

POSITIVE IMPACT RATING

*Starting your PIR
journey: what you
need to know*

25 November 2020

LET'S WORK TOGETHER

TO MAKE THE BUSINESS SCHOOL GO
FROM BEING THE BEST IN THE WORLD
TO BEING THE BEST FOR THE WORLD

► WWW.POSITIVEIMPACTRATING.ORG

 **POSITIVE IMPACT**
RATING FOR BUSINESS SCHOOLS

Meet the team!



John Watt

PIR Outreach and Marketing Manager

Giuliana Longworth

PIR Student Engagement Coordinator



Webinar program



Part 1: *Introduction to the PIR.* A reminder of what the PIR is and why we do it!

Part 2: *How does the PIR survey work?* A walk through the process of using the survey, how you can share it with fellow students, and using the results.

Part 3: *Campaigning for responses.* Hints and tips, plus an introduction to the PIR Student Media Pack.

Part 4: *Open Q&A session.* Ask the PIR team anything you like!

Part 1: *Introduction to the PIR*

**The Positive Impact Rating
seeks to contribute as a
lever of change to the
transformation of the
business school
landscape.**

Capturing the voice of students to

Define the positive
impacts of schools

Move from competition to
collaboration

Provide a new tool for
change

The Impact Model for Student Assessment

3 Areas, 7 Dimensions, 20 Questions



ENERGIZING

How governance and culture move the school ahead, as perceived by its students.



EDUCATING

The fundamental role of a school by preparing students to become responsible leaders in business and society.

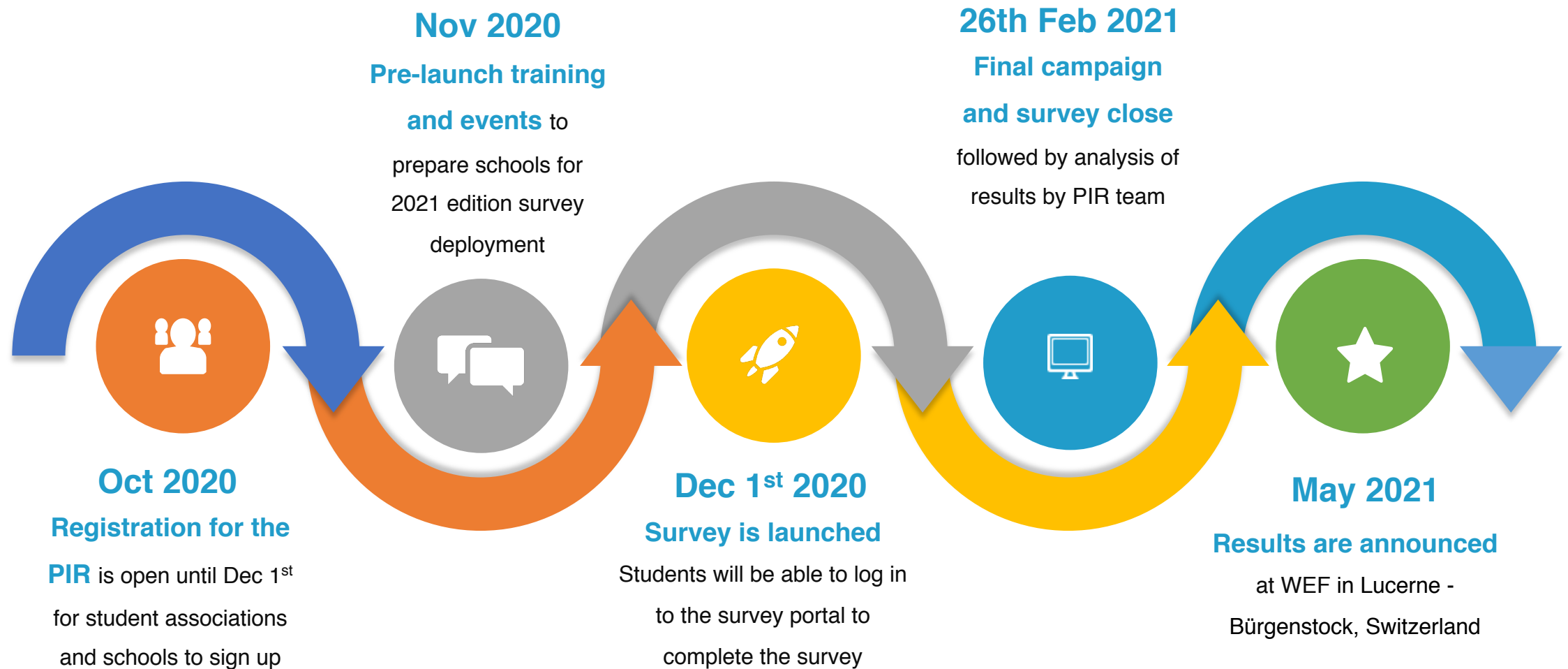


ENGAGING

Reflects the school's active engagement to earn the trust of students and society, but also its status as a respected public citizen.

What happens next?

Steps to participation



Part 2: *How does the PIR survey work?*

The survey runs from **1st December 2020 to 26th of February 2021.**

You can collect responses at a time which is most effective for your business school and student association.



Raise awareness of the survey

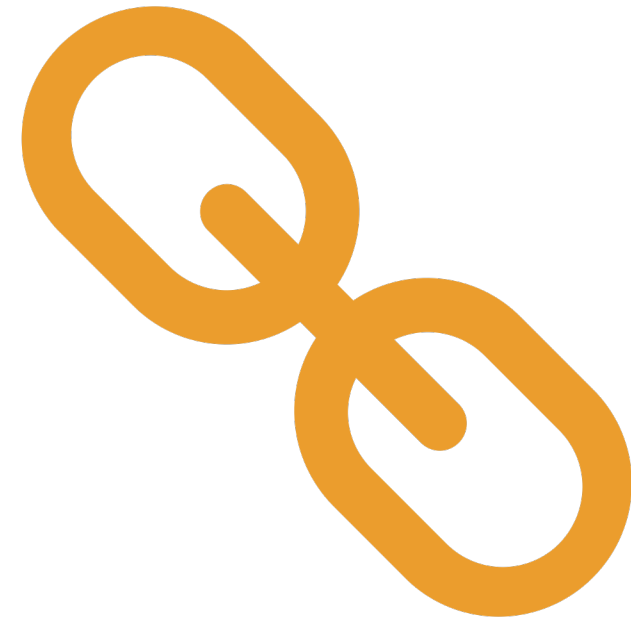
- You may choose to do:
 - **a focused campaign** over a shorter period at a time when you think is right in your school (e.g. after exams, or start of new semester)
 - **a longer campaign** throughout the whole time the survey is open



Share the survey

Share the survey link with students - you will need to send the link and access code directly to student to ensure the right people have access to the survey.

Important: to keep the integrity of the survey, please only share the link and access directly with students via email and private/direct messages and **not** on open websites, social media posts etc.



Collect responses

- You will need a **minimum of 50 responses from undergraduate students and 50 responses from masters students** (if you have both at your business school)
- You will be able to **monitor your responses** on your dashboard throughout the process



The survey...

A Positive Impact Rating for Business Schools

The Positive Impact Rating is a new ranking for students who care to make a positive difference through their professional lives. It seeks to help them find a Business School that educates them for global responsibility in the 21st century. And it is designed to support those in Business Schools who want to create a positive impact on the world and create visibility for their actions.

Existing rankings support Business Schools and their students to become the best in the world. This rating is helping them become the best for the world!

We need your input to rate your school. The survey takes about 8 minutes to complete. Thank you for your time.

- ☐ I herewith pledge to honestly and truthfully respond to the questions of this questionnaire.
- ☒ I agree that my personal data will be used anonymously to analyze, compare and improve Business Schools' positive impact and communicate about this publicly.

You will answer now questions for the Testschool.

What is the name of your study program?

BACK

NEXT

You will answer now questions for the Testschool.

What is the name of your study program?

Business Management

Your origin:

National (same
country as my
Business School)

International

BACK

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✉ FEEDBACK TO THE PIR-TEAM

What is your level of your studies?

Student
Undergraduate
(Bachelor)

Student Graduate
(Master)

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How many years have you already studied at your Business School?

1 year

2 years

3 years

4 or more years

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Your age:

20 or younger

21-25 years

26-30 years

31-40 years

more than 40 years

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Your gender:

Female

Male

Rather not answer

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Energizing the School and its Culture

A Business School takes on many roles and has many different influences. We start out with the Energizing role of a school, which can be measured through its forms of Governance and its particular Culture.



In answering the following questions, be aware that there is no "objective" answer to these questions. **We are interested in how YOU perceive and assess these issues.**

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PART I

PART II

PART III



GOVERNANCE



Definition of Core Terms

I disagree

I completely agree

I am not sure

1.1 The school's vision and/or mission include sustainability and societal engagement.

1

2

3

4

5

6

7

8

9

10

?

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PART I

PART II

PART III

Do you have additional Feedback to the PIR-Team for these topics?

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Educating Current and Future Leaders

A Business School's main tasks include educating current and future leaders. We will be asking for the Programs being offered, the Learning Methods being used and the Student Support given.



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Do you have additional Feedback to the PIR-Team for these topics?

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Engaging the School by being a Role Model and by Engaging Publicly

A Business School serves itself as a Role Model institution for their students and the public alike as well as through their Public Engagement.



In answering the following questions, be aware that there is no "objective" answer to these questions. **We are interested in how YOU perceive and assess these issues.**

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PART I

PART II

PART III



INSTITUTION AS A ROLE MODEL



Definition of Core Terms

I disagree

I completely agree

I am not sure

6.1 The school's graduates are well prepared to deal with sustainability challenges in their jobs.

1

2

3

4

5

6

7

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10

?

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✉ FEEDBACK TO THE PIR-TEAM

PART I

PART II

PART III

Do you have additional Feedback to the PIR-Team for these topics?

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If you think for a moment:

What is the most important thing your school should stop doing in support of its commitment to providing management education that results in positive impact for the world?

What is the most important thing your school should continue doing?

What is the most important thing your school should start doing?

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Did you like the Survey ..?



Please give us some feedback on what we can do better or if there was anything ...

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Your responses have been recorded and the results for your Business School will be made available to the student organization managing this rating, your school's leadership and via Social Media in May 2021. Also, comparative results will be made available at the World Economic Forum 2021 in Lucerne/Buergenstock.

But you don't have to wait for these results to come in. You can start right now working with your student organizations or your Business School to increase your and their positive impact for the world.

Thank you very much for contributing to make your education and your Business School more socially relevant.

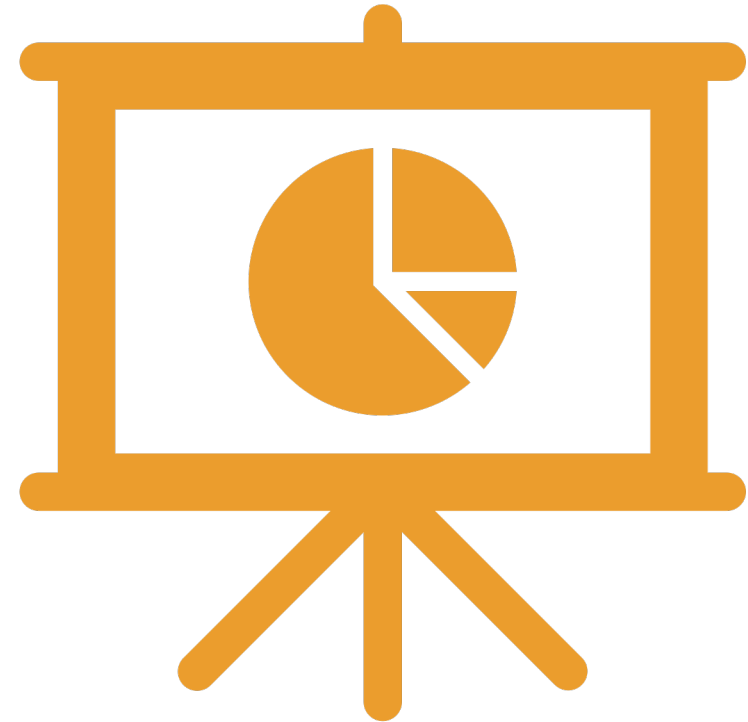
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SUBMIT

Survey results

Results process

- **Results are collected and analysed** by the PIR Methodology Team
- Results will be released to student organisations and schools by May 2021 - from here you can **begin to make changes!**
 - A good place to start could be to hold a meeting with your student organisation to go through the results and **develop an action plan.**





Business School

Copy link to the survey

Participation

66

Students Undergrad.






124

Students Graduates

190 / 60 min.

Total Respondents

Add filter ▾

-  Level 1 (0-4.2): Beginning
-  Level 2 (4.3-5.8): Emerging
-  Level 3 (5.9-7.3): Progressing
-  Level 4 (7.4-8.7): Transforming
-  Level 5 (8.8-10): Pioneering



Show detailed results

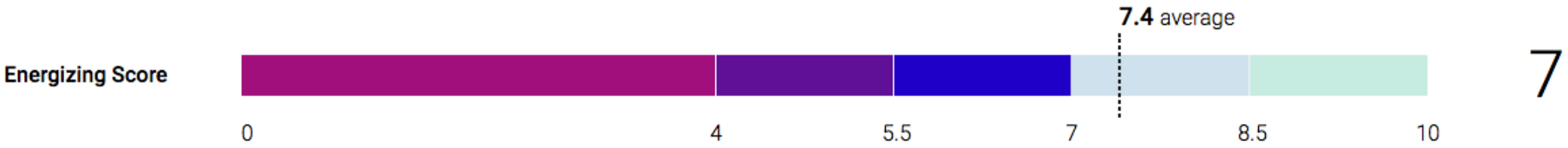


Feedback

What is the most important thing your school should stop doing in support of its commitment to providing management education that results in positive impact for the world? >

What is the most important thing your school should continue doing? >

What is the most important thing your school should start doing? >






Feedback

What is the most important thing your school should stop doing in support of its commitment to providing management education that results in positive impact for the world? >

What is the most important thing your school should continue doing? >


What is the most important thing your school should start doing? >

What is the most important thing your school should stop doing in support of its commitment to providing management education that results in positive impact for the world? 

Use so many screens to diffuse videos that nobody watches

les distributeurs automatiques de nourriture bourrés de plastiques et les tasses de café jetables


Reduce his energy consumption

What is the most important thing your school should continue doing? 

Promote in every way the benefits of changing our habits

Talk about Sustainability.

Oblige students to follow sustainable development courses, invite people from organization for sensibilise people.

What is the most important thing your school should start doing? 

Be transparent on its environmental and societal impact, stop becoming a factory of students (which is bad on educational but also environmental levels)

Reduce its wastes and take concrete actions in order to reduce its ecological impact Have more regulations for associations when they organize events

The school should start to push student to come by school with public transport, there is a lot of cars in the parking even if the majority of the student came by public transport

Results communication

- **2021 Edition Report is launched and released at the World Economic Forum**, where we will invite students and staff from leading schools to attend a PIR event
- Use the momentum with your school for **continuous change and more positive impacts!**

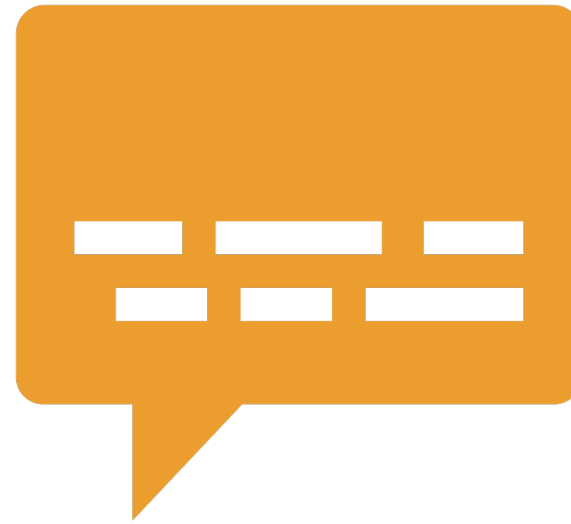


Part 3: *Campaigning for responses*

You choose
how to reach
out to your
fellow
students...



...but we have
some materials
to support you

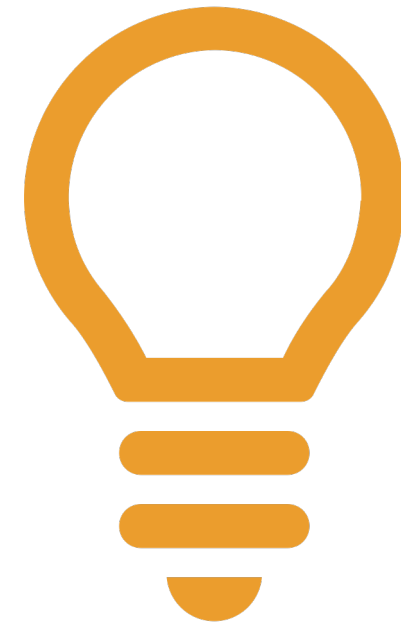


- [News article](#)
- [Email templates for student responses](#)
- [Social media posts for attracting students to take part](#)
- Canva materials - editable for own school - you will be added to the group



Top tips

1. **Tailor the campaign** – different audiences and students of different business courses
2. **Use innovative ways** to for the survey link – e.g. QR code on a lecture slide
3. **Collaborate with the faculty** – Schools are registered this year so should be keen to help!
4. **Be flexible** – revisit your strategy if you are not getting high responses
5. **The final push is the most important** – people tend to respond close to the deadline!



Part 4: *Open Q&A session*

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