ROOSEVELT UNIVERSITY
WALTER E. HELLER COLLEGE OF BUSINESS ADMINISTRATION

The HELLER College of Business

Dean's Monthly Update: August 2013

Dear Colleagues:

So the Fall semester is on the cusp of beginning anew. The staff are working hard to bring in the enrollment numbers. We are making huge progress with phone calls, open houses and advising like crazy. The number of new HCB graduates is up to 126 as of today with a target of 150. We have two weeks left and a lot to make up still but if anyone can do it, this group can. I want to say a big thank you to everyone on the staff involved in helping with this effort: and that is basically the whole clerical and staff group. It has not been easy.

To be more proactive we are now working on a recruiting plan. Joanne Canyon-Heller is working for HCB 80% of her time. She and Brian and Melissa are developing SWAG purchase plans as well as marketing and enrollment plans. We will have a summary of the planned activity for you at the retreat August 22.

We also completed a very successful RU Entrepreneurship Academy again this year. Two weeks fully subscribed, paid for by Motorola. Kevin Tenbrunsel is still seeking funds for us from Caterpillar as well to cover the shortfall. Scott Steward again gave our students a wonderful transformational week. They all were very happy with the week. These students are rising sophomores and juniors so it could be two years before some of them come to Roosevelt. I heard that we have two alumni of the Academy coming this fall. Miroslava Krug, our CFO and Sam Rosenberg, the Associate Provost of Academic Affairs were at the awards ceremony. They were quite impressed with the program and were astonished that this was the fourth year we had offered it. I was glad they made it to see the program.

Last year was quite challenging from my end with the international travel working on relationships and recruiting overseas. The result of this is that I had quite a bit of vacation left so I'm trying to get it all done before the new fiscal year starts September 1. I'm trying also to keep up with everything despite being out.

We are now working to close out the budget so if you have any reimbursements for travel, you need to get them in immediately. I will not pay for travel in this fiscal year in the next fiscal year. I did this for two people this year, but I will NOT do this again. If you do not request reimbursement in a timely way, you will not be reimbursed. It is not fair to everyone to take funds from this year for last year.

This will be a brief update as we are simply getting ready for everything to begin so no new activity besides the trading room is taking place. I look forward to seeing everyone after the convocation at the annual retreat.

On a personal note, I completed my first half ironman race on August 4, after failing to do so in May. I was then invited to the World Championships for half ironman in Las Vegas on September 7. I had two seconds to decide to accept this or turn it over to someone else so I accepted. I'm now trying to figure out how I'm going to handle that. I'm enjoying the summer and my triathlons very much. I hope your summer has been equally satisfying and thrilling as well as refreshing and relaxing.

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STUDENT RECRUITING EVENTS /PUBLICITY

If you'd like a rough estimate of our progress on new graduate student recruiting, you can check the BADM 401 enrollment. There are some returning students that are not reflected by this number but you can see our progress as we enroll new students needing BADM 401.

PERSONNEL

No news.

AACSB/ACBSP and ACCREDITATION ISSUES

The survey is still active so I have some preliminary results for now.

Some results we received from the alumni survey requested by the ACBSP are below:

All things considered, over the next 12 months, how likely are you to find a new job or get promoted...
More...
Add GraphAdd Table

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Table Options

#	Answer		Response	%
0	Certain		4	15%
1	High chance		9	35%
2	Average chance		10	38%
3	Low chance		3	12%
4	Never		0	0%
	Total		26	100%

Were you employed during your academic pursuit? If so, where?
More...
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Table Options

#	Answer		Response	%
1	Yes		22	85%
2	No		4	15%
	Total		26	100%

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How long did it take you to complete your degree?
More...
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Table Options

#	Answer		Response	%
1	less than 2 years		5	20%
2	>2-4 years		17	68%
3	>4-6 years		2	8%
4	>6 years		1	4%
	Total		25	100%

Did your employer pay any or part of your tuition?
More...
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Table Options

#	Answer		Response	%
1	yes		9	38%
2	No		15	63%
	Total		24	100%

Would you recommend RU to someone else? Why or why not?
More...
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Table Options

#	Answer		Response	%
1	yes		21	84%
2	No		4	16%
	Total		25	100%

TASK FORCE AND COMMITTEE ACTIVITY (repeat from July)

At our annual semester start retreat, we will again be electing representation to our various committees. Please think about what committee you would be willing to work on.

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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.

DEVELOPMENT /NEW INITIATIVES

The trading room equipment is here. We will have 4 Bloomberg terminals in Schaumburg, 4 in the small meeting room on 12 WB and 4 in the learn lab on 12 WB. We will also have a ticker in the learn lab that extends to the 12th floor lobby at the elevators as well as a new display board with a directory and newsfeed. It should be installed by convocation. We will be setting up training days very soon.

ADVISORY BOARD ACTIVITIES

No news

EXECUTIVE EDUCATION (repeat from July)

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

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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!

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.

Please note our annual FACULTY RETREAT IS AUGUST 22 AFTER CONVOCATION.

Calendar Summer 2013

		Schaumburg	Chicago
8/21	**Brown Bag Lunch with Business Networking**	312	
8/22	Convocation Faculty Retreat Adjunct Mandatory Orientation (televised)	 x	X x
8/25-8/28	**ACBSP Self Study Report is due**		

Calendar Fall 2013/Spring 2014

Date	Activity	Schaumburg	Chicago
9/7	Freshman Appreciation Day	X	X
9/10 9/11	Student Faculty Mixer Student Faculty Mixer	 x	x
9/20	**University Senate**	614	AUD 309
9/21	**Business Conference**	X	
9/23	**HCB Advisory Board Meeting**		x
9/23-9/27	**Social Media Week (various programs all week)**	x	x
9/25	Faculty Council Meeting	x	x
10/4-10/5	**Day at the Fed St Louis trip**		
10/28-11/2	ACBSP Site Visit	x	x
10/16	**Brown Bag Lunch with Business Networking**	312	
10/18	Faculty Senate meeting	614	AUD 309
10/22-11/2	Advising Weeks	x	x
11/7	**MBIRE GALA**		X

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11/14	Delta Mu Delta Awards Night	x	
11/19-11/23	Thanksgiving week (RU is closed all week)	X	x
11/15	**BAT Exam**		x
11/16	**BAT Exam**	x	
11/20	**Brown Bag Lunch with Business Networking**	x	
12/4	Faculty council meeting	X	X
12/6	**Emeritus Faculty luncheon, Flemings Steakhouse** University Senate	 x	X x
12/14	Commencement YAB Commencement Party/Reception		X x
12/18	**Brown Bag Lunch with Business Networking**	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 1/29	Student Mixer Student Mixer	x	 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	
2/24	HCB Advisory Board Meeting		x
2/26	Faculty council meeting **Black History Month Event**	X	X x
3/4-3/8	Student appreciation week	X	x
TBA	**Women's History Month events: Conscious Business Network**		x
3/15-3/22	**International experience Madrid**		
3/26	**DMD and student awards night**	x	X
3/28	Faculty Senate	x	x
4/11	**BAT exam**	x	
4/12	**BAT exam**		x
4/18	Faculty Senate	x	x
4/23	Faculty Council	x	x
5/2	**Commencement** **YAB Commencement Reception**		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	**Poland International Experience**		
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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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	Graduate Committee Assessment Committee Tom Head Paul, Undine, Shamsul	On going
9. Investigate and possibly apply for AMBA 10. HRM review		Ongoing
11. Investigate ACBSP accounting accreditation	Ryan Petty Henry Silverman Paul Wellen Tom Head, Undine Stinnette, Terri Friel, Undine Stinnette	
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.		Not feasible ongoing

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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	Curriculum Committee Retention Committee Melissa Stutz	initiated
14. Marketing, enrollment 15. Advertise the MS programs? 20K? 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%20Conference%20%20Exposition%20-%20Exhibitor%20Contract.pdf Crains electronic ads for MSRE	Brian Walker and George Seyk will investigate feasibility Jon DeVries and Brian Walker	Not feasible
16. Executive Education will be supported with an intern, further analyze the needs during summer, launch programs for fall Financial planning Accounting International innovation	Ralph Nach will work with incubator residents on new approach	Ongoing
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	