

Group Project Assignment Sheet: Designing An Organization's Community Project

COMM 112 Business Communications / Mitchell Tropin

This Project is Due During Finals Week – December 12

The purpose of this project is to give students the experience of working in a group and experience organizational communication. The group will develop a program that allows their selected enterprise or organization to show their commitment to their customers, community or the public in general.

The project can be address issues involving the environment, social or racial justice, improving the community resources, providing aid, help and support to others, and more.

Besides developing the program, the group project will require students to develop a social media program to publicize the program.

In addition, student groups will show that their program is connected with a

Here is the Step by Step Process for this Assignment.

First, the group will select their ``client.'' This can be a for profit corporation, a non-profit organization, a small

business, a state or local government agency, and any other enterprise. Once the entity is selected, the group should see if it is already engaged in a community or socially related program. For example, Nike supports efforts to promote awareness of the need for better treatment of the Black community.

In another example, Dawn liquid detergent donates money to programs that help animals with \$1 being donated for every bottle of detergent sold.

Second, the group should develop a program that would connect their client with a project that shows the organization cares about a social issue or cares about the community. The program also should have a connection with one of the United Nations's Sustainable Development Goals.

The student group should be able to show how participating in the project would enhance the client's standing in the community or improve the public relations position of the client.

Students would be encouraged to find a company they already know and research the company's mission statement, its corporate goals and other information by examining the company's website, financial disclosures and other sources, such as Bloomberg News or Yahoo Financial.

Third, To publicize the project, the teams also would develop a campaign to inform the community and others

about the project. The campaign would use social media and other means to raise awareness of the project.

In building a program to implement the campaign, student teams would be encouraged to create a multi-faceted program that reaches out to the company's executives, employees, and the public.

Among other items, students would be advised to include:

- SEARs—annual social & environmental assessment reports
- Using the corporate website to showcase the company's activism campaigns, social equity performance, environmental performance, etc.
- Using social media to promote company programs connected with the U.N. goal.
- Public Service Announcements
- Encourage employee participation through activities or giving employee grants to launch their own activities.

A good example is when employees are given time during time to volunteer for Habit for Humanity.

- Encourage the company's leaders—CEO, Chair, vice president—to actively participate in the campaign through speaking engagements or participation with

ongoing third-party programs connected with the U.N. goal.

- Revising the company mission statement to incorporate a commitment to the goal.
- Create campaigns that connect the company's products or services to the selected U.N. goal.

Fourth, the group should prepare a presentation that would show this class what program they had developed for the client and how they planned to publicize the program.

That's It.

Below is background information on how companies started getting involved in corporate responsibility project.



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**“BUSINESS HAS THE RESPONSIBILITY
TO GIVE BACK TO ITS COMMUNITY.”
–BEN COHEN**

The goal of this project is to have student teams create a social activism program for an existing corporation. The program would be based on one of the 14 U.N. SND goals.

I was inspired to come up with this assignment by the surge in Corporate America embracing activism.

Numerous business media in recent weeks have been reporting on the increasing number of corporations that have launched corporate activism programs.

Bloomberg News and the Wall Street Journal are noting that more enterprises are awaking to the need so show they are on the right side of history.

For some companies, like Ben & Jerry's or Nike, this is nothing new. However, embracing social or racial justice is relatively new for thousands of American corporations.

With this in mind, my project envisions corporations going to those who truly understand social, racial, political and economic justice—young people.

A little background.

Back in the early 1980s, the concept of corporate social responsibility was brought to the forefront.

Securities and Exchange Commission Chairman Harold Williams made big headlines when he told Corporate America that they have a responsibility to give back to their communities. He urged companies to reject the long-held belief that corporations' only obligation was to their shareholders.



Sadly, Williams's words did not make a large impact. But they did not totally fall on deaf ears.

The bright shining star was Ben & Jerry's founders Ben Cohen and Jerry

Greenfield, who coined the phrase,
“Caring Capitalism.”



Since 1985, Ben & Jerry's, through the company's foundation has contributed \$1.8 million annually to various

causes, 7.5% of its annual pre-tax profits.

The ice cream company also has donated hundreds of thousands to racial justice, climate change, peacebuilding, and more.



In working on this project, I examined Ben & Jerry's ``Conscious Capitalism `` policies and my assignment would incorporate five pillars of that policy.

These pillars would provide guidance to the students on what should be included in their projects.

1. Higher Purpose
2. Accountability
3. Employee and Shareholder Engagement
4. Conscious Leadership
5. Conscious Culture

Here is how the project would work:

First, the student teams would select an existing company. It can be a local concern or a multinational enterprise.

Second, the group will focus on one specific campaign. In selecting a campaign, the group would have to show that it connects with one of the U.N. goals.



Once a goal is selected, the students would come up with a single campaign that reflects the goal.

I am confident that MC students would bring creativity and ingenuity to this assignment, coming up with different social media, public relations and other communication initiatives.

<https://www.bloomberg.com/news/features/2020-07-22/how-ben-jerry-s-applied-its-corporate-activism-recipe-to-blm>