

The HELLER College of Business

Dean's Monthly Update: November 2011

Dear Colleagues:

Happy Halloween! I hope you enjoyed the day and took the opportunity to dress up! I know our Schaumburg staff enjoyed dressing up a great deal. Maureen Doyle was our decorator-in-chief and did a great job making the office a scarier-friendlier place for our students. I want to thank all our staff there for their up-beat attitudes and can-do behavior in making Halloween a success for our students as well as several other activities.

One activity is the SmartBoard training session that has been set up. I want to encourage all of you to spend an hour learning about this technology. Our students are using it in grade school and I am working with IT to buy more for the new building. This technology is another way to help students learn better and retain more. It's easy to use and is fun to teach with. Thank you to Debbie Yates for setting up the training session. Dr. Wiley used this technology for her class this semester so if you cannot attend you might want to ask her how she used it.

Another activity is the IFRS class taught by Dr. Barry Epstein and Mr. Ralph Nach, two of our Advisory Board members. We had about 17 participants, a few paid the fees, some students and faculty who were "comped." This class was taught free of charge by Dr. Epstein and Mr. Nach (also an alumnus). Assistant Dean Melissa Stutz spent a great deal of time working to build the awareness for and enrollment in this class. Thank you to Melissa for your efforts to make this a success!

We had a session to recruit students for international travel that was supported by our staff at Schaumburg as well. It was less successful than we had hoped because the schedule was not opened until after that event (due to a delay) so we will be repeating this effort on Nov 9 and 10. Our Sustainability program out at Prairie Center for the Arts was a great success. We had a small audience but the speakers were very interesting and several of the prospective students joined us at this event. We are repeating this combination at Prairie Center in November with programming about International issues and a prospective graduate student open house. Please join us for an interesting evening and a recruiting event. Thank you to our Schaumburg staff and Dr. Head for your efforts to assemble the speakers and activities for this focused week.

Finally, we have launched our Heller Incubator in the octagon room at the Schaumburg office. If you have not yet met our two business residents, please stop in and say hello. They are here working to build their business but are also available to work with your students for projects, be guest lecturers, Executive Education teachers or interact with student teams. Please make your arrangements directly with them. Corinne Pierog, owner of Sustainable Leadership Solutions is a Heller MBA. Todd Bermont, owner of The Careers College will be opening his online mentoring system to all of our students for a small fee to the college. We welcome them and thank the Schaumburg staff for helping to make this a reality.

Of course we are doing a lot of things at Chicago campus as well, but I wanted to highlight the Schaumburg campus and let you all know that we are busy working to differentiate the Schaumburg campus in many ways. The new Business Analysis program under development is planned to be an only Schaumburg program. I believe we have some very interesting opportunities in Schaumburg. Asst. Dean Stutz is a member of the Schaumburg Business Association and is working to build relationships with our community colleges in conjunction with the provost office.

So "great job!" to all our Schaumburg staff and faculty. More to come!

Finally, we have two reviews to anticipate in 2012. We have to review the Management program and are working on the reviewers visit plans now. We also have the ACSBP accreditation review. If you are not familiar with those standards, please find them on Blackboard and review them. We have some work to do! More on that at faculty council.

RECRUITING/PERSONNEL

We have been approved to fill two visiting lines this year. One in Accounting and one in Human Resource Management. We will be working on the ad and the evaluation process in the coming months.

If you have not met our new Chicago Faculty clerical, please stop at the front desk and say hello to Chicona. We are very happy to have her here.

AACSB/ACBSP and ACCREDITATION ISSUES

Please take a look at the ACBSP standards on Blackboard or online at [Accreditation Standards for Baccalaureate/Graduate Schools](http://www.acbsp.org/p/cm/ld/fid=81) (<http://www.acbsp.org/p/cm/ld/fid=81>) to acquaint yourself with those requirements we currently must meet. For the most part, they are similar to AACSB but the approach to meeting the requirements varies. I will discuss the standards of ACBSP at each of the upcoming faculty council meetings. We will begin with standard 6. Please note that ACBSP is in general very prescriptive about how we meet their standards as opposed to AACSB. I have begun explaining this to the provost and president as another reason why we would be better served to seek AACSB sooner.

TASK FORCE AND COMMITTEE ACTIVITY

The Curriculum Committee and Graduate Committee have been meeting regularly. They have several proposals that will make their way to the Faculty council this month. Please view these proposals with the mindset of supporting them and providing advice on how to make them work. We need these proposals to move forward at the fastest possible pace to be able to take advantage of advertising and recruiting during the summer. These proposals also indicate that we are activity working to maintain currency in our programs and programming appropriate for our market and our students, which is always good for accreditation.

PUBLICITY PLANS/STUDENT RECRUITING

Mr. Walter O'Neill has been assigned to the HCB as the representative from Enrollment Management and Student Services, the new department headed by Sallye McKee that combines Admissions and Student Services. I have given Walter information about the college and requests to specifically advertise the MSRE, MSA, MSAF and MBA programs. We discussed the phenomenon that a good graduate program creates a halo effect on the undergraduate program and thus advertising our graduate programs well will often improve our undergraduate interest. I will share any new ads as we receive them.

We purchased a large number of shirts with the Heller logo last year. These are collared, button front shirts in heavy cotton in RU green. Those who attend recruiting

events or the tailgate are encouraged to get a shirt from Kristin. Because we have paid for these, I'm offering them free of charge. Please wear these shirts to the events to portray or team spirit and the strength of our program!

EVENTS

Also note the HCB Tailgate party on November 8. We'll have pennants, t-shirts and hotdogs for everyone who arrives to build spirit for the Lakers and for HCB. Plan to come and have a great showing of HCB supporters! We will invite alumni to join us as well. We do know that we will be joined by Charlie Gardner (RU Trustee) and 6 of his friends. I have had some indication that several alums will join us as well. Come join the fun! Bring your family for some fun!

We have begun negotiations to rescind the contract with Jon Corzine for the Heller Signature Luncheon on May 10. Sadly, his recent problems with MF Global have caused consternation among faculty and board members who encouraged me to find a replacement for him. Leading Authorities, the agency we use for speakers is working on this for us.

Gala! The MBIRE Gala is November 3. We are tracking to exceed last year's fundraising for this event. Our honoree Jim Grusecki and the speaker Neil Bluhm are both big draws for sponsorships and support. Well done to the MBIRE program and Mr. Jon DeVries for planning our best event yet for the 10th anniversary!

Clicker training was available at Gage November 2 from 5:00-6:00. Turning Technologies was here demonstrating how to use these products to engage your students and improve your student's retention. They are willing to return if you are interested. We have clicker sets that can be checked out.

Students have represented us at three Executives Club events this month. Eight will also visit the St. Louis Federal Reserve Bank on November 8 with Dr. Swanton and Mr. Seyk. The St. Louis Fed came to us and this road trip is the first step in their plan to hire our students for internships and Bank Examiner positions.

This month Dr. Pavelka has negotiated for 15 free spots in the NACVA training that are being filled by our faculty and students. This type of opportunity builds value for our students, increases our credentials and enhances our reputation. Thank you to Dr. Pavelka for her support of our program, faculty and students!

Assistant Dean Kristin Nance handles undergraduate advising at Chicago campus but she also serves as our technology expert and event planner. It's easy to overlook the many details of event planning and assume that these things happen like magic. That magic is Kristin. When we look good, it's because she has been behind the scenes for weeks organizing, developing the invitations and sending them out. In general she is the go to person for help with any event, but please make sure you work out a time line

and plan ahead. She is doing several jobs for us and is often quite busy. Thanks to Asst, Dean Nance for the magic you supply!

CALENDAR FOR Fall 2011

These events are upcoming (see the WEHCBA events calendar on Outlook public folders for all events) Bolded items are friend-raising or externally focused events.

Date	Activity	Schaumburg	Chicago
11/1	Registration opens		
11/3	MBIRE Gala Four Seasons Hotel		x
11/8	Heller Tailgate Party for Faculty families and students, UIC		x
11/11	Schedule submission		
11/12	UG open house		x
11/14-11/18	International Week events Nov 14 Prairie Center for the Arts	X x	x
11/30	Faculty Council Faculty Student Mixer Resume Builder Event	X X	X X x
12/2	Emeritus Faculty luncheon Fleming Steak House		x
12/10	Roosevelt Visit Day		x

BUDGET

We have purchased 6 remote controllers for your powerpoint presentations. These clickers (different from the Turning point clickers) are available to be checked out at the faculty clerical office on both campuses.

We also now have the special forms for item analysis on the scantron machine. These will allow you to get statistics about student results on your tests and quizzes. Ask for these at the faculty clerical office.

GRANTS

Diedre Somerville in IA has developed an application to the Coleman Foundation for \$13,000 that would provide funds for a speaker panel for the spring Sustainability week and funds for student businesses and faculty support for the summer for these teams. \$10,000 is requested to provide a faculty stipend to provide expert advice to up to three student teams that would compete to win as much as \$2500 in cash to start their companies. These student teams would be required to sign up for a summer internship. They would also be required to return the \$2500 with interest at the end of the year so that we could fund other student businesses the next summer. We are using our incubator site and the pending major in social entrepreneurship and the concentration in social entrepreneurship (working its way through our approval system) as proof of our commitment to this activity.

DEVELOPMENT /NEW INITIATIVES

The gala represents an opportunity to invite guests of the college to an event where our success and excellence are highlighted. We have invited several guests that are

building a relationship with us and who have expressed interest in giving back to the college. They will not be solicited during the event. We will instead be building a closer relationship with them.

Our alumni are invited to the tailgate, the international week, and the emeritus faculty luncheon as well as our international study tours. Each of these events represents a way to draw our alumni close to us and acquaint them with our goals, activities and successes. If you are at any of these events, please do not ask them for money. Instead, ask them what they find interesting about our activities and tell them about the excellent events and successes we are having. If you find that they seem to want to give the college support, please introduce them to me so that I can discuss opportunities and ways that they can help us.

EXECUTIVE EDUCATION

Please visit the Exec Ed website for this year's program descriptions.

<http://www.roosevelt.edu/Business/ExecutiveEducation.aspx>

Executive Education is beginning to build a small revenue stream that with cultivation could provide significant support for the college.

We are working on Executive Education programming for the Spring. We have a new opportunity with an alum who wants to provide programs to train for the PMI, project management certification. We will also host the Boardroom Bound program again this year. They offer a free spot to our alums and students. If you meet an alum or professional who wants to teach, encourage them to consider an Exec Ed class. We are of course not hiring new adjuncts at this time due to the financial pressures.

We have a new teacher who will offer two classes this fall. On Dec 1, Mr. Art O'Meara will offer a class on exporting in conjunction with Citibank. He is expected over 50 students to this program. On Nov 30, he will teach a program about the I-195 that is designed for HR professionals that need to understand this new law.