



PRESIDIO  
GRADUATE SCHOOL

## FROM THE PRESIDENT

December 2011

### Inside this edition:

Strategic Planning, Accreditation  
Status and Fundraising Campaign

Recruitment and Marketing

Inspiration Strikes – A New Fund for  
Presidio Students

Alumni Activities

Commencement

Executive Certificate Program

Faculty, TAs and Class Auditing

Research Initiatives

Career Development

Mentor in Residence

Dear Fellow Presidians,

A busy Fall 2011 term at 36 Lincoln Boulevard. We are working diligently to further strengthen and enhance our administration and programs to best serve our students, alumni and the sustainability field.

In this Report from the President, you'll read about some of these efforts, part of my and the Presidio Board of Director's commitment to building the best possible Presidio Graduate School over the coming years. I know the faculty and staff join us in this commitment.



---

## Strategic Planning, Accreditation Status and Fundraising Campaign

Per my regular announcements this fall, we are well on our way to completing our strategic planning process, with outreach events to discuss the draft Strategic Plan scheduled for the week of December 12. The new Plan, outlining a series of 3 goals to be accomplished over a 2-5-10 year timeframe, will be delivered to the Board for their review and comment in January. We hope to launch the new Plan during the first quarter of 2012. Our Steering Committee, representing students, faculty, staff, alumni and board, has been outstanding. My thanks to them and all of you for your patience and participation.

I'm pleased to announce that the Western Association of Schools & Colleges has reviewed Presidio's application for eligibility to apply for independent accreditation and determined that Presidio is eligible to proceed with an application for Candidacy for Accreditation. While this is not a formal status with the Accrediting Commission, nor does it ensure eventual accreditation, it is a preliminary finding that Presidio is potentially accreditable. We are delighted with this result and look forward to working closely with WASC over the coming months to best position ourselves for success in the accreditation process. This will commence officially in early 2012, for completion approximately a year later.

Building on our Plan and accreditation processes, we will be undertaking an ambitious fundraising campaign for Presidio in 2012. The Board's Development Committee will be working closely with me and several key staff to design and implement the campaign, the details of which will be announced early next year. As Presidio's first-ever major capital raising campaign, this is an exciting effort for our school, engaging the entire community over multiple years. Stay tuned.

## Recruitment and Marketing

Returning to the day-to-day, in January, 2012 we will be launching a redesigned Presidio website with several new features, including a multi-user blog and interactive page. The site will have a more dynamic community feel, including additional functionality to help us better communicate Presidio news. Many thanks to our Website Task Force, made up of faculty, students, alumni and staff, for providing much-needed feedback to our web designers and helping guide the process as a whole.

Along with our focus on the website, we have increased our presence at several conferences and events this fall. Many staff and faculty attended the SoCAP, Business for Social Responsibility, GreenBiz and Net Impact conference. We are planning to substantially bolster our visibility at these and other industry events by establishing more promi-

ment sponsorships and, wherever possible, showcasing our faculty and alumni for speaking opportunities.

To this end, we will be launching two new strategic marketing partnerships to further build the Presidio brand and put ourselves in the thick of the sustainable business/sustainable policy marketplace. We have joined LOHAS (Lifestyles of Health and Sustainability) and the Social Venture Network as a prime sponsor and collaborator. Given that both of these organizations serve our target market as conveners and trainers, and are no strangers to Presidio, with several Presidio alumni among their staff, these are natural partnerships for us. Look for a significant Presidio presence at their conferences and among their networks in the coming years.



Students, Alumni, Faculty & Staff attend Net Impact Conference Fall 2011

I personally had the pleasure of attending a number of conferences the past few months, spreading the Presidio gospel while meeting scores of alumni and friends. Stops on my tour included SXSW Eco in Austin; SRI in the Rockies in New Orleans; Social Venture Network in Philadelphia; Meeting of the Minds in Boulder; and, Slow Money and Sustainable Industries in San Francisco. To highlight just one, I organized and moderated a panel called “Training the New Generation of Social and Environmental Entrepreneurs” at SXSW Eco (the green companion to the famous South by South West conference), featuring Judy Samuelson, Director of the Aspen Institute’s Business and Society program; Rick Bunch, head of the University of Michigan’s Erb Institute of Global Sustainable Enterprise; and, Stuart Decew, Director of Yale University Center for Business and the Environment. Standing room only. Our very able Communications Manager, Janelle Doi, did a great job in making these appearances happen.

I’m delighted to report that we kicked off the inaugural Presidio Presents Speaker Series on November 16, 2011 at The Hub, featuring Cheryl Dorsey, President of Echoing Green, and Deb Nelson, Executive Director of the Social Venture Network. The new series is being funded by Boulder, CO attorney and social investor Dan Leftwich. The series continues on January 26 with a panel on entrepreneurship and intrapreneurship for sustainability. Quayle Hodek, Chief Executive Officer of Renewable Choice Energy, Rahul Raj, Director of Sustainability at Walmart.com and John J. Viera, Director of Sustainability and Vehicle Environmental Matters at Ford Motor Company are on deck. Two more exciting events on cleantech VC and sustainable food follow later in 2012.

On a related note, we have recently confirmed that Presidio will host the 2012 “Meeting of the Minds” conference in October 2012 in San Francisco. MOTM is the premier international convening on smart, sustainable urban development. More than 300 leaders from a dozen countries attend the annual event. Sponsors include Cisco Systems, Toyota, Deutsche Bank, Philips, Siemens, the Regional Plan Association and the Urban Age Institute. Please stay tuned for more details. With the fall conference, Presidio Presents and the many other events we hold each term, Annie Sexton, our Events and Special Programs Manager, has been especially busy.

## Inspiration Strikes – A New Fund for Presidio Students

As many of you have heard, one of our MPA students, Karin Meyer, along with her husband Scott, have generously established a new fund, Inspiration Strikes, to help make it possible for Presidio students to present their papers and ideas at key conferences and other venues. Inspiration Strikes will support our students’ intellectual and professional growth while promoting the Presidio mission and brand among key audiences.

## Alumni Activities

Our talented Alumni Affairs Director, Sonya Kendall, is actively planning a series of alumni events in Boulder, Los Angeles and San Francisco, with our inaugural gathering in Boulder in mid-January. Sonya has spent the past three months getting to know our alumni. We are meeting each month with a new group of alumni to talk about important topics affecting our alumni and ways we can best serve them. Plans for launching a first-ever alumni database early next year are on track.

## Commencement

I’m so pleased to inform you that Howard Dean, former five-term Governor of Vermont, 2004 U.S. Presidential Candidate, former Chairman of the Democratic National Committee and health care advocate, has agreed to be our 2012 Commencement Speaker. We look forward to an exciting and inspiring event at the Palace of Fine Arts on May 25.

## Executive Certificate Program

We are working with LOHAS to explore possible collaborations with a couple of Chinese universities interested in executive education for the rapidly growing class of Chinese LOHAS/sustainable business entrepreneurs. We are currently in discussions with the China Europe International Business School in Shanghai. Similar discussions are also underway with a Beijing-based business school as well as management schools in Singapore and Russia. Adjunct Faculty member Ryan Cabinte is helping lead these discussions. Facility with foreign languages, we've learned, can be useful! Lots of translators.

## Faculty, TAs and Class Auditing

We are bringing several very talented new adjunct instructors onto our faculty for the new semester. In line with the announcement earlier in the semester about our curriculum development and innovation process, these new faculty will contribute to the quality and diversity of our courses. Please look for announcements from Interim Dean Ed Quevedo on these hires in the coming weeks. Ed and our faculty have done a masterful job in a fast-tracked recruitment process this fall.

We have a new TA Coordinator beginning next term. Robert Coombs will be taking over from Bethany Baugh, who will be devoting more of her time to her duties as Co-Director of Admissions. Bethany was an outstanding TA Coordinator. No doubt Robert will prove the same.

In addition, we will also be opening most of our degree program courses to alumni to audit next semester. Our aim is to create meaningful opportunities for collaboration and community building among alumni and current students as we look to more fully engage our alumni in the life of the school. No better way than in the classroom.



Students focus during Integrative Capstone class  
Fall 2011

## Research Initiatives

I'm delighted to report that the Lydia B. Stokes Foundation has funded a new initiative to support our faculty in further refining our renowned sustainability curriculum. The Curriculum Innovation Initiative will allow us to evolve our curriculum to stay ahead of the curve while building closer ties between our MBA and MPA programs. Our aim is to put greater emphasis on developing course content at the intersection of private markets and public policy and explore more deeply the emergence of the new "Fourth Sector" and "For-Benefit" organizational models. Thanks go to Maggie Winslow for helping make this happen, and to Stokes Foundation Trustee Tom Willits for his support.

On a similar note, our faculty are in the early stages of developing an R&D strategy for Presidio Business Case Studies, to be undertaken in collaboration with our students. Our aim is to productize and package the Presidio "case method" for distribution to other management schools interested in teaching sustainable business strategies. Faculty member Dwight Collins has been leading this charge. The Collins Family Foundation, which Dwight chairs, will be a prime collaborator in this effort.

Finally, the Fred Gellert Family Foundation has generously agreed to support a new research project exploring alternatives to the GDP. A host of alternative models exist that challenge the GDP as best-practice in measuring economic and social performance. With Gellert support, Presidio faculty will create new course content for our curriculum emphasizing these alternative models, building on a strong base in ecological economics, full cost accounting and life-cycle assessment. We will also convene a day-long symposium featuring leading thinkers in new measures of national economic performance.

As part of the award, the Gellert Family Foundation is also providing tuition support to top Presidio students, to be named the Gellert Family Foundation Scholarship. Our sincerest appreciation to Gellert Family Foundation Director Leslie Leslie and Trustee Annette Gellert.

## Case Competitions

During the Spring, 2012 semester, Presidio and the Bainbridge Graduate Institute will launch a new annual Madrona League Business Plan Competition. The competition will be open to MBA student teams throughout North America, and will include our MPA students. The final rounds of the competition will be held in Seattle in May 2012. Presidio will host the second competition in San Francisco in Spring 2013.

Speaking of case competitions, for the first time in our history, Presidio has been invited to join the Aspen Institute's 2012 International Business and Society MBA Case Competition, featuring more than 1000 students from 25 schools around the globe. We're deeply honored to have been included.

## Career Development

With intense focus on strengthening our career services, the Student Affairs and Career Development staff, under the leadership of Director Yvette White, are expanding our career resources, including career advising, networking events, skill-building workshops and job/internship postings. We encourage current students and alumni to take advantage of these resources. Our commitment is not simply to help our students and alumni find jobs, but jobs aligned with our mission, jobs that will change the world.

## Mentor in Residence

We'll be hosting a new Mentor-in-Residence starting in January, 2012. Our first MIR is Rahul Raj, who leads Walmart.com's sustainability program. Rahul, a smart, savvy and high-energy leader, literally volunteered for the job; I didn't have to ask him. He's so excited about Presidio and our students. He just wants to be part of the action. Rahul will be on site a number of hours each month to meet with our students and alumni to share his stories, insights and professional networks. We can't wait to welcome him. Though we already have. Rahul was our unofficial Ambassador in Residence at the Net Impact conference in Portland in October, where he quickly became the star of the show.

---

That's it for now from the corner office, where the span of the Golden Gate Bridge is constantly in view, a looming, and luminous, reminder of the importance of our work as bridge-builders to the future, Pontifex Presidio. Our board, faculty and staff are energized and moving forward, with a new strategic direction, new ideas, new people and new possibilities for propelling Presidio. It's not just rhetoric; it's reality.

We look forward to welcoming our small but talented Spring cohort in January and to seeing all of you in early 2012.

Until then, on behalf of my staff and faculty colleagues, I wish all of you a safe, healthy and happy solstice, holiday and New Year.

Warmest Regards,

William Shutkin