

## **Boston College Center for Corporate Citizenship Offers Course on Employee Engagement**

November 11, 2016 /3BL Media/ - Boston College Center for Corporate Citizenship, Carroll School of Management is offering a two-day interactive course designed to help organizations better connect their sustainability and corporate citizenship programs to their employees. "Employee Engagement with Corporate Citizenship Purpose" will be held at the JW Marriott New Orleans on February 8-9, 2017 in New Orleans, LA.

Designed for corporate citizenship professionals developing or refreshing their company's CSR strategy and responsible for employee volunteer programs, green teams, and communicating with employees.

Course participants will learn:

- The business value of employee engagement
- How corporate citizenship efforts encourage employee engagement
- Strategies for creating and deepening engagement
- Engagement tactics to connect with senior leadership, managers, and employees
- Tools for rewarding employee participation and measuring engagement

Upon completion, participants will earn five units that can be applied toward a Certificate in Corporate Citizenship Practice.

To register, visit Boston College Center for Corporate Citizenship.

### **ABOUT BOSTON COLLEGE CENTER FOR CORPORATE CITIZENSHIP**

The Boston College Center for Corporate Citizenship is a leader in the field of corporate citizenship helping corporate social responsibility (CSR) professionals maximize business and social value through tools and knowledge enabling them to achieve more through environmental, social, and governance investments. Founded in 1985, the Center draws on the community of professionals, original research, and resources of the Boston College Carroll School of Management. The membership-supported organization engages more than 10,000 individuals annually across its network of more than 420 member companies. For more information, visit [ccc.bc.edu](http://ccc.bc.edu).