

## The HELLER College of Business

### Dean's Monthly Update: June 2013

Dear Colleagues:

Aloha: Back from Hawaii, tanned and relaxed! A very nice vacation that was much needed. I am now catching up on my emails and trying to respond to everything that requires an answer. Tomorrow I'll be working on future oriented issues rather than the past, but for now, I want to thank my team for handling several items during my absence.

We had a nice semester end. The faculty retreat was well attended and successful in approving new programs and resolving issues of assessment. We will work on assessment again in the fall retreat. We also had an administrative retreat after that and set the annual calendar (this will be the new updated calendar later in this document and available on the Public Folders in Outlook under HCB Events) updated the annual goals list (which I will include in this month's update) and made plans for more online programming and more short courses for student convenience.

This month we were the recipients of several donations of significance to help us achieve our goals. I have listed our successes for this month in the development section. I want to thank Kevin Tenbrunsel for his efforts to support Project Green Teens or as we now call it Roosevelt Entrepreneurship Academy. He is still working with our board members to bring in the remaining dollars to support the program completely. Also Melanie Frazier, in her first 6 months has brought in over a quarter million in support for the college so we are quite pleased at her successes!

The university is undergoing a lot of change this summer as the new provost reorganizes the EMSS, student services and other programs to build in new initiatives, streamline and energize our progress. So far we have hired several graduate students for the summer to work with graduate recruiting to make follow up calls to inquiries for the graduate programs. I believe this is very productive and our graduates make outstanding sales people for the programs.

Brian Walker has been working on the Spring newsletter. It looks wonderful with lots of exciting news in it. We use this as one of our prime recruiting tools so it carries a heavy load of expectations. Thank you to everyone who made a contribution this year to the college achievements. We are certainly doing well in regards to collaborations, student awards and internships and faculty publications.

We said good bye to Dr. McDonald this spring as he retired. He went out with a bang winning the Ricardo Medal, the top award for lifetime achievement in the Real Estate field; "This medal is awarded to John F. McDonald in recognition of his outstanding and long-term influence on real estate research and thought, as evidenced by his extensive and well-cited publications record. Over his career, he has profoundly influenced the research directions, teaching and practice of the real estate discipline.

As always, I'm proud of our successes and look forward to the future of the programs.

Mahalo!

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

We have been offered the support of Joanne Canyon Heller as a significant part of her duties to help recruit graduate students for HCB. Joanne and I have met today and we will be working on the description of her work this week. She will begin next week using 80% of her time to help us with graduate recruiting.

We are also going to work more closely with MasterStudies.com to help drive more student inquiries to our site. This will come at a cost but the provost office has approved this expenditure and will support it. This means we may also have a few more open houses this summer to build more interest.

We also have two graduate students making follow up calls to admitted students to help them through the process and get enrolled.

We were notified today by Master's Degree Online that we have been identified as an outstanding Accounting program by this organization. Our program is noted as "campus only" in the listing. See our #11 ranking click on the link below:

<http://www.mastersdegreeonline.org/accounting/>

### **PERSONNEL**

We have been given approval to fill the half time clerical position. William McKay will be working for us soon in the downtown office. His responsibility will be to help staff the faculty reception desk, sit at the front desk when Chicono is absent and provide more, much needed clerical support for the faculty.

We are also getting close to final approval for two new positions for the college; Professional Advisors, one for each campus. This will provide much needed support to Asst Dean Stutz and Walker so that they can work more strategically on new initiatives and directions.

Another position that is being developed will be the ½ time position of Events coordinator. This person will handle room scheduling, event development and coordination for events for the college so that clerical staff can focus on student and faculty services. His/Her time will be flexible so that he/she can be available during the events to make sure everything runs as planned. While clerical staff do a great job of this, they are often unable to stay late unless I pay overtime which is banned. With an increase in the number of events we have from outside entities, we need to have someone handle these for us for consistency.

### **AACSB/ACBSP and ACCREDITATION ISSUES**

I want to thank Undine Stinnette for completing the AACSB BSQ (Business School Questionnaire) that asks for detailed data for everything: salaries, demographics of faculty and students, AQ/PQ numbers, budget and restricted funds, enrollment and admissions by degree and many other data that take a great deal of time to locate and enter. She was able to finalize

the data entry for me while I was on vacation. Contributing to the BSQ gives us access to the datasets such as salary survey (to see what salaries needed for competitive offers) and other comparative data which are very helpful.

### **TASK FORCE AND COMMITTEE ACTIVITY**

I met with Dr. Wiley this morning on the assessment program. She walked me through the data collection, the data management, the assessment and the report progress that have been made by the assessment committee. I have to say I'm extremely impressed with the progress and optimistic that we will have a great showing of assessment results for the site visit committee. My deepest appreciation goes to the faculty who supported this effort and the committee members who are sorting this out.

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.

### **DEVELOPMENT /NEW INITIATIVES**

This month we have received quite a few donations:  
Motorola \$30,000 Roosevelt Entrepreneurship Academy  
Chicago ClearingHouse Foundation \$200,000 Trading Room equipment  
McChambers LLC \$1000 Goldie Wolfe Miller RE Initiative  
Stephanie Draughton \$1000 Goldie Wolfe Miller RE Initiative  
Gruseki Family Foundation \$10,000 Northern Builders Scholarship  
Grusecki Family Foundation \$25,000 Northern Builders Scholarship

The Trading room equipment has been specified and purchases will be made to build WB 1212. We are working with the IT department, Bloomberg representatives and Rise Display to build the facility. Bloomberg and Rise Display not only help with installation but provide training for these technologies. These training events will be offered beginning mid-August. We will have 12 Bloomberg terminals. Four will be located inside WB1212 for the four teams. Four will be located on 12 in the small conference room for round the clock access for students to do homework and research. Four will be located in Schaumburg in a location yet to be determined. Finance and Accounting faculty will have the opportunity to help choose software support for the technologies.

We had these programs on our campus this month:

**BUILDING BETTER BUILDINGS GREEN LEASE FORUM** from 9:00-11:30 (light breakfast at 8:30) with a noted panel of local leaders (Helen Kessler, Susan Heinking, Vicki Noonan and John Wichman) accompanied by two national leaders: Roy Torbert, Principal, Rocky Mountain Institute and Richard Kadzis, Editor, LEADER Magazine, CoreNet Global. The Building Smarter Buildings Green Lease Forum is an exciting collaboration between USGBC-Illinois and the Marshall Bennett Institute of Real estate to share and gain information - insight - inspiration from expert panelists who will discuss the issues and present their perspectives on building better buildings and the collaborative "green" leasing process.

**FOGELSON FORUM - THE BUSINESS CASE FOR SUSTAINABILITY** at 5:30-6:50 (reception at 5:00) with two national leaders: Dennis Walsh and Richard Kadzis. Both will be speaking on how to create value in the workplace and in buildings through sustainable practices. Dennis Walsh is a noted corporate consultant and the publisher of Green@Work-America's premier sustainability magazine. He has teamed with the USGBC to share best practices in development and management on a national level. Richard Kadzis is VP for CoreNet Global, the world's leading professional association for corporate real estate executives. He is also the editor of LEADER magazine, CoreNet Global's journal, and the Corenet Corporate Real Estate 2020 Synthesis Report on productive work environments.

### **ADVISORY BOARD ACTIVITIES**

Subcommittee work:

GWM Marketing and Recruiting committee met to discuss how market for Goldie Scholars. We are working on a survey of all our alumnae.

Kevin Tenbrunsel is working with Scott Steward (consultant handling RU Entrepreneurship Academy) to find guest speakers, judges and mentors.

Tina Milligan is working on a retention initiative with the board committee to develop a special program for new freshmen to encourage retention.

### **EXECUTIVE EDUCATION**

We have several online courses available in Executive Education. The most popular is the \$99 GMAT prep course. I have seen an uptick in the number of students taking these classes.

Board Member Ralph Nach has agreed to handle our Exec Ed programs. He and I will be working with Vinny Caraballo who has several proposed classes in international innovation he wants to deliver. <http://globaltargeting.com/>

We are also seeing an uptick in student enrollments in the Ed to Go programs.

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

ED TO GO: Microsoft training anyone??

I was talking to someone today who said that they would have loved to have some Microsoft Excel training during their degree. I asked if they had checked out our Ed-to-go offerings online at the exec ed site and their reply was "I didn't know about it!"

Please note that we have a lot of very affordable short classes that can help our students succeed with their program. We make a profit on every course they take through this third party agency. Check these offerings out:

## [Online Enrichment Programs](#)

Web based training, at your own pace, offered in partnership with Education to Go. Courses include:

- [GMAT Prep](#)
- [GRE Prep](#)
- [Accounting Fundamentals](#)
- [LSAT Prep](#)
- [Project Management](#)
- [SAT/ACT Preparation](#)
- [Microsoft Excel](#)
- [QuickBooks](#)
- and much more!

## INCUBATOR NEWS

This is an update on what Career Transition Advisors Group (CTAG) has been doing as an incubator participant, and to say thank you for your support and opportunity to participate.

This past spring I have attended several Roosevelt University Loop Alumni chapter meetings. During our March meeting I proposed to the group that we consider sponsoring job readiness workshops, one for current military veterans and another for RU alumni and students. Interest and enthusiasm within the group was overwhelming, consequently, we are now in the planning stages for these two events. The veterans' event is scheduled to take place at Roosevelt on November 9, the weekend prior to Veterans Day Remembrance, November 12. The location is still being worked out. We are also working on particulars for the RU alumni workshop which will probably take place the following Saturday, November 16. Originally the thought was RU would host two half day workshops on the same day, but it looks as though the veteran's workshop

will need to be a full day event where major corporations like McDonalds, Coco Cola, Chase and others will be invited to participate with open job opportunities. RU now has an established military veterans' support office (room 370). They will be included in future planning of this event.

For both workshops the goal is to raise awareness and showcase RU as a thought leader in support of our military veterans and our alumni. The two workshops will be a way for CTAG and RU, working together, to enlighten and show the University president, board of directors, and public how the University is setting the pace in support of our military veterans' and alumni jobs initiative; that the value of the incubator will pay big dividends.

On the RU side, Janice Parkin in the University Outreach / Government Relations department is helping to spearhead these activities...

Should you have any questions or want to provide feedback (which will always be welcomed) please do so.

Best regards,  
Dennis Bradley

### 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 Summer 2013

		Schaumburg	Chicago
6/19	<b>Brown Bag Lunch with Business Networking</b> <b>Conscious business network</b>	312	RE Prof Dev
6/22	<b>RU Visit Day 9:300-12:00</b>		WB
6/27	<b>Job Readiness Workshop for Veterans CTAG</b>		WB 1112
7/6	<b>Turner Construction School kickoff</b>		WB
7/8	<b>ASM Summer Program - Leap Learning Systems</b>		WB611
7/9-8/2	<b>Turner Construction School</b>		
7/14-7/19	<b>Project Green Teens</b>		x
7/17	<b>Brown Bag Lunch with Business Networking</b>	312	
7/28-8/2	<b>Project Green Teens</b>		X
8/21	<b>Brown Bag Lunch with Business Networking</b>	312	
8/22	Convocation Faculty Retreat Adjunct Mandatory Orientation (televised)		X
		x	x
8/25-8/28	<b>ACBSP Self Study Report is due</b>		

#### Calendar Fall 2013/Spring 2014

Date	Activity	Schaumburg	Chicago
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**ROOSEVELT UNIVERSITY**  
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**BUSINESS ADMINISTRATION**

9/7	Freshman Appreciation Day	X	X
9/10	Student Faculty Mixer		x
9/11	Student Faculty Mixer	x	
9/20	<b>University Senate</b>	614	AUD 309
9/21	<b>Business Conference</b>	X	
9/23-9/27	<b>Social Media Week (various programs all week)</b>	x	x
9/25	Faculty Council Meeting	x	x
10/4-10/5	<b>Day at the Fed St Louis trip</b>		
10/28-11/2	ACBSP Site Visit	x	x
10/16	<b>Brown Bag Lunch with Business Networking</b>	312	
10/18	Faculty Senate meeting	614	AUD 309
10/22-11/2	Advising Weeks	x	x
11/7	<b>MBIRE GALA</b>		X
11/14	Delta Mu Delta Awards Night	x	
11/19-11/23	Thanksgiving week (RU is closed all week)	X	x
11/15	<b>BAT Exam</b>		x
11/16	<b>BAT Exam</b>	x	
11/20	<b>Brown Bag Lunch with Business Networking</b>	x	
12/5	Faculty council meeting	X	X
12/6	<b>Emeritus Faculty luncheon, Flemings Steakhouse</b> University Senate	x	X x
12/14	Commencement YAB Commencement Party/Reception		X x
12/18	<b>Brown Bag Lunch with Business Networking</b>	x	
1/8	Adjunct orientation (mandatory for new adjuncts)	X	x
1/11	Classes begin	x	X
1/17	Faculty Senate	X	x
1/28	Student Mixer	x	
1/29	Student Mixer		x
TBA	Internship planning		x
TBA	Internship planning	x	
2/18-3/1	Advising Weeks	X	x
TBA	Resume builder		x
TBA	Resume builder	x	
2/26	Faculty council meeting <b>Black History Month Event</b>	X	X 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> <b>YAB Commencement Reception</b>		X x
5/6	<b>Tentative Date for Heller Signature Luncheon</b>		x
5/8	Admin Team retreat		x
5/9	Faculty retreat	x	
5/16-5/24	<b>Poland International Experience</b>		
7/15-7/20	<b>Project Green Teens</b>		x
7/29-8/4	<b>Project Green Teens</b>		X

2013-2014 goals

**GOALS FOR AY 2013-2014**

**Yellow= some progress, ongoing, Green = completed, Red = no progress, Blue = postponed**

**The goals below are the 2012-2013 goals that have been updated for the coming year. Items in red are discontinued.**

Goal	Responsible	Status
Curriculum Issues		
1. Develop Investment Management Specialization (use this to see what the market is for this area) linked to Exec Ed CFA prep classes	Henry Silverman Finance Faculty	POSTPONED
2. Get faculty who can teach online effectively: Work with CTL to develop better online training, encourage faculty to take an online class with another university Policy: all online faculty must take Bb training and take a training session with Donna Keil prior to being approved to teach the class	Tom Head, Terri Friel Lynnette Washington Faculty Development committee	ONGOING
3. Online strategy: 10-20% sections UG and GRAD offered online. These classes will include aspects that make the class special using the technology (eg sharkworld, etc) 4. Junior and Senior level major/elective classes (some core) 5. Graduate concentration classes 6. Online option if a class is only on one campus 7. IS classes	Paul Wellen, Henry Silverman, Melissa Stutz Brian Walker Undine Stinnette	Ongoing, increased
College Issues		
8. Develop self-study report for ACBSP, plan for site visit, targeted to finish end of June 9. Investigate and possibly apply for AMBA	Graduate Committee Assessment Committee	On going



<p>10.HRM review</p> <p>11.Investigate ACBSP accounting accreditation</p> <p>12.Work with faculty, AB and admin team to clarify and familiarize all groups of ACBSP issues that may be discussed by site visit team.</p>	<p>Tom Head Paul, Undine, Shamsul</p> <p>Ryan Petty Henry Silverman Paul Wellen Tom Head, Undine Stinnette, Terri Friel, Undine Stinnette</p>	<p>Ongoing</p> <p>Not feasible ongoing</p>
<p>13.Retention improvement through a variety of events and activities goal = 65% Learning Communities actions: FTF with major in business that select to join will do ACP 100 BADM 100. June 1 we will know how many. We will follow up as HCB with some extra curricular activities</p>	<p>Curriculum Committee Retention Committee Melissa Stutz</p>	<p>initiated</p>
<p>14. Marketing, enrollment</p> <p>15. Advertise the MS programs? 20K? <a href="http://www.icpas.org/hc-advertisers.aspx?id=2042&amp;linkidentifier=id&amp;itemid=2042#Attendee_Demographics">http://www.icpas.org/hc-advertisers.aspx?id=2042&amp;linkidentifier=id&amp;itemid=2042#Attendee_Demographics</a></p> <p><a href="http://www.shrm.org/Conferences/Documents/Annual%202013/SHRM%202013%20Annual%20Conference%20%20Exposition%20-%20Exhibitor%20Contract.pdf">http://www.shrm.org/Conferences/Documents/Annual%202013/SHRM%202013%20Annual%20Conference%20%20Exposition%20-%20Exhibitor%20Contract.pdf</a></p> <p>Crains electronic ads for MSRE</p>	<p>Brian Walker and George Seyk will investigate feasibility</p> <p>Jon DeVries and Brian Walker</p>	<p>Not feasible</p>
<p>16.Executive Education will be supported with an intern, further analyze the needs during summer, launch programs for fall</p>	<p>Ralph Nach will work with incubator</p>	<p>Ongoing</p>



Financial planning Accounting International innovation	residents on new approach	
17.Events for 2013-2014 will be events that are sponsored by outside organizations. We will not attempt to host or manage events ourselves due to decreased support	New event coordinator, TBA	



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