

Andrews University
School of Education-Leadership Program

COMPETENCY 2C – SOCIAL RESPONSIBILITY

A Reflection Paper
Presented in Partial Fulfillment
Of the Requirements for the Degree
Doctor of Philosophy

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July 2017

TABLE OF CONTENTS

Chapter

I. INTRODUCTION	3
Defining competency 2C.....	4
Why social responsibility is important.....	4
II. SOCIAL RESPONSIBILITY.....	6
What is it for?	6
To whom organizations are socially responsible?	6
For what are organizations socially responsible?	7
How do I frame it in my leadership?.....	8
III. MY SOCIAL RESPONSIBILITY IN ACTION	10
My background	10
What artifacts have I generated?.....	11
What does social responsibility mean to me?.....	17
Awareness of my mission.....	17
Recognizing chances to do different.....	18
Making the commitment	18
IV. CONCLUSION.....	20
REFERENCE LIST	21

CHAPTER I

INTRODUCTION

As long as I could remember, I have always been drawn to activities that promote the community. Combining my experiences as a CEO for a car dealership in Brazil, a volunteer with several duties for SDA churches, and in the music field, I have had the opportunity to grow personally and professionally and help others reach their needs. I see that there are a lot of ways to reach the community.

Due to global inequalities, the world has turned around the social. Following Jesus' example to extend a helping hand to the poor and an open arms to the needy, this should be our mission. As CEO for Montalve, we participated in many events and campaigns to assist the local communities with clothes and food. As a musician and choir-vocal group director in three different countries: Brazil, the US, and Canada, we used to reach the community singing for different audiences in several projects towards the community. Many times we also sang and prayed for sick patients in hospitals and nursing homes. Working as First Elder and assistant pastor for SDA churches, I see that the church has a prime opportunity to be an agent of service, hope, and education to renew and restore the local community. So, these jobs showed me the importance of working in favor of others. Over the years, I have encouraged myself and those around

me to become more involved in social issues and caring because we have much more work to do.

This paper explores my social responsibility field experiences as a socially responsible agent and volunteering, conducting, and participating in several community projects. Also, it shows the role these play in my personal and professional life, and both combined, in my leadership. This process will define this competency and review important social responsibility themes and how they are related to me. I will also discuss, describe, and include examples of all these essential experiences that I have been able to do for the community.

Defining competency 2C

Competency 2C, social responsibility, is defined as the process where leadership “understands social systems and is accountable to others and endeavors to see that family, community, and environmental needs are met in local and, as appropriate, in global ways (Handbook, 2014, p. 20). The ultimate objective of which is the foundation of constant acquirement of knowledge that can enhance the person and the organizational purposes that facilitate the accomplishment of individual and corporate goals towards the community. I have used this competency to improve my leadership.

Why social responsibility is important

One of my first role models was my father. He always had his heart open to help his family and community needs. Even though he did not achieve any academic degree, his dedication to the people shows that he has an exceptional talent to do things that could help build the community. He is part of a supportive community. He is also a church

leader, a soft-spoken, and a modest man. Whenever I can see his work to the people, it amazes me his dedication and simplicity in doing the best in his job. My mother also has her ways to be committed to others. She is responsible, caring, and always open her heart and house to serve the people.

When I start thinking on social responsibility, I believe that “leaders are continually open to testing, learning, and changing, in both their own and expert lives, and they empower the improvement and development of others” (Daft, 2011, p. 22). In the same way of reasoning, I need to have stewardship directions, holding “an organization’s resources in trust for the greater good” (p. 171) and being a part of the supportive community.

When I think of supportive community together with my work through the organization “church,” we have a mission to be accountable to others and become the “community our God desires us to be, we should also have a better understand on about what the church is” (Grenz & Smith, 2014, p. 169). From the biblical perspective, the church is “a special people whom the Spirit is forming together into a community” (p. 170). Hood (1996) states that “getting to know the communities in which a business operates can help that business tailor its offerings to meet the needs of potential customers or workers” (p. 94). So, taking these points of view, I am the community working for the community. I am the person who, together with the church, can reach and help the community. To do that, I have to be more present and be a church member that lives nearby the church. If these two things do not happen (present and live nearby the church), there is no connection with it, and the commitments are limited by networking and little knowledge of the people’s needs in that community.

CHAPTER II

SOCIAL RESPONSIBILITY

What is it for?

Social responsibility, as cited in Williams, Kondra, and Vibert (2008, p. 73), is a “business’s obligation to pursue policies, make decisions, and take actions that benefit society” (Bower, 1953). However, there are questions on to whom and what it can be perceived as socially responsible behavior.

To whom organizations are socially responsible?

Hood (1996, p. 2) states that “socially responsible businesses often assert that it is sometimes their duty to sacrifice profit for the sake of either the environment or society at large.” According to Milton Friedman, a scholar at Stanford University’s Hoover Institution, Nobel Prize-winning economist, and cited on Williams et al. (2008, pp. 73-75), there are two perspectives or models on to whom the organizations are socially responsible: the shareholder model and the stakeholder model. In brief, the shareholder model reads that the only social responsibility that organizations have is to make the best use of it to be profitable – the companies have to make money. Friedman declares that is socially irresponsible for organizations to destine time, money and attention from maximizing profits to a charitable cause and social reasons.

On the other hand, the stakeholder model reveals the theory of corporate responsibility that holds that “management’s most important responsibility, long-term survival, is achieved by satisfying the interests of multiple corporate stakeholders” (ibid. p.74). By definition, stakeholders are the people or groups that are enthusiastic about the organization’s activities and can be represented by various groups such as employees, communities, customers, political groups, government, and suppliers, only to name a few. My observations from these two models demonstrate that the shareholder model has a function to make a profit. It has a “zero” interest in helping humanity and charitable organizations. Most companies work through this pathway. In my understanding of social responsibility, the organization has a different meaning of existing.

For this reason, the stakeholder model best fit in this frame that proposes to do the contrary, to help social causes and charitable organizations. It complies norms and rules that dedicate time, money, volunteer workforce, and reasons for the project(s) to exist and be a part of the organization as a whole. While many companies and their managers look only for profit, as represented by the shareholder model, I believe that the organizations should run a mile more in favor of the social needs and some ways, be responsible for it.

For what are organizations socially responsible?

What are they socially responsible for? As cited in Williams et al. (2008, pp. 75-78), companies “can best benefit their stakeholders by fulfilling their economic, legal, ethical, and discretionary responsibilities” (Orts, 1992). The economic responsibility is the expectation that an organization will make revenue by creating and producing an esteemed item or service. The legal liability is the desire that an organization will comply with society’s laws and controls. The ethical responsibility seeks that an organization not

disregard acknowledged standards of good and bad when leading its business. The discretionary trust is the desire that an organization will deliberately serve a social part beyond its financial, legitimate, and moral duties.

My social responsibility search makes me consider that a church (the organization), a non-profit company, follows the stakeholder model. This model has several stakeholders, such as voluntary members, employees, government, society, communities, suppliers, spirituality, vitality, to name a few. I also believe that the church has a discretionary responsibility where goes beyond its structure and mission. For this reason, as a church leader, assistant pastor, music minister, music director, and conductor for choirs and vocal groups for SDA churches in Brazil, the US, and Canada, my main reasons to work with and for the church were: 1. to help the community with a variety of programs that could attend their needs and approximate them to the church, 2. to present Jesus as our Lord and Savior through the many musicals, events and evangelistic series where they could listen, watch and receive Jesus in their life. Evangelism was an essential stage in my life where I can preach using music to bring people to Christ, and 3. To give them a hand in their general needs.

How do I frame it in my leadership?

I start this point reflecting on how can I reach my community? As a leader, I have to set an example and have a compelling vision. In the vision process, I should ask: how I see myself working as a volunteer representing the community? I think that one way to talk, show, and preach about Jesus is through evangelism. It is accepted that many people do not know how to share Christ with others. According to Malphurs (2013, p.192), evangelism is “presenting Christ to people with the intent that they accept Him as

Savior.” As a church, we have to discover the best evangelism style that will fit the community and train people to do it.

Analyzing the church as an organization, I understand that the community and my volunteer work are stakeholders. I have worked as a musician producing and directing choirs and vocal groups to sing for the community. These series of presentations I consider that is one way to do evangelism. Another way I would like to highlight is the church proposal to reach the community. As my artifacts show, I developed a music project with children; I distributed bibles for the community to spread God’s word. I invite the smokers to participate in a 15 days health seminary where they could receive the information and decide to quit smoking after that. I also encouraged the community to have a church fellowship to follow a better church approach to knowing them better, promoting the family fun day. Many other methods and contributions to different communities in different countries I have exemplified in my artifacts.

CHAPTER III

MY SOCIAL RESPONSIBILITY IN ACTION

My background

Over the years, I have had the opportunity to work in various areas such as assistant pastor for SDA churches, musician, music director, choir, and vocal group conductor for SDA churches and as music school director and music teacher. As a music minister, music director, a musician with the role to and prepare, direct, coordinate, and produce musicals and music programs for the church and communities, my main reason is to show Jesus and do evangelism, preaching the gospel to them through the songs we sing. It is essential to illustrate that a pastor can preach for 30, 45, or even 60 minutes and may not take the people to make a real decision for Christ.

On the other hand, by merely listening and paying attention to the three to five minutes melody and lyrics and following the Jesus ministry through the songs or musical, the holy spirit has the power to penetrate in the people' hearts and transform their lives, taking them to make a real decision to take their lives to Jesus. My understanding and vision are that through the gospel songs, we can talk, sing and share many aspects that not only reflect Jesus Himself but through the songs, we can change lives and let them know more about Jesus and His ministry.

What artifacts have I generated?

(A) Music brings social responsibility. Music is my passion. I have been working for 20 years plus as a music volunteer for SDA churches in Brazil, the US, and Canada. Music is one way to express not only my way of thinking but my responsibility as a Christian. As singers and musicians, we represent the SDA church, one of the most respected religious institutions worldwide, and working with the communities bringing them the message about Jesus. Since my early years as a Christian and musician, I have had the privilege to develop my passion for conducting and directing many choirs and vocal groups.

As Doxa Group director in Brazil and Canada, we participated in religious events, evangelistic series, and crusades to sing about Jesus for the church members and the communities. I usually chose the singers from the SDA churches from the community, and they were volunteers and not professionals. The events were a combination of performances at churches and theaters.

In the first project - "*Motivo da Canção*" (Reason to Sing), the public's ticket to watch and participate in the performance was one can of powdered milk. I directed those powdered milk to a child hospital in Curitiba, Brazil, and they used powdered milk to feed the children.

In the second project – "*Ser de Jesus é Bom Demais*" (Being from Jesus is so good), I promoted two group performances (4 pm and 6:30 pm), the first one was for the SDA members from the community, and the second was for non-SDA members from the community such as Pentecostals, Catholic, and non-believers.

See the following artifact(s): 1. Videos, 2. CDs, 3. Pictures, and 4. Flyers

(B) Joining ties with the community, both socially and artistically, has been one of my dreams and goals as an SDA musician. That is why the project extended its activities to community members, covering audiences from different backgrounds, and taking the local community reach even further. Performing these musicals, I like to think about various social sectors and their needs. As a music leader, I used to open our church doors for the communities, and all our concerts were open to the population.

As a volunteer, music director, and producer for SDA churches, I created, produced, directed, and presented many religious musicals in the US and Canada. Music is a way to preach about Jesus. Through these musicals, I could explore Jesus' life in two crucial stages: Christmas and Easter, representing His ministry's steps by the time when He was born and when He died. All the singers were volunteers, and they came from the community. Naturally, I chose and trained every single one and prepared them to sing and act.

The musicals were:

1. 2003, Danbury, CT – Brazilian SDA Church - Christmas Musical: Christ is the Light,
2. 2004, Mount Vernon, NY – Brazilian SDA Church - Christmas Musical: Adorai,
3. 2013, Toronto, Canada, Brazilian SDA Church – Easter Musical: Behold the Lamb,
4. 2013, Toronto, Canada, Portuguese SDA Church – Christmas Musical: The Night Before Christmas,

5. 2014, Toronto, Canada, Portuguese SDA Church – Easter Music Program:
Because He Lives.

See the following artifact(s): 1. Videos, 2. Pictures, 3. Scripts, 4. Flyers, 5. Newspaper ad, and 6. Appreciation (Thank You) cards.

(C) I worked as an assistant pastor and first elder for Seventh-day Adventist (SDA) Brazilian church. It was one of the most relevant experiences I achieved in my life. In this role, I had the opportunity to lead a vibrant Brazilian community in Mount Vernon, NY. When we lead the church, we lead people, and we represent the church in and for the community. Among several duties that I had, I helped the church develop, implement and lead the nominating committee, church board meetings, religious activities, workshops, training and conferences, and project towards the community needs.

The SDA church manual states that “Elders must be recognized by the church as strong spiritual leaders and must have good reputations both in the church and community... and by precept and example must seek to lead the church into a deeper and fuller Christian experience” (Adventists, 2015, p. 73). Dr. Richard Marker and Dr. Glendale Knight, former Greater New York Presidents, wrote letters sharing and affirming my commitment to the church and my role as a church leader, assistant pastor for the church in that community.

We developed two important projects for the community: 1. Projeto Viva Melhor (Best Living Project) focuses on giving Bibles to the local community and inviting them to come to church to learn about it, and 2. Projeto Viva Melhor (Best Living Project) with the focus to help smokers quit smoking.

Also, we created the program: Open-door church for the community. The idea was to invite the community to come, know, and join the church. In the end, I offered lunch to all visitors and guests.

See the following artifact(s): 1. Link to SDA church manual, 2. Elder's certificate, 3. Letters from the senior pastor Claudio Vilela, and Greater New York Conference former presidents, 4. As the church's assistant pastor, the community was the focus, 5 & 6 Both Best Living Project (Projeto Viva Melhor) newspaper ads, and 7. Open-door church banner.

(D) As a musician, I have been learning, studying, directing, and playing the piano for more than 40 years. In the US and Canada, I have had the opportunity to learn, lead, teach, direct, and promote specific projects for the communities. One particular project I did was a recorder project with the kids from the Danbury, CT community. This project was very appealing because it allowed participating for those who could not afford to pay for music classes and wanted to play a musical instrument.

See the following artifact(s): 1. Recorder project ad, 2. Recorder project attendance, and 3. Pictures

(E) These artifacts also relate to the item (B) above.

One of the most relevant experiences I have acquired through the years is working as a musician playing the piano and a leader with a musical vision to create and produce many music projects. I have formed, developed, trained, conducted, performed, directed, and lead many vocal groups and choirs in Brazil, the US, and Canada. All singers and players were volunteers coming from the community. It is essential to mention that I have had the opportunity to work in a multicultural musical level with these talented people.

Working with these musicians with different backgrounds and coming from other countries, I have had the opportunity to lead, educate and train their voices to reach their best potential to sing in that choir and the vocal group as a soloist and as part of the group/choir team. Like an orchestra, the choir and vocal group has to sound very well, so is the importance of an excellent music conductor and his leadership.

I would like to highlight the choir project developed at Woodbridge church in Woodbridge, ON. In this project, I was the choir director and conductor, and we performed at the 10th Anniversary, a Community Celebration.

In the second project, I was the director for the Just for Him vocal band at Toronto West SDA church in Toronto, ON. I formed this group intending to preach the gospel to the community using our vocal talents. Many presentations were done at church as well as at nursing homes.

I did my most recent volunteer project in a Jamaican environment as a choir director and conductor for the Majestic Choir at Seventh-day Adventist church in Toronto, Canada. It was a phenomenal and outstanding work done with this choir to perform for different public and communities.

See the following artifact(s): 1. Woodbridge flyer and pictures, 2. Just for Him picture, 3. The Toronto West SDA church nominating committee report, 4. Majestic choir (MC) appreciation award, 5. MC instructions pictures, 6. TWest bulletins with some MC performances, 7. MC pictures, 8. MC performances, 9. MC singing at Hope 2016 – The journey, an evangelistic series for Toronto communities, 10. MC pictures and video, and 11. MC signs of love and appreciation.

(F) I took AP/ADMS 3060: Canadian Law and Ethics at York University (Toronto - Canada): I took this course through the Internationally Educated Professionals (IEP) bridging program offered to skilled immigrants in Canada. The course intended to provide the ethical and legal principles and frameworks necessary when operating within a business context. In part four, sessions 8-10, we had many lectures regarding social responsibility and corporate social responsibility.

See the following artifact(s): 1. Letter of Admission, 2. Course outline, 3. Course assignments, 4. Course kit, 5. Certificate, and 6. Graduation.

(G) By the time I was a choir director at Woodbridge church, I had performed in many events which the goal was to attract the community to come, know, and join with us in our activities. I developed a flyer announcing our programs. We promoted a few “Family Fun Day” for the community with the idea that fellowship is a community, and the last one was the BBQ & Movie, a family fun event.

See the following artifact(s): 1. Flyers, 2. Invitations, and 3. Pictures.

(H) I worked as a volunteer playing at the William Osler Health System, one of the largest hospitals in Toronto. I committed to go to the hospital and play for at least five hours per week. It was a very emotional work once I touched the peoples’ needs through the songs I was playing.

See the following artifact(s): 1. Tag name showing my name as a volunteer, and 2. Pictures

(I) Furthermore, I took a Nonprofit Leadership Certification Program (NLCP), promoted by Adventist Community Services by North America Division, designed to equip pastors and church members with strategies and professional skills to lead the

communities successfully. This training focuses on three significant learning outcomes: 1. Managerial skills to better accomplish administrative responsibilities of non-profit management, 2. Leadership skills to improve participants' abilities to affect individual and community change, and 3. Biblical concepts of holistic ministry to equip leaders for service in dynamic environments.

See the following artifact(s): 1. Non-profit leadership certificate, and 2. The program.

What does social responsibility mean to me?

They mean (a) awareness of my mission, and (b) recognizing chances to do differently.

Awareness of my mission

Bennis, Sample, and Asghar (2015, p. 33) affirm that “good leaders begin by managing themselves, being aware of their motivations and values, skills, and limits.” In other words, regardless of my desires as a leader, I have to be aware of my mission. I have to understand that there is something else to be done and that I have to be prepared to do that. There are some questions that we have to aware of them and be conscious of to answer them. They are “why am I here? Where do I want to be in life? What am I seeking to accomplish? We are constantly confronted with crucial questions about our vocation and calling” (Grenz & Smith, 2014, p. 99). These are essential questions to be reflected on them and make some real decisions on how is our participation in this mission to take Jesus to the people of the community.

Recognizing chances to do different

Good leaders start by overseeing themselves-monitoring their inspirations and qualities, aptitudes, and limits (Bennis et al., 2015, p. 33). As a leader, I have to recognize the chances to do things differently. I have to understand God and His purposes in my life. There is always a space to do something, engage in community work, and think about our social responsibility is very important.

Making the commitment

I distinctly remember my father's actions toward the people in need. It could be a simple help with his knowledge or skills in some community event, leading and participating as a business company in community campaigns to collect food, or just by giving attention to those who dared to knock at our doors asking for some money. I could see through his actions that he committed to help others. Those actions touched my heart. Following his example, I also think and feel the desire to help the people around me, and I feel moved to help them. This is my commitment.

God gave me this talent to be a musician and a more significant talent to look at others' needs. On top of that, He touches me and gives me the desire to help them in some way that could make them better as a person, as a church leader volunteering in the community, or perform better as a musician. In these areas of concentration, I have had the opportunity to show this volunteer work toward the people.

Moreover, the main reason for committing is that following Jesus's example: Jesus was the Messiah, the son of man, and a suffering servant.

Looking in the Bible, Paul wrote to the Philippians:

As cited in Humphrey, Pollack, and Hawver (2008), Fulfil ye my joy, which ye be likeminded, having the same love, [being] of one accord, of one mind. {2:3} [Let] nothing [be done] through strife or vainglory, but in lowliness of mind let each esteem other better than themselves. {2:4} Look not every man on his things, but every man also on the characteristics of others. (Bagozzi, Gopinath, & Nyer) Let this mind be in you, which was also in Christ Jesus (2:2-5).

He gave us an example of treating the people around Him with all His heart and attending to their needs. Why don't I try to do the best as I can to the people around me?

Yes, I can do it.

CHAPTER IV

CONCLUSION

My social responsibility experience makes me recognize that God aims to set up a community that rises above each social division, individuals from each country and ethnicity, each financial status, comprising of both males and females who discover their personality in Christ. I can only hope to achieve this by applying diligent effort each day in becoming a better person, Christian, and leader. I work on this to be my role model. Yes, I might make mistakes. However, they should not deter me from moving ahead in this relevant work towards God's cause.

In closing, I believe that community emphasis is a vital piece of God's plan for creation. It rectifies the individualism that permeates both our society and the church. Through this understanding, the leader brings forth the appropriate strategies that will enrich the community through their work. Kaplan (2015, p. 58) affirms that "building your capacity to learn and adapt should never end; it should be a lifelong discipline." It was an incredible opportunity to study, learn, and enhance my insight all through this competency.

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