

## The HELLER College of Business

### Dean's Monthly Update: December 2012

Dear Colleagues:

Ah the Holidays! We are finalizing the semester and grades are due soon. The emeritus faculty luncheon had about 30 people attend, our awards night was wonderful and then we will have commencement and then the holiday break. I will be looking forward to the break myself as this semester has been fraught with complications. I know the admin team is also working very hard to assure that every student has been advised and that all events and needs are taken care of well.

The outlook for next semester is still unclear. While we have done everything at our end to help bring new graduate students in, the results are not stellar. I'm a bit disappointed about this but it also led us to investigate the efficacy of our referral service and to consequently alter the agreement and build its presence. The result of this is that the number of referrals has more than doubled from 1 or 2 daily to 4 daily. We are working to develop relationships with these students and following up with phone calls from graduate assistants now.

In addition to what we are doing today, I have planned a trip to Europe to finalize arrangements for the international classes and to recruit. I will be meeting Rifat Gorener who will help me meet up with and develop relationships to help bring Turkish students to the college. I have also contacted the International Trade Association that has representatives around the world to help me develop contacts for recruiting visits at each of the other cities I will visit. We are in the planning stages but I will be in Paris and Krakow long enough to ostensibly devote a day or two to recruiting in each city.

Finally, George Olson has returned from retirement to assist us in recovering from this situation. Brian Walker, Undine Stinnette and I met with him early last week to discuss the near term and longer term issues. Once we have dealt with the crisis in ways that could positively affect the outcome, we will turn our attention onto the longer term issues such as advertising and information sessions to try to build awareness and bring in more applicants.

On a more personal note, I did sign up for the half iron man in Honu, Hawaii on June 1. My training will begin in January. I will not be fundraising as this is not an AIDS Foundation sponsored event. (It was going to be but they backed out.) So I will probably also do the Chicago Triathlon and fundraise for that over the summer again. My training is the way I work off stress and keep myself focused on something that is assured to make me feel good. I appreciate the support of everyone as I have embarked upon this triathlon journey.

I want to wish everyone a happy, healthy and beautiful holiday. I look forward to seeing how everything turns out. Who knows, perhaps we will get a nice holiday gift in the form of high graduate enrollments and improved freshmen retention. It could happen!

## **PUBLICITY PLANS/STUDENT RECRUITING EVENTS**

If you have not seen the latest numbers, it appears we have fallen short of enrollment targets for the fall resulting in a 1.3 million budget shortfall. For spring the applications numbers are very low and concerning. The leadership team has been discussing ways to build awareness and bring in more applications. We will be doing a FUZEbox recruiting event with students we have identified from the admissions office recruiting trips and our MasterStudies.com referral site. Much of our budget is being used to focus on recruiting and marketing that will bring in new students.

Here are the links to the two sites where referrals come to us from around the world. They deliver our information in the local language.

The first one is MasterStudies.com. We pay for this service and are getting help to come up first in the search from our subscription.

<http://www.masterstudies.com/MBA/search/?idSector=29&idSector2=&idCountry=223&idRegion=558&mode=all>

This second site is unpaid currently; GradSchools.com. It lists all RU graduate programs. The HCB programs have been updated and we are discussing terms for using their paid subscription service to drive more looks to our sites. <http://www.gradschools.com/>

We are also planning a FUZEbox event for any referrals from these sites and other areas to help them understand our program better and answer their questions in person. These will be done at times when students from overseas can join.

I am going to Turkey with Rifat in January on a recruiting trip. I'm working with the International Trade Association to develop recruiting events for each of the places I will go beyond Turkey. In Turkey, there are about 600K students looking for graduate programs. However, there are only about 150K spaces available. In consequence, many Turkish students come overseas with full tuition support for their education. This is a great opportunity to increase graduate enrollment. Rifat will help me make contacts and build our reputation.

I have appointments to meet with the ITA representatives in Madrid and Paris. I may not be able to meet with the ITA rep in Poland as they are in Warsaw, not Krakow, 2.5 hours away.

>>>You can help by forwarding the first link to people who might be interested such as your HR director or employees interested in a graduate business degree.

## **PERSONELL**

Please join us for a lunch in honor of Jennifer Roper and Kristin Nance to say goodbye to them both. Jennifer will retire January 1 and Kristin's last week is this week. We will celebrate them both in the Real Estate Library at noon Thursday December 13.

We are receiving applications for our HRM position. The add link is below.

>>>Please forward it to your network! [jobs.roosevelt.edu/applicants/Central?quickFind=51454](http://jobs.roosevelt.edu/applicants/Central?quickFind=51454)

### AACSB/ACBSP and ACCREDITATION ISSUES

Tom Head, Debbie Yates and I worked on the Digital measures programs and reports this week. We believe we have altered these to reflect requests from the faculty and needs from the ACBSP reports. This will save Tom a lot of time as he builds the report for the college self-study report due in August.

It should also save some time for faculty in entering data on publications and presentations.

### TASK FORCE AND COMMITTEE ACTIVITY

If you need to use teleconferencing, you can use our FUZEbox subscription which replaces GOTOmeeting. FUZEbox includes screen viewing, phone or computer voice transmission, webinar technology, meeting recording options, up to 100 attendees, and video transmission.

Watch the demo here: <https://www.fuzebox.com/support/daily-demo>

In order to use FUZEbox, use [tfriel@gmail.com](mailto:tfriel@gmail.com) as the user id and treble11 as the password to log in and set up a meeting.

### GRANTS

Motorola has an annual grant for technology teaching programs. We use this for Project Green Teens. With Kristin leaving we will be asking for funding to support the administrative demands of preparing for these two week-long events.

I recently heard about a grant for encouraging students to study abroad. I will be investigating this.

### DEVELOPMENT /NEW INITIATIVES

Jodi Kurtz, the new Assistant VP of Development and I have been working on applications for the HCB development officer. I will be interviewing candidates for this position this week. It is hoped that we will have a DOD for spring 2013.

### EXECUTIVE EDUCATION (repeat from last month)

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

Dr. Katarzyna Kochaniak

Saturday, March 16

9:00am-Noon; Perspectives of the European Union 1:00-4:00pm; Polish Financial and Banking issues for business people

\$79 each or \$139 both

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

or

<http://www.cvent.com/d/kcqs6>

Dr. Eliane Karsaklian (there will be a cvent site for this soon)

MGMT 390-17 MGMT 491-17 **TOP:INTERNATIONAL NEGOTIATIONS**

**23959**

SA SU 08:30 AM-05:00 PM

WB

CHICAGO CAMPUS 0 95

2

Prerequisites:

Notes: Meets Saturday and Sunday, March 9 and 10.

Cross-listed With: MGMT 491-17

Session 2 dates: 01/11 to 05/03

### **CALENDAR FOR 2012-2013**

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.

#### **Calendar Fall 2012/Spring 2013**

|           |  | SCH | CH     |
|-----------|--|-----|--------|
| 12/5      | Faculty council meeting<br>Emeritus Faculty luncheon <a href="http://www.cvent.com/d/ncqxp3">http://www.cvent.com/d/ncqxp3</a> | X   | X<br>x |
| 12/6      | <b>DMD and Student awards night</b>  | x   |        |
| 12/14     | Commencement   |     | x      |
| 1/8       | Adjunct orientation (mandatory for new adjuncts)   | X   | x      |
| 1/11      | Classes begin  | x   | X      |
| 1/17      | International Experience Event, recruiting for intl classes  | X   | x      |
| 2/5       | Internship planning  |     | x      |
| 2/7       | Internship planning  | x   |        |
| 2/9-2/10  | <b>Heller Fellows Weekend</b>  |     | x      |
| 2/12      | <b>Black History Month Event</b>   |     | X      |
| 2/18-3/1  | Advising Weeks   | X   | x      |
| 2/19      | Resume builder   |     | x      |
| 2/21      | Resume builder   | x   |        |
| 2/25      | Advisory Board meeting 3:30-5:30   |     | x      |
| 2/26      | Faculty council meeting  | X   | x      |
| 3/4-3/8   | Student appreciation week  | X   | x      |
| 3/5       | <b>Women's History Month events</b>  | X   | x      |
| 3/9-3/17  | <b>International experience Paris</b><br><b>International experience Madrid</b>  |     |        |
| 4/2       | Student Mixer  | x   | x      |
| 4/19      | <b>BAT exam</b>  |     | x      |
| 4/20      | <b>BAT exam</b>  | x   |        |
| 4/24      | Faculty council Meeting<br><b>DMD and student awards night</b>   | x   | X<br>X |
| 5/3       | <b>Commencement</b>  |     | x      |
| 5/6       | Admin Team retreat   |     | x      |
| 5/13      | <b>Heller Signature Luncheon</b>   |     | x      |
| 5/10      | Faculty retreat  | x   |        |
| 5/17-5/27 | <b>Poland International Experience</b>   |     |        |
| 7/14-7/19 | <b>Project Green Teens</b>   |     | x      |
| 7/28-8/2  | <b>Project Green Teens</b>   |     | X      |
| 8/25-8/28 | <b>ACBSP Self Study Report is due</b>  |     |        |

## **HELLER INCUBATOR**

The Incubator residents must supply liability insurance and are thus taking a bit of time to find affordable insurance and get their contracts signed. They are managing to do this however and we are expecting many of them to move in this month. Please stop in and say hello. They will bring much needed optimism, enthusiasm and opportunities to the college!

Repeat from last month: Winners of the Incubator contest are:

### **Schaumburg**

- Hands On matching volunteers with non-profits
- Madrake Real Estate Commercial Real Estate assistance
- Innovatech support, maintenance and development of LAN to support green management technologies in Real Estate

### **Chicago**

- CTAG Career transition assistance
- ICC Internship and Career Consulting
- Ghabit Teaching green habits
- Let's Dabble empowering non-profits through video
- Global Partners international research for corporations