

**Proposed Budget
Bannan Grant**

Name: Sam Baker and Kyle Ozawa

Proposal Title: Business Immersion; El Salvador

I estimate that I will spend the money I am requesting as follows:

<u>PRIME ACCOUNT</u>		<u>AMOUNT</u>
SUPPLY	office, lab, or instruction supplies	
PHONE	telephone charges	
REPROD	copying, printing	
MAIL	postage, mailing, fax charges	
TRAVEL	domestic transport, lodging or meals	\$5,000.00
SPCEVT	food charges, room charges for a special event	
CONTRS	guest speaker honoraria, research subject fees, professional services	
MISC	publications, subscriptions, membership dues	
TOTAL		<u><u>\$5,000.00</u></u>

Please note:
In the event that this grant is awarded, your department is responsible for any overdrafts associated with this grant.

See Page 3.

Grant Proposal Evaluation Form

Date October 30th, 2007

Proposal Title Business Immersion; El Salvador

Name of Grantee Sam Baker and Kyle Ozawa

Phone (503)348-8984

Part I: [To be completed for submission along with your original grant proposal.]

List the intended outcomes of this project: (Use additional pages if necessary)

Our objective for the Business Immersion is to create and implement an immersion trip to El Salvador for undergraduate business students to explore the expanding role of business in communities around the world. We hope this experience will allow students to take their learning beyond the classroom and reflect upon their responsibilities as future business leaders to be informed of, and act with a consideration towards, economic and cultural conditions in communities outside of North America and Europe. Furthermore, upon their return to the Santa Clara community, participants will be asked to share their learning and insights with both peers and faculty members in order to make more students cognizant of the connection between business and social justice. We hope to create a greater awareness of and more exploration around ways to incorporate social justice in future vocations.

PENDING APPROVAL OF YOUR GRANT - PARTS II AND III ARE TO BE COMPLETED AT THE END OF YOUR GRANT PERIOD.

PROPOSAL BUDGET ACCOUNT NUMBER

21200	BUSSCL	ASIS	EMMER
Fund	Dept ID	Program	Project ID

Part II

Briefly describe the actual measurable outcomes of this project and the assessment tools you used. (Use additional pages if needed.)

Part III: Describe any other outcomes of your project.



BUSINESS IMMERSION

El Salvador

Bannan Grant Proposal
Submitted by
Sam Baker and Kyle Ozawa
Santa Clara University Students
October 30th, 2007

“Students, in the course of their formation, must let the gritty reality of this world into their lives, so they can learn to feel it, think about it critically, respond to its suffering and engage it constructively.”

- Peter-Hans Kolvenbach, S.J.

Project Title: Business Immersion; El Salvador

Introduction

While one of the tenets of the Jesuit philosophy is “seeing God in all things,” it is undoubtedly more difficult for people to see a divine presence in big businesses like Microsoft and Wal-Mart. Even so, a Santa Clara Jesuit education continues to encourage students to explore their roles in building a more just and humane world. Many business students find it a challenging task to connect their career aspirations with the common good, but this is only because most business schools rarely confront the “gritty reality of the world” in their classrooms. Immersion trips are one effective way of exposing business students to the poverty, injustice, and suffering that continues to plague humanity. They challenge students to step out of their comfort zone to examine their values and potential to create change. As capable business leaders and responsible global citizens, students will see the value of their education as a means to promote social justice.

The immersion trip will complement the business education students are receiving in the Leavey School of Business by challenging them to become world leaders of competence, conscience, and compassion. Senior marketing major and trip coordinator Kyle Ozawa shares one of his experiences in El Salvador that exemplifies the potential for a business education attentive to social justice:

At the end of last summer, I had the opportunity to travel down to El Salvador for two weeks on an immersion trip. During the first couple of days, we stayed in the capital city of San Salvador, talking with different individuals about the country’s economy, government, immigration, and former civil war. After gaining a better understanding of the challenges El Salvador is currently faced with, we traveled to the countryside to live with host families for a week. It was here that we were able to truly “immerse” ourselves and learn from the people we were living with.

After this experience, it was very difficult to come back to Santa Clara and pick up where I left off. As a business student, I was forced to ask myself whether it is truly possible to

pursue a career in business and continue to promote social justice at the same time. It often seems as if what I learn in the classroom does not apply to what I experience on my immersion trips. Yet, I also recognized that, in a globalizing world, business can be a powerful tool in the process of a country's growth, especially in developing countries such as El Salvador. Through this experience, I came to the realization that there are many connections to be made between business and social justice. However, because typical immersion trips do not focus on aspects of business, it is necessary to provide business students with a more focused immersion so that they can ask questions and decide exactly what it means to be responsible members of the business community.

Proposed Project

In conjunction with the Leavey School of Business, an immersion trip will be created and implemented specifically for business students during the spring break of 2008. The trip will be modeled after the current immersion program, giving participants a similar experience to other spring break immersions. However, as part of the pre- and post-reflection process, participants will have the opportunity to engage in a dialogue with business professors and fellow business students about the business implications of their experience. The goal of such a dialogue will be to help students connect the immersion experience with their business education and to show them how business can be a powerful tool to elicit change in our world. The combined experience of faculty, staff, business professionals and community members will create an environment for students to further their learning about past and current issues in El Salvador as well as develop their understanding of the connection between business and social justice.

Trip Details

Hosting Organization: CRISPAZ (www.crispaz.org)

Dates: 2008 Spring Break (March 22nd – March 29th, 2008)

Participants:

- **11 business students** – restricted to sophomores, juniors and seniors.
- **2 student leaders:** Kyle Ozawa and Sam Baker – responsible for organizing the trip and facilitating reflections.
- **1 business school professor:** Professor John Toppel – will share in the same experiences as the student participants and will help facilitate the reflections at the end of each day.
- **1 additional facilitator:** Margaret Toppel – Professor Toppel's wife will join us as we travel down to El Salvador as a participant and facilitator.

Sample of available opportunities in El Salvador:

- **ASIC** – the maquila (textile) industry business association. Participants will have the opportunity to talk with maquila owners and hear their perspective on different issues surrounding the industry.
- **Camera de Comercio** – the El Salvador Chamber of Commerce. Participants will talk with a representative from the Chamber of Commerce and get a more conservative perspective on free trade.

- **USAID/US Embassy** – Participants will receive a briefing from representatives of USAID and the Economic Growth department and have the opportunity to ask questions about US economic policy and US-El Salvador relations.
- **IMU** – a Salvadoran woman’s organization that gives micro-credits to rural women to start up their own income-generating project (i.e. selling eggs, making clothing, selling bread, etc.). Participants will have the opportunity to meet with the women and learn about their struggles and experiences with the economics projects.
- **Micro-Financing** –As a component to the preceding lecture series. Professor Shelby Macntyre has volunteered to introduce the delegation to the concept of micro-financing. Prior to the trip, participants will have the option of pooling a portion of their trip fee to make a micro-loan to an individual in El Salvador. While in El Salvador, they will have the opportunity to visit the person to whom the loan was given and experience firsthand the variety of small businesses that can be supported by international micro-financing institutions.
- **In addition to these opportunities, students will spend two nights in a rural farming community living with families in order to gain a better understanding and appreciation of the poverty that affects the Salvadoran people.**

Education and Reflection Process

- **Mandatory pre-immersion lecture series:** All participants will be required to register for a 2-unit lecture series hosted by Professor John Toppel and scheduled to take place during the winter quarter of 2008 prior to the immersion trip. The lecture series will include guest professors from SCU, students speakers from the University’s Casa de le Solidaridad Program, as well as local Salvadorian business leaders. Over the course of the quarter, students will prepare for the immersion trip by exploring topics including but not limited to: Salvadoran history, culture, politics, economics and religions.
- **Mandatory post-immersion reflections:** At least 2 reflections will be required of the delegation upon return to campus in order to reflect upon the experience and aid in the transition back to student life.
- **Final presentation:** The delegation will present their experience to fellow business students, faculty, and staff in a final University-wide presentation in the California Mission Room. Additional possible venues include: introductory business courses, Leavey School of Business, faculty meetings or Advisory Board meetings.

Estimated Costs

- **\$95 a night per person** – CRISPAZ immersion trip participant fees (14 participants x \$95 per person x 7 nights = \$9310 program fees)
- **\$600 airfare per person** – Roundtrip to San Salvador, El Salvador (14 participants x \$617 airfare = \$8638 airfare)
- **Estimated program and lecture series’ costs:** \$2,000
- **Estimated Total: \$20,000**
- **Estimated Student Contribution** – 13 participants x \$825* immersion fee = \$10,725

*Costs determined with guidance from Ignation center to reflect a 7 day immersion experience. Conservative estimate of costs will also allow for some financial assistance to individual students.

- **Leavey School of Business Contribution:** \$5,000
- **Estimated funds to be raised: ~\$5,000**

***Note: The Leavey School of Business will also cover all costs associated with the instructor and additional facilitator.**

Motivations/Qualifications:

In addition to Santa Clara's other immersion trips to El Salvador and the study abroad program Casa de la Solidaridad, we believe that the Business Immersion provides yet another unique opportunity for Santa Clara students to build relationships with, and learn from communities in El Salvador. In choosing El Salvador as the first location in the Business Immersion program, we were also considering El Salvador's unique political history as a country continuing to recover from years of civil war. Additionally, we are interested in the emigration of labor forces to Northern America and the subsequent impact of remittances on the local economy. Many of the themes we will encounter on the immersion will compliment ongoing discussions that are already occurring in business classrooms. Coupling this with the moving immersion experience of encountering a new culture and way of thinking, we believe students will find their eyes opened to a new reality when they return to the SCU campus.

Both Kyle and I have participated in a total of eight immersion trips in the past three years here at Santa Clara, including both the El Salvador and Ecuador trips. Furthermore, Kyle led the 2007 spring break Tuba City Immersion Trip and for the last two years has coordinated the Xavier/Loyola RLC Thanksgiving Mexico Immersion Trip.

Within the University, both Kyle and I have held many leadership positions, including community facilitator, SCCAP program coordinator, student ambassador, and Search Retreat coordinator. We are confident in our abilities to execute this initial immersion trip, but perhaps more importantly, we hope to inspire other business students to continue our efforts once we have graduated.

In regards to planning the business immersion, Kyle and I have also relied heavily on our working relationship with the Ignation Center. Both Michael Colyer and Valeria Sarma have been resources throughout the creation of the program, advising us on trip logistics and providing us direction for our mission statement. Additionally, we have taken the necessary steps to ensure the program is integrated into the University structure. Brenda Versteeg, per request of Dean Posner of the Business School, was appointed as our official program advisor with Professor John Toppel as our ongoing faculty advisor. Finally, the University risk management group has been consulted regarding international travel with SCU students.

Relevance to Bannan Institute:

Finding God in All Things: By letting students experience life in a developing country and educating them on current political and economic realities, they can begin to explore ways of applying their talents to affecting positive change in their communities.

The Education of the Whole Person: Through a combined education in and out of the classroom, students will explore a global ethic and its implication to business decisions. Returning to school, students will be encouraged to launch projects in social entrepreneurship, micro-financing and educating peers.

Spiritual Awareness: Students are invited to explore the possibility of spirituality being a part of business by engaging a group of diverse peers as well as local communities in El Salvador.

Business students who will go on to work in diverse locations surrounded by different cultures and religions will especially benefit from the immersion experience as a self-exploring exercise.

Commitment to Faith Doing Justice: Underlying our commitment to see this program succeed is the belief that Jesuit values have a place in business education. Regardless of the communities they serve, business leaders around the world have the responsibility of taking into account the social impact of their actions. Inspired by individual faiths and visions for social justice, we are confident that students will be motivated to develop their skills to better serve the global community.

Timetable

October - November: Market immersion trip and distribute applications which will be returned after Thanksgiving Break.

November: Notify participants before the start of Winter Break.

January – March: Mandatory lecture series with eight sessions in preparation for El Salvador.

March: Immersion in El Salvador.

April: Final reflections including a faculty and peer presentation and discussions of future projects or program ideas.

Current Progress at Time of Application

- Consultation meetings with Michael Colyer and Valerie Sarma of the Ignation Center
- Faculty and staff advisors chosen, John Toppel and Brenda Versteeg
- Plane tickets pre-purchased by Leavey School of Business
- Deposit paid to CRISPAZ (sponsoring organization in El Salvador)
- Participant application drafted and ready to distribute
- Marketing paid for and ready: professional brochures for fundraising, student distribution, and marketing to perspective students
- Risk management team notified, forms complete
- Winter quarter 2-unit lecture series submitted to registrar, course syllabus drafted
- Student leader pre-chosen to continue program in 2008-2009
- Final reflection presentation date chosen and meeting rooms reserved