

January 28, 2026



Dear Global PRME colleagues,

In developing our 2021 Strategic Plan, Seidman faculty and staff identified Societal Impact as one of our four strategic priorities. As part of this work, we have aligned with the United Nations Sustainable Development Goals in guiding our areas of impact. Our intent is to weave societal impact through our efforts in teaching, scholarship, and service.

An early effort by the team leading this strategic priority for the college was to establish Seidman as a signatory member of the Principles for Responsible Management Education (PRME). We became a signatory to PRME in 2022 in order to better align with global perspectives as well as to learn from best practices as we move along this journey. Joining PRME has helped us organize and strengthen our focus on understanding our purpose and priorities and our desired positive impact on society.

While we have continuously developed and improved our efforts and activities focused on societal impact and sustainability over the past five years, this work is just beginning, and there is much more to do. As we move forward, I am confident our depth and breadth will accelerate as we learn from our experiences, connect with more stakeholders, and become more engaged in PRME.

Kind Regards,

Diana Lawson, Dean

A handwritten signature in blue ink that reads 'Diana Lawson'.

Seidman College of Business  
Grand Valley State University