

## The HELLER College of Business

### Dean's Monthly Update: May 2013

Dear Colleagues:

So I'm later than I wanted to be this month with the letter, but I'm going to claim that I was waiting for real spring weather...only to be defeated by the weather with more summer temps. "Can't win," the lament of every dean!

I can report on the Heller Luncheon featuring Jan Fields this year. It was a slightly smaller crowd, closer to 100 people this year. I think that was due to several factors: Jan Fields is a great speaker but not as well-known as some of our previous speakers so she had slightly lower draw power, especially since she is no longer the president of McDonald's. We also had to set the date later than normal, after commencement so faculty and students were pretty well burned out and off to other venues by the time of our lunch. Finally, Monday is not the best day for such events. Given all those impediments, I believe we did quite well.

We are now working on our Spring 2013 newsletter. Brian Walker spearheads the collection of items and helps to arrange them for marketing who then prints them. We use these newsletters for recruiting and to let deans and alumni across the country know what we are doing at Heller.

The faculty retreat went very well. We approved minors for all disciplines (except social entrepreneurship where we lack sufficient courses for a minor), the PharmD/MBA and I/O PsychMBA programs. These will bring students from programs across campus into our classrooms and help to build our numbers and allow us to keep sections. Earlier we approved the "Communications" requirement for the Undergraduate programs that will include BCOM and BADM 102 and 100. These will allow us to recruit freshmen to take our classes earlier with the enticement of "counting" toward the degree. BADM 102 will be part of the learning community that will include living on the same dorm floor, and co-curricular activities that should help with retention. I want to thank everyone for all the effort to review, revise and make successful each of these items for the progress of the college. We have come a long way from when committees were not meeting. At a time when rewards are few, this is exceptional.

So HCB ends the year on a high note. Summer is upon us and I hope that each of you has relaxing and refreshing plans for the summer. Please know that the admin team will work all summer to make sure we make progress on the goals for the college, preparing for you when you return. We will be working on

- BSQ AACSB annual survey that allows us access to salary and other supporting information
- ACBSP maintenance report due August
- EOY 2013 report from the dean
- 2013-2014 goals by Admin team during our retreat next week
- Recruiting events

You can find the minutes from the retreat council meeting on the HCB Blackboard site. Have a great summer!

### STUDENT RECRUITING EVENTS /PUBLICITY

We are sending out letters to the parents of all admitted undergraduates with copies of the last newsletter (we can get rid of the old ones) and other information that say welcome to our college! We hope this type of communication to the parents will help encourage them to consider RU more seriously.

Brian Walker, George Olsen (Graduate admissions) and I met this week to discuss the issues facing our graduate enrollments. We have gotten support to purchase the GMAT and GRE international test taker's lists and to support them with letters to the students. The CEO magazine produced a very nice version of last month's article with their cover and our ad on the back to help us market the programs. This is in PDF version so we will post it on our Masterstudies.com site as well as send it out to all our vacillating admits.

### PERSONNEL

The HRM search committee has completed its task. We have extended an offer to Lax Manroop who has accepted via email and has indicated he is sending the signed contract back.

Progress on the goal to redistribute the salary for Kristin Nance's Asst Dean position to two professional advisors (one for each campus) as well as a part time event coordinator are moving forward. The PRFs are written and the support for this change has been given by the provost. We hope to be able to post the positions in the coming month and hire prior to EOY 2013.

We have hired a new GWM Program consultant: Krista Schriml. Here is a summary of her credentials:

#### MARKETING MANAGER

Anticipating client needs. Inspiring team members. Driving business growth.

Transformational marketing leader with 10+ years of experience and track record of contributing to dramatic growth. Background includes managing marketing efforts and business development activities for corporations and non-profit/community organizations. Skilled in:

Marketing Strategy: Developing integrated marketing campaigns encompassing public relations (PR), direct marketing, online marketing (SEO and SEM), social media, traditional advertising, and sales collateral; devising brand awareness strategies and designing creative materials.

Team Leadership: Leading cross-functional team members in implementing client projects and programs; managing marketing staff in executing strategic plans to further business goals of internal and external clients.

#### PROFESSIONAL EXPERIENCE

Newmark Knight Grubb Frank/Newmark Knight Frank, Chicago, Illinois, 2011–Present

Serve as Marketing Manager for international full-service commercial real estate firm. Manage activities of marketing/executive assistants, monitoring project workflow to maintain quality and brand consistency. Develop marketing collateral and sales materials to promote real estate services to businesses and property owners. Provide sales support to approximately 56 real estate brokers.

- Led team in developing presentation which secured office's largest-ever owner representation

engagement.

Independent Marketing Consultant, Chicago, Illinois, 2009–Present

Privately consult with small businesses and non-profits to develop integrated marketing programs.

Specialize in project management, online marketing strategy, social media planning, and copywriting services.

- Catapulted conversion rate 300% after revamping e-mail marketing campaign.
- Achieved 20% membership increase to online community in <5 weeks – with no budget.

AMDC/Navigant Consulting, Chicago, Illinois, 2003–2009

Advanced within national healthcare real estate consulting/ development firm purchased by Navigant; hired full-time from temporary position, serving as Director of Marketing and Business Development, Senior Coordinator, and Executive Assistant. Managed marketing team in addition to creating/overseeing budget and calendar. Led initiatives targeting C-Suite hospital executives, encompassing direct marketing, web marketing, advertising, collateral development, and PR. Played key role in business development activities such as proposal/presentation creation, pipeline tracking, forecasting, reporting, and prospect research.

- Contributed to organization’s nearly 3-fold growth in first year as director of marketing; emphasized consistent brand messaging and implemented processes to streamline deadlines.
- Instrumental in dramatically modernizing website and sales collateral by partnering with executive team and creative agency on project development and execution.
- Doubled traffic after assuming ownership of website’s editorial and technical management; launched comprehensive web marketing strategy consisting of SEO, PR, content development, article marketing, and building relationships with link partners to increase search engine rankings

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

I have been asked what it would take to make AACSB viable for the college by the provost. We will be discussing this in my meetings with him this summer.

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

Thank you again to the Graduate Programs Committee, the Curriculum Committee, the Executive Committee, the Assessment Committee and those serving on University committees that require a great deal of activity. I appreciate your efforts to serve and represent us greatly.

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

I'm pleased to announce that the Chicago Clearing Corporation Foundation has awarded the Heller College \$200,000 for the installation of a ticker, display panel and 8 Bloomberg terminals in 1212 WB and 4 Bloomberg terminals in Schaumburg. We hope to have these installed during the summer and to celebrate the grand opening at the start of classes in September this fall. Much thanks go to Jodi Kurtz and Melanie Frazier for the work to make the proposal and present the ideas that convinced the foundation to make the give. Despite the initial plan to give the money in \$50,000 increments, they opted to give us the whole \$200K this Thursday at a special event at the Union League. Great job Melanie and Jodi!

We celebrated the naming of the Bookstore by Richard Killian last month. He has renewed his gift agreement and increased his annual giving to help 2 Real Estate students each year.

While this is not new I want to give an accounting of the international faculty exchanges we had this year.

From CUE we welcomed

Dr. Marcin Osikowitz

Dr. Beata Buchelt

Dr. Katarzyna Kochanik

Dr. Adriana Paliwoda-Matiolanska

Dr. Andrezj Sokolowski

Dr. Kris Nach

Dr. Piotr Stanek

And from La Sorbonne we welcomed

Dr. Eliane Karsaklian

Each person taught some classes for us and initially the numbers were a bit low. However, a few faculty made good connections for research across the borders and overall we had about 30 student taught by these folks. To be taught specialty classes by overseas experts is a great experience for any student who attended these classes.

### ADVISORY BOARD ACTIVITIES

Board Meeting May 20 3 PM-5:30 PM

Board members supporting the Heller Luncheon with sponsorships or table purchases:

Hugh Shields

Emmett Vaughn

Bob Marshall McDonald's sponsorship

Dan Scheutte PNC sponsorship

Tina Milligan



Rob Graettinger  
Michaeline Gordon

Subcommittee work:  
GWM Marketing and Recruiting committee will be meeting in the coming week to discuss how to bring in more Goldie Scholars.

### **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. During the summer he will be working on the development of the schedule for the coming year with classes for accounting professionals and for non-profit managers in collaboration with our incubator resident Hands On. More on this as it develops.

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

### **INCUBATOR NEWS**

#### **May 17th: Under One Green Roof**

Auditorium Ballroom, 430 S. Michigan Ave. | Cost: FREE | Time: 4 to 8pm | Space is limited, please RSVP at your earliest convenience.

Celebrate the launch of "Ghaby's Organic Garden," as you mix n mingle with Chicago's greenies. Lots of kid activities are planned from 4 to 5:30pm. [More info](#)

#### **Roots of Ghabit**

It's spring time and we have sown the green heart seeds with hopes that each of you can help in making the Ghabit tree a reality.

We are keeping our promise to Momma Earth by making Ghabit storybooks and products locally by Moms using recycled and earth friendly materials. In fact, Ghabit storybook was made using 100% recycled paper and non-toxic inks by a green printing company based in Illinois. We made sure not to cut new trees, drastically reduced the distance a typical book made in China travels from 7,000 to 200 miles, and supported in creation of local employment. But, we cannot stop here. We are visiting schools to educate eating healthy and green habits to our young children. Did you know, that One in 10 kid in US is Obese. We believe educating at a early age can make a huge difference. Storybooks, such as, Ghaby's Organic Garden, is a great way for kids to learn, imagine and take action. As of today, we have educated 110 children. Just imagine if every kid grows up with green habits, how green our planet can be!

On Arbor Day, we planted a white pine tree at Roosevelt University's Schaumburg Campus and it was made possible because of your generous support by buying the



Ghabit bands. We cannot do it alone without your help. You can help by spreading the word about Ghabit (@Ghabit, #Ghabit), [volunteering](#) for Ghabit, [hosting](#) a Ghabit event or workshop, [inviting](#) us to your schools, or buying a [Ghabit product](#).

Join us in taking care of the communities we live in first, before we change the world.

Green at heart,  
Milesh Milan Jain  
aka Dr. Ghabit  
Founder, Author & Dreamer, Ghabit

***Meet us for  
Story Time & Eco Workshop***

**May 17th:** Ghabit Launch Party  
430 S. Michigan Ave.  
From 4:30 to 5:30pm

**May 18th:** Green City Market  
Lincoln Park  
From 9:30am to 11am

**May 17th Event Sponsor:**

<http://ghabit.us6.list-manage.com/track/click?u=8bf9d51f931540d702046da8d&id=2f901d436a&e=cf31a19b1a>

<http://ghabit.us6.list-manage.com/track/click?u=8bf9d51f931540d702046da8d&id=df35b8f619&e=cf31a19b1a>

**Arbor Day Tree Planting  
Sponsored by Ghabit**  
RU, Schaumburg Campus

<http://gallery.mailchimp.com/8bf9d51f931540d702046da8d/images/2013ArborDayTree.png>

Photo by Mary Beth Radeck

**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 Spring 2013**

5/17-5/27	Poland International Experience		
7/14-7/19	Project Green Teens		x
7/28-8/2	Project Green Teens		X
8/25-8/28	ACBSP Self Study Report is due		

**DEAN'S COUNCIL Notes**

We have been working on the profiles of the clients that we serve attempting to describe the various cohorts of students. These profiles include descriptions of the major characteristics such as age, demands and expectations as well as the market approach we might use to attract them.

A lot of discussion surrounding the decision about whether to accept FT freshmen and sophomores at Schaumburg has occurred. There are widely varying opinions. My personal stance is that we should not accept any freshmen or sophomores at Schaumburg until and unless we have a dorm that can accommodate them and that allows us to recruit more broadly than a 90 miles radius. (That is probably generous). However, there are some programs that believe they need these freshmen to survive. As you can tell this is a lively discussion that has many aspects.

We are working on a document and a draft proposal that will include aspects of the campus differentiation but also ideas on how to better serve all clientele we serve. We have spent three weeks working on these issues.