

## The HELLER College of Business

### Dean's Monthly Update: October 2013

Dear Colleagues,

Well we made it through our 10 year accreditation review and did quite well. Thank you to everyone involved and particularly to Tom Head and those who assisted him as well as the Assessment Committee. Without the efforts of these folks, we would not have done as well.

ACBSP stands for Accreditation Council for Business Schools and Programs. You can find the standards at [acbsp.edu](http://acbsp.edu). We have been accredited by ACBSP since 2003, under the leadership of Tom Head. That is why he was so instrumental in our latest accreditation; he knows the standards well.

I believe our aim for the AACSB accreditation had a positive effect on the outcome this year. We were very organized and presented a lot of great outcomes. You may not realize this but the ACBSP is founded on the Baldrige program and principles. My background in Baldrige has been very helpful in getting versed on these standards.

The college owes a great deal to all our partners as well. The alumni, board members, community leaders, business incubator residents all helped us to present a really active and involved college in our community; one that is touch with its stakeholders.

While it is gratifying to have such strong approval, we do have a few things to work on. The team will be discussing these items for action in the coming months. When I receive the letter, I will share it with you.

As for the college, we are busy with recruiting/publicity events. We are sponsors at:

- Hispanic Association of Colleges and Universities (HACU) will host a national conference in Chicago from October 26-28, 2013 at the Hilton Chicago.. Heller is a sponsor and will have a booth at the event. [http://www.hacu.net/hacu/Annual\\_Conference1.asp](http://www.hacu.net/hacu/Annual_Conference1.asp)
- Small Business Entrepreneurs Expo Bringing together more than 3000 business owners and entrepreneurs the Chicago City Treasurers Small Business Entrepreneur Expo aims to offer a platform for the development of the industry. The growth and expansion of the small business entrepreneurs and their development is the main objective of this event. This a one day event which will be held on the 4th of October at the University of Illinois in Chicago. <http://www.biztradeshows.com/small-business-entrepreneur-expo/>
- The IACS Diversity Job Fair is a fast-growing annual event that attracts dozens of hiring employers and hundreds of experienced professionals and graduating students from the Chicago area. Participating companies have open positions for entry-level, mid-career and senior level positions in a variety of [career fields](#) including financial and accounting services, information technology, engineering, healthcare, marketing and sales. Participating companies also have Co-op and Internship positions. The IACS [career fair](#) is open to all job seekers. <http://iacsjobfair.com/>

This Friday I will be on the radio show hosted by Fred McMurray, one of our incubator residents to talk about my volunteer work at the AIDS Foundation of Chicago with the CEO David Munar at AFC. We will be discussing the AIDS epidemic and our personal reasons for being involved in this cause. It has led us both to be endurance athletes. David, who is HIV positive, has done dozens of marathons and some triathlons. I have done dozens of triathlons; three half ironman events this summer. Next year? New Orleans April 13! This show is an internet radio show.

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

The Expo and the HACU conference are extra events we have added in order to recruit new students and new incubator residents. The IACS is an annual event that we have participated in mostly to find internship companies but also to recruit for three years. It has been a good partnership for us.

At the end of this newsletter is a copy of the Executive Summary for the enrollment planning document submitted to the president for 2013-2015. Significant effort will be spent on international recruiting, building on the efforts from my trips last year.

### **PERSONNEL**

The search for an Accounting Faculty member is proceeding. Dr. Silverman is forming the search committee and the ad has been sent to him for the committee to revise.

The Fogelson Chair in Real Estate search will begin later this fall. Dr. Silverman will form the search committee in November.

Service Awards: Congratulations!!

We have some folks in the faculty and staff who have been around awhile. Anyone on this list is invited to have FREE lunch on December 6, 2013 at the Alumni Faculty luncheon at Flemings Steak House:

Dr. Sofia Dermisi 10 years	Associate Dean Undine Stinnette 35 years
Dr. Gordon Patzer 10 years	Dr. Paul Wellen 35 years
Dr. Thomas Head 15 years	Dr. Charles Noty 40 years
Dr. Ralph Haug 20 years	Dr. Donald Bernstein 40 years

We do not acknowledge 5 years, but I want to let you know that I have been here 5 years. ~the Dean.

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

As I announced, we did quite well in our site visit. I sent out a summary of of the preliminary outcomes found by the committee. They are repeated below:

#### Strengths

The use of technology was impressive to the team. They commented on our level of advanced technology availability and usage. They were very pleased about the flexibility of the room designs and the usage across the board on both sites. They mentioned the Eno boards and the Bloomberg Terminals (we just got those installed!) This was the first strength they mentioned.

The assessment program was very impressive. They commented on the number of close- the-loop



activities, the faculty involvement and the organization of the presentation. They felt this was outstanding and well above many they have seen.

They were impressed with our inclusiveness of all our stakeholders. They felt that all felt involved and informed of our activities and our direction.

They were very complimentary about the Blackboard site and our website. They felt that these two areas were one of the reasons for our ability to convey and build consensus on direction for the college.

They were very impressed by our efforts for our students. They heard repeatedly how much time and effort we spend with students resolving their problems. They felt that in particular our undergraduates felt very supported by the college.

They expressed great appreciation for the work at the MBIRE program. They felt that the mentoring and support for students as well as the strong reputation that has been built by the college.

They complimented us on the success of our faculty and staff involvement in recruiting. Student feedback told them that the reason they came here is because of the timely responses and encouragement from the recruiters.

#### Areas of Improvement

They are impressed with the plans for a CRM system to keep track of inquiries and interactions with prospective students.

They recommended that we develop an HR plan building on the Hiring plan that I presented. They feel this will be helpful in planning strategic hiring etc.

We will have one area for a review. This is an issue we will handle internally and it is easily resolved.

There will be more comments in their final, full report, both positive and improvement areas.

#### **TASK FORCE AND COMMITTEE ACTIVITY (repeat from July)**

I was invited to join the curriculum committee's first meeting this fall. The discussion was about the new Finance program and several new course proposals. All committee meeting minutes are always posted on the HCB Blackboard site.

You can find the committee membership at any time in the GROUPS section of the HCB Blackboard site.

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**

#### **International Classes**

The Madrid and Krakow classes are now approved. Assignments for faculty is in progress. If you would like to be considered for either of these trips please let the dean know.

Here is the link to the course descriptons:

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

#### **Day at the Fed October 2013: (repeat from last month)**

We have again been invited to send up to 8 students to the Day at the Fed in St Louis due to our diversity. We have decided to pay fully for 4 students. We wanted to provide complete support for students who may actually be interested in the jobs they are offering and potentially get someone hired there rather than limiting the student visitors to those would or could afford it. The trip is low cost with shared hotel rooms, Megabus tickets and walkable distances to the Fed from the hotel and Megabus drop site.

There four students applied and were chosen:

Lian Roman  
Peter Lee  
Sarah Vuong  
Ruben Castro

### **ADVISORY BOARD ACTIVITIES**

**The Alumni board is meeting this week on Friday. They have accepted the task of planning the commencement celebration party after commencement.**

#### **EXECUTIVE EDUCATION (repeat from August)**

Executive Education tuitions go directly into the Heller fund for excellence. This fund is the money I use to support faculty travel. Your help to bring students to these classes, ideas for new courses or organizations that can offer classes helps us financially. The university does NOT take any portion of the fees we collect from Exec Ed. We keep 100% of these fees currently. If you can't donate, participating with Exec Ed is another way to give to the college directly.

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/>

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

## INCUBATOR UPDATE

The Incubator group and RU will exhibit at Small Business Expo on Friday, October 4th at UIC Forum. The members have assisted in the payment of the fees for membership. This is sponsored by the Chicago Chamber of Commerce. We will have a link for the next year on their website as sponsors.

We are also conducting our second annual incubator membership contest. Forward the link below to any eligible business owners.

**[APPLY FOR FREE OFFICE SPACE FOR ONE YEAR AT HELLER COLLEGE HERE:](http://www.cvent.com/d/bcqh8k)**  
<http://www.cvent.com/d/bcqh8k>

## 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 2013/Spring 2014

Date	Activity	Schaumburg	Chicago
10/4	<b>Small Business Expo UIC campus</b>		x
10/4-10/5	<b>Day at the Fed St Louis trip</b>		
10/7	<b>Trading Room Ribbon Cutting 5-6PM</b>		WB 1217
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
10/24	<b>IACS Job Fair</b>		Hilton
10/22-11/2	Advising Weeks	x	x
10/26-10/28	<b>HACU Conference</b>		Hilton
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	
12/4	Faculty council meeting	X	X
12/6	<b>Emeritus Faculty luncheon, Flemings Steakhouse</b>		X
	University Senate	x	x
12/14	Commencement		X
	YAB Commencement Party/Reception		x
12/18	<b>Brown Bag Lunch with Business Networking</b>	x	
<b>SPRING SEMESTER</b>			
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	



**ROOSEVELT UNIVERSITY**  
WALTER E. HELLER COLLEGE OF  
BUSINESS ADMINISTRATION

2/24	HCB Advisory Board Meeting		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	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

## HCB 2013-2015 Enrollment Plan for Business Programs

### Executive Summary

The Heller College of Business has a high value-added impression. Evidence to support this include: CEO and Forbes magazine (they approached us), recent 2013 surveys of graduates and students (selected results in Appendices) indicating they choose us from among very highly regarded business schools, invitations to local fairs often do NOT include schools like RMU, Lake Forest, Dominican etc who have pricing closer to ours, but do include DePaul, Loyola and others as well as feedback from our graduates on the quality of education they received at RU (see appendix). In addition we have many very well regarded employers hiring our students for internships and careers (see annual report).

It is clear that we have a great product to sell but we need awareness of the HCB value/brand identify to expand that image more broadly and bring in students. In order to do this we would not only need marketing in the local market targeted at our prospects but to develop an international approach that is focused, tightly managed and consistent over time. This report contains evidence and proposals for, short term and long term, several optional approaches (depending on investment level) that should rebuild the college enrollment on both campuses.

### Proposal Overview

The Heller College of Business enrollment has increased in Chicago but had more than offsetting declines in Schaumburg for some areas for the last 3 years. The balance is a net loss of enrollment for the college. How to alter this trend is the purpose of this report.

This report contains a detailed analysis of our options for the future. The sections included are:

1. Program Enhancements
2. Marketing and Promotion Investment
3. Admissions Staffing/Recruitment
4. Evidence from analyses on where our best international recruiting options are
5. Enrollment graphs for 2007-2012
6. Heller Value analysis from 2013 surveys of students and alumni

Using all the above evidence a plan has been developed to build enrollment back to and beyond the level of 2008. We propose to make the following changes.

1. Immediate correction to reduce costs: Alter offerings from face to face to ONLINE only in Schaumburg for the Graduate concentration courses and Undergraduate major courses that have declined the most. This is already being done for Spring 2014. Target to possibly eliminate the bolded concentrations in next five years or less (if the plan cannot rebuild these areas).
  - a. Finance (could revive with international recruiting)
  - b. Marketing**
  - c. Information Systems**

2. Investment for the future: Build a targeted marketing program for areas where we are unique versus our competitors as identified by recent research. (\*Chicago only)
  - a. Graduate concentrations
    - i. Human Resource Strategy
    - ii. Training and Development
    - iii. Hospitality
    - iv. Public Administration(supports health systems strategy in Schaumburg, online?)
  - b. Masters Degrees
    - i. MS HRM
    - ii. Accounting Forensics (graduate concentration, online and MS)
    - iii. Accounting (graduate MS/concentration)
    - iv. Real Estate (graduate MS/concentration) \*
    - v. New: MSM and MSI/O-MBA
  - c. Undergraduate areas
    - i. Accounting
    - ii. HRM
    - iii. Social Entrepreneurship (major and grad concentration, could expand to Schaumburg) \*
3. Differentiate for recruitment advances:
  - a. Develop new programs in collaboration with other colleges e.g. currently working on MS/MBA with I/O Psych, MSManagement or similar to PharmMBA recently approved.
  - b. Invest in Saturdays in Schaumburg (with new online concentrations it has more appeal). This is being done with research to identify what programs would appeal to the markets we are targeting.
  - c. Use 10 week courses throughout the year in Schaumburg
4. Invest in International recruiting: Develop ongoing international recruiting plan with International programs office to build stream of students from overseas.
5. Streamline and improve enrollment processes: Continue to work directly with Joanne Canyon-Heller or equal to complete virtuous cycle of recruitment linking marketing to contacts to enrollment, improving yield.