University of Wisconsin PARKSIDE

COLLEGE OF BUSINESS, ECONOMICS, AND COMPUTING

Advisory Board

September 18, 2013

Alumni Room ♦ Student Center

UW-Parkside Campus

1. Welcoming remarks (4 p.m.)
   a. Charles Goodremote, Chair
   b. Dirk Baldwin, Interim Dean
   c. New Board Member-Alicia Smales and Kim Stoll
   d. Welcome Guests (Walter Jacobs and Shannon Mcguire)
2. University Updates (4:20 p.m.)
   a. Chancellor
   b. Provost
3. Discussion (4:45) Possible Topics-Opportunities/Threats/Issues from the regional business and community perspective that should be addressed in the departments' strategic plans.
4. Break (5:30 p.m.)-Networking
5. Continue Discussion (6:00 pm)
6. College Updates (6:15 p.m.)
   a. Enrollment in CBEC
   b. Mentorship program (PAMA Joshua Frazier)
   c. Gateway Articulation Agreements (Trudy Biehn)
   d. CBEC Social Media (Trudy Biehn)
   e. Study Abroad Trips and Exchange Programs
      i. Italy (summer 2013)
      ii. Germany (summer 2013)
      iii. Plans for 2013-2014 (India)
      iv. New MOUs (Australia)
      v. Potential MOUs (Finland, Italy, India)
   f. Executive in Residence (Mike Harris, Patina Solutions). November 7.
   g. Etiquette Dinner (October 11). Tickets available at concierge and online
   h. Status of Marketing Major
   i. Recognitions
      i. Abey Kuruvilla-Community Engagement Award
      ii. Parag Dhumal-Best Paper Award
      iii. Knight and Manion-Best Paper Award
      iv. Parkside American Marketing Association-Student Organization of the Year
      v. CBEC Sales Competition Hall of Fame (mms://winstreamer.doit.wisc.edu/uwp-ltc/KNIGHT_20130913_VIDEO_1.wmv)

Appendices

Advisory Board Meeting Minutes –
Advisory Board Bylaws
Advisory Board Members – 2013-2014

Advisory Board Member
Alicia A. Smales

Vice President and Chief Marketing Officer,
Snap-on Incorporated (SNA), Kenosha, WI

As Chief Marketing Officer for Snap-on Incorporated, Alicia is responsible for guiding marketing, brand management, innovation and customer connection efforts across the enterprise. Alicia joined Snap-on Tools in April, 2007 as VP Marketing where she was responsible for advancing Snap-on brands across the global Snap-on Tools organization and leading the marketing communications strategy. Prior to joining Snap-on, Alicia worked for Hilti Inc., a global manufacturer and marketer of tools and fasteners for construction and industrial markets where she held roles in product management, services marketing and customer loyalty management. Prior to Hilti Inc., Alicia worked in the sporting goods industry for leading brands such as Wilson Sporting Goods, Brunswick Inc., Coleman Camping Products and Adams Golf, holding roles of increasing responsibility in product and brand management.

Alicia currently serves on the Youth Development Foundation Board, the philanthropic arm of SkillsUSA; a partnership of students, teachers and industry working together to ensure America has a skilled workforce. In addition, Smales serves on the Associates Executive Committee, the fundraising arm of the Oklahoma State Spears School of Business.

She received an M.B.A. from Dominican University and a Bachelor of Science degree in Business Administration from Oklahoma State University. During her time at OSU, she received an athletic scholarship for golf, won four collegiate tournaments and competed in four U.S. Women's Open Golf Championships as an amateur.

Alicia and her husband, Richard, currently reside in Lake Forest, IL, a northern suburb of Chicago and have three children, Sean, who graduated from Oklahoma State in May of 2012, Shannon, a junior at Clemson University and Shealyn, a junior at Lake Forest High School.

Message from Chancellor Ford: An Optimistic Future

"The society that builds a new university assesses the future optimistically. It bets that the future will be better than the past and that the university will help make it better."

-- Dr. Irvin Wyllie, First Chancellor

Colleagues, Alumni, and Friends of the University:

Welcome to the 45th academic year of high quality public education in southeastern Wisconsin at the University of Wisconsin-Parkside. Upon opening this campus, our first chancellor, Dr. Irvin Wyllie stated, "The society that builds a new university assesses the future optimistically. It bets that the future will be better than the past and that the university will help make it better."

I am very proud of the tremendous advancements under way at the university. Last week during my Convocation address, I shared many recent accomplishments. During the presentation, two recipients of the Stella C. Gray Teaching Excellence Award and eight recipients of distinguished faculty and staff awards were recognized for their achievements. All of these are strong evidence that the current campus community remains truly optimistic about our mission to advance knowledge and learning in our region.

It was a great pleasure to reconnect with our first graduate, George Becker ('70), and his granddaughter Charley Becker who begins classes today at UW-Parkside. Yes, we are a vital part of the fabric of the communities we serve. Our steadfast commitment to education is grounded in our mission and defined by our four hallmarks. Our mission and hallmarks are the fundamental beliefs and attributes of our university. They are enduring and resonate with our past, inform our present, and lead us into the future.

As we move into this anniversary year, we find a society accelerating on a global scale. Our university must continue to adapt and grow in order to sustain the success of our learning community, our graduates, and the region we serve. The UW-Parkside Pillars of Excellence that I discussed at Convocation represent a set of standards shaped and defined by our collective contributions. The Pillars address the opportunities to discover flexibilities and new pathways in learning, as well as build a working culture around high collaboration to share ideas and resources. The UW-Parkside Pillars of Excellence enable us to solidify a culture of continuous improvement, today.

It is a privilege to serve in higher education. I am proud to serve this diverse and vibrant university and look forward to a wonderful anniversary year.

Regards,
Debbie

Notes Related to Discussion Topic

UW-Parkside Pillars of Excellence in 2013-2014:

Academic Excellence and Quality: This defines our main reason for being a university and demonstrates our focus on delivering our educational mission. We support this pillar through:

- Implementation of our academic plan
- Educational collaborations across campus and with partner institutions
- Alignment of academic programs with regional needs
- Accreditation of academic programs
- Quality of our graduates

Student Success: This pillar embodies our most important stakeholder, our students and soon to be graduates. Student Success is supported through:

- Enrollment growth
- Implementation of our Strategic Enrollment Management plan
- Increased participation in high-impact learning practices
- Successful outcomes from Graduate Parkside, the PACE program, the Provost's Retention Task Force and Faculty Learning Community for Student Retention

Partnerships and Pathways: This pillar illuminates the strength of our commitment to the communities we serve. We are a stronger university as a result of our partnerships. Our goal is to continually build high-quality and sustainable partnerships that contribute to the excellent educational experiences of our students.

Stewardship and Operational Excellence: At their essence, universities are people pursuing a common vision and mission. Our shared focus on stewardship and operational excellence is a way to rally around this sense of connection and includes;

- Our campus working within strategic and measurable goals
- Owning our roles in well-designed plans, policies and practices
- Owning our roles in continuous improvement
- A shared commitment to use our human, financial, physical, and capital resources to full capacity in alignment with our mission

Telling our Story: This pillar represents not only the great stories we have to tell, but the importance of sharing those stories with a broader community and with one another. In the age of rapid and expansive communication, we must engage in rich and compelling storytelling with our stakeholders. They include;

- Launch of the new UWP.edu (January 2014)
- Implementation of our new content management system across campus
- Review and adoption of new brand and communications standards and policies to facilitate efficient business and community communications

CBEC Learning Goals

Economics
1. Economics graduates will be able to evaluate the implications of economic scarcity in the context of resource allocation, production, and consumption and various economic institutions (aligns with Reasoned Judgment).
2. Economics graduates will be able to apply tools of economic decision-making to make optimal (efficient) economic decisions (aligns with Reasoned Judgment).
3. Economics graduates will be able to evaluate the desirability of economic decisions and policies in terms of their effects on individual and social welfare (aligns with Social and Personal Responsibility).
4. Economics graduates will be able to communicate economic concepts, data, models, theories, and analyze effectively using various forms of media and communication technologies (aligns with Communication).

Computer Science
The learning goals of the Computer Science major are aligned with ABET (Accreditation Board for Engineering and Technology) and the university's Shared Learning Goals. ABET student outcomes are defined preceded by a letter: e.g., a). ABET goals are grouped according to the university's Shared Learning Goals.

The Computer Science program enables students to attain, by the time of graduation:

UW-Parkside Shared Learning Goal: Reasoned Judgment
1. An ability to apply knowledge of computing and mathematics appropriate to the discipline
2. An ability to analyze a problem, and identify and define the computing requirements appropriate to its solution
3. An ability to design, implement, and evaluate a computer-based system, process, component, or program to meet desired needs

UW-Parkside Shared Learning Goal: Social and Personal Responsibility
1. An ability to function effectively on teams to accomplish a common goal
2. An understanding of professional, ethical, legal, security and social issues and responsibilities
3. An ability to analyze the local and global impact of computing on individuals, organizations, and society
4. Recognition of the need for and an ability to engage in continuing professional development

UW-Parkside Shared Learning Goal: Communication
1. An ability to communicate effectively with a range of audiences
2. An ability to use current techniques, skills, and tools necessary for computing practice.

MS in Computer and Information Systems

Communication: literacy, oral communication, creative expression
Communicate Information Systems effectively and professionally within the Enterprise: Students can prepare business-oriented plans and reports, such as project plans, security plans, etc.
Reasoned Judgment: Critical thinking, ethical thinking, scientific thinking, analytic skills, aesthetic skills
Develop Business-Oriented Software: Students can develop software for business enterprises.
Evaluate Technology: Students can read and assess professional and research papers on information technology, information systems, and/or computer science subjects.
Social & Personal Responsibility: Teamwork, civic engagement, individual accountability, social equality, global Perspective
Integrate IT and Business: Students can understand and integrate IT solutions into a business, including planning, communicating, working with business professionals, related to IT. Students also understand the ethical implications of their decisions.

Business Management

- *PLLG1.* Students can recognize the ethical implications in a business situation and choose and defend an appropriate resolution.
- *PLLG2.* Students can write effectively about a business problem or issue.
- *PLLG3.* Students can make an effective oral presentation on a business problem or issue.
- *PLLG4.* Students are knowledgeable in project management principles and are able to apply these principles to a practical situation.
- *PLLG5.* Students will be able to articulate important diversity issues – including, but not limited to, race, ethnicity, culture, gender, age, socio-economic status and political/religious/sexual orientation – in business management.
- *PLLG6.* Students will be able to effectively use computer technology to support a business decision.

Management Information Systems

- *MISLG1:* Document requirements of an information system using state-of-the-art modeling techniques.
- *MISLG2:* Develop a data model that satisfies the third normal form (3NF).
- *MISLG3:* Understand and apply the concepts of object-oriented systems.
- *MISLG4:* Understand the design principles of computer network architectures and apply them to a business problem.
- *MISLG5:*   Understand project management principles and apply these principles to a practical situation.

Accounting

1. Students will be able to prepare corporate financial statements and to analyze corporate annual reports.
2. Students will be able to understand, apply, and communicate theory, methodology, and solutions of cost concepts, cost systems, and cost behavior for product pricing, performance evaluation, and other managerial decisions.
3. Students will be able to develop and implement an audit plan, and create audit reports related to internal auditing, governmental auditing, and operational auditing.
4. Students will be able to prepare tax returns for individuals, "C" corporations, "S" corporations, and partnerships.
5. Students will be able to analyze cases and develop solutions that require applying principles from the Uniform Commercial Codes, the law of contracts, other areas of law, and professional ethical guidelines.

MBA

- PLLG 1. The students can recognize and analyze ethical problems that occur at the strategic level of business decision making. Based on the analysis, students can choose and defend a resolution.
- PLLG 2. The students can effectively write a report on a business case study, and provide practical solutions to the problems in the case.
- PLLG 3. Each student understands and is able to apply alternative security valuation models, compute the cost of capital, and analyze the risk and return dimensions of business investment proposals.
- PLLG 4. Each student is knowledgeable in project management principles and is able to apply these principles to a practical situation.
- PLLG 5. The students will be able to formulate mathematical models of quantitative business problems and interpret the results so as to be able to handle new and unfamiliar decision making situations.
- PLLG 6. The students will be able to integrate their knowledge of concepts from different functional areas of business while analyzing and resolving a strategic level decision making problem.

Enrollment*

Business

	FALL 2013					SPRING 2013					FALL 2012					SPRING 2012					FALL 2011				
	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL
ACCT	6	28	37	91	162	22	36	38	98	194	28	35	51	102	216	20	30	49	96	195	19	31	43	81	174
FIN	13	14	17	54	98	8	10	20	53	91	14	8	17	58	97	5	11	23	56	95	3	15	23	47	88
GBUS	57	74	76	123	330	49	68	77	132	326	52	65	79	127	323	43	47	87	111	288	61	55	74	100	290
HRM	8	20	19	30	77	13	10	23	33	79	9	11	20	40	80	6	9	23	43	81	2	8	16	38	64
MIS				2	2				3	3				3	3				3	3				2	2
MKT	19	27	22	41	109	19	18	22	46	105	22	16	23	35	96	17	14	29	34	94	17	15	22	37	91
NONE	5	1	2	0	8		0	1	1	2		4	1	1	6	2	3	4	3	12	3	6	3	4	16
BUS MAJOR	108	164	173	341	786	111	142	181	366	800	125	139	191	366	821	93	114	215	346	768	105	130	181	309	725
MIS MAJOR	6	9	11	41	67	4	17	16	40	77	7	12	25	38	82	7	5	26	46	84	6	11	30	41	88
ACCT MAJOR	21	9	4	9	43																				
TOTAL DISTINCT BUS, MIS & ACCT MJRS					706					683					724					682					689
MALE	81	93	83	158	415	65	93	82	171	411	85	86	96	161	428	62	56	111	166	395	64	72	103	159	398
FEMALE	39	67	62	123	291	39	47	73	113	272	35	52	77	132	296	32	49	88	118	287	44	61	75	111	291
PART-TIME	13	38	38	104	193	15	42	48	102	207	21	35	45	111	212	25	34	52	106	217	19	35	50	98	202
FULL-TIME	107	122	107	177	513	89	98	107	182	476	99	103	128	182	512	69	71	147	178	465	89	98	128	172	487
WHITE	93	110	98	200	501	75	103	114	204	496	80	108	128	218	534	59	83	155	202	499	77	107	131	199	514
BLACK	8	19	15	17	59	11	15	10	17	53	13	15	13	18	59	15	5	16	29	65	11	5	16	18	50
HISPANIC	8	17	15	39	79	6	14	20	38	78	9	6	20	32	67	14	10	14	29	67	13	10	17	25	65
ASIAN	0	0	0	1	1	0	0	1	5	6			1	3	4				3	3		1	1	4	6
AM INDIAN	2	1	4	2	9	1	2	2	1	6	4	3		2	9		1	2	2	5	1	1	1	3	6
HAWAIIA	1	0	1	1	3	0	1	0	1	2		1			1		1			1	1				1
ACAMLAOV	1	0	1	2	4	0	0	0	1	1	1	1	1	3	6			3	1	4				1	1
PUERTOR	0	1	0	4	5	0	0	0	0	0	2		2	3	7	1	2	3	1	7	1	3	2	2	8
OTHRASN	7	8	8	14	37	7	4	5	14	30	7	3	6	11	27	5	3	6	13	27	4	4	6	14	28
HMONG	0	1	2	0	3	1	1	0	1	3	1	1			2										
NSPEC	0	3	1	1	5	3	0	3	2	8	3		2	3	8				4	4		2	4	4	10

Computer Science

	FALL 2013					SPRING 2013					FALL 2012					SPRING 2012					FALL 2011				
	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL
CENG CONC																									
CSCI MAJOR	41	41	36	50	168	26	36	31	50	143	26	33	27	43	129	28	26	29	42	125	36	24	23	36	119
MALE	36	34	30	40	140	23	31	25	42	121	22	28	22	37	109	26	23	25	37	111	31	20	22	30	103
FEMALE	5	7	6	10	28	3	5	6	8	22	4	5	5	6	20	2	3	4	5	14	5	4	1	6	16
PART-TIME	3	7	4	11	25	5	7	6	15	33	8	6	6	11	31	6	8	9	7	30	2	4	6	7	19
FULL-TIME	38	34	32	39	143	21	29	25	35	110	18	27	21	32	98	22	18	20	35	95	34	20	17	29	100
WHITE	22	32	26	43	123	15	31	22	39	107	17	25	21	32	95	17	16	26	37	96	26	15	21	31	93
AFR AMERICAN	9	2	3	0	14	8	1	2	1	12	3	0	0	0	3	2	1	0	1	4	3	0	0	1	4
HAWAIIA	1	0	0	1	2	0	0	0	1	1	0	0	0	1	1	0	0	0	1	1	0	0	0	1	1
HISPANIC	3	5	3	3	14	2	4	4	4	14	6	6	3	3	18	9	4	1	1	15	7	5	1	1	14
ASIAN	4	2	3	0	9	1	0	1	3	5	0	1	0	5	6	0	2	1	2	5	0	2	1	2	5
AM INDIAN	0	0	0	2	2	0	0	2	1	3	0	1	1	0	2	0	2	0	0	2	0	2	0	0	2
ACAMLAOV	0	0	1	0	1	0	0	0	1	1	0	0	1	0	1	0	1	0	0	1	0	0	0	0	0
NSPEC	2	0	0	1	3	0	0	0	0	0	0	0	1	2	3	0	0	1	0	1	0	0	0	0	0

*These numbers are not official (about 30 additional business major forms still need to be processed).

Economics

	FALL 2013					SPRING 2013					FALL 2012				
	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL
MON & FIN	0	0	2	8	10	0	0	3	8	11	0	1	2	8	11
QUANT	0	0	2	8	10	0	0	1	5	6	0	1	1	5	7
GENERAL	3	4	8	4	19	1	3	7	5	16	0	3	4	6	13
ECON MAJOR	3	4	12	20	39	1	3	11	18	33	0	5	7	19	31
TOTAL DISTINCT ECON MJRS					32					28					28
MALE	3	3	8	11	25	1	3	9	12	25	0	5	4	12	21
FEMALE	0	1	3	3	7	0	0	1	2	3	0	0	3	4	7
PART-TIME	0	1	2	4	7	0	2	2	6	10	0	1	3	6	10
FULL-TIME	3	3	9	10	25	1	1	8	8	18	0	4	4	10	18
WHITE	2	2	11	13	28	1	2	8	14	25	0	5	6	16	27
AM INDIAN	0	1	0	0	1	0	1	0	0	1					
HISPANIC	1	1	0	0	2	0	0	1	0	1					
OTHRASN	0	0	0	1	1	0	0	1	0	1	0	0	1	0	1

MBA

	F 13	Sp 13	F 12	Sp 12	F 11	Sp 11	F 10	Sp 10	F 09	Sp 09	F 08	Sp 08	F 07	Sp 07
Total	110	106	109	99	90	94	101	95	95	90	84	74	77	74
Afr. Am	7	5	4	1	2	4	4	9	10	10	9	4	3	4
Am. Ind	2	2	3	1	1	1	1	1	1	1	1	1	1	0
Asian	18	20	19	12	12	14	13	5	4	4	8	8	8	5
Hispanic	5	2	5	4	2	1	3	4	5	2	4	4	4	3
White	78	77	78	78	73	72	76	68	64	60	51	52	54	62
Nspec				3		2	4	8	11	13	11	5	9	
Female	49	45	53	51	45	40	40	38	41	40	40	33	33	30
Male	61	61	56	48	45	54	61	57	54	50	44	41	44	44

MSCIS

	F 13	Sp 13	F 12	Sp 12	F 11	Sp 11	F 10	Sp 10	F 09	Sp 09	F08	Sp 08	F 07
Total	9	9	7	9	11	7	9	11	10	8	7	3	12
Afr. Am						1						0	1
Am. Ind												0	0
Asian	4	5	4	4	5	2	3	5	4	6	5	1	6
Hispanic												0	0
White	5	4	3	5	6	5	5	6	4	2	2	2	5
NSPEC									2				
Female	3	4	3	3	2	3	2	5	3	1	1	0	3
Male	6	5	4	6	9	4	7	6	7	7	6	3	9

New Articulation Agreements

September 24th, 2013, Gateway and UW-P will sign seven new articulation/program agreements. Six of the seven are related to business degrees.

Seven New Program Agreements

Gateway Program	UW-Parkside Program	Credits Transferred
Accounting (AAS)	B.S. Degree with Majors in Accounting, Management Information System (MIS), and Business Management	58
Marketing (AAS) – All concentrations a. General Marketing b. Business to Business c. Marketing Communication		54 54 57
	(Business Management Major includes concentration options in General Business, Finance, Human Resources, and Marketing)	
Business Management (AAS)		57
Supervisory Management (AAS)		57
Graphic Communications (AAS)	B.A. Degree with a Major in Graphic Design (Art)	62

GATEWAY TECHNICAL COLLEGE

Social Media

2012-13 College of Business, Economics and Computing (CBEC) Interns

Kristine Perez – CBEC Social Media Intern

Jamie Jones – CBEC Business & Graphic Arts Intern

Under the supervision of Marketing Professor, Dr. Peter Knight and Senior Academic Advisor, Trudy Biehn, CBEC internships provide opportunities for students to gain valuable business experiences and professional skills that benefit careers after graduation. The 2012-13 CBEC interns, Jamie Jones and Kristine Perez had some great testimonials to confirm this! Jamie Jones, graphic designer intern, designed the new CBEC brochure and gained the professional skills she desired to enter the world of business management and graphic design. Jamie had this to say, "My internship has given me confidence as a student and young professional and has by far been the best experience I have had here on campus". Kristine Perez, social media intern, applied her social media skills to keep Facebook, Twitter and LinkedIn accounts up to date with CBEC events. Kristine commented, "As social media intern for CBEC and president of the Parkside American Marketing Association (PAMA) 2012-13, I gained the business knowledge and experience I know will put me ahead in the job market after I graduate." Under her leadership and direction, PAMA was awarded Student Organization of the Year!

Both young ladies provided CBEC outreach presentations to local high schools informing future college students why CBEC and the University of Wisconsin-Parkside is the place to be. Doing this has given them confidence and strengthened their public speaking skills. Both ladies agree, an internship with CBEC is a step in the right direction to obtain a professional career after graduation.

UW-Parkside SBDC on Twitter

Executive in Residence

November 7th

Etiquette Dinner

University of Wisconsin PARKSIDE
College of Business, Economics, and Computing

The 10th Annual Business Etiquette Dinner

Date of Event:
Friday, October 11, 2013

Registration:
5:30 p.m. –6:00 p.m.
Dinner:
6:00 p.m.–8:00 p.m.

Racine Marriott Hotel
7111 Washington Ave
Racine, WI 53406

For more information:

Debbie Dawdy
dawdy@uwp.edu
262-595-2280
Or
Andi Worrell
worrell@uwp.edu
262-595-2243

The Etiquette Dinner will be an evening of fine dining and instruction designed to provide you with a unique opportunity to learn the art of fine dining and social etiquette before your transition into the real world. Often, today's interview process includes a lunch or dinner with prospective employers. Many students who have experienced this situation report that they were unsure of the proper etiquette. Make sure that you are prepared. **Registration is due October 2, 2013.**
At a cost of $35 per person, you will receive a 4 course gourmet meal and you will learn key techniques on proper etiquette.

During dinner you will learn:

- The real intent of business meals
- Seating etiquette
- Soup eating tips
- Appropriate napkin use
- The art of eating bread and rolls
- The American, European and "No" dining style differences
- How to handle difficult-to-eat foods

During the presentation you will learn:

- How to make a positive first impression
- Professional Presence
- Email courtesy
- "Life after the interview" tips
- The art of mixing and mingling
- When to begin talking business during a meal

10TH ANNUAL BUSINESS ETIQUETTE DINNER

Business Etiquette Sign-Up Form

Send form to:
UWP Concierge
900 Wood Road
P.O. Box 2000
Kenosha, WI 53141
Or
Purchase Online

Or In Person
at the Campus
Concierge
D110 Student Center
262-595-2345

go to uwp homepage
Keyword: tickets

Name

Circle One - Student, Faculty, Staff

Address

Phone

Email Address

Method of Payment
- ☐ Check
- ☐ Credit Card
- ☐ Cash w/Concierge

List names of guests below: (including yourself)	Entrée Selection (circle only 1)	Cost per person
	Beef Fish Veg	$35.00
	Beef Fish Veg	$35.00
	Beef Fish Veg	$35.00
	Beef Fish Veg	$35.00

I understand that this $35 per person fee is non-refundable.

Total:

Additio
Click to pr

Faculty Research

Journals/Books/Book Chapters

Bahmani, S. (in press). In Richard L. Bertrand (Ed.), *"The Convergence Hypothesis of Economic Growth Displayed in Advanced Economies" in Theories and Effects of Economic Growth*. New York: NOVA Publishing Company.

Bahmani, S. (in press). In Miguel-Angel Galindo and Domingo Ribeiro (Ed.), *"Women, Research and Entrepreneurship" in Women's Entrepreneurship and Economics.*. Springer Publishing.

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COLLEGE OF BUSINESS, ECONOMICS, AND COMPUTING

ADVISORY BOARD MEETING

April 24, 2013
Alumni Room, UW-Parkside ~ Student Center
4:00 p.m.

Board Members: Todd Battle, Steven Baumgartner, Blaise Beaulier, Al Biland, Leonard Bloom, Kam Buhler, Richard Caskey, Charles Goodremote, Esther Helding, James Kettinger, Ron Kingen, Thomas Mahoney, Cory Mason, Gary Meier, Thomas Nelson, Debbie Smith, Terri Steidl, Russell Tilsner, Robert Toeppe, Mark Totts, Gerald Uick

Faculty and Guests: Debbie Ford, Chancellor - Fred Ebeid, Interim Provost - Dirk Baldwin, Interim Dean - Trudy Biehn, Senior Academic Advisor - Stuart Hansen, Chair, Computer Science - Michele Gee, Interim Associate Dean– James McPhaul, Director, Small Business Development Center - Michael T. Manion, Associate Professor, Marketing - Sahar Bahmani, Asst. Professor, Economics - Tim Knautz, Director, SEG Center & Lecturer, Computer Science – Rizvana Zameeruddin, Associate Professor, Accounting – Emmanuel Otu, Dean, College of Natural & Health Sciences – Dennis Kaufman, Chair, Dept. of Economics – Peter Knight, Co-chair, Dept. of Business, CBEC – Abey Kuruvilla, Co-chair, Dept. of Business, CBEC – Parag Dhumal, Assistant Professor

Welcoming Remarks and Advisory Board Changes
Charles Goodremote called the meeting to order at 4:00 p.m. by welcoming all Advisory Board Members, Guests and College of Business, Economics, and Computing faculty and staff (CBEC). Also Mr. Goodremote welcomed and introduced the new Advisory Board member, Gary Meier. Dirk then welcomed Gary and mentioned a little about his background as a community member. Dirk also recognized Tracy Hribar for her participation as a member on the Board of Regents and a student in the College of Business, Economics, and Computing. Dirk made note that a Secretary is needed for the Board but that will be taken up at the next meeting.

Chancellor's Update
Chancellor Ford reviewed the HLC process and upcoming visit. HLC would be coming to the campus on April 29[th.] The committee would report back in 30-60 days with results. She reminded the board that commencement was taking place on May 18 and the speaker would be Catherine Jacobson. The Chancellor then addressed the issues pertaining to the surplus money in the UW system. She commented that reserve funds are very critical to campus success. Most universities hold a 17% surplus whereas Parkside has 11%. The board members were very supportive to the reserve issue. The Chancellor reiterated that this should be a transparent issue and more information would be forthcoming. The main issue was that the primary focus would be to continually focus on providing a high quality education for our students.

Peter Knight, Associate Professor of Marketing
Peter updated the board on PAMA (Parkside American Marketing Association). He made note that this is a student organization for business students, not just for marketing! PAMA assists

other student organizations with their marketing needs, as well as, provide our members with career experience and networking opportunities. Peter told the board that this was the second year that PAMA went to the AMA's International Collegiate Conference in New Orleans and it was "a roaring success." Students Maria Acuna, Gina Cairo, Will Cray, Janeth Evangelista, Julie Evans, Josh Frazier, Matt Harmon, Kristine Perez, Stephanie VanDerBunt, and Kevin Schuirmann were "outstanding CBEC and UW-Parkside ambassadors" at the March 21-23 gathering. Cray and VanDerBunt placed fourth among 100 elite entrants in the Northwestern Mutual Sales Competition, the 18th award CBEC students have won at national competitions since 2009. Students in PAMA gave presentations as to how they promote the marketing association's activities.

College Updates
Students presented their experiences on the India abroad. Trips to Italy, Germany, and the Caribbean were also briefly summarized. A representative from the Graduate Business Students and Alumni Association presented their recent activities, highlighting the scholarship and the wine tasting event. Interim Dean Baldwin summarized the mobile development certificate, student awards, and the status of the marketing major proposal.

Provost's Update
Provost Fred Ebeid mentioned to the Board importance of events like conferences and study abroad trips are for students. These events can change a student's perspectives in learning. Also bringing international students to Parkside benefits our local students. Businesses are becoming globally based and our students should have all the benefits to achieve these perspectives. He thanked S.C. Johnson for providing money and how much that was appreciated. Fred also mentioned how happy Parkside was to have Chinese students from BTBU and BISTU here. They are a tremendous positive influence on our domestic students and it helps Parkside create globalization in the classroom. On April 15-16 BTBU faculty visited our campus for the first time. They were taken on a tour and shown where their students were staying. They were very impressed with the opportunity their students were given and also impressed with the quality of the students at Parkside.

Breakout and Discussion Session

The topic was introduced – Research Relevance for the Region
Because of the presentations by students and the impact and comments about the surplus money with the UW system this topic had very little time for discussion.

Closing Comments

Charles Goodremote and Dirk Baldwin expressed their appreciation to the board for their attendance and interest in the College of Business, Economics, and Computing.
The meeting adjourned at 7:00 p.m.

Respectfully submitted,
Andrea Worrell

UNIVERSITY OF WISCONSIN--PARKSIDE
COLLEGE OF BUSINESS, ECONOMICS, AND COMPUTING
ADVISORY BOARD

Bylaws

Preamble

The Advisory Board is committed to supporting the College of Business, Economics, and Computing at the University of Wisconsin-Parkside in the pursuit of academic excellence and continuous improvement in its educational programs and initiatives. Composed of business and professional leaders who are acquainted with the needs of the region, the board through its collective wisdom and experience provides advice, ideas, and resources to the Dean and faculty on a variety of issues facing the School. These issues include, but are not limited to: mission; vision; academic programs; accreditation; strategic planning; technology; faculty development; student recruitment, retention, and placement; community engagement; and fundraising.

ARTICLE I
Name and Authority

Section 1: Name
The name of the organization shall be the College of Business, Economics, and Computing Advisory Board.

Section 2: Authority
Subject to the guidelines of the University of Wisconsin-Parkside, the composition, functions, responsibilities, duties, powers, and authority of the College of Business, Economics, and Computing Advisory Board, hereinafter referred to as the Board, shall be as determined by the Board and the College of Business, Economics, and Computing.

ARTICLE II
Role of Advisory Board

Section 1: Activities
The Advisory Board shall serve in an advisory role to the Dean and the faculty to:
1. Provide advice on ways and means of anticipating and responding to the changing needs of business, technology, and society;
2. Review and evaluate the vision, mission, strategic plan, and academic programs of the School;
3. Provide advice and assistance on matters related to accreditation, student recruitment and retention, and faculty development;
4. Provide support for the Executive-in-Residence program and speakers for other School presentations;
5. Assist the School in providing student and faculty internships and employment opportunities for graduates;

6.   Assist the School in identifying and cultivating potential financial supporters; and
7.   Engage in other activities as approved by the Advisory Board.

ARTICLE III
Advisory Board

Section 1: Membership
The Advisory Board shall consist of members originally appointed to the Board and those subsequently reappointed or appointed under the provisions of these Bylaws. Members will ordinarily be senior business executives with significant responsibilities in organizations relevant to the School's programs, individuals who have demonstrated their commitment to the University of Wisconsin-Parkside and the College of Business, Economics, and Computing, and others who can contribute in meaningful ways to the work of the Board.

Section 2: Representation
The membership should be representative of the business community, with no more than two members representing the same company, institution, or other organization serving simultaneously on the Board. The Board should consist of at least twenty-five (25) but not more than thirty-five (35) non-faculty members. The Dean of the College of Business, Economics, and Computing at UW-Parkside serves as ex-officio member of the Board. Additional individuals may be appointed as ex-officio by the Chair of the Board.

Section 3: Election of Members
Nominations, including those to fill vacancies, shall be submitted to the Board by the Executive Committee for approval. A majority of the votes cast shall be necessary for the election of a member. Although voting will normally occur at a duly called meeting of the Board, the Chair may call for a vote by U.S. postal mail, e-mail, or telephone. The names of proposed candidates shall be submitted to each member of the Board at least ten days prior to the time of the election. Members of the Board shall give due consideration to the recommendations of the Executive Committee but may accept nominations from the floor at a duly called meeting and elect any other person or persons to membership on the Board in accordance with these bylaws.

Section 4: Term of Appointment
All members, other than those designated as ex-officio, shall be appointed for three years, with the possibility of reappointment. Those chosen to fill vacancies shall hold their membership until the expiration of the term of the original member whose vacancy they fill.

Section 5: Removal of Members
A member of the Advisory Board may be removed by a two-thirds majority vote of those present at a duly called meeting of the Board. The proposed removal must be on the agenda of the meeting at which said action is to take place. Three consecutive absences without
notice may also result in termination of membership upon recommendation of the Executive Committee and the Dean.

ARTICLE IV
Governance

Section 1: Bylaws
The Advisory Board shall be governed by its Bylaws.

Section 2: Quorum
A quorum for the transaction of business at any meeting shall consist of one-half of the voting members of the Board.

Section 3: Officers
Officers of the Advisory Board shall consist of Chair, Chair-Elect, Secretary, and Past Chair. The Chair will conduct the meetings of the Board and its Executive Committee. The Chair-Elect will serve in the absence of the Chair.

Section 4: Elections and Terms of Officers
The Chair, Chair-Elect, and Secretary of the Board are to be nominated by the Executive Committee and elected for a two-year term by a majority of the voting members present at a duly called meeting of the Board. The Chair of the Board is also the Chair of the Executive Committee.

Section 5: Voting
All members of the Board, except ex-officio, are eligible to vote on any matters considered by the Board. Approval of issues is determined by a simple majority of those casting a vote. Voting shall be by secret ballot if requested by one or more of the voting members present.

ARTICLE V
Meetings

Section 1: Dates and Locations
The Advisory Board shall meet at least twice each academic year on a date announced by the Chair of the Board or the Dean of the College of Business, Economics, and Computing. Special meetings of the Board may be called by the Chair or Dean at any time, or upon a written request to the Chair or Dean signed by five of the voting members of the Board. Special meetings may be constituted through conference calling of members. Selection of meeting dates and locations will be the responsibility of the Dean in collaboration with the Chair of the Board.

Section 2: Notice of Meetings
Notice shall be given by US postal mail, e-mail, or telephone to members at their usual address at least ten days prior to the annual or regularly scheduled meeting. For special meetings, notice may be given by postal mail, e-mail, or telephone at least three days prior to the date of the meeting. The notice will specify time, place, and the agenda for the meeting.

Section 3: Agenda
An agenda shall be mailed or telephoned with the notice of any meeting of the Board. At the regular meetings, the Chair shall report on the status of the Board, the Dean shall report on the status of the School, and the Chairs of the Standing Committees and Ad hoc committees shall report on their

status. Robert's Rules of Order shall govern the conduct of all meetings of the Board. When such rules are in conflict with the Bylaws, the latter shall govern.

Section 4: Recommendations of the Advisory Board
All recommendations of the Advisory Board are advisory to the Dean for implementation at his/her discretion.

Section 4: Minutes
Minutes of each Advisory Board meeting shall be recorded and available to all members within 30 days after each meeting date.

ARTICLE VI
Duties of Officers

Section 1: Chair
1.   To preside at all meetings of the Board.
2.   To submit to the Board for approval a list of members willing to serve on committees.
3.   To appoint standing and ad hoc committees as may be required for the resolution of matters not already covered by these Bylaws. Such appointments shall be subject to the approval of the Board.
4.   To report to the members of the Board at regular and special meetings.
5.   To call special meetings of the Board.
6.   To serve as Chair of the Executive Committee.
7.   Upon completion of the term as Chair, he/she will move to the Past Chair position and will serve one additional year on the Executive Committee.

Section 2: Chair-Elect
1.   To perform the duties of the Chair in the absence of the Chair.
2.   To serve on the Executive Committee.
3.   To chair the Nominating Committee, a sub-committee of the Executive Board. The Nominating Committee shall recommend Board membership and present a slate of officers to the Executive Committee.
4.   To perform other duties as may be conferred by the Chair consistent with the Bylaws.

Section 3: Secretary
1.   To keep accurate records.
2.   To preserve all documents and records determined by the Board to be a part of its official records.
3.   To conduct correspondence as directed by the Board.
4.   To serve as an ex-officio member of all committees of the Board.
5.   To record the proceedings of all regular and special meetings of the Board.
6.   To serve on the Executive Committee.

Section 4: Immediate Past Chair
1. To perform the duties of the Chair in the absence of the Chair and Chair-Elect.
2. To perform other duties as may be conferred by the Chair consistent with the Bylaws.
3. To serve on the Executive Committee.

ARTICLE VII
Committees

Section 1: Executive Committee
The Executive Committee of the Board shall be comprised of the Chair of the Board, Chair-Elect of the Board, Secretary of the Board, Immediate Past Chair of the Board, At-Large Member, and the Dean of the College of Business, Economics, and Computing. The At-Large Member shall be selected by a majority vote of the remaining members of the Executive Committee. The Executive Committee shall recommend Board membership and present a slate of officers to the membership.

Section 2: Standing Committees
The Board shall establish Standing Committees. All Committees shall report to the Board at regular and special meetings, when appropriate. The Standing Committees of the Board are:
1. Executive Committee
2. Industry/Education Partnership Committee
3. Public Relations Committee
4. Resource Committee

Section 3: Ad Hoc Committees
The Chair of the Board shall appoint ad hoc committees as may be required subject to approval by a majority vote of those present at a duly called meeting of the Board
Section 4: Formation of Committees
The procedure for forming the committees shall be as follows:
1. The Chair of the Board shall submit a list of names of members willing to serve on committees to the Executive committee. The committee memberships will be approved by the Executive Committee.
2. The Chair of the Board shall appoint a Committee Chair.
3. A quorum for any committee meeting shall be three members.

ARTICLE VIII
Amendments

Section 1: Recommendations

These Bylaws may be amended at any duly held meeting of the Board. Notice of the proposed changes must be on the agenda of the meeting at which the changes are to be considered. All proposed amendments to the Bylaws shall be referred to the Chair of the Board for inclusion on the agenda of the next regular meeting.

Section 2: Voting

A majority vote of the members present at a duly called meeting of the Board shall be required for the Bylaws to be amended.

ARTICLE IX
Finances

Section 1: General Provisions

There shall be no dues required for membership on the Advisory Board. Any unrestricted monies received as contributions or gifts through the Board shall be deposited in the University of Wisconsin-Parkside Foundation on behalf of the College of Business, Economics, and Computing.

Adopted October 20, 2000
Amended October 8, 2001
Amended January 27, 2003
Amended April 30, 2007
Amended February 12, 2013

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