

## Supplement: Social Impacts of the SBA

The Gonzaga School of Business Administration is committed to education and scholarship that has an impact on our stakeholder communities. The following are some examples of activities the students, faculty, and staff of the SBA have impacted our community..

### Engaging Coursework

- Over the last five years, more than a hundred for-profit and not-for-profit firms have been assisted by GU SBA students and faculty through venture consulting and community engagement projects in our Multidisciplinary Action Projects, Promotions Project, Quantitative Methods, Small Business Consulting, and our New Venture Lab.

### Connecting with the Community

- Since 2010, Gonzaga undergraduate and graduate students have had the opportunity to participate in the Justice for Fraud Victims Project (JFVP), which was founded at Gonzaga by Professors Sara Kern and Gary Weber. In this innovative project, Gonzaga students investigate actual cases of financial fraud in the Spokane area that are referred to the program by area law enforcement agencies. Cases are only accepted if the alleged victim cannot afford a commercially available forensic accounting exam due to financial constraints. The program also incorporates the work of Certified Fraud Examiners from the area, who serve as mentors for each student team. Thus, the program combines hands-on experience for the students with service to the community. Students participating in the Justice for Fraud Victims Project have investigated over 40 cases of financial fraud in the Spokane area since the project's inception in 2010, documenting over \$900,000 of financial fraud. In addition, at least nine other universities have adopted the project across the country, including the University of Washington, Portland State University, and Marquette University.
- Between 2016 and 2019<sup>1</sup>, students in Gonzaga SBA's Volunteer Income Tax Assistance (VITA) Program volunteered more than 3,000 hours of their time to process more than 3,250 tax returns that enable low-income taxpayers in our community to access more than \$4.5 million in tax refunds. To participate in VITA, students must attend two days of training and complete a certification exam. The returns generated by VITA are vital to members of our community, many of whom would not be able to access tax preparation services on their own.
- Opportunity Northeast (ONE) is a Place-Based Initiative (PBI) of Gonzaga University that is focused on community development in the Northeast region of Spokane where Gonzaga is situated. Although the Initiative is housed in the Center for Community Engagement (CCE) at Gonzaga, the Center works with partners within the University (students, staff, faculty and administrators) and outside of it (organizations that are working within the community, city, and the county) to use collective wisdom to effect change in three primary areas – Whole Health, Educational Opportunities, and Engaged Campus and Community. Vivek Patil (Marketing) was recently named a Research Fellow in the ONE Initiative and has leveraged the data the initiative is collecting on our community to create meaningful research and data analysis projects for our students; many other faculty in the SBA participate in one or more ONE-sponsored programs.
- Through the Opportunity Northeast project, GU faculty, staff, and students have worked with community organizations throughout our home community of northeast Spokane on data analysis, strategic planning, and the development of new ventures through our Multidisciplinary Action Projects courses, Business Consulting Projects lab, undergraduate and graduate data analysis projects,

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<sup>1</sup> The VITA Program was significantly impacted by the global pandemic. As a result of the restrictions on physical interaction and the temporary changes in tax due dates, students were unable to participate in the VITA process in 2020 and 2021. We intend to resume the program in the spring of 2022.

undergraduate and graduate management information systems courses, and community engagement projects.

- More than a hundred cohorts, courses, and classes have taken field trips to businesses throughout the region over the last five years. From our Applied Project Management experience at Boeing in Seattle to local lunches with the executive team of Numerica - one of our largest credit unions – to the required class fields trips in many sections of our MGMT 350 core class<sup>2</sup>, students are encouraged to learn in the businesses they will soon seek to be part of.
- In the spring of 2021, five GU School of Business undergraduate students served as paid interns for local not-for-profit and community organizations through a partnership between the Mozilo Student Experience Fund and ONE. The fund allows GU business students to serve in meaningful internship roles for organizations in our community that would benefit from a paid intern but cannot afford one.

### Faculty Development and Engagement

- GU SBA faculty and staff are engaged members of their professional and personal communities. Examples include:
  - In the community, more than half of GU SBA faculty served on at least one community board in the last five years. Beginning in 2018, two SBA students serve each year on Numerica Credit Union's board of directors as part of the Numerica-Gonzaga School of Business Board Partnership Program.
  - Multiple members of the GU faculty participate or have participated in Jesuit Worldwide Learning as instructors, selection committee members for AA programs, or program designers.
  - In 2020, SBA occupied more than a hundred institutional service positions (i.e., committee or task force member or chair), and 68 professional service positions (e.g., editorial review boards, advisory committees, outside academic committee members)

### Lectures and Annual Events

- Among the many events hosted by the SBA, a number focus on important problems impacting our communities, including:
  - Aram Lecture on Business Ethics - annually since 2010
  - Canfield Family Lifelong Learning Lecture – inaugural lecture by Chris Lowney held in 2020
  - Community Partners event – held annually since 2014
  - Economics Symposium – held bi-annually since 1977
  - Pigott Entrepreneurship Lecture – held annually since 2011
  - Mozilo Lecture on Affordable Housing – held semi-annually since 2019

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<sup>2</sup> Between 2017 and 2021, more than 400 undergraduate business students attended one or more field trips to more than a dozen different organizations in the Spokane area. Becky Bull Schaefer (Management) began working with the GU Career and Professional Development Center to create a structure for field trips that required students to research the company and then integrate their findings into our core Principles of Management course. Dr. Bull Schaefer continued this work during her time at Gonzaga in Florence in 2018 – organizing local trips to Florence firms, and continued the practice virtually last year and this year as we confronted COVID-19 restrictions.