

In This Economy, How Do You Validate Corporate Community Involvement Initiatives?

“Underwriters Laboratories Inc. is excited to be part of this Boston College Center for Corporate Citizenship project to develop a framework, guidelines and best practices that will enable companies to garner increased internal support for their community involvement initiatives.”

Jane L. Coen, Global Manager - Corporate Citizenship, Underwriters Laboratories Inc.

You know your corporate community involvement initiatives have business value but it's frustrating if you don't have a way to measure it.

Lacking measurement of that value can make getting funding for your programs an uphill battle. And showing progress generated by your corporate community involvement programs in a measureable way can be difficult at best.

In collaboration with Mission Measurement, a leader in the field of impact measurement, the Boston College Center for Corporate Citizenship will explore how corporate community involvement can contribute to business success. Our goal is to develop the next generation of metrics for the business impact of community involvement that will help demonstrate the role and importance of the corporate community involvement field. This research will cover not only more familiar areas of business impact measurement, such as employee loyalty and retention, but also other areas critical to business, from brand reputation to product research and development.

The Boston College Center is looking for a limited number of companies to take part in, and support, this important initiative. Participants will benefit from:

- Identification as one of the leading-edge companies in the community involvement field
- Immediate access to use the metrics developed, and access to additional Center research support (at additional cost) to test and pilot these metrics in the company
- Sponsor recognition and participation in the launch of working group findings at the Center's 2010 International Corporate Citizenship Conference in Boston, April 2010
- Recognition in all publications and promotional material associated with the study, as well as the opportunity to participate in all events associated with the development and publicity of the measurement project

For companies that are members of the Center, the cost of participation in this innovative research initiative is \$25,000 payable over two fiscal years. For companies that are not members, the cost of participation is \$30,000 payable over two fiscal years.

To see the full proposal for this project, please go to: <http://www.bccccc.net/ImpactMeasurementProposal.pdf>

For further information on the project, please contact Chris Pinney at 617-552-4299 (pinneyc@bc.edu) or Allison Lee at 617-552-1552 (allison.lee.1@bc.edu).

“HP is happy to be a part of this project to illustrate that doing good is not only ‘good business,’ but ‘measurable’ good business that will help define how corporate charitable contributions support social goals as well as bottom line business goals.”

H. Camilla Nelson, Program Manager, Global Social Investment, Hewlett Packard

