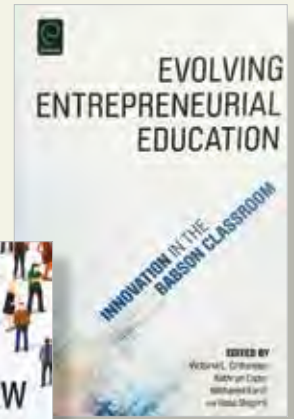
In his unique new book, Rollag teaches newcomers of all ages, backgrounds, and anxiety levels how to develop necessary and critical skills to help embrace and excel at being new—for professional advancement, personal accomplishment, and the pure joy of living a full and interesting life.

» *Everybody Matters: The Extraordinary Power of Caring for Your People Like Family*, by Raj Sisodia, professor of marketing, and Bob Chapman, chairman and CEO of Barry-Wehmiller

Sisodia and Chapman tell the story of how Barry-Wehmiller envisioned and implemented a new kind of business culture, one that puts people first and cares for employees like family, and turned it into years of highly profitable growth in a difficult market.

» *The Objective Leader: How to Leverage the Power of Seeing Things As They Are*, by Elizabeth Thornton, professor of management practice, Babson Executive Education

This book provides a framework for understanding how objectivity, the most critical management skill, can help leaders make smarter decisions and get better results.



### BABSON WELCOMES NEW DEAN, WELLESLEY RESIDENT IAN LAPP

“Students bring an essential voice to conversations about the future of higher education, and I am excited to be part of this transformational educational experience at Babson.”

– Ian Lapp, *Dean of the Undergraduate School*

## RECREATION

ENJOY BABSON'S SCENIC 370-ACRE CAMPUS, WHICH FEATURES LIGHTED WALKWAYS AND PART OF THE 16-MILE CHARLES RIVER LINK TRAIL.

### SUMMER CAMPS AND PROGRAMS

Babson ran 11 camps from June through August 2015, including camps for soccer, basketball, baseball, ice hockey, field hockey, tennis, and lacrosse. Approximately 17 sessions occurred during a seven-week period for local children ages 6–15.

**VISIT [WWW.BABSON.EDU/SUMMERCAMPS](http://WWW.BABSON.EDU/SUMMERCAMPS) TO LEARN MORE OR REGISTER TODAY!**

### WEBSTER ATHLETIC CENTER AND BABSON ATHLETIC FIELDS

The Webster Athletic Center facility and athletic fields are used by several area groups for team practice and play, including:

- » Wellesley College basketball
- » Wellesley High School baseball, swim, and track
- » Needham High School swim and track
- » Dana Hall School field hockey
- » Wellesley Swim Association
- » Needham Track Club
- » Heartbreak Hill Striders
- » The Suburban Striders
- » Wellesley Youth Lacrosse
- » Dover-Sherborn Running Club



### BABSON SKATING CENTER

In addition to donating public skating passes to local schools for their PTO fundraising efforts, the Babson Skating Center, owned and managed by Babson College, was used in various ways by the community during the 2014–2015 season, including:

- » Needham High School hockey practice and games
- » Wellesley High School hockey practice and games
- » Public skating weekday mornings and Sunday afternoons
- » Skating lessons for more than 350 Needham and Wellesley students
- » Ice time rented by Needham and Wellesley groups for adult hockey games
- » Tenacre Country Day School's annual winter program
- » Tobin School's and Needham Children's Center's participation in Babson's Skating School
- » Recognizing Wellesley Youth Hockey Association skaters at a Babson varsity hockey game

**FOR INFORMATION ON LESSONS AND PUBLIC SKATE TIMES, VISIT [WWW.BABSONSKATINGCENTER.COM](http://WWW.BABSONSKATINGCENTER.COM)**





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FOR THE MOST UP-TO-DATE COMMUNITY INFORMATION, VISIT [WWW.BABSON.EDU/COMMUNITY](http://WWW.BABSON.EDU/COMMUNITY)

## » UPCOMING EVENTS AND PROGRAMS

### **April 13 / B.E.T.A. (Babson Entrepreneurial Thought and Action®) Challenge**

See Babson student and alumni entrepreneurs compete for more than \$100,000 when they make their presentations to a panel of judges that includes Babson alumni entrepreneurs and local investors.

*Learn more at [www.babson.edu/betachallenge](http://www.babson.edu/betachallenge)*

### **April 24 / 7 p.m. / Carling-Sorenson Theater / *Game of Thrones* screening and Q&A with Pedro Pascal**

View excerpts from the hit HBO series, and get some behind-the-scenes insights from Pedro Pascal about his experience playing Oberyn Martell.

*Learn more at [www.commshakes.org](http://www.commshakes.org)*

### **April 25 / 8 p.m. / Carling-Sorenson Theater / Theatre in the Rough: *Death and the Maiden***

Staged reading starring Pedro Pascal

After the fall of the totalitarian regime in a South American country, a former political prisoner finds herself face to face with the man she believes was her captor.

*Learn more at [www.commshakes.org](http://www.commshakes.org)*

### **May 16–20 / Entrepreneur's Boot Camp: A Deep Dive for New Ventures**

This is one of many open enrollment programs offered by Babson Executive and Enterprise Education.

*Learn more at [www.babson.edu/bee/oe](http://www.babson.edu/bee/oe)*

### **October 25–26 / Sixth Annual Babson Food Day**

Join food entrepreneurs as they share delicious meals while discussing better food policies.

*Learn more at [www.babson.edu/foodday](http://www.babson.edu/foodday)*

FOR A COMPLETE LISTING OF UPCOMING BABSON EVENTS, VISIT [WWW.BABSON.EDU/EVENTS](http://WWW.BABSON.EDU/EVENTS)



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