

## The HELLER College of Business

### Dean's Monthly Update: February 2014

Dear Colleagues,  
And the cold continues... Punxsutawney Phil, that scalawag ground hog, saw his shadow and now we have six more weeks to hunker down. Ah, it's not that bad, and yes I'm saying this just one week after I returned from Puerto Rico as the Keynote speaker for the NAGAP conference. I enjoyed PR very much, but the cold makes you tough, and I like thinking I'm tough.

We need toughness these days. The university situation is still tough and we have to be tougher to rebuild. If our results from recruiting are any indication, we have what it takes. The graduate recruiting team of Joanne Canyon-Heller, Jared McCarty, Brian Walker and the undergraduate Asst. dean DOCTOR Melissa Stutz, along with our graduate assistants and the rest of the administrative staff, we exceeded our goals for spring too. We did well. Thank you all again for your outstanding work.

As I alluded in the prior paragraph, we have to congratulate Dr. Stutz on her recent doctorate degree. We are all very proud of her success.

We said a sad good bye to Chicona Hodges who moved to IA on Friday and welcomed a temp Immanuel Howell-Bey who has an undergraduate degree in Psychology and recently moved to Chicago with his new wife. Please welcome him. He has experience working in universities in his past and he is

pretty adept at technology. I am very pleased to have his skills.

We also have some new babies on the way. You might ask some of our younger faculty if they are going to expand their family this spring. I don't want to steal their thunder but it's not a secret either. I'm personally looking forward to some new Heller babies!

And just so you know, not only am I tough but also an adventurer, here is a photo from my recent PR trip at the top of the zipline(s) I did over the valleys in el Yunque. (I had a great time.)



I'm trying out some new designs for this update..let me know what you think? Are columns harder or easier to read?

Have a safe, warm February!

## STUDENT RECRUITING EVENTS /PUBLICITY

### Spring newsletter

Brian Walker is assembling articles, photos and content for the spring 2014 newsletter. Please let him know if you have something that could be included.

### Domestic Recruiting

If you have not yet added this to your email signature, please consider doing so to help us with the recruiting season for Fall 2014:

<http://www.eventbrite.com/o/roosevelt-university-office-of-admission-726972433> with the graphics below.



I have released \$50-75K from our Heller account for another advertising campaign to support these sessions with our last campaign shown above.

In addition we are still using MasterStudies.com and we have about 200 leads from them. So far, after intensive follow up we have 3 students from this referral service. Most of the leads are more likely going to be successful in Fall 2014.

RU also has an ad campaign going on. (see below). We are going to put ads in the school papers including the Torch and community colleges for the upcoming openhouses (see link above)

- There was a Roosevelt ad on page two of the Red Eye Monday. It plugs the two February info sessions.
- There was a Facebook post and tweet today on the official Roosevelt accounts about the February sessions.
- The email invites have been blasting every two weeks.
- There's an announcement on the home page. RSVPs are now at 9 for Schaumburg and 12 for Chicago.

### International Recruiting

I will be leaving Feb 27 to March 17 on a recruiting trip.

Here is where I will be:

- March 1 Istanbul QS\* recruiting session plus presentation
- March 2 Ankara QS recruiting session plus panel discussion
- March 3-6 Krakow Interviewing CUE faculty for RU courses
- March 6-8 Frankfurt Visiting Ashaffenburg University MOU development activities
- March 8-12 Madrid Greeting our students at Madrid
- March 12-17 London 2 QS tours with panel discussions and visit to Birmingham University MOU development activities.

\*QS delivers mailing lists and contact information for all attendees as well as all those that visited our booth during the fairs.

During my travels, at each city, we will be contacting any prospective students who have made inquiries from those cities/countries through Masterstudies.com to let them know I'm available to visit with them. Our top countries with inquiries from 14-119 are India, Columbia, Vietnam, Turkey, Brazil, Egypt, Nigeria, France, Mexico, Jordan, Algeria, Morocco, Malaysia, Indonesia, & Saudi Arabia

Finally we are piloting an ad on PoetsandQuants.com and Princeton.com that is promising 25 qualified leads. These two sites have extremely high traffic and present us along with the best b-schools in the country.

We hope that all this activity, which will cost us between 75K and \$120K will result in sufficient uptick in enrollments to more than pay for the costs.

## PERSONNEL

Please join me in welcoming Mr. Immanuel Howell-Bey. He will be with us until our permanent replacement for Chicona is found.

A review of our Accounting and Real Estate searches indicated a dearth of applications. We are now placing ads in Chronicle of Higher Education, AACSB, ULI and CAR publications. The college has had to subsidize these ads. However if there is a placement we should be making please let me know.

For the tenure applications for Dr. Abu-Kahdra, Dr. Li and Dr. Gorener, the executive committee has written it's letters of recommendation. We are now waiting for my letters by February 15.

## AACSB/ACBSP and ACCREDITATION ISSUES

I am now heading the HLC Chapter 4 writing team for our 2015 site visit. This chapter is completely about assessment. Our assessment activities are commendable and will be used extensively in the report. Thank you all for your commitment to these activities.

## TASK FORCE AND COMMITTEE ACTIVITY

The Executive Committee has found that our tenure process needs a review. I hope you will all give your input when it is requested.

(repeat) 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

## ADVISORY BOARD ACTIVITIES

Mr. Dan Scheutte has agreed to take a co-chair position with Michaeline Gordon. Dan is an alum, a board member, a mentor and speaks in the Careers in Business class for us. His activities and commitment to our success is appreciated very much.

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. Please note that we are subject to telephone charges for these meetings. They are minor and not a concern but nevertheless we pay them. For Sept-Dec we paid \$136 for about 20 fuzebox meetings.

## DEVELOPMENT /NEW INITIATIVES

Over the holidays we received about \$20,000 in individual end of year giving. This was all contributed to the Heller Fund for Excellence, our restricted fund.

This year marks my sixth year in office. I was reviewed by the college in year 3 so it is again time for a review of my performance. Please make sure you participate when requested. I am happy to make any and all comments available, if the administration will allow it, to all faculty and staff.

## International Classes

We will be welcoming students from La Sorbonne International. Dr. Eliane Karsaklian has 20 students in her mid-term weekend class this year!

>>> Stefania BORDA  
>>> Vinicius CAMPOS  
>>> Cyrille CHEMINAUD  
>>> Yohana GBOGBO  
>>> François-Olivier JOHNSON  
>>> Iris KOMBENY  
>>> Peter NUTSUEGO  
>>> Anthony SMADJA  
>>> Seydawin TOP

February 24 is our annual Faculty-Advisory Board meeting. Please plan to attend. These meetings are often very interesting as we break into discussion groups about the disciplines. The meeting begins at 3PM and ends 5:30PM. You are all invited to join us for the whole meeting. We are including the alumni board members in these meetings as well.

### **EXECUTIVE EDUCATION**

After much negotiation and discussion we now have some structure to our Executive Education program. Mr. Ralph Nach will join us in an unpaid position to head the program. We are working with Norine Weibmer and her network of consultants in a revenue sharing agreement where she will bring in audience and speakers and allow our students, faculty and alumni reduced price access. In addition our incubator resident Vinny Caraballo is working on a new program for innovation education that will become part of our offerings. We will have one of our first programs with Norine in February at Schaumburg. She is very active in the Schaumburg area and I'm hoping that this will further improve our "campus distinctiveness" in that region. If you are interested in offering a program, please let me or Ralph Nach know.

We are now working on the plans for the Australia trip. The cost is \$6000 for a 10 day trip. Dec 29, 2014 departure and Jan 9, 2015 return. This will be offered on Exec Ed as well to support the program.

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

### **INCUBATOR UPDATE**

New incubator residents are approved and will be moving in downtown very soon.

**Chicago**

**\*#ICC**

**#AJO Associates**

**#Cornel Productions**

**\*#Innovatech**

**\*#Global Targeting**

**Schaumburg**

**\*#Hands On Chicago**

**Linked Local Network**

**\*#Starlight Recruiting**

**\*returning for year 2**

**# run by**

**minority/women/alumni**

### **EVENTS**

For Black History Month, we have a guest speaker Mr. Frank Cargle. Norine Weibmer helped me to locate this guest for our annual event. He will speak about his career, from a kid in Detroit to his current position. Room TBA When: 4:45-6:00PM Tuesday February 25, 2014. I hope you can join us. Please encourage your students and student groups to attend! Here is some information about him:

**Director of Procurement**

*Sidley Austin LLP*

November 2003 – Present (10 years 4 months)

**Director of Onboard Product Planning**

*United Airlines*

1996 – 2002 (6 years)

**Partner**

*Multi Financial / Multi Management Services*

1989 – 1996 (7 years)Southfield, MI

Business Turnaround Consultant

**Sr. Buyer**

*Chevrolet Pontiac GM of Canada Div of General Motors*

September 1983 – April 1989 (5 years 8 months)GM Tech Center Warren, Michigan

**Industrial Engineer, Value Engineer**

*AC Spark Plug Div. of General Motors Corp*

October 1976 – September 1983 (7 years)Flint, MI

Calendar /Spring 2014

**SAVE THE DATE: FEBRUARY 24 IS OUR ANNUAL BOARD/FT FACULTY MEETING IN CHICAGO.**

SPRING SEMESTER			
		SCH	CH
2/18-3/1	Advising Weeks	X	x
TBA	Resume builder		x
TBA	Resume builder	x	
2/24	HCB Advisory Board Meeting 3PM – 6PM		x
2/25	Faculty council meeting	X	X
	<b>Black History Month Event</b>		x
3/4-3/8	Student appreciation week	X	x
TBA	<b>Women’s History Month events: Conscious Business Network</b>		x
3/15-3/22	<b>International experience Madrid</b>		
3/26	<b>DMD and student awards night</b>	x	X
3/28	Faculty Senate	x	x
4/11	<b>BAT exam</b>	x	
4/12	<b>BAT exam</b>		x
4/18	Faculty Senate	x	x
4/23	Faculty Council	x	x
5/2	<b>Commencement</b>		X
	<b>YAB Commencement Reception</b>		x
5/6	Admin Team retreat		x
5/8	Heller Annual Luncheon (date confirmed)		x
5/9	Faculty retreat	x	
5/16-5/24	<b>Poland International Experience</b>		
5/19	<b>HCB Advisory Board Meeting</b>		x
7/15-7/20	<b>Project Green Teens</b>		x
7/29-8/4	<b>Project Green Teens</b>		X