

The HELLER College of Business

Dean's Monthly Update: May 2014

Dear Colleagues,

We just returned from the Heller Signature Luncheon with Adam Braun. I have to say that for inspiration power, Adam was really amazing. What a great guy, what an amazing foundation and vision he presented. It made us all feel that we could still change the world for the better.

I was very proud also to be able to share the activities of the college and to give the lifetime achievement award to Dr. Paul Wellen. It was a day full of feel good statements. Paul's address focused on the importance of the human connection to teaching which had everyone nodding their heads in agreement. Adam then reinforced that idea through his presentation.

The one really great perspective shared by Adam is that non-profit is a misnomer. We are really For Purpose organizations. His purpose and our purpose are so similar. While his programs are very compelling, I believe that ours are as well. We provide a great education at a great rate to a very diverse population by a diverse population. There are not many institutions in this country that can make such a claim.

I am proud to be the dean of this college and extremely proud of the changes and accomplishments we have made this year.

Here are a few:

Pharm MBA
I/O Psych PhD/MBA
I/O Psych MS/MBA
Madrid trip
Australia trip under development
Executive Education Director Ralph Nach
New Exec Ed programs
Better Weekdays beta test site
John Marshal Law School collaborations
Trading Room ticker and display board installation
Bloomberg terminal installation
Bloomberg terminal training
International recruiting plan and implementation
Recruiting follow up with Grad Assts.
20% of all courses are now online
Online training and development
Outstanding speaker series events

9 new Incubator residents
New Communication requirement for BS
Increase in internships
CFE examinations
New HRM professor Dr. Manroop
New ACCTG professor Dr. Booker
Application for Dual Degree with Crakow
University of Economics
Agency agreement with Turkish business
American Life
New Portugal opportunity for our students
\$50,000 scholarship from Heller Foundation
\$50,000 scholarship from Fogelson Foundation
Spring 2014 newsletter
Gala donations highest ever
NTT ACCTG search
NTT MGMT search
Passed the 10 year accreditation review
Put 20% of the curriculum online

There are undoubtedly more accomplishments but this list is astounding given that we have lost nearly 70% of our operating funds since 2008 as well as losing faculty, NTT positions and staff. Our college has remarkably continued to produce \$22 million in revenue in the same time period.

We continue to offer mentoring in the Careers in Business course, as an extracurricular activity and free of charge through online systems. We have placed over 200 students in internships since 2010 when George Seyk became our coordinator. We provide free tutoring and our faculty continue to provide high quality courses.

We are living our mission and providing great value...fulfilling our purpose.

WE ARE HELLER!!

(btw, I'm also very glad to see warmer weather on the way! Let's hope it stays!)

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STUDENT RECRUITING EVENTS /PUBLICITY

Here is a brief summary of the results of our international recruiting so far:

Top 5 countries for Fall 2014

HCB GR Admitted and Incomplete

as of May 7, 2014

China 18- 7 admitted

India 18- 10 admitted

Nigeria 10- 5 admitted

Ghana 6 – 2 admitted

Turkey 4 - Incomplete

There are more applicants from other countries but so far these are the top performers. We had 200 inquiries from India through Masterstudies.com.

Retention information

The following is from the provost office and not specific to HCB.

FRESHMEN: Just a few weeks ago the preliminary fall-to-fall retention rate for this cohort was 51.0% compared to 50.3% for the 2012 cohort. The initial preliminary retention rate was disappointing given that the 2013 cohort's fall to spring retention rate was 5% higher than the 2012 cohort. **Through last week the preliminary retention rate for the 2013 cohort was 59.4% compared to 55.7% for the 2012 cohort.** Given our current 59.4% preliminary retention rate for the 2013 cohort it is likely that we will be at 60% or slightly higher at the time of the census. There have noticeable increases in retention of freshmen athletes and CCPA freshmen.

TRANSFERS: The preliminary retention rate for the 2013 cohort of full-time transfers is running significantly ahead of the 2012 cohort. Through last

week 61.0% of the 2013 cohort had registered for next fall compared to the 2012 cohort when just 53.8% had registered at the end of the spring semester. Historically the preliminary retention rates for transfers tend to climb through August. All colleges have healthy increases in retention.

GRADUATE: The preliminary retention rate for the 2013 cohort of new master's students is flat with the 2012 cohort.

SPRING 2014 NEWSLETTER~

Our latest newsletter is now in final draft form. It should be available for summer recruiting in hard copy and for posting on the web.

PERSONNEL

The search committee for the Fogelson Chair has had to rewrite the position and repost it to attract more applicants. We now have more applicants and we are doing some telephone interviews next week.

We have two Non Tenure Track positions posted for the college. One in Management and one in Accounting for the fall semester. Each department chair is handling the review and hiring processes.

We are thrilled to be welcoming Dr. Kayla Booker to the college this fall to teach accounting as the Addy Professor.

We will be welcoming several faculty from CUE this fall to teach Accounting, Human Resources and some special topics classes.

AACSB/ACBSP and ACCREDITATION ISSUES

This August the UN PRME report is due. If you have activities that relate to sustainability please send them to me for inclusion.

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Next year we will not have a program review due. The RE certificate was on the schedule but we no longer have certificates.

TASK FORCE AND COMMITTEE ACTIVITY

(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 demo here:

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

In order to use FUZEbox, use 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

Melanie Frazier, our development officer has made several applications for funds to foundations.

Motorola 40K RU Teen Camp
Heller 150K scholarships
CCCF 173K Finance/trading room development

The Heller Luncheon welcomed 178 guests and brought in sponsorships of \$13500 and lunch tickets of \$3750. We don't usually make money on these events as they are meant to be friend-raisers. We hope to inspire new donor giving with the programs.

We are currently working with an alum who wants to give us scholarships for our students. He is working with Denise Bransford to develop the agreement.

STUDENT HONORS

This year we have expanded the honors event to include all scholarship winners, dean's list achievers

and selected students for outstanding student awards by discipline, class and overall categories along with the Delta Mu Delta induction. This event has become well attended and very uplifting. If you have not attended one of these, please consider joining us as we celebrate our students' accomplishments. Next fall we plan to have a student award brunch in Schaumburg on Saturday followed by the BAT exam. We hope to include students selected for the PWC and Day at the Fed events and invite the scholarship donors to meet their beneficiaries.

GOALS FOR 2014-2015

Attached at the end of this update are last year's goals with status coding and next year's goals as developed by the leadership team at the retreat. These goals guide our actions throughout the year. Mid-year we check progress to make sure that the goals are still appropriate and what actions still need to be taken.

ADVISORY BOARD

I have to call out Leslie Andrews, our board member from Caterpillar who was so involved with our students who competed in the Eisenberg competition recently. Her Dale Carnegie training and advice helped our students really polish their presentation. The result is that RU Real Estate won for the second year in a row!!! They credit her with helping them hone their message and deliver that convincing proposal that won the day. Here is the website with more information about their \$131million dollar development plan complete with designs, financing, market research and feasibility analyses!

<http://eisenbergfoundation.org/> (They win a huge Stanley cup sized trophy and \$5000 scholarship for the college).

I am very proud of the accomplishments of our students. I hope you will join me in congratulating them and thanking Leslie for her contribution.

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I also want to thank all the board members who are mentoring our students voluntarily every week. Through our mentoring program and our Careers in Business class we are reaching students in a variety of ways that encourage them to think big about their futures. Their comments indicate they are being influenced and encouraged in their dreams because of you!

Dan Schuette
Hugh Shields
Seun Salami
Reggie Lomax
Tina Milligan
Michael Fisher
Emmett Vaughn
Michael Martin
Ralph Nach

Heller luncheon:

And thank you to the Development committee and everyone who has responded to the requests for support for the annual Heller luncheon. It could not have happened without your strong support. We are very grateful for your dedication to our mission and your financial support for progress. The committee includes Leslie Andrews, Dan Schuette, Tina Milligan, Reggie Lomax and Melanie Frazier. The Heller Alumni board was responsible for the commencement reception. We are so grateful to have this event managed by our alumni. We could not accomplish all this without the board's volunteer efforts. It makes my heart swell with such pride to have such an actively involved board and so many wonderful things happening for our students.

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EVENTS

Calendar /Spring 2014

SPRING SEMESTER			
		SCH	CH
5/9	Faculty retreat	x	
5/19	HCB Advisory Board Meeting		x
7/15-7/20	Project Green Teens		x
7/29-8/4	Project Green Teens		X

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Table 1. GOALS FOR AY 2013-2014

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

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 CFE prep classes	Henry Silverman Finance Faculty Rifat Gorener/Husam Abu-Khadra	
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	continuing
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	accomplished
College Issues		

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<p>8. Develop self-study report for ACBSP, plan for site visit, targeted to finish end of June Paul, Undine, Shamsul</p> <p>9. Investigate and possibly apply for AMBA</p> <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>Graduate Committee Assessment Committee Tom Head Ryan Petty? Henry Silverman Paul Wellen Tom Head, Undine Stinnette, Terri Friel, Undine Stinnette</p>	<p>Accomplished (AMBA ongoing)</p>
<p>13. Retention improvement through a variety of events and activities goal = 65%</p> <p>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>ongoing</p>
<p>14. Marketing, enrollment</p> <p>15. Advertise the MS programs? 20K? http://www.icpas.org/hc-advertisers.aspx?id=2042&linkidentifier=id&itemid=2042#Attendee_Demographics</p> <p>http://www.shrm.org/Conferences/Documents/Annual%202013/SHRM%202013%20Annual%20Confere%20%20Exposition%20-%20Exhibitor%20Contract.pdf</p> <p>Crains electronic ads for MSRE</p>	<p>Brian Walker</p>	

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Table 2. GOALS FOR AY 2014-2015

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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 CFE prep classes	Husam Abu-Khadra Finance Faculty	
2. Online strategy: Investigate online options for programs 3. Online labs using ed to go for bcom and excel and quick books for accounting PILOT	Paul Wellen, Husam Abu-Khadra, Melissa Stutz Brian Walker Undine Stinnette	
College Issues		
4. apply for AMBA	Graduate Committee Assessment Committee	
5. UG Retention improvement through a variety of events and activities goal = 60%	Curriculum Committee Retention Committee Melissa Stutz	
6. News letter 7. SHRM exhibitor program http://www.icpas.org/hc-advertisers.aspx?id=2042&linkidentifier=id&itemid=2042#Attendee Demographics http://www.shrm.org/Conferences/Documents/Annual%202013/SHRM%202013%20Annual%20Confere nce%20%20Exposition%20-	Brian Walker Lax?	

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<p>%20Exhibitor%20Contract.pdf</p> <p>Crains electronic ads for MSRE International Recruiting plan with QS</p> <p>Community college newspapers</p>	Brian Walker Joanne Canyon- Heller Melissa Stutz Paul Wellen	
8. Booklet on internship: examples of cover letters, resumes and where students get internships Websites, mentoring	Maureen Doyle George Seyk	
9. EIR duties (possible, if budgeted) Recruiting open houses Mentoring Event planning and management RU green teens management Internship business connections Mixers/student clubs/ Communications for the college Newsletter development printing Alumni board meetings International trips Executive Education	Admin team	