

**VI. Funding:** ISE has received a seed grant from *First Energy* and receives financial support from its Corporate Partners. It has also received grants from FDU for summer support and from *FDU's Office of Global Learning* for specific projects. We have also received small grants from several donors to support specific activities like the Sustainable Campus Initiative and the Changing Workforce Roundtable Series (see figure 4, page 24).

**VII. Publicity:** ISE events and initiatives have received significant publicity with the help of FDU's Public Relations Office. Receiving most coverage was the September 15th Breakfast Seminar featuring Ray Anderson. Also spotlighted was ISE's receipt of a \$10,000 grant from *JCP&L*, the *World of Possibilities* award given to ISE by *Unity Learning Environment*, a recommendation of ISE from the President of the Morris County Chamber of Commerce, an article on the student Green Club and coverage of the activities of the sustainability-related Business Organization classes (see figures 4 and 14, pages 24 and 34 and attachment G, page 61).

**VIII. ISE Associates:**

- a. **Director, External Relations & Services** - Jeana Wirtenberg, Ph.D., has been instrumental in establishing a strong foundation for the Institute for Sustainable Enterprise and building a growth platform for the future. She reaches out to key individuals in every sector to "connect the dots" and helped to enroll the highly qualified and diverse ISE Advisory Board. She also identifies and enrolls dynamic and leading-edge breakfast speakers for the monthly breakfast series.



Jeana Wirtenberg

Jeana established and, along with her colleagues Joan Slepian and Iona Harding, facilitated a five-part Roundtable Series on "The Changing Workforce."

Last year, under the ISE umbrella, she conducted a survey of business leaders across industries and sectors regarding their global business and organizational priorities. This work was published as the lead article in a three-volume special issue of the *Organization Development Journal* on Best Practices in Organization Development in Summer 2007 (Volume 25: Number 2). Jeana was recently appointed as the Associate Articles Editor for the *Human Resource Planning* Journal in the knowledge area of Organization Effectiveness.

Jeana spearheaded the original research along with colleagues Joel Harmon, Bill Russell and Kent Fairfield, culminating in an article: "HR's Role in Building a Sustainable Enterprise: Insights From Some of the World's Best Companies," which was published as the lead article in a *Special Issue* of *Human Resource Planning*

*Journal* (Volume 30: Number 1) on “The Triple Bottom Line – HR’s Contribution.” Jeana participated in the opening plenary panel on Sustainability at the Human Resource Planning Society (HRPS) where this research was discussed.

Jeana also spearheaded a worldwide study of Sustainability sponsored by the American Management Association (AMA) and the Human Resource Institute, involving several other members of ISE in the design of the survey and the report. This report was released and aired in a worldwide webinar sponsored by the AMA on September 11<sup>th</sup>, 2007.

Jeana also leads a diverse team of 26 people in the development of “*The Sustainable Enterprise Fieldbook: When It All Comes Together*” which will be published in 2008. The book is being built on the SKN Worldwide portal, and is comprised of ten chapters focused on how to create a Sustainable Enterprise. In this context, it covers such topics as leadership, mental models, strategy, change management, employee engagement, trans-organizational collaboration, metrics and measurements, and globalization.

In her consulting practice, Jeana specializes in building the Sustainable Enterprise, Organization Effectiveness, Leadership Development and Learning, working collaboratively within and across the diverse sectors of business, government, nonprofits and academia.

b. **Research Fellows**

Bill Russell and  
Matt Polsky



Bill Russell



Matt Polsky



Jonathan Cloud

c. **Entrepreneur - in -  
Residence**

Jonathan Cloud

**IX. Personal Involvement of Corporate Executives:**

**ISE Advisory Board Meetings** – The ISE Advisory Board, consisting of five founding members and five original corporate partners: AT&T, Automatic Switch, Becton Dickinson, First Energy, Interface, Inc., NJ Higher Education Partnership for Sustainability (NJHEPS), Novartis, Ortho Biotech, Philips Lighting and Ricoh Corporation, the Executive Director, ISE faculty, the Director of External Relations and Services, ISE Research Fellows and the ISE Entrepreneur-in-Residence, met on November 7, 2006 and May 4 at FDU.