

## The HELLER College of Business

### Dean's Monthly Update: November 2012

Dear Colleagues:

Wow, this month has been full of interesting events, some troubling and some positive. I want to dwell more on the positive here just because we have all talked endlessly about the issues we are facing and I'd rather focus on what's going right. I want to highlight how the college has kept up with all the events, programming and services that we handle despite the declining revenues and operating funds. In short, we have a great team that has worked hard to keep everything at the highest possible quality through the changes we have experienced. As a group the administrative team including the clerical staff and graduate students have all stepped up, added responsibilities and worked ever harder to maintain the college systems, services and build new opportunities for our students as our budget has declined. Many of us are working weekends and evenings regularly on top of the 40 hours during the week. We are at a limit to what we can do without help, though. We have many faculty who are volunteering to help out at information sessions, open houses and orientations as well as committee work for the college, but we can certainly use more help beyond that.

This week I had the pleasure of informing our winners of the incubator contest that they had won free office space on our two sites for the coming year. You will see them on December 1 as they move into their offices and set up shop. It's really an exciting opportunity for us all. These residents are pledged to collaborate with our students and faculty in "repayment" for the space. We have a company that finds internships, one that finds jobs, two that work on green initiatives, one that helps find community service opportunities, a real estate agent and a global research firm. Every one of the companies has a mission that is synergistic with our mission. I believe these residents will help us make progress on many fronts, serving our students, offering opportunities for class projects and consulting and bringing in new capabilities that will provide education. We are fortunate to have this space to share. Please stop in before you take the holiday break and welcome them to our space and get to know them. They are hoping that our faculty and students will be available to provide them with expertise and support to help their businesses launch successfully. I'm sure it will be interesting to see how these collaborative opportunities develop in the coming year.

One quick comment about our current situation: We need everyone to be the face of the college to our students. When a student asks a question about a class, please be positive and supportive. It is never appropriate to suggest that one of your colleagues is not capable or qualified. When a request comes for help from the Assistant deans, please consider that they are working hard to bring students to your classes and build loyalty. When an assistant dean or clerical staff requests your advice or time for a student, please be extra willing to help out. While I do understand that teaching, service and research are demanding, but unless you are completely under the gun for research for tenure, now is the time to make sacrifices.

We need a community that is supportive now more than ever. We need for students to feel supported and valued more than ever. We need their word of mouth advertising to help bring in new faces. We need you to encourage them and build a relationship that will last their lifetime. They come to be inspired to reach their dreams. We are that road to their dream. We need to help them achieve their dream while challenging them to do more, more than they imagine they can.

Look for the >>> throughout the update for ideas on how you can help.

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

If you have not seen the latest numbers, it appears we have fallen short of enrollment targets for the fall resulting in a 1.3 million budget shortfall. For spring the applications numbers are very low and concerning. The leadership team has been discussing ways to build awareness and bring in more applications. We will be doing a FUZEbox recruiting event with students we have identified from the admissions office recruiting trips and our MasterStudies.com referral site. Much of our budget is being used to focus on recruiting and marketing that will bring in new students.

Here are the links to the two sites where referrals come to us from around the world. They deliver our information in the local language.

The first one is MasterStudies.com. We pay for this service and are getting help to come up first in the search from our subscription.

<http://www.masterstudies.com/MBA/search/?idSector=29&idSector2=&idCountry=223&idRegion=558&mode=all>

This second site is unpaid currently. GradSchools.com. This lists all RU graduate programs. The HCB programs have been updated and we are discussing terms for using their paid subscription service to drive more looks to our sites. <http://www.gradschools.com/>

We are also planning a FUZEbox event for any referrals from these sites and other areas to help them understand our program better and answer their questions in person. These will be done at times when students from overseas can join.

I am going to Turkey with Rifat in January on a recruiting trip. I'm working with the International Trade Association to develop recruiting events for each of the places I will go beyond Turkey. In Turkey, there are about 600K students looking for graduate programs. However, there are only about 150K spaces available. In consequence, many Turkish students come overseas with full tuition support for their education. This is a great opportunity to increase graduate enrollment. Rifat will help me make contacts and build our reputation.

>>>You can help by forwarding the first link to people who might be interested such as your HR director or employees interested in a graduate business degree.

EMERITUS FACULTY LUNCHEON: Please also plan to join us for the annual Emeritus Faculty Luncheon. Faculty cost is \$25 (we are comping \$5 per person) Parking is valet or across the street. We will honor service award recipients at this event as well. <http://www.cvent.com/d/ncqxp3>

## **PERSONELL**

We are receiving applications for our HRM position. The add link is below.

>>>Please forward it to your network! [jobs.roosevelt.edu/applicants/Central?quickFind=51454](http://jobs.roosevelt.edu/applicants/Central?quickFind=51454)

### AACSB/ACBSP and ACCREDITATION ISSUES

We got a wonderful write up in the ACBSP Region 4 news. Thanks to Melissa Stutz and Debbie Yates who handled the logistics and Tom Head who spearheaded the plans. It was a great success due to their efforts. See the newsletter below.



Thank you to all who attended the [ACBSP Region 4 Great Lakes Council 2012 Conference](#). We had 33 colleges in all six U.S. member states in the Great Lakes Council represented at the conference! For next year, we'd like to reach out to ACBSP institutions in the Canadian province of Ontario so that we can hopefully also welcome our Canadian neighbors across the Great Lakes to our Region 4 conference in 2013. Special congratulations to our presenters, who did a fantastic job! The conference committee would like to especially thank the contributors to our raffle prizes -- the t-shirts, mugs, gift baskets, and other great prize items were a fun addition to our lunch program. The opening reception at McDonald's corporate headquarters and the tour of Hamburger University's worldwide leadership development and training facilities were a memorable highlight of the conference as well. Many thanks to Melissa Stutz and Tom Head for spearheading the smooth flow of venue arrangements at Roosevelt University.

A Region 4 Conference Slideshare site has been set up, so you can view the Conference program, copies of the presentations and pictures of the fun, fellowship, and conference activities. To see the conference program and photos, just do the following: Go to [www.slideshare.net](http://www.slideshare.net). Search for "acbsp region 4 conference".

### TASK FORCE AND COMMITTEE ACTIVITY

Thank you to the graduate committee for the oversight and approvals of the MBA with Latin Studies concentration. The proposal is now in the CFO's office for review. With a cohort of 15 students we expect revenue of \$750,000. I have programmed it so that we have marketing money and operating funds that will remain with the college for a director/translator for the program.

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.

### GRANTS

No news.

### DEVELOPMENT /NEW INITIATIVES

November 1 MB Real Estate Gala was a smashing success! We sold out, the room was jammed with people and the guest speakers were moving and interesting. We had photos of the building project around the reception and a slide show of the progress of the building over the last year in the dining room. Congratulations to Jon DeVries and Latosha McKinney for bringing in another successful fundraiser. Thank you goes to the subcommittee of the RE board for their efforts over the last year to make this successful as well. A new \$50,000 fund was developed for the Real Estate program as a result of their efforts. More details and photos later.

I made a request to our advisory board members last month to help us bring in groups that would be helpful to connect with and to build new opportunities for fundraising and recruit new students. Several have come through on this request. Please see the events calendar for dates and times. We can offer free space (liability insurance at a very reasonable cost is required, we have one day options) if students or alumni can attend free of charge. The event can charge for attendance otherwise. Catering must be done internally.

>>> Send our events out to your colleagues and employees to bring them to our campus.

>>> Invite your professional groups to have meetings or events on our campus.

I hope we will host many more professional events on our campus that bring business professionals to us, but also open their events to students and faculty for development and networking.

### EXECUTIVE EDUCATION

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

Dr. Katarzyna Kochaniak

Saturday, March 16

9:00am-Noon; Perspectives of the European Union 1:00-4:00pm; Polish Financial and Banking issues for business people

\$79 each or \$139 both

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

or

<http://www.cvent.com/d/kcqs6>

Dr. Eliane Karsaklian (there will be a cvent site for this soon)

MGMT 390-17 MGMT 491-17 **TOP:INTERNATIONAL NEGOTIATIONS**

**23959**

SA SU 08:30 AM-05:00 PM

CHICAGO CAMPUS 0 95

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Prerequisites:

Notes: Meets Saturday and Sunday, March 9 and 10.  
 Cross-listed With: MGMT 491-17  
 Session 2 dates: 01/11 to 05/03

### **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.

Melissa Stutz has kicked off the new season of mentoring with 30 students and 7 mentors. As you may recall this is a free program for students supported by our board and alumni volunteers. Please mention this to your students in class and encourage them to participate in the spring. It's a high value. We have many people volunteering to be mentors who are outstanding professionals in Chicago.

### **Calendar Fall 2012/Spring 2013**

11/15	<b>HACE Leadership training</b>		x
11/19-11/23	Thanksgiving week (RU is closed all week)	X	x
11/30	<b>BAT Exam</b>		x
12/1	<b>BAT Exam</b>	x	
12/5	Faculty council meeting Emeritus Faculty luncheon <a href="http://www.cvent.com/d/ncqxp3">http://www.cvent.com/d/ncqxp3</a>	X	X x
12/6	<b>DMD and Student awards night</b>	x	
12/14	Commencement		x
1/8	Adjunct orientation (mandatory for new adjuncts)	X	x
1/11	Classes begin	x	X
1/17	International Experience Event, recruiting for intl classes	X	x
2/5	Internship planning		x
2/7	Internship planning	x	
2/9-2/10	<b>Heller Fellows Weekend</b>		x
2/12	<b>Black History Month Event</b>		X
2/18-3/1	Advising Weeks	X	x
2/19	Resume builder		x
2/21	Resume builder	x	
2/26	Faculty council meeting	X	x
3/4-3/8	Student appreciation week	X	x
3/5	<b>Women's History Month events</b>	X	x
3/9-3/17	<b>International experience Paris</b> <b>International experience Madrid</b>		
4/2	Student Mixer	x	x
4/19	<b>BAT exam</b>		x
4/20	<b>BAT exam</b>	x	
4/24	Faculty council Meeting <b>DMD and student awards night</b>	x	X X
5/3	<b>Commencement</b>		x
5/6	Admin Team retreat		x
5/8	<b>Tentative Date for Heller Signature Luncheon</b>		x
5/10	Faculty retreat	x	
5/17-5/27	<b>Poland International Experience</b>		
7/14-7/19	<b>Project Green Teens</b>		x
7/28-8/2	<b>Project Green Teens</b>		X
8/25-8/28	<b>ACBSP Self Study Report is due</b>		

## **HELLER INCUBATOR**

As I noted in the front note, we have accepted several winners of free office space for a year on both sites. We are very excited about the quality of these applications and the potential that each company brings for new opportunities for us and for them. While I do not have an agenda for forcing interaction between students, faculty and these companies, I'm certainly hoping that it will organically develop over time. Proximity has a great way of causing innovation, I've seen research that supports this over and over. When our new residents are situated, we will have a celebration event and a press release to announce them to the communities. Winners of the Incubator contest are:

### **Schaumburg**

- Hands On matching volunteers with non-profits
- Madrake Real Estate Commercial Real Estate assistance
- Innovatech support, maintenance and development of LAN to support green management technologies in Real Estate

### **Chicago**

- CTAG Career transition assistance
- ICC Internship and Career Consulting
- Ghabit Teaching green habits
- Let's Dabble empowering non-profits through video
- Global Partners international research for corporations

## **DEAN'S COUNCIL Notes**

No meeting