BABSON
IN THE COMMUNITY

COMMUNITY REPORT / 2013

BABSON

»MISSION

BABSON COLLEGE EDUCATES ENTREPRENEURIAL LEADERS WHO CREATE GREAT ECONOMIC AND SOCIAL VALUE EVERYWHERE.

No. 1
IN ENTREPRENEURSHIP

20th CONSECUTIVE YEAR, MBA PROGRAM / **17th** CONSECUTIVE TIME, UNDERGRADUATE SCHOOL

-U.S.News & World Report



»FROM THE PRESIDENT

As Babson's new president, and a new Wellesley resident, I want to first thank the people of Wellesley and Needham for providing me with a warm, receptive, and supportive welcome to the wonderful towns we have the privilege to live and work in together.

My expectation is that Babson will continue to be both a good neighbor and reliable partner as we strive to further enhance the already strong bonds we've forged over many decades. The support we receive from the citizens of Wellesley and Needham is a key component in Babson's success. We all benefit from having a strong, dynamic Babson as part of the fabric of our local communities, and look forward to our best days which I believe, like you, lie ahead.

Babson is a place that not only seeks out, but celebrates, positive change. Every day, members of the Babson community take action to advance the world's greatest force for economic opportunity and social improvement—entrepreneurship. In the online version of this year's report (**www.babson.edu/community**), we've created a special section that highlights local entrepreneurs who are making a positive impact on our communities and economy. They are wonderful examples of the diversity, creativity, and originality that Babson College is proud to inspire.

An addition to campus that I'm sure will earn rave reviews is the arrival of the world renowned Commonwealth Shakespeare Company, now in permanent residence at Babson. I'm sure many of you have traveled to Boston Common in the summer to take in a performance, and we're excited to bring that great experience right to your front door. I am extending you a personal invitation to see the CSC live and up close on campus during the coming year.

In the pages to follow, you'll see the positive impact Babson made in our community during the 2012–2013 fiscal year. I urge you to continue to visit our campus, attend cultural and athletic events, and join us in the years ahead as we identify new and exciting ways to engage with the communities of Wellesley and Needham.



Kerry Murphy Healey
President, Babson College

A COMMITMENT TO OUR COMMUNITY

BABSON MAKES A SIGNIFICANT FINANCIAL IMPACT ON LOCAL COMMUNITIES, AND IS COMMITTED TO PARTNERING WITH COMMUNITY MEMBERS AND ORGANIZATIONS THROUGHOUT THE YEAR TO CREATE SUSTAINABLE ECONOMIC AND SOCIAL VALUE.

FINANCIAL IMPACT

$21 MILLION / Babson and its affiliated programs contributed nearly **$21 million** to the economies of Wellesley and Needham during the **2012–2013** fiscal year, including direct and indirect contributions.

DIRECT FINANCIAL CONTRIBUTIONS

Babson purchases a significant amount of products and services from Wellesley and Needham businesses each year. This fiscal year, including credit card sales, **Babson spent $4,806,202 in Wellesley and $1,028,662 in Needham**. The total spent in Wellesley includes a **$75,000** payment in lieu of taxes to the town, and **$50,000** toward the purchase of the new Wellesley Fire Tower 2 apparatus.

The **North Hill retirement community** in Needham, located on land owned by Babson, paid **$617,712** in property taxes to the town of Needham.

INDIRECT FINANCIAL CONTRIBUTIONS

- Babson is a **Wellesley Chamber of Commerce** board member, and provides financial support to Chamber activities.
- The College contributed to the **Wellesley parade.**
- Babson offered support for the elimination of **Town Master Box wiring program**, reducing Wellesley's annual costs.
- $875 is the estimated amount annually spent by each of the 2,100 undergraduate students on campus and in the local community.
- **02457 is the ZIP code of the full-service Babson Park Post Office** (operating rent free in a Babson-owned building).
- **Babson Executive Conference Center (BECC)** has given back to the Wellesley and Needham economies in excess of **$400,000** during the **2012–2013** fiscal year:
  - **$189,569** services and products purchased from Needham and Wellesley businesses
  - **$148,458** payroll budget for residents of Needham and Wellesley
  - **$70,255** paid to Wellesley for room occupancy taxes, licenses, and fees
- Babson uses **local vendors and contractors** whenever possible:
  - **$9 million** investment in building projects
  - **$13 million** investment in plant maintenance
- Babson College and Wellesley College provide support to the **Wellesley Community Children's Center** (WCCC), a childcare center serving families from both Needham and Wellesley communities. During the 2012–2013 fiscal year, WCCC served 14 children from Needham and 54 from Wellesley. Twenty-six children have a parent who works or studies at Babson.
- **Boston Sports Clubs (BSC)** in Wellesley, a recreation facility owned by Babson and leased to Town Sports International, regularly purchases products and services from Wellesley and Needham vendors.

BABSON EMPLOYEES

1,399 / TOTAL EMPLOYEES WHO PATRONIZE LOCAL BUSINESSES

- **100** residents of Wellesley **/ 71** residents of Needham

That equals about **12%** of the college's employees and **$12 million** of the annual payroll budget

For a list of available positions at Babson, visit **www.babson.edu/jobs**.

EDUCATIONAL FINANCIAL SUPPORT

- **$20,000** in Wellesley Town Scholarships awarded to two students
- **$32,500** in Needham Town Scholarships awarded to seven students
- **$3,750** donated to the Wellesley Education Foundation for the annual Wellesley Spelling Bee

COMMUNITY SAFETY

The Babson Public Safety Department received certification from the Massachusetts Police Accreditation Commission, the same certification achieved by the Wellesley Police Department. This training gives Babson Public Safety Officers the same abilities as local or state police on campus, as well as in Needham and Wellesley, allowing them to provide the community with further security support.



MAKING A DIFFERENCE LOCALLY

Babson students, faculty, and staff donate thousands of hours each year, volunteering at local and national organizations. The **Bernon Center for Public Service** coordinates both one-time and ongoing volunteer opportunities for the Babson community.

» The Bernon Center's largest volunteer program benefits the children of the **Wellesley Housing Authority**. It offers afterschool programs customized to empower students at every level—elementary, middle school, and high school.

» The goal of the **Natalie Taylor Scholar Program** is to formally engage students in service experiences embedded in their academic and cocurricular experiences. The program was created to recognize and reward community and civic engagement and distinguish students who have committed themselves to service, community engagement, and social responsibility.

» The Bernon Center supports the annual **Cruickshank 5K Race for Shelter**, which attracted more than 300 participants, and raised almost $5,500 for Babson's Habitat for Humanity chapter.

Giving Blood, Giving Back

Babson's Office of Faith and Service sponsored its first annual Red Cross blood drive in November 2013.

29,000 HOURS VOLUNTEERED
BY STUDENTS, FACULTY, AND STAFF, 2012–2013 FISCAL YEAR

DURING THE 2012–2013 FISCAL YEAR,

BABSON STUDENTS, STAFF, AND FACULTY VOLUNTEERED AT:

- **The Charles River Center**
- **Needham Housing Authority**
- **Wellesley Council on Aging**
- **Wellesley Housing Authority**

The following organizations also benefited from the many hours volunteered by Babson students:

- American Red Cross
- Boston Public Schools
- Boys and Girls Club of Boston
- Citizens Schools
- Community Servings
- Cradles to Crayons
- Friends of the Homeless of the South Shore
- Greater Boston Food Bank
- Habitat for Humanity
- Harvard Square Meals
- Natick Community Organic Farm
- Nativity Schools
- Rosie's Place
- Special Olympics
- Toys for Tots
- World Vision

» FOUNDATIONS OF MANAGEMENT AND ENTREPRENEURSHIP (FME)

FME is a first-year undergraduate course at Babson that allows students to launch and run an actual business. Students donate all business profits to local organizations—more than $23,000 during the 2012–2013 academic year. The more than 450 students taking the course also donated their time, volunteering at a range of community service organizations, including Boston Aids Africa, Cradles to Crayons, Friends of the Homeless, One Fund Boston, and the Wellesley Community Center.

$453,000
TOTAL DONATED SINCE THE FME PROGRAM BEGAN IN 1999

Fresh Bites, an FME business with a mission to teach the Babson and Wellesley communities how to live more sustainably, held its Eat, Learn, Sustain event on Babson's campus in March. Several Wellesley businesses participated, including Upper Crust Pizza, Boloco, Bruegger's, Ben & Jerry's, The Linden Store, and Café Mangal.

» GREEK LIFE GIVES BACK



Here are some examples of how Babson Greek Life groups supported nonprofit organizations during the 2012–2013 academic year:

» **Delta Tau Delta** hosted Deltas Against Diabetes silent art auction, raising more than $3,600 for the Juvenile Diabetes Research Foundation.

» **Chi Omega** hosted Chi Hop, its 15-hour fundraiser, serving pancakes, bacon, sausages, and juice to the Babson community, raising more than $3,700.

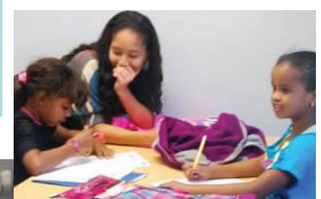
» Several members of **Sigma Phi Epsilon** participated in the annual 5K Making Strides Against Breast Cancer walk in Boston, raising $1,060 in conjunction with the TZE society of Wellesley College.

» **Sigma Phi Epsilon** raised nearly $1,000 for Youth Aids through a cook-off contest with Babson Public Safety. Several businesses in the Wellesley, Natick, and Needham areas made in-kind contributions to the effort.

» Various Greek Life groups partnered to provide community service hours to support local organizations, including North Hill Retirement Community, Bristol Lodge Soup Kitchen, and Cradles to Crayons.

BARTON ROAD







COLLABORATING WITH OUR COMMUNITY

AT BABSON, WE THINK COLLABORATION ACROSS DISCIPLINES IS THE WAY TO GENERATE CREATIVE SOLUTIONS TO CHALLENGING ISSUES. THROUGH PARTNERSHIPS WITH LOCAL ORGANIZATIONS, WE'RE ABLE TO HAVE A POSITIVE IMPACT IN MORE CORNERS OF THE COMMUNITY.

» **The Three College Collaboration** is a joint effort among Babson, Olin, and Wellesley colleges to develop interdisciplinary approaches to teaching and problem solving. Integrating the unique disciplines of each of these colleges—business, engineering, and liberal arts—and applying them to real-world issues results in a positive impact on the community. One example is the foundational course for the Three College Collaboration's Sustainability Certificate, where Babson, Olin, and Wellesley (B.O.W.) students and professors work together to present recommendations for enhanced sustainability to local businesses and citizens.

» **Babson Board Fellows** program places Babson MBA students and recent alumni volunteers as nonvoting members of local nonprofit boards. Nonprofits benefit from fresh insights and student contributions to board committees and special projects, while students benefit from exposure to board-level decision making, mentorship, and project experience. The goals of the program are to support local nonprofits, to build a culture of service within the Babson MBA community, and to give Babson students another opportunity to put their MBA skills into practice.

For the 2013–2014 program, Babson Board Fellows are partnering with:

- The Foundation for Children's Books
- Partners for Youth with Disabilities
- COMPASS for Kids
- Communities United Inc.
- Community Dispute Settlement Center
- SpeakEasy Stage Company
- Special Olympics of Massachusetts
- Cantata Singers
- Artsbridge
- Fields Corner Main Street

» Babson College is a founding sponsor of ***MassChallenge*** the largest startup accelerator, and the first to support high-impact, early-stage entrepreneurs with no strings attached. In partnership with MassChallenge, Babson created a ***graduate student business hatchery space in Boston's Innovation District***. Hatcheries provide a vibrant atmosphere conducive to sharing ideas and information. The spaces give student entrepreneurs the environment they need to quickly grow their business. This is another way that Babson support entrepreneurial activity fueling social and economic advancement in the Boston area.

» The educational component of the ***Goldman Sachs 10,000 Small Businesses*** initiative was developed by Babson, with the goal of the program to support the creation of jobs, while enhancing the entrepreneurial ecosystem in each area the program operates.

» Babson is the halfway point start site for the ***Boston Marathon Jimmy Fund Walk*** in September. Volunteers include Babson students, faculty, and staff.

» As one of four host sites for the ***Pan-Mass Challenge (PMC)*** weekend in August, Babson accommodates cyclists, families, and volunteers for the start of the race, as well as riders and supporters for the race's start and finish sites.

» Babson also hosts the ***PMC Kids Rides***®, raising money for the Dana-Farber Cancer Institute. Riders and volunteers include Wellesley and Needham residents, as well as Babson students, faculty, and staff. Learn more about next year's ride at **www.kids.pmc.org**.

» This year, Babson was one of more than 30 organizations that supported the ***sixth annual Candy Drive*** run by Drs. Ali and Ali from Wellesley Dental Group. More than 7,340 pounds of Halloween candy, along with handwritten notes, was donated to our troops overseas.



» The Babson Alumni and Friends Network, in partnership with **World Vision**, assembled caregiver kits for those suffering from AIDS, as well as those who are caring selflessly for their neighbors, in Africa.

» Babson hosted a fundraising event for ***One Hen***, an organization that equips educators with educational resources to inspire children with four values: financial responsibility, personal initiative, global awareness, and giving back. One Hen supports programs from Boston to San Francisco, and cities in between, while its free downloadable resources are used in all 50 states and 142 countries.

» The Wellesley Swim Association partnered with ***Swim Across America*** for a fundraising swim-a-thon at the Babson College pool. Ninety children, ages 6–18, from a variety of towns—including Wellesley, Medfield, Dover, and Sherborn—raised more than $13,000 for cancer awareness, research, prevention, and treatment.

» Babson hosted and participated in the panel discussion ***Impact Investing with a Gender Lens,*** providing insight on investing in social entrepreneurs and businesses that benefit women. Catalytic Women, an organization looking to create greater social impact, sponsored the event.



President Healey joined members of the Babson *LGBTQ Action Group*, as well as community allies, during Boston's 2013 Pride Parade.

SUPPORTING COMMUNITY EVENTS AND INITIATIVES

DURING THE LAST YEAR, BABSON HOSTED A VARIETY OF NEEDHAM AND WELLESLEY TOWN EVENTS, PROVIDING FACILITIES, EQUIPMENT, SPACE, AND EMPLOYEE TIME AND LABOR FOR PROGRAMS SUCH AS:

» **Wellesley and Needham League of Women Voters** Pricing Carbon event hosted by Steve Curwood of NPR's *Living on Earth*

» **Cradles to Crayons** Clothing Sort with the town of Wellesley, helping more than 600 families this winter season

» **Needham and Wellesley high school graduations** rain location

» **Wellesley Police Department Annual 5K** Stewart Savage Road Race and Fun Run

» **Grace Knight Babson Fund** annual religious education program

» **Upham Elementary and Fiske Elementary** bingo nights

» **Wellesley Veterans** Thanksgiving dinner

» **North Hill** programs

» **Bates School** fundraising event

CONNECTING OUR COMMUNITY WITH THE WORLD

BEYOND OUR TOWN BORDERS, BABSON AND MEMBERS OF OUR COMMUNITY ARE SHARING OUR IDEAS AND PARTNERING OUR TALENTS WITH PEOPLE AND PLACES AROUND THE WORLD.

***National and international volunteer efforts* from students, staff, and faculty during the 2012–2013 fiscal year included:**

» 54 students and staff traveled to **Sekondi-Takoradi, Ghana**, in January 2013 to teach entrepreneurship to local entrepreneurs and high school students in 25 high schools in two regions of the country. The session concluded with a business plan competition including nearly 2,000 Ghanaian students, teachers, and members of the community supporting the event.

» A total of 37 students, staff, and alumni traveled at various times throughout last year to **Uganda, Ghana, and Rwanda** to offer the Babson Entrepreneurial Leadership Academy to local high school students in each country.

» A team of Babson women student leaders engaged in an intensive three-week immersion program at **Save in Rwanda**, engaged with female entrepreneurs, and taught workshops, seminars, and classes.

» Each year during winter break, students, staff, and faculty travel to the **Gulf Coast** to help displaced families in need of affordable housing.

» Babson staff and faculty volunteers traveled twice to **El Salvador** to work with **Habitat for Humanity**, building and refurbishing homes. Babson has started an entrepreneurship program in a small village in Ahuachapán, where volunteers also teach entrepreneurial leadership skills.





BRINGING ENTREPRENEURIAL SOLUTIONS TO THE WORLD

Here are some of the ways that Babson is taking on global challenges:

» As a member of the University Network, **Clinton Global Initiative University** selected eight Babson students to attend the 2013 Annual Meeting where they learned from some of the world's pre-eminent innovators, thought leaders, and civically engaged celebrities, and developed action plans to address the most pressing challenges facing our campus and communities.

» Babson supports **Made By Survivors**, an organization that helps survivors of human trafficking, in a variety of ways, including providing student teams to address business challenges. Babson's work with **Made By Survivors** will enable entrepreneurs and artisans in developing countries to fully participate in the global marketplace.

» The **Affordable Design and Entrepreneurship course** sponsored by the Three College Collaborative (Babson, Olin, and Wellesley), is designed to help undergraduate students develop sustainable businesses that solve economic and social issues in communities, including India, Ghana, Morocco, and the United States.

» Babson hosted 65 young women from around the world for a day of immersion in Entrepreneurial Thought and Action® as part of **Empower Peace's Women2Women International Leadership** conference. This event provided promising young women (ages 15–19) from around the world with the tools they need to advance peace and development in their countries.

GOING GREEN

BABSON CONTINUES TO TAKE STEPS TOWARD SUSTAINABILITY, WITH SEVERAL INITIATIVES DURING THE 2012–2013 FISCAL YEAR, INCLUDING:

» Being honored in 2012 by Wellesley's Board of Selectmen as one of several organizations, that provided a leadership role in helping Wellesley become the first and only ***EPA designated Green Power Community in the state***. Wellesley continues to hold this laudable designation for 2013.

» Achieving a ***Silver Rating from the Sustainability Tracking, Assessment & Rating System***™ (STARS), the newest and most extensive rating program for sustainability in higher education

» Reducing ***our carbon footprint by more than 40 percent*** during the past nine years in an effort to reach our goal of becoming a carbon-neutral campus

» Joining Wellesley Municipal Light Plant (WMLP) to become an ***EPA Green Power Partner*** by purchasing ***5 percent of our electricity as green power*** from renewable sources such as wind

» Implementing a ***multimillion-dollar series of energy conservation projects*** during the past three years to reduce energy consumption in support of WMLP's goals

»? DID YOU KNOW?

» Babson broke ground on a new residence hall that will be **LEED (Leadership in Energy and Environmental Design)** Silver rated or better





»? DID YOU KNOW?

» Babson installed a pair of EV charging stations for plug-in electric hybrids in the Knight parking lot, and they are available to anyone visiting the campus. The Babson Energy and Environmental Club obtained a sponsorship grant from Toyota for capital funding of the project, while Babson provided the installation cost.

» Diverting food waste to be composted at local farms, producing valuable soil instead of being incinerated

» ***Evaluating the installation of solar panels*** on the roof as well as installing a section of "green" roof for the proposed residence hall

» Supporting ***community sustainability awareness programs,*** with Babson Assistant Director of Facilities Steve Tolley being a member of the Town of Wellesley Sustainable Energy Committee

» Signing the ***American College and University Presidents' Climate Commitment*** (ACUPCC), a promise we will model ways to eliminate global warming emissions

» ***Incorporating sustainability into the Babson curriculum***, as well as cocurricular programs and activities, as part of meeting our goal for making social, environmental, economic responsibility, and sustainability (SEERS) central to a Babson education

CONNECT
WITH OUR CAMPUS

ANNUAL BABSON EVENTS YOU WON'T WANT TO MISS

BABSON HAS EVENTS GOING ON EVERY DAY OF THE WEEK—MANY OF THEM ARE OPEN TO THE PUBLIC. HERE'S A SNAPSHOT OF WHAT HAS TAKEN PLACE THE PAST YEAR, AND A FEW OF THE WAYS YOU CAN TAKE ADVANTAGE OF HAVING AN INTERNATIONALLY RECOGNIZED INSTITUTION IN YOUR BACKYARD.

» **Food Days,** featuring Entrepreneurs in Residence Andrew Zimmern of *Bizarre Foods*, and Gail Simmons of *Top Chef*, included interactive talks and a fair of locally sourced food. Visit **www.foodsol.org** for a recap of last year's events and check back for 2014 events.

» **Babson Entrepreneurship Forum,** featuring more than 500 innovators, thought leaders, and visionaries, discussed opportunities to shape entrepreneurship around the world. Speakers included: Robin Chase, founder and former CEO of Buzzcar.com and Zipcar; Jenny Rushmore, director of responsible travel at TripAdvisor; and Caron Demars, leader of the global entrepreneurship program in the U.S. State Department-led Economic Bureau. Check out **www.babsonforum.com** for a recap of last year's speakers and topics, and check back for the 2014 lineup.

» **XSITE, The Xconomy Summit on Innovation, Technology, and Entrepreneurship**, featured such speakers as: Tom Leighton, CEO, Akamai; Meredith Flynn-Ripley, CEO, HeyWire; and Chris Boyce, CEO, Virgin HealthMiles. Visit **www.xconomy.com/boston** to learn more.

» **Rocket Pitch** allows student entrepreneurs from Babson, Olin, and Wellesley colleges to pitch their business ideas in three minutes. More than 500 investors, service providers, entrepreneurs, faculty, and students attended the fall 2013 event. Check out **www.babson.edu/rocketpitch** for a recap and information about next year's event.

» **B.E.T.A. (Babson Entrepreneurial Thought and Action) Challenge** recognizes major milestones Babson businesses have achieved by taking action. Watch Babson entrepreneurs compete for prize money and services in kind to support their business development. Finalists make their presentations to a panel of judges that includes Babson alumni entrepreneurs and investors from the local area. This event occurs each year in April, and the public is invited. Check out **www.babson.edu/betachallenge** for details.



» **Global Entrepreneurship Week (GEW)** is celebrated each November with a series of events and activities that are part of thousands of events in more than 130 countries. The week celebrates innovation, entrepreneurship, and creativity, and brings together aspiring and inspiring entrepreneurs via local, national, and global activities. Learn more at **www.babson.edu/gew.**

» A SAMPLING OF 2012–2013 SPEAKERS AT BABSON

Dr. Temple Grandin, world-renowned animal welfare researcher, leading autism advocate

Gail Simmons, judge on *Top Chef,* Food & Wine Special Projects Director, Entrepreneur in Residence at Babson

Daymond John, ABC-TV's *Shark Tank* host, Babson's first Entrepreneur in Residence Emeritus

Jurrien Timmer, Director of Global Macro and Portfolio Manager, Fidelity Investments, presenting on the topic: *Global Macro Outlook*

Louis de Paor, award-winning Irish poet

Ta-Nehisi Coates, senior editor at *The Atlantic,* author of *The Beautiful Struggle*

Eric Rosengren, president and CEO of the Federal Reserve Bank of Boston

Andrew Zimmern, Babson Entrepreneur in Residence, host of *Bizarre Foods*



Dr. Temple Grandin



Gail Simmons and Andrew Zimmern



Eric Rosengren

CONNECTING ENTREPRENEURSHIP AND THE ARTS

THROUGH THE RICHARD W. SORENSON CENTER FOR THE ARTS, BABSON ENHANCES THE NATURAL SYNERGIES BETWEEN ENTREPRENEURSHIP AND THE ARTS. THIS PAST YEAR, THE SORENSON CENTER HOSTED A WIDE VARIETY OF PROGRAMMING, INCLUDING THEATER, DANCE, MUSIC, FILM, VIDEO, AND THE LITERARY ARTS. ADDITIONALLY, A NUMBER OF AREA COMMUNITY ARTS AND CULTURAL ORGANIZATIONS PRESENT PROGRAMS IN THE CARLING-SORENSON THEATER. MOST EVENTS ARE OPEN TO THE PUBLIC, AND PARKING IS FREE.

COMMONWEALTH SHAKESPEARE COMPANY: *BABSON'S NEW RESIDENT THEATER COMPANY*

In addition to its current work throughout Greater Boston, the renowned Commonwealth Shakespeare Company (CSC) acts as the resident theater company of Babson. CSC's inaugural performance was a script-in-hand performance of *Richard III*, featuring Jeffrey Donovan, the star of USA's *Burn Notice*.



Not only does CSC bolster the College's efforts to enhance the natural synergies between entrepreneurship and the arts, it also provides students and the Needham and Wellesley communities with access to award-winning theatrical performances.

Steven Maler, CSC's artistic director, serves as director of Babson's Sorenson Center for the Arts, while Adam Sanders, CSC's associate artistic director, serves as associate director for the center. Babson Visiting Assistant Professor of English Beth Wynstra serves as faculty director.



Q & A with Jeffrey Donovan, star and executive producer of USA's hit TV show Burn Notice

2012–2013 PUBLIC PROGRAMS SNAPSHOT



PERFORMANCES OFFERED AT THE SORENSON CENTER FOR THE ARTS

Presented by the Babson Players

» Noises Off » Title of Show » Legally Blonde

» Working: The Musical, *presented by The Empty Space Theater (TEST)*.

The Empty Space Theater (TEST) produces two full-scale performances each year in the Sorenson Center for the Arts in addition to providing community outreach and collaboration.

Dance and Music Events Offered at the Sorenson Center for the Arts

» **Spirit of Uganda**, music and dance from youth ages 8–18

» **Babson Dance Ensemble** performances

» **AMAN,** South Asian culture, dance, and music shows

» **BAPSA,** Asian and Pacific culture, dance, and music show

» **Student Concert Series**, including piano recital, a cappella groups, jazz bands, and an orchestra

Film Screenings at the Sorenson Center for the Arts

» Malcolm Stearns Memorial Film Society/**Movie Nights**

» **Global Film Series** screenings

VISUAL ARTS

Clara Lieu "Plunge" A selection from intensely expressive large-scale black and white portrait drawings exploring the experience of depression.

DAAR (Decolonizing Art and Architecture Residency) DAAR's founders Alessandro Petti and Sandi Hilal spoke about art, architecture, and activism in the Middle East and around the world.

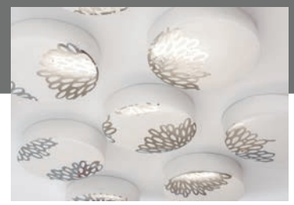
An-My Lê "Small Wars" Black and white photographs of contemporary Vietnam War re-enactments staged in North Carolina by MacArthur Genius award-winning photographer An-My Lê.

Lina Giraldo "Algorithmics" Interactive and video-works—Plus and Minus, Fractal Maps, and Rain—explore geo-politics, sustainability, and the global impact of individual and political decisions.

David Akiba "Sightlines" Black and white photography of Boston's urban landscape and its inhabitants by Babson Adjunct Lecturer David Akiba.

» ? DID YOU KNOW?

» ***Rotating exhibits of artistic, cultural, and historical interes***t are featured in the Hollister Gallery and are open to the public. Exhibit hours are 9 a.m.–7 p.m., and by appointment.



» For upcoming performances and events, follow us at **facebook.com/babsonarts**

DEFINE YOUR DIFFERENCE WITH BABSON'S PROGRAMS:

» **UNDERGRADUATE**
www.babson.edu/undergraduate

» **GRADUATE**
www.babson.edu/graduate

» **EXECUTIVE AND ENTERPRISE EDUCATION**
www.babson.edu/bee

EDUCATION THROUGH LIFELONG LEARNING

BABSON'S UNIQUE METHODOLOGY PROVIDES A WAY OF LEARNING THAT ALLOWS YOU TO CREATE OPPORTUNITIES IN BOTH YOUR PROFESSIONAL AND PERSONAL LIFE—AND IT STARTS WITH OUR YOUTH. OUR LIFELONG LEARNING OPPORTUNITIES SPAN FROM ACTIVITIES FOR PRESCHOOLERS ALL THE WAY TO COLLEGE CLASSES FOR RETIREES.

YOUTH ENTREPRENEURIAL LEADERSHIP PROGRAMS

Babson's Bernon Center runs three programs for children in both the Needham and Wellesley Housing authorities, including:

- **Elementary** / Afterschool program, concentrating on homework help and enrichment activities
- **Middle School** / Experiential entrepreneurship program, teaching students how to start businesses, partner with nonprofits, and create, manage, and market products
- **High School** / College access program, focusing on college preparation and admittance

Babson College recently received funding to bring these program to low-income housing developments in Needham and Framingham as well.

LEMONADE DAY

In partnership with Boston Mayor Thomas M. Menino, Babson brought the nationally recognized Lemonade Day program to Boston. The program teaches elementary and middle school students how to establish a business—a lemonade stand. The experiential learning program improves financial literacy and life skills. In 2013, more than 150,000 children in more than 36 cities around the country, including nearly 2,000 children from Boston, participated. Entrepreneur training begins in the spring, and Lemonade Day 2014 will be celebrated on Saturday, May 3. Learn how you or your youth organizations can participate at **http://boston.lemonadeday.org**.



» Babson's new, innovative, nine-month **Master of Science in Management in Entrepreneurial Leadership** prepares students to take the next step in their career journey with a seamless combination of foundational business knowledge and entrepreneurial leadership skills. To learn more, visit **msm.babson.edu.**

HIGH SCHOOL SUMMER STUDY

Babson's summer programs are an opportunity for high school students (29 countries were represented in 2013) to learn how to impact and reshape organizations, industries, and the world. Students gain hands-on experience in developing their ventures while learning about creating social, environmental, and economic value from Babson's top-ranked faculty in their course, the ***Babson Entrepreneurial Development Experience.*** Outside of the classroom, students engage with the greater Babson community in social, academic, and cultural programming. Throughout this five-week, residential program, students have the chance to earn college credit, and build their network of peers and business and community leaders. Students learn skills for any career they want to pursue, and add experience to help them stand out in their college applications. Learn more at **www.babson.edu/summerstudy**.



BABSON'S GLOBAL LEADERSHIP DEVELOPMENT EXPERIENCE (GLDE)

This program allows college students to collaborate with student entrepreneurs, corporate and nonprofit executives, and renowned faculty. Students explore the United Nations Millennium Development Goals as a framework while working to create innovative, real-world solutions to social, economic, and environmental issues. Learn more about this summer program, and how you can get nominated at **www.babson.edu/glde**.

NETWORK FOR TEACHING ENTREPRENEURSHIP (NFTE)

Since opening its doors in 1991, NFTE New England, located at Babson, has reached more than 13,000 young people from low-income communities with entrepreneurship education programs. Babson partners with NFTE to co-host events throughout the year, including the annual NFTE Youth Entrepreneurship Conference. Babson students serve as NFTE instructors, and Babson professors, research groups, and coalitions serve as NFTE thought partners. The College provides a full scholarship to an outstanding NFTE student each year. Learn more at **www.nfte.com/newengland**.

AUDIT BABSON CLASSES

Wellesley and Needham senior citizens may audit Babson's undergraduate classes on a space-available basis at no cost. During the 2012–2013 academic year, three Wellesley senior citizens audited six courses worth $30,107. Two Needham senior citizens took a total of two courses worth $10,472. Find courses and apply at **www.babson.edu/classaudit**.

NORTH HILL AND BABSON COLLEGE CONNECTION

North Hill and Babson College have a long-standing connection that spans three decades. A number of North Hill residents received degrees from Babson, and Babson faculty often serve as lecturers for North Hill's lifelong learning offerings. North Hill's True North Experience (a celebratory reopening) was supported by Babson College with guest speaker, and former Babson President Len Schlesinger, on September 9, 2013. Babson President Kerry Healey was welcomed by North Hill on August 26, 2013, and mutual board member Betsy Powell was featured in an advertisement in *The Wall Street Journal*.



Babson's The Empty Space Theater gave a sneak preview of Avenue Q at North Hill.

HORN LIBRARY

Needham and Wellesley residents may use materials on open shelves at Babson's Horn Library, and may check out books for four weeks. Learn more about how you can use the Babson library at **http://libguides.babson.edu/visitors**.

NEW FOR 2014 / Babson has revamped its summer camp offerings for 2014. Visit **www.babson.edu/summercamps** to learn more or register today!

RECREATION

BABSON HAS A 370-ACRE CAMPUS WITH LIGHTED PATHS AND WALKWAYS. ADDITIONALLY, PART OF THE 16-MILE CHARLES RIVER LINK TRAIL RUNS THROUGH BABSON.

SUMMER CAMPS AND PROGRAMS

Babson College ran 11 camps from June through August 2013, including 10 sports camps—soccer, basketball, baseball, ice hockey, field hockey, tennis, lacrosse—and one traditional day camp. Approximately 30 sessions occurred during a seven-week period for local children ages 5–15.

Camps used Babson's indoor and outdoor facilities, including an indoor swimming pool, multicourt outdoor tennis complex, indoor and outdoor basketball courts, and four full-sized playing fields and numerous mini-fields.

Additional sports programs on our campus included the New England Baseball League and PrimeTime lacrosse tournaments, overnight camps, and lacrosse recruiting showcases. Figure skating and ice hockey day camps were held at the Babson Skating Center, as well as the Greater Boston Junior Bruins and RinkSport Ice Hockey. High school swim workouts from Swim Stronger also were held on campus.

Babson also hosted the Women's Female Athletic Conference, sponsored by Boston Children's Hospital.

Other overnight academic programs during the summer of 2013 at Babson College included ***Lead America Business Programs*** and the ***National Youth Leadership Forum on Medicine***.



WEBSTER ATHLETIC CENTER AND BABSON ATHLETIC FIELDS

The Webster Athletic Center facility and athletic fields are used by several area groups for team practice and play, including: Wellesley High School baseball, swim, and track teams; Needham High School swim and track teams; Dana Hall School field hockey team; Wellesley Swim Association; Needham Track Club; Heartbreak Hill Striders; and the Suburban Striders.

Needham middle schoolers played during halftime of a women's basketball game last year and also visited with the team after the game.

BABSON SKATING CENTER

In addition to donating public skating passes to local schools for their PTO fundraising efforts, the Babson Skating Center, owned and managed by Babson College, was used in various ways by the community during the 2012–2013 season, including:

- Needham High School hockey games
- Wellesley High School hockey practice and games
- Public skating on weekday mornings and Sunday afternoons
- Skating lessons for more than 350 Needham and Wellesley students
- Ice time rented by Needham and Wellesley groups for adult hockey games
- Tenacre Country Day School's annual winter program
- Recognizing Wellesley Youth Hockey Association skaters at a Babson varsity hockey game

For information on lessons and public skate times, visit **www.babsonskatingcenter.com.**

DID YOU KNOW?

- Babson hosts 150 intercollegiate competitions throughout the year that are open to the public for free or a nominal charge.

Check out **www.babson.edu/athletics** for schedules and events.

EXPLORE BABSON'S ONGOING EFFORTS TO ADVANCE **ENTREPRENEURSHIP OF ALL KINDS™.**

Every day, the Babson community harnesses the power of entrepreneurship to make a difference everywhere. Around the world, entrepreneurs of all kinds are applying this mindset to tackle social issues, bring entrepreneurial thinking into corporate organizations, and lead new ventures. Join us at **www.EAK.org** to read stories and see videos that highlight the impact of entrepreneurship from thought leaders at Babson and beyond.









ENTREPRENEURSHIP IN ACTION

Visit **EntrepreneurshipOfAllKinds.org**

NOW FREE ON THE IPAD



Access Babson Magazine stories, videos, photo galleries and more, on your iPad. Available now for free download from the App Store.

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FOR THE MOST UP-TO-DATE COMMUNITY INFORMATION, VISIT: **WWW.BABSON.EDU/COMMUNITY**

» ? DID YOU KNOW?

» ***Babson Executive Conference Center*** (BECC) has 211 recently remodeled guest rooms in addition to 22,500 square feet of conference space for your meeting needs.

Contact beccsales@babson.edu or 781-239-4000 for more information, or visit ***www.babson.edu/becc***.

MEETINGS THAT DEFY ORDINARY.
SERVICE THAT DEFINES EXTRAORDINARY.

MARK YOUR CALENDAR » Upcoming Events

March 3–4, 2014 / Business Analytics for Managers: Using Data for Better Decision Making / This is one of many open enrollment programs offered by Babson Executive Education. *For more information, visit www.babson.edu/bee/openenrollment.*

March 10, 2014 / Women Leading in Health Care / Panelists, including Dr. Linda Rae Murray, MD, MPH, and Dr. Kristin Mattocks, PhD, MPH, will share insights on women and health, and how women leaders shape the field of healthcare as they challenge sexism, racism, and homophobia in medical practice and research.
For more information, visit ***www.babson.edu/cwel.***

***March 26, 2014 / Women Redefining Beauty, second annual fashion show hosted by Sophia Chang of* Project Runway**
For more information, visit ***www.babson.edu/cwel.***

March 28, 2014 / Cutler Center Babson Investment Management Association (BIMA) Investments Conference, featuring keynote speaker former Senator Judd Gregg. *For more information or to register, visit* ***www.babson.edu/cutlercenter***.

FOR A COMPLETE LISTING OF UPCOMING BABSON EVENTS, VISIT **WWW.BABSON.EDU/EVENTS**

PRESCHOOL
Wellesley Community Children's Center

ELEMENTARY, MIDDLE SCHOOL
Needham and Wellesley Housing authorities' programs

Lemonade Day

HIGH SCHOOL
Needham and Wellesley Housing authorities' programs

Summer Study at Babson

COLLEGE
Undergraduate school / BS

Graduate school / MBA, MSA, MSM

Global Leadership Development Experience

PROFESSIONALS
Executive and Enterprise Education programs

SENIOR CITIZENS
Audit the Class

North Hill and Babson College Connection

LIFELONG LEARNING AT BABSON » Check it out on page 14.

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