



The HELLER College of Business

Dean's Monthly Update: July 2013

Dear Colleagues:

Wow, the summer always goes by way too fast. I had another week of vacation in the Michigan Upper Peninsula (da UP as they say) at the lake, visiting the Shipwreck Museum on Whitefish Point, swimming in cold Lake Superior, crossing the Mackinac Bridge to Canada and watching fireworks on Canada day. It was a beautiful trip with lots of activities as I tried to keep up with all my Iron Man training as well. Upon return, I was in peak week of training so we did 11 hours of training last week. This included Saturday morning with a 4 hour bike ride from Foster Beach up the North Branch trail to Tower Road and back (saw a red headed woodpecker!) and after that...yes on the same day...1.5 mile swim in Lack Michigan. I'm pretty glad to be back at work where I can sit for a spell!

The weeks have been busy with activities to get ready for the Summer Teen Camp: Roosevelt Entrepreneurship Academy. Scott Steward, who taught the class last year, has taken over the Kristin Nance's job of managing the program and it's going well. We received official notification that the Motorola Foundation had awarded us \$25,000 in support of the camp. Kevin Tenbrunsel, a new board member, has been working with other board members to try to locate the balance of the \$57,000 we need for the program.

We recently welcomed Joanne Canyon Heller back to the college graduate recruiting efforts. She agreed to work for us 80% of her time to follow up on leads and work to develop new leads with Assistant Dean Brian Walker and our graduate assistant Eric. We are optimistic about the potential outcomes of this effort.

Lots of vacation is being taken at this time so I hope that if you need help you will be patient. We all lose our time if we don't take it before August 31 and taking it during the regular semesters has been tough as there is so much going on. We have all tried to take our time off over the year but I ended up with 26 days to take after May so I needed to be off. I've tried to monitor emails and only deal with dire emergencies during this time. I have about 4 days left so I will be taking them for long weekends etc. in the next two months.

I am working with several inquiries about Fulbright sponsorships that may result in visitors from overseas spending a year with us. I hope that should these come to fruition, you will stop by to visit with our guests and possibly find some interesting research opportunities. In working with Provost Knerr we have revised the policy of requirements for Fulbright visitors making it less onerous on them to come. I'm thrilled at this new development.

The board of trustees met in June and passed a new budget. Unfortunately this budget will not allow for raises or the return of 12% TIAA-cref contributions for the coming year. I am in receipt of the 2013-2014 college budget and it is shown in the budget that in this newsletter.

I hope you are all enjoying your summer and that it is productive and refreshing. Despite the odd weather, there have been some pretty nice days recently. Saturday was glorious on the 56 mile bike ride! Hope you get to enjoy the weather too.

STUDENT RECRUITING EVENTS /PUBLICITY

This is July 8 week report for the whole university per Joe Regan:

Summer 2013 Registration

Given the historic decline between early summer and the end of the summer when figures are frozen we should be at approximately 98% to 100% of the total full-time goal by late August. The vast majority of summer enrollment is generated by the part-time students. Total part-time credit hours are at 105.2% of the goal. Given the historic decline between now and the end of the summer when figures are frozen we should be at approximately 100% of the total part-time credit hour goal at the time of the census.

Fall 2013 Registration

Through the first week of July of 2012 total full-time head count was at 86.4% of goal. For the upcoming semester total head count is at 86.3% of goal through the first week of July. Please note that the total full-time head count goal for 2013 is -157 lower than 2012. Also, last year we reached 99.3% of goal at the time of the census in mid-October so we are running slightly behind where we need to be assuming the same registration patterns of last year. Professional Studies and Pharmacy registrations are running ahead of last year. **Registration is behind last year in Arts & Sciences by -164, Performing Arts by -36, and Business by -48.** Education is flat.

Full-time master's level enrollment is significantly off of the goal. The problem with master's level registration is with continuing student registration

Total part-time credit hours are down by -1,505 from last year. Last year at this time we were at 63.4% of the total part-time credit hour goal. This year we are at 63.3% of the goal. Last year total part-time credit hours reached just 90.4% of the goal and as a result fall enrollment goals were not met. Assuming the same registrations patterns from last year we are on pace to be off by about -10% in total part-time credit hours again this year.

Fall 2013 Application Trends

Applications/Active Admits/Deposits/Registrations:

Undergraduate

- Total undergraduate applications are up by 75 a significant improvement from ten weeks ago when apps were down by -1,032. This change is largely the result of returns from a recent purchased list of students.
- Total undergraduate active admits are up by 176 an improvement from a few months ago when they were down by -283.
- Total undergraduate deposits are down by -152 which is off from last week when they were down by -125.

- Total new undergraduate registrations are down by -149 as compared to being down by -145 last week. These registration figures should improve with the activity generated from the recent purchased list of students and with additional SOAR dates.

Graduate

- Total master's level applications are down -11.
- Total master's level active admits are up 17.
- Total master's level deposits are down -11.
- Total new master's level registrations are up by 5.

PERSONNEL

We are working on two positions for Professional Advisors, one for each campus. These are approved, the salaries determined and the money to pay them is located. I am simply waiting on HR finalization of the positions. We will have an advisor on each campus to help Assistant Deans Stutz and Walker. These positions will be filled for the new fiscal year beginning September 1, 2013.

AACSB/ACBSP and ACCREDITATION ISSUES

I sent out a survey to our recent graduates to attempt to get information from them for our ACBSP report that is due in August about employment, certifications and advancement. We are receiving responses to these and other queries that I will share with you once the survey is complete.

TASK FORCE AND COMMITTEE ACTIVITY

Diane Baker is now working on a new tab in the HCB blackboard site to upload all assessment reports, data and committee minutes in one global site. In the future, the work that is being done should make collecting assessment even easier for you all. I look forward to the advances that we are making in this area.

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

This month we have received \$1000 from Dan Scheutte for the HCB. No other gifts to the HCB were made of about \$160,000 in donations, mostly for the general fund.

The Trading room equipment has been ordered. Training will be offered in mid to late August for this room. Some equipment will be arriving at the last minute but we opted to delay some deliveries to get what we felt was a better quality installation than to make compromises. I am looking forward to having all of you see this space!

We had these programs on our campus this month:

Therese Rowley (CBN) Here is her Huffington Post blog for more info:

<http://www.huffingtonpost.com/therese-rowley-phd/>

We will be hosting Global Targeting introduction session Thursday. Vinny Caraballo at GT is an incubator resident.

ADVISORY BOARD ACTIVITIES

No news

EXECUTIVE EDUCATION (repeat from June)

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

TO: Dean Terri Friel
FROM: Nancye F. Rivera, ICC
DATE: July 2, 2013
RE: Incubator Program, Mid Year Report

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It has been an exciting and productive six months. The Incubator Program is of great significance to me such that, as of May 20, 2013 I have taken the Leap of Faith and am dedicating myself 100% to the growth of the business. On January 21, 2013 I resigned from a full-time position that I held for eight years followed by a part-time position for five months (January through May).

Business Development

In 2012, I started calling companies from a list of 500 which was given to me by an associate who is a Vice President of Business Development. That list is now down to 250 companies after having weeded out the non-potentials. We are creating a second list from jigsaw.com and started calling them as well.

New Business

- Company Leads: Evans Law Firm, Mango Creative, E-Sticky
- Submitted Proposals: Third Force Negotiations, Rapid Displays and Frequency 540

Internal Infrastructure

- Created Placement, Consultancy and Assessment Agreement for employers; and Agreement for Interns. To be reviewed by legal professionals at Law School Clinics.
- Met with attorney to determine company legal status. ICC is currently a sole proprietorship, soon to be an S Corporation.

- Met with Vice President of Bank of America to determine criteria for company bank accounts and credit card.

Internship Fairs

- Roosevelt University
- International Academy of Design and Technology (I am also on their Advisory Board)
- DeVry University
- Hispanic Alliance for Career Enhancement (I am a Career Coach for HACE)

2013 Summer Internship Placements (9)

- Three Roosevelt students placed with ICC:
 - Hira Ashraf - Graduate Management - Social Media intern
 - Patrice Kregreghe - Undergraduate Finance - Business Administration intern
 - Bria Cain – Undergraduate IMC – Marketing/PR intern
 - Dianne Wolfe - pending
- Two UIC undergraduate students placed with ICC:
 - Meaghan Cuautle – Human Resources
 - Ana Mena – Business Administration
- One University of Missouri student placed with ICC:
 - Kandice Head- Journalism - Blogger
- One Trinity student:
 - Camille Villegas placed and completed internship with ICC. Took Social Media to the next level.
- One University of Puerto Rico Student placed at Davidoff Communications and The Purple Group – Alejandro Ramos
- One Lake Forest student placed on a Job Shadow Day – Nikita Kotecha
- Numerous positions posted at local and national schools; postings are a constant function

Events/Networking

- Chicagoland Chamber of Commerce Breakfast
- Dun & Bradstreet Access to Capital Conference
 - Met with numerous lenders
 - Attended 4 panel meetings on different types of funding
- DePaul Employer Luncheon – connected with Jodi Glickman
- Dex Digital Local Small Business Summit – connected with Barry Moltz
- Rotary Chicago Woman of the Year – connected with Cheryl McIntyre
- Rotary Diplomats Day
- Brill Street – Networking Reception – connected with and hired two interns

Competitions – over \$20,000 on the table

- 60 second elevator pitch contest with the Chicago Office of the City Treasurer
- 60 second elevator pitch and Business Plan competition with Chicago State University Entrepreneurial Idol
- 2013 Business Plan Competition with the JVS/Duman Entrepreneurship Center/Chicago Office of the City Treasurer
- Chicago Innovation Awards

Other

- Goldman Sach's 10,000 Small Business – not yet qualified, need to have \$100K in revenues
- MBE Program – investigating
- Registered for monthly Women's Business Development Center workshops
- SCORE – took Business Plan workshop ; planning to meet with them for mentorship and other workshops

Membership & Associations

- National Hispanic Sales Network (NHSN) – long-term valued membership
- DePaul Alumni Sharing Knowledge (ASK) – reconnected with Dr. Paul Hettich
- Women of Color in Communications (ColorComm) – met Social Media intern

Coaching/Mastermind and Mentoring

I have a strong network and team to keep me on track, in additions to my sales and marketing, entrepreneurial, and self-improvement programs. That which I receive I then share with today's emerging professionals as that is part of what ICC offers.

Roosevelt University Support - Absolutely everyone is extremely supportive:

- Chiconia Hodges
- Melissa Stutz
- George Seyk
- Dianne Danielly
- Bernard Turner
- Kurtis Garza-Rupp
- Professors on the 11th floor. I have given all of them ICC's company overview along with business cards for their students

Additional Updates

- I am in the process of updating my Business Plan for the competitions and will share it with you by the end of July. It includes details for the remainder of 2013.
- The Marketing and Social Media Plans are also almost complete and will be shared with you upon completion.

- The website: www.internshipandcareer.com is robust and very well connected with Social Media and YouTube videos. Blogging and more videos productions will begin next week.
- We have prepared a webinar for companies on How to Develop an Effective Internship Program. We do have interest and will be executing it at the end of July.
- My office hours are 8am to 5pm, Monday through Friday.

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
7/6	Turner Construction School kickoff		WB
7/8	ASM Summer Program - Leap Learning Systems		WB611
7/9-8/2	Turner Construction School		
7/11	Innovation Management Certification introduction, Vinny Caraballo		1212
7/14-7/19	Project Green Teens		x
7/17	Brown Bag Lunch with Business Networking	312	
7/28-8/2	Project Green Teens		X
8/21	Brown Bag Lunch with Business Networking	312	
8/22	Convocation Faculty Retreat Adjunct Mandatory Orientation (televised)		X
8/25-8/28	ACBSP Self Study Report is due	x	x

Calendar Fall 2013/Spring 2014

Date	Activity	Schaumburg	Chicago
9/7	Freshman Appreciation Day	X	X
9/10	Student Faculty Mixer		x
9/11	Student Faculty Mixer	x	
9/20	University Senate	614	AUD 309
9/21	Business Conference	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
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	
12/5	Faculty council meeting	X	X
12/6	Emeritus Faculty luncheon, Flemings Steakhouse University Senate		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	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 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	Tentative Date for Heller Signature Luncheon		x
5/8	Admin Team retreat		x
5/9	Faculty retreat	x	
5/16-5/24	Poland International Experience		
7/15-7/20	Project Green Teens		x
7/29-8/4	Project Green Teens		X

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	POSTPONE D
2. Get faculty who can teach online effectively: Work with CTL to develop	Tom Head, Terri Friel	ONGOING



<p>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</p>	<p>Lynnette Washington Faculty Development committee</p>	
<p>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</p>	<p>Paul Wellen, Henry Silverman, Melissa Stutz Brian Walker Undine Stinnette</p>	<p>Ongoing, increased</p>
<p>College Issues</p>		
<p>8. Develop self-study report for ACBSP, plan for site visit, targeted to finish end of June 9. Investigate and possibly apply for AMBA 10. HRM review 11. Investigate ACBSP accounting accreditation 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 Paul, Undine, Shamsul Ryan Petty Henry Silverman Paul Wellen Tom Head, Undine Stinnette, Terri Friel, Undine Stinnette</p>	<p>On going Ongoing 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 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</p>	<p>Brian Walker and George Seyk will investigate feasibility 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 Financial planning Accounting International innovation</p>	<p>Ralph Nach will work with incubator residents on new approach</p>	<p>Ongoing</p>
<p>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</p>	<p>New event coordinator, TBA</p>	