



## Meeting assets for Better Buying Institute Innovative Teaching Award Webinar are ready!

Hi Executive Director, ITAA

The following assets for the meeting - Better Buying Institute Innovative Teaching Award Webinar are now available.

### Meeting summary

#### Quick recap

The meeting began with troubleshooting display issues for an upcoming webinar presentation. Marsha then presented on the Better Buying Institute's Teaching Innovation Award, discussing her career journey in responsible purchasing practices and the development of various tools and indices to measure and improve purchasing practices in the apparel industry. The presentation concluded with details about a new teaching award program focused on responsible purchasing practices, encouraging participants to submit entries and highlighting the importance of educating students about the impact of purchasing decisions on supply chains and workers.

#### Next steps

- ITAA members to submit proposals for the Better Buying Institute Teaching Innovation Award focused on raising awareness about responsible purchasing practices
- ITAA members to use existing Better Buying Institute resources and reports for teaching materials

- ITAA members to incorporate the 5 principles of responsible purchasing into their course content
- ITAA members to consider collaborating with colleagues from different universities on award submissions
- ITAA members to contact Marsha with any questions about the award or for input on submissions
- ITAA members to focus on teaching students about the impact of purchasing practices on workers and the environment
- ITAA members to emphasize the importance of cross-functional collaboration in addressing purchasing practice issues
- ITAA members to highlight the qualitative feedback from suppliers in their teaching materials
- ITAA members to consider incorporating data collection and analysis in their courses, if appropriate for the topic

## **Summary**

### **Webinar Display Troubleshooting Session**

The meeting focused on troubleshooting display issues with a presentation for an upcoming webinar. Marsha and Melanie helped identify that Sherry was experiencing screen display problems, with only a portion of the slide visible despite trying different viewing modes and zoom settings. They discovered that moving the presentation window to the left resolved the issue for Sherry, though they expressed uncertainty about whether this would work for other participants. The conversation ended with a brief discussion about whether they were recording, though it was not yet started.

### **Better Buying Institute Teaching Award**

Marsha introduced the Better Buying Institute's Teaching Innovation Award, which aims to raise awareness among students about the impact of purchasing practices in the apparel industry on supply chains and workers. She discussed her scholarly journey and the recent changes at the Better Buying Institute that led to this award. Marsha planned to cover purchasing practices, the Better Buying Institute's work, and concluded with a Q&A session.

### **Advancing Social Responsibility in Business**

Marsha shared her career journey, highlighting her early research on worker rights and social responsibility in the apparel industry, which led to her involvement with the Fair Labor Association and a shift in focus to purchasing practices' impact on factory workers. She emphasized the importance of integrating social responsibility into business operations and the need for education in this area, as reflected in her development of a graduate certificate program. Marsha's work has influenced companies like Nike and Walmart, and she continues to consult on improving purchasing practices to enhance sustainability and social responsibility goals.

### **Better Buying Purchasing Index Development**

Marsha discussed the development and implementation of the Better Buying Purchasing Practices Index (BBPI), which was created to evaluate and improve purchasing practices among brands and retailers. She explained that the index was funded by CNA Foundation and Humanity United from 2015 to 2018, during which time they developed a standardized survey to measure purchasing practices. After transitioning to a business model in 2020, they launched the Better Buying Partnership Index, where subscribing companies received detailed reports on their performance compared to benchmarks, along with aggregate public reports analyzing industry trends.

### **Supplier Survey Development and Integration**

Marsha discussed the development of supplier surveys measuring key business practices, focusing on observable data that suppliers can share anonymously. The survey categories include planning and forecasting, design and development, cost and negotiation, sourcing and order placement, payment, purchasing process management, and sustainable partnerships. Marsha explained that while these metrics were initially developed from a worker conditions perspective, they revealed significant business inefficiencies and financial waste that benefit both suppliers and brands. She concluded by announcing that Better Buying Institute had sold its assets to Cascale, formerly the Sustainable Apparel Coalition, to expand their reach and continue their work under new management.

### **Advancing Ethical Purchasing Education**

Marsha discussed the importance of teaching purchasing practices and their impact on supply chains, workers, and the environment. She announced a teaching innovation award to inspire educational innovation in the apparel industry. Marsha shared a success story about an alumnus who used her knowledge of purchasing practices to advocate for ethical decision-making in the workplace.

### **Teaching Award for Responsible Purchasing**

Marsha announced a teaching award program focused on responsible purchasing practices, offering \$2,000 for first place and going 4 deep with boards, open to both faculty and graduate students. She encouraged participants to use existing resources on [betterbuying.org](https://betterbuying.org), noting that these materials would soon be moved to the Cascall website. Marsha emphasized the importance of teaching students about both the problems and potential solutions in purchasing practices, sharing her experience from the 1990s when students felt helpless in the face of factory issues without any company initiatives for change.

### **Responsible Purchasing and Data Insights**

Marsha discussed the publication of company reports and scorecards, emphasizing the importance of the 5 principles of responsible purchasing. She encouraged participants to submit entries for an awards program, noting that submissions are typically lower during the first year. Marsha explained her 22-

year journey in developing data-driven insights on sustainable purchasing practices and highlighted an e-learning course designed for various corporate roles. She also mentioned the importance of cross-functional collaboration and gathering qualitative data from suppliers to improve business practices.

### Marsha's Legacy in Responsible Purchasing

Marsha discussed her career and the legacy of her work in responsible purchasing, emphasizing the importance of sharing her experience with the ITAA. She expressed interest in potential future projects but enjoys retirement after a long academic career. Marsha donated funds to create an award that encourages ITAA members to incorporate responsible purchasing into their teaching and reporting. She encouraged participants to contact her with questions and expressed excitement to see the submissions for the award.

AI can make mistakes. Review for accuracy.

Please rate the accuracy of this summary.



Edit summary

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[Zoom.com](https://zoom.us)

55 Almaden Blvd  
San Jose, CA 95113

[+1.888.799.9666](tel:+18887999666)

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