

**CARLYSE AND ARTHUR A. CIOCCA '59  
CENTER FOR BUSINESS, ETHICS, AND SOCIETY**



*"I believe that Holy Cross has given me the skills to adapt to this new environment and be able to learn quickly and effectively. Not only that, but the College instills a strong work ethic among students, which is something I am definitely grateful for. I believe that Holy Cross has really given me a foundation in how to think and learn, even in what at first might be an uncomfortable, unknown environment."*

—Ramsés Taveras '22

**GOALS**

The Carlyse and Arthur A. Ciocca '59 Center for Business, Ethics, and Society prepares students to become ethical leaders and critically engaged citizens of a society deeply shaped by business. It offers multiple opportunities to explore questions about how business can contribute to the common good and promote real, long-term sustainable value for society:

- ▶ Co-curricular certificate programs in business fundamentals, finance and banking, and entrepreneurship
- ▶ Supporting the curricular minor in business, ethics, and society
- ▶ Organizing special speaker events and symposia

During the 2019-2020 academic year, special focus has been given to:

- ▶ Synchronizing operational logistics and providing clear messaging to all college constituents on the distinctions between the co-curricular business certificate programs and the curricular minor in business, ethics, and society
- ▶ Intensifying recruitment of ALANA and First-Generation students to Ciocca Center programs
- ▶ Continuing our systematic surveys of incoming first-year students to assess interest in business careers, and graduating fourth-year students to assess the effectiveness of programs
- ▶ Continuing collaboration with J.D. Power Center and Center for Career Development



PROFESSOR  
**Kendy Hess**

Director, Ciocca Center for Business, Ethics, and Society



PROFESSOR  
**David Chu**

Director, Certificate Programs and Prebusiness Advisor



**Ja-Naé Duane**

Entrepreneur-in-Residence and Lecturer

2019 – 2020 **HIGHLIGHTS**



**DIVERSITY STUDENT LIAISON HIRED**

Nalani Ramos Ruiz '21 was hired at the start of Fall 2019 as the Ciocca Center's Diversity Liaison. Throughout the academic year, Nalani maintained active contact with the Office of Multicultural Education, Center for Career Development, Montserrat Program and several multicultural student organizations to raise awareness of opportunities for ALANA/First-Generation students to participate in Ciocca Center programs. So far, this effort is maintaining consistent ALANA/First-Generation enrollment in the business certificate programs: 86 of the 483 students enrolled in business certificate programs are ALANA/First-Generation. Additionally, ALANA/First-Generation students made up 40% of the participants in Startup Week Boston in January.

**BECOME  
MORE**

**CAMPAIGN FOR  
THE FUTURE  
OF HOLY CROSS**



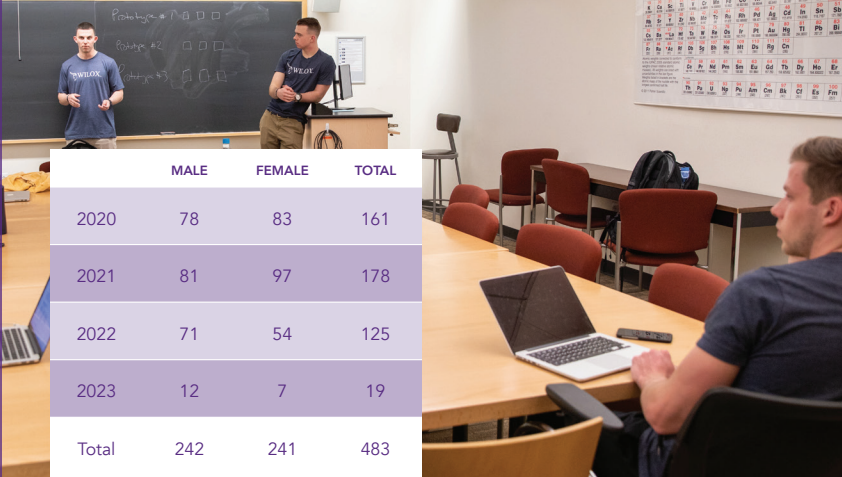
## FIRST COHORT OF STUDENTS ACCEPTED FOR BUSINESS, ETHICS, AND SOCIETY MINOR

The first cohort was admitted to the curricular minor in business, ethics, and society this year. Eight students from a pool of 18 applicants, all members of the class of 2022, are now officially pursuing the minor. In addition, 115 students expressed interest in the course of study.

## IMPROVED COMPLETION OF BUSINESS CERTIFICATES

The number of students completing the Ciocca Center's Professional Certificate Program continues to improve: 65 students from the class of 2020 completed all requirements, which is the largest group in the history of the Center, and represents a 40% completion rate. Despite this increase, total enrollment in certificate programs dropped to 483 from 533; this is mainly because of a decrease in new students from the first-year class, likely a result of the closing of campus in March in response to the COVID-19 pandemic (in the past, the typical number of first-year students enrolled is around 70, though, this year, only 19 students from the class of 2023 have enrolled).

	MALE	FEMALE	TOTAL
2020	78	83	161
2021	81	97	178
2022	71	54	125
2023	12	7	19
Total	242	241	483



## HOLY CROSS STUDENT INVESTMENT FUND GAINS TRACTION

The Holy Cross Student Investment Club (HCSIF) completed its third year with the goal of providing experience in the fields of asset valuation, equity research and portfolio management with the Bloomberg Terminal on campus. This year, members also gained access to Capital IQ, an investment analysis tool used to inform investment strategies. The students acquire technical skills and network with alumni. Demonstrating the success of the club, co-founders, Andrew Smith '19 and Sean Manning '19, secured employment at Goldman Sachs and Raytheon respectively, and the three new student leaders completed impressive internships:

**-John McConville '20 – Equity Research Analyst, CTMA**

**-Margaret Burd '20 – Securities Division Summer Analyst, Goldman Sachs**

**-John Boyd '21 – Summer Analyst, inspire11**



## HC LAUNCH INCUBATES EIGHT STUDENT BUSINESSES

The HC Launch student incubator supported eight student-led startup teams, and included ventures ranging from data security to the cosmetics industry. The teams met each week to track progress, with the goal of pitching their businesses to a panel of Holy Cross alumni at the end of the semester. Participating students set goals and weekly objectives to stay on track with the development of their business ideas.

## MAGGIE O'NEILL '99 INSPIRES AT THE 14TH ANNUAL WOMEN IN BUSINESS CONFERENCE

"When you enter a room, you need to have confidence. But you also need to check your ego at the door." This was the advice that artist, designer and entrepreneur Maggie O'Neill '99 shared with nearly 200 students and alumnae in her keynote address for the 14th annual Women in Business Conference. After graduating with a degree in political science, O'Neill decided to turn her love for the arts into a career. She founded O'Neill Studios and later SWATCHROOM, a design, art and fabrication firm based in Washington, D.C. Over the course of her career, she has designed numerous commercial spaces and restaurants. She also creates pop impressionist style paintings.



During the address, O'Neill commented on the value of a Holy Cross education. She remarked that "the unique education you receive at the College allows you to navigate the increasingly interdisciplinary world in a different way." She also noted that design remains a male-dominated industry and shared the ways in which she is trying to change this. O'Neill launched SUPERFIERCE, a traveling art exhibit featuring female artists that donates some of its proceeds to local charities. In addition, she told those in attendance to embrace their individuality and "celebrate the fact that the differences you bring make you stronger."

Over 200 students and alumnae attended the annual event, which was sponsored by PepsiCo and Ascensus.

Participants learned networking tips and tricks, and had the opportunity to ask questions and make meaningful connections with fellow Crusaders at a luncheon. The program also included a series of alumnae panels covering a variety of topics such as Design Thinking, Investing Basics, Launching Your Career, and Marketing.

John McConville '20, Liam Busconi '21, L.J. Foley '21, Margaret Burd '20 and Jack Mucci '21 represent HCSIF at the ENGAGE Undergraduate Investment Conference.



## THANK YOU

Please know of our deep gratitude for your support of our students through the Ciocca Center. You have helped to provide invaluable experiential learning opportunities as we seek to form ethical, critical thinkers, grounded in the liberal arts, who will be the business leaders of tomorrow.