UNIVERSITY OF WISCONSIN PARKSIDE

COLLEGE OF BUSINESS, ECONOMICS, AND COMPUTING

Advisory Board

Sept. 23, 2014

Alumni Room ♦ Student Center

UW-Parkside Campus

College of Business, Economics, and Computing
Advisory Board Meeting
Alumni Room, Student Center
UW-Parkside Campus
Sept. 23, 2014
4-7 p.m.
Agenda

1. Welcoming remarks (4 p.m.)
   a. Terri Steidl, Chair
   b. Dirk Baldwin, Interim Dean
   c. Welcome Guest: Aaron Lawler, County Board Chairman for Lake County, Illinois
   d. Thank you to outgoing Chair, Chuck Goodremote
2. University Updates (4:20 p.m.)
   a. Chancellor
   b. Provost
3. Discussion Topic (4:45 p.m.) Exporting Class – What information would you like to see covered in a 5 hour, self-paced exporting class? What are the major topics in the course? Do you have any format recommendations? Any contacts that we could interview?
4. Break (5:30 p.m.)-Networking
5. University Strategic Plan Update (6:00 p.m.)
6. CBEC fund raising and scholarships (6:15 p.m.)
   a. CBEC Advisory Board Scholarship (Current value: $6235)
   b. Role of Foundation Board
7. CBEC News (6:30 p.m.)
   a. AACSB Dates/Timeline
   b. Enrollment and Retention
   c. EBI MBA Survey Results
   d. App Factory and Hackerspace
   e. Possible ITPC Topics for 2013-2014:
      i. Advancements in Robotics and control systems (control systems using gestures)
      ii. Real Time Language Translation
      iii. Big Data/Data Analytics
      iv. Document management, classification, security, privacy
      v. Identifying and evaluating disruptive technology
   f. International Programs
      i. UWP study abroad (Summer trips to China, Germany, and Italy)
      ii. Summer students studying at UWP: Two groups of German students (Finance/Economics and Computer Science/Environmental Studies) and students from India.
      iii. Fall International Students: Saudi Arabia 4, Germany 3, China 15, South Korea 1, Italy 1, Poland 1, India 11, Mexico 1.

g. College of Lake County Articulation Agreements

2+2 agreements: CLC Associate in Applied Science in Marketing Management, Business Administration and/or Entrepreneurship/Small Business Management to a UW-Parkside B.S degree with majors in Accounting, Management Information Systems (MIS), Marketing or Business Management (with concentrations in Finance, General Business, Human Resource Management)

h. Awards
   i. **Mike Manion**, Associate Professor of Marketing, and **Suresh Chalasani**, Professor of MIS, received the 2014-2015 Recognized Community Based Learning Faculty award from the Center for Community Partnerships (CCP). Each year, the CCP recognizes outstanding faculty members who have engaged their students in community based learning project. Data and testimonials are taken from student and community partner surveys and used to assist choosing the awardees each year.
   ii. **Tom Mahoney**-Distinguished Citizen Award by Three Harbors Council Boy Scouts of America.

i. CBEC Dean Search – Applications due October 15.

j. Departments
   i. Computer Science
   ii. Business
   iii. Economics
   iv. Graduate Programs

Appendices

Advisory Board Meeting Minutes – April 29, 2014
Advisory Board Bylaws
Advisory Board Members – 2014

University Strategic Plan

Pillars of Excellence

- **Become a Premier Regional University that Transforms Lives:** Through offering high-quality, high-impact, career-relevant academic and co-curricular programs, and state-of-the-art facilities, deeply engage our learners and provide them a transformative learning experience that prepares individuals for the complexity of 21st Century life.

- **Achieve Sustainable Growth:** Achieve institutional sustainability through evidence-based approaches that support the University's students, prioritize programs, and maximize human resource potential.

- **Advance Economic Growth Through Community Engagement and Partnerships:** Pursue initiatives that address current and future educational needs in Southeastern Wisconsin and continually build high-quality and sustainable partnerships that support excellent learning experiences.

Become a Premier Regional University that Transforms Lives

---

*Future Direction

Goal #1: Continuously Strive to Increase Student Success, Engagement, and Career Readiness

Goal #2: Broaden and Intensify Innovative Teaching and Learning Pedagogies, Environments, and Practices

Goal #3: Continuously Improve the University's facilities through maintenance and renovation of existing space in accordance with the Campus Master Plan*

Goal #4: Invest in the University's Academic and Administrative technology Infrastructure to Meet Current and Future Student, Faculty, and Staff Needs

Achieve Sustainable Growth

Goal #1: Increase our enrollment to the target set through strategic enrollment planning to meet the growing needs of Southeast Wisconsin.*

Goal #2: Provide support for strengthening faculty and staff retention, skills, and expertise *

Goal #3: Continue to broaden and refine the Integrated Resource Planning Process*

Goal #4: Continuously improve external funding*

Goal #5: Expand strategic planning to the College and unit level to align with the University's Strategic, Academic and Master Plans*

Goal #6: Enhance the student experience through academic support, engagement, and a vibrant student life.

Goal #7: Achieving effectiveness and efficiency in recruitment and retention by creating clear pathways and optimizing resources.

Advance Economic Growth through Community Engagement and Partnerships

Goal #1: Improve our ability to serve adults returning to college, active members of the military and their families, veterans, international students and graduate students by designing new programs, in areas of growing opportunity that include clear paths to degree completion, a high level of flexibility, and appropriate use of technology.

Goal #2: Identify and respond to the current and future demands for professions and occupations in the region.

Goal #3: Identify and implement strategies to strengthen the campus community, including the classified staff, academic staff, faculty, and administration, in order to provide a rich environment and infrastructure for successful academic programs.

Goal #4: Enhance understanding of the university's mission through continuing to tell our story.

AACSB Continuous Improvement Review

Visit Dates: November 1-3, 2015

Team Members:

- Carl R. Templin (Chair), Dean, Southern Utah University
- Anna S. Rominger (Member), Dean, Indiana University Northwest
- Brenda L. Flannery (Member), Dean, Minnesota State University Mankato

Visit Timeline

Date	AACSB Staff	School	Team	Committee (CIRC/AAC)
Approximately 120 days prior to visit	Send 5th year report reminder, travel policy, updated roster, and submission instructions to school. Copy team.			
At least 60 days prior to visit	Send Scope of Review Letter(s) and Statistical Data Report(s) (if requested) to school. Copy team.			
At least 60 days prior to visit	Send team report reminder, template, last team report/school report, CIRC/AAC/BOD letter (historical docs) and submission instructions to team.			
At least 60 days prior to visit		Submit 5th year report and documents to team. Copy CIRC/AAC.	Review report and historical documents; prepare for visit.	
Within 10 business days after the visit concludes			Submit team report to CIRC/AAC with recommendation. Copy school.	
Within 10 business days after receipt of the team report or 3 weeks prior to Committee meeting		If necessary, forward response to the team report to Team/CIRC/AAC. i.e. corrections, clarifications		
Prior to CIRC/AAC meeting				Review team report.
				Concur with recommendation or remand back to the team.

Enrollment

Business

	FALL 2014					SPRING 2014					FALL 2013					SPRING 2013					FALL 2012				
	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	0	6	28	53	87	1	16	30	68	115	6	28	37	91	162	22	36	38	98	194	28	35	51	102	216
FIN	8	19	26	50	103	14	12	16	62	104	13	14	17	54	98	8	10	20	53	91	14	8	17	58	97
GBUS	64	83	108	129	384	61	70	96	136	363	57	74	76	123	330	49	68	77	132	326	52	65	79	127	323
HRM	6	17	32	48	103	9	22	23	41	95	8	20	19	30	77	13	10	23	33	79	9	11	20	40	80
MIS				2	2				3	3				2	2				3	3				3	3
MKT	7	23	27	28	85	20	28	22	39	109	19	27	22	41	109	19	18	22	46	105	22	16	23	35	96
NONE					0		4		1	5	5	1	2	0	8		0	1	1	2		4	1	1	6
BUS MAJOR	85	148	221	310	764	105	152	187	350	794	108	164	173	341	786	111	142	181	366	800	125	139	191	366	821
MIS MAJOR	7	11	15	29	62	3	12	14	36	65	6	9	11	41	67	4	17	16	40	77	7	12	25	38	82
ACCT MAJOR	21	33	40	57	151	20	18	25	55	118	21	9	4	9	43										
MKT MAJOR	18	5	15	15	53																				
TOTAL DISTINCT BUS, MIS & ACCT MJRS					760					727					706					683					724
MALE	74	98	134	148	454	68	82	108	166	424	81	93	83	158	415	65	93	82	171	411	85	86	96	161	428
FEMALE	33	65	89	119	306	40	73	68	122	303	39	67	62	123	291	39	47	73	113	272	35	52	77	132	296
PART-TIME	17	25	42	90	174	17	31	42	107	197	13	38	38	104	193	15	42	48	102	207	21	35	45	111	212
FULL-TIME	90	138	181	177	586	91	124	134	181	530	107	122	107	177	513	89	98	107	182	476	99	103	128	182	512
WHITE	76	120	163	187	546	77	104	133	202	516	93	110	98	200	501	75	103	114	204	496	80	108	128	218	534
BLACK	9	12	19	23	63	10	19	9	23	61	8	19	15	17	59	11	15	10	17	53	13	15	13	18	59
HISPANIC	11	10	23	32	76	10	11	19	38	78	8	17	15	39	79	6	14	20	38	78	9	6	20	32	67
ASIAN	0	0	0	1	1	0	0	0	1	1	0	0	0	1	1	0	0	1	5	6			1	3	4
AM INDIAN	1	3	2	7	13	3	2	5	4	14	2	1	4	2	9	1	2	2	1	6	4	3		2	9
HAWAIIA	1	1	0	1	3	1	0	1	1	3	1	0	1	1	3	0	1	0	1	2		1			1
ACAMLAOV	1	1	0	1	3	1	0	0	2	3	1	0	1	2	4	0	0	0	1	1	1	1	1	3	6
PUERTOR	2	4	1	1	8	0	1	1	3	5	0	1	0	4	5	0	0	0	0	0	2		2	3	7
OTHRASN	5	8	8	12	33	5	11	5	12	33	7	8	8	14	37	7	4	5	14	30	7	3	6	11	27
HMONG	0	2	3	1	6	0	2	3	0	5	0	1	2	0	3	1	1	0	1	3	1	1			2
NSPEC	1	2	4	1	8	1	5	0	2	8	0	3	1	1	5	3	0	3	2	8	3		2	3	8

Computer Science

	FALL 2014					SPRING 2014					FALL 2013					SPRING 2013					FALL 2012				
	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	38	47	39	65	189	36	36	40	58	170	41	41	36	50	168	26	36	31	50	143	26	33	27	43	129
MALE	36	41	31	54	162	33	32	33	46	144	36	34	30	40	140	23	31	25	42	121	22	28	22	37	109
FEMALE	2	6	8	11	27	3	4	7	12	26	5	7	6	10	28	3	5	6	8	22	4	5	5	6	20
PART-TIME	5	7	6	16	34	8	6	6	17	37	3	7	4	11	25	5	7	6	15	33	8	6	6	11	31
FULL-TIME	33	40	33	49	155	28	30	34	41	133	38	34	32	39	143	21	29	25	35	110	18	27	21	32	98
WHITE	29	31	29	49	138	21	21	31	49	122	22	32	26	43	123	15	31	22	39	107	17	25	21	32	95
AFR AMERICAN	4	3	1	3	11	6	5	2	1	14	9	2	3	0	14	8	1	2	1	12	3	0	0	0	3
HAWAIIA	0	0	0	0	0	0	0	0	1	1	1	0	0	1	2	0	0	0	1	1	0	0	0	1	1
HISPANIC	1	7	6	6	20	4	7	5	4	20	3	5	3	3	14	2	4	4	4	14	6	6	3	3	18
ASIAN	4	5	3	5	17	4	2	2	1	9	4	2	3	0	9	1	0	1	3	5	0	1	0	5	6
AM INDIAN	0	1	0	1	2	0	1	0	1	2	0	0	0	2	2	0	0	2	1	3	0	1	1	0	2
ACAMLAOV	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	1	1	0	0	1	0	1
NSPEC	0	0	0	1	1	1	0	0	1	2	2	0	0	1	3	0	0	0	0	0	0	0	1	2	3

Economics

	FALL 2014					SPRING 2014					FALL 2013					SPRING 2013					FALL 2012				
	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
MON & FIN	0	0	1	8	9	0	0	2	12	14	0	0	2	8	10	0	0	3	8	11	0	1	2	8	11
QUANT	0	0	2	7	9	0	0	3	9	12	0	0	2	8	10	0	0	1	5	6	0	1	1	5	7
GENERAL	0	7	3	4	14	2	2	3	3	10	3	4	8	4	19	1	3	7	5	16	0	3	4	6	13
ECON MAJOR	0	7	6	19	32	2	2	8	24	36	3	4	12	20	39	1	3	11	18	33	0	5	7	19	31
TOTAL DISTINCT ECON MJRS					28					34					32					28					28
MALE	0	6	3	13	22	3	2	5	16	26	3	3	8	11	25	1	3	9	12	25	0	5	4	12	21
FEMALE	0	1	2	3	6	1	1	3	3	8	0	1	3	3	7	0	0	1	2	3	0	0	3	4	7
PART-TIME	0	0	1	3	4	0	0	0	6	6	0	1	2	4	7	0	2	2	6	10	0	1	3	6	10
FULL-TIME	0	7	4	13	24	4	3	8	13	28	3	3	9	10	25	1	1	8	8	18	0	4	4	10	18
WHITE	0	5	4	15	24	3	2	7	17	29	2	2	11	13	28	1	2	8	14	25	0	5	6	16	27
AM INDIAN	0	0	0	0	0	0	1	0	1	2	0	1	0	0	1	0	1	0	0	1					
HISPANIC	0	0	1	0	1	1	0	1	0	2	1	1	0	0	2	0	0	1	0	1					
OTHRASN	0	1	0	1	2	0	0	0	1	1	0	0	0	1	1	0	0	1	0	1	0	0	1	0	1
MEXAMER	0	1	0	0	1																				

Master of Science in Computer and Information Systems

	F 14	Sp 14	F 13	Sp 13	F 12	Sp 12	F 11
Total	14	7	9	9	7	9	11
Afr. Am							
Am. Ind							
Asian	8	4	4	5	4	4	5
Hispanic							
White	6	3	5	4	3	5	6
NSPEC							
Female	5	3	3	4	3	3	2
Male	9	4	6	5	4	6	9

Master of Business Administration

	F 14	Sp 14	F 13	Sp 13	F 12	Sp 12	F 11	Sp 11	F 10
Total	90	106	110	106	109	99	90	94	101
Afr. Am	5	7	7	5	4	1	2	4	4
Am. Ind	1	2	2	2	3	1	1	1	1
Asian	16	17	18	20	19	12	12	14	13
Hispanic	5	7	5	2	5	4	2	1	3
White	63	73	78	77	78	78	73	72	76
Nspec						3		2	4
Female	35	43	49	45	53	51	45	40	40
Male	55	63	61	61	56	48	45	54	61

University Enrollment Report

Enrollment Reports as of 9/07/14

Fall Enrollment

Students Enrolled	Fall 2014-15	Fall 2013	Difference
Transfer Students	507	471	36
New Freshmen Students	635	764	-129
Total Enrollment	4418	4500	-82
Total Credit Hours	53052	52401	651

New Enrollment by College

College	% Difference
CBEC	14.69%
CNHS	-17.37%
CAH	-16.79%
CSPS	5.84%
Undecided	-20.26%

Retention (FT-FT)

Retention	Fall 2013	Fall 2012	Fall 2011	Fall 2010
2nd Year	73.60%	72.20%	60.70%	58.60%
3rd Year		56.10%	49.30%	42.50%
4th Year			42.60%	35.60%

Retention by College (FT-FT)

Retention	Fall 2013	Fall 2012	Fall 2011
CBEC	74.00%	80.40%	54.20%
CNHS	73.80%	76.10%	66.10%
CAH	74.00%	63.90%	59.10%
CSPS	67.90%	81.10%	50.00%
Undecided	73.60%	72.20%	61.20%

www.uwp.edu/explore/offices/institutionaleffectiveness/dashboards/cfm

EBI MBA Graduate Survey Results

Factor	N	Std Dev	Mean	
Factor 11. Learning: Data-Driven Decision-Making	18	0.91	5.96	
Factor 16. Overall Satisfaction	18	0.89	5.86	
Factor 12. Learning: Organizational Behaviors	18	0.99	5.82	
Factor 13. Learning: Domestic and Global Economies	17	0.98	5.71	
Factor 17. Overall Learning	18	1.12	5.65	
Factor 5. Satisfaction: Classmates	18	1.42	5.61	
Factor 8. Learning: Critical Thinking and Problem Solving	17	1.03	5.59	
Factor 2. Satisfaction: Aspects of Courses	18	0.90	5.56	
Factor 9. Learning: Ethical and Legal Responsibilities	18	1.02	5.53	
Factor 1. Satisfaction: Quality of Instruction	18	0.98	5.50	
Factor 4. Satisfaction: Facilities	18	0.99	5.47	
Factor 18. Overall Program Effectiveness	18	1.10	5.33	
Factor 10. Learning: Financial Information	17	1.51	5.32	
Factor 15. Learning: Supply Chain	17	1.14	4.94	
Factor 3. Satisfaction: Co-Curricular Activities	15	1.38	4.80	
Factor 14. Learning: Use and Manage Technology	17	1.54	4.67	
Factor 7. Satisfaction: Breadth of Curriculum	18	1.27	4.33	
Factor 6. Satisfaction: Career Services	14	1.20	4.14	

Trends (From 2010-2014)

- Factor 4: Satisfaction with Facilities down from 5.8 to 5.47
- Factor 5: Satisfaction with Classmates up from 5.15 to 5.61
- Factor 6: Breadth of Curriculum Down significantly over the years (2004, 5.52), (2010, 4.45), (2014, 4.33)
- Factor 12 Org Behavior/Management Topics up from 5.50 to 5.82
- Factor 4 Use of Technology down from 4.77 to 4.67 (Was 5.24 in 2006)
- Factor 18: Overall Program Effectiveness up from 4.44 to 5.33

Other Observations:

Part-time student ratings were higher than full-time student ratings.

What did you like best about your business program?

One student wrote: "Every prof except one was spectacular. Not just good - spectacular! Case studies were solid, marketing was great, HR/OB was updated and relevant."

News

Android App Predicts Algae Bloom

As part of a two-week summer course, an international team of students from the University of Wisconsin-Parkside and Ostfalia University of Applied Sciences in Wolfenbuttel, Germany, developed an Android app that predicts when algae blooms are likely to occur on lakes and ponds.

Derek Riley, assistant professor of Computer Science at Parkside, said the ability to predict a bloom is important because algae blooms can release toxins in water sources that can make recreation in lakes and ponds unsafe. The app is designed to be easy enough to use for most anyone to be able to predict an algae bloom.

This summer, toxic algae blooms in Lake Erie caused communities such as Toledo, Ohio, to restrict the use of tap water due to toxin levels that could cause sickness and neurological symptoms.

International algae expert Dr. Hedda Sander from Ostfalia University taught the students about the biology of the algae, and led sampling excursions to test the app.

"The class is unique because we have biology, geoscience, and computer science students and faculty." Riley said. "The global aspect of the class gives students from our region and those from Germany the opportunity to work together. More than likely, that is exactly what they will experience someday in a professional research environment."

Parkside and Ostfalia have been education partners for more than five years.

Articles related to this summer program were published in the Kenosha News and the Racine Journal Times

Pictures from Italy Study Abroad

COLLEGE OF BUSINESS, ECONOMICS, AND COMPUTING

ADVISORY BOARD MEETING

April 29, 2014
Alumni Room, UW-Parkside ~ Student Center
4:00 p.m.

Board Members: Gregory Alston, Todd Battle, Steven Baumgartner, Blaise Beaulier, Al Biland, Leonard Bloom, Kam Buhler, Richard Caskey, Charles Goodremote, Jackie Hallberg, James Kettinger, Thomas Mahoney, Cory Mason, Gary Meier, Thomas Nelson, Earl Pfefferkorn, James Puchter, Kathy Scherbarth, Terri Steidl, Kim Stoll, Russell Tilsner, Robert Toeppe, Mark Totts, Gerald Uick, Trevor Zillwood.

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 – Farida Khan, Professor Economics - Peter Knight, Co-Chair, Dept. of Business - James McPhaul, Director, Small Business Development Center - Sahar Bahmani, Asst. Professor, Economics - Dennis Kaufman, Chair, Dept. of Economics – Abey Kuruvilla, Co-chair, Dept. of Business – Tracy Hribar, Board of Regents – Ubaldo Quevedo, Chair, Dept. of Computer – Derek Riley, Asst. Professor, Computer Science

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). He officially welcomed Jackie Hallberg, President, Goodwill Industries of S.E. Wisconsin and gave the Board information about Jackie's career background. Dirk announced that this was the last official meeting that Chuck would be the Board's president and welcomed Terri Steidl as the new Chair. A vote was taken for Jim Kettinger to become Chair Elect and he was voted in unanimously. Tom Nelson will become a member-at-large. Dirk then mentioned that every two years the catalogue changed and it is constantly being modified. The breakout topic will be on this subject. Dirk also mentioned that Bob Toeppe had been recognized as a Traditions of Excellence Distinguished Alumni Award Recipient. Bob graduated with a degree in business management. Along with Bob another CBEC alumni also won the award. Michelle T. Gabor graduated with an accounting degree and a MBA. Congratulations to both! Dirk also mentioned that the AACSB Peer Review Team is scheduled to visit in 2015.

Provost's Update

Provost Fred Ebeid discussed his continuing involvement in international activities. He had recently returned from Beijing and also our newest partnership with a university in Wuhan China continuing developing MOU's with Chinese universities. Fred mentioned how eager Chinese students were to come to UWP and how excited UWP was to continue the process of global classroom experience for

our local students. Fred then went on to discuss the changing faculty workload. The increased workload is in direct alignment with other UW institutions and will release much needed funding.

Chancellor's Update

Chancellor Ford announced that Ray Cross was appointed the University Wisconsin System President. A fall 2014 visit is scheduled. Chancellor Ford welcomed the idea of building a positive relationship with our legislature and simplifying the UW's system of financial reporting in assuring greater transparency. The Chancellor also announced to the board that Tracy Hribar will be awarded the Chancellor's award at commencement. Also UW-Parkside will celebrate its 50th anniversary in 2018 and plans for that are already beginning.

ITPC / SEG Center Presentation: Kenosha Area Transit Mobile App. Project
Professor Derek Riley

Students Katherine LaFond, Andrew Foxworth, Brandon Comstock and Valerie Berglind presented the Kenosha Area Transit Mobile App which allows a bus rider to use a mobile phone to scan a QR code at a bus stop and determine the next time a bus will arrive. They demo'd the app for the board and presented information about how the app works. Currently the App Factory is continuing the development and coordinating a "Beta" test. The app is scheduled to be available to the public in the next month.

Discussion

What current business, economic, and/or technology topics should be offered as electives for the undergraduate level and MBA level? Topics discussed included:

- Training vs. Educational Theory
- SAP training
- Supply Chain Management & Logistics
- "Psychological Accounting" – how investors react to the numbers
- "Behavioral Accounting" – going beyond the numbers to include the human factor
- Analyzing "big data" – understanding the data that firms are collecting
- Modeling / Problem Solving

- Manufacturing Management / Manufacturing Overview
- Sales/Operations Planning and Forecasting
- Quality Systems / ISO / LEAN / 6 Sig
- Business Plan Development
- Risk Management / Portfolio Management
- Soft Skills with ongoing competency
- Process Improvement
- Exporting and Global Business

Closing Comments

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

University of Wisconsin-Parkside
College of Business, Economics, and Computing
Advisory Board
2014

Gregory Alston
Professional Markets Controller
S.C. Johnson & Son, Inc.
Racine, WI 53403
262-260-2417
Fax: 262-260-4160
E-Mail: gealston@scj.com

Todd Battle
President
Kenosha Area Business Alliance
600 52nd Street, Suite 120
Kenosha, WI 53140
262.605.1100
Fax: 262.604.1111
E-Mail: tbattle@kaba.org

Steven R. Baumgartner
Vice President, Information Technology
InPro Corporation (ICP)
S80 W18766 Apollo Drive
Muskego, WI 53150
262.682.5234
E-Mail: sbaumgartner@inprocorp.com

Blaise Beaulier
Vice President, Information Systems/Application
Development & Support
Northwestern Mutual Life Insurance Company
720 E. Wisconsin
Milwaukee, WI 53202-4797
414.665.5118
Fax: 414.665.4000
E-Mail: Blaisebeaulier@northwesternmutual.com

Alan T. Biland
907 Silent Sunday Court
Racine, WI 53407
262-994-6311
E-Mail: alanbiland@gmail.com

Leonard Bloom
4021 81st Street
Kenosha, WI 53142
262-694-1395
E-Mail: lenwbloom@yahoo.com

Kam C. Buhler
7415 Latigo Circle
Franksville, WI 53126
262-884-9783
262-412-1212 (cell)
E-Mail: likamchui@yahoo.com

Richard Caskey
(Retired) Snap-On Tools
3334 Pleasant Lane
Racine, WI 53404
E-Mail: rvcaskey@prodigy.net

Charles E. Goodremote (Past-Chair)
Chief Information Officer
Modine World Headquarters
1500 DeKoven Avenue
Racine, WI 53403-2552
262.636.1200
Fax: 262.636.1424
E-Mail: c.e.goodremote@na.modine.com

Michael L. Ghislain
Vice President Human Resources
Spacesaver Corporation.
1450 Janesville Avenue
Fort Atkinson, WI 53538-2798
920.563.0556
Fax: 920.563.0685
262.877.9203 (Home)
Cell: 262.210.2581
E-Mail: mghislain@spacesaver.com

Danielle Gough
Director of Human Resources
Uline Shipping Supplies
12575 Uline Drive
Pleasant Prairie, WI 53158
262-612-4200, x. 5178
E-mail: dgough@uline.com

Jackie Hallberg
President
Goodwill Industries of Southeast Wisconsin
5300 North 118th Street
Milwaukee, WI 53225
Direct: 414-847-4954
E-Mail: jackie.hallberg@goodwillsew.com

Esther M. Helding
Senior Section Manager – GCMS Division, RD&E
SC Johnson & Son, Inc.
1525 Howe Street
Racine, WI 53403-5011
262.260.6906
Fax: 262.260.0216
E-Mail: emheldin2@scj.com

Gordy Kacala
Business Development Specialist
Gateway Technical College
Lincoln Bldg., Room 301
1001 S. Main Street
Racine, WI 53403
Office: 262-619-7132
Cell:
E-Mail: Kacalag@gtc.edu

James A. Kettinger (Chair Elect)
President & Chief Executive Officer
Engendren Corporation
Renaissance Business Park
2320 Renaissance Boulevard
Sturtevant, WI 53177
262-612-1382 (Direct)
262-909-7595 (Cell)
Fax: 262-942-1410
E-Mail: jkettinger@iearad.com

Ron G. Kingen
President
CVI Group
Continual Value Improvement
12 Redwing Lane
Racine, WI 53402
262-992-9499
E-Mail: ron@cvigroup.net

Thomas P. Mahoney
President
Johnson Bank Kenosha
7500 Green Bay Road
Kenosha, WI 53142
262.697.7500
E-Mail: tmahoney@johnsonbank.com

Cory Mason
Director, Global Information Technology
Twin Disc Inc.
1328 Racine Street
Racine, WI 53403
262.638.4234
Fax: 262.638.4480
E-Mail: mason.cory@twindisc.com

Gary A. Meier
President, Metalworld, Inc.
6451 Bald Eagle Road
Racine, WI 53406
262-637-4407
Fax: 262-637-9081
E-Mail: gary@metalworldinc.com

Thomas G. Nelson (At-Large)
Group Director
The Paranet Group, Inc.
10000 Innovation Drive, Suite 105
Direct: 262-796-2560
Cell: 262-909-4414
E-Mail: tgnelson@tgnelson.com
http://www.linkedin.com/in/tgnelson

Earle Pfefferkorn
President
Cleaver-Brooks Package Boiler Systems
11950 West Lake Park Drive
Milwaukee, WI 53224
414.577.2827
Cell: 414-559-1247
E-Mail: epfefferkorn@cleaverbrooks.com

Kim Plache
Community Development Officer
Wisconsin Housing and Economic
Development Authority
110 Emerald Drive
Racine, WI 53406-3422
414.550.3116
Fax: 262.634.5701
E-Mail: kim.plache@wheda.com

James F. Puchter
Senior Vice President
Constellation – NewEnergy – Gas Division
N21 W23340 Ridgeview Parkway, Suite B
P.O. Box 2226
Waukesha, WI 53187-2226
262.506.6600
Fax: 262.506.6611
E-Mail: hunterjim24@gmail.com

Kathy Scherbarth
Strattec Security Corporation
Vice President – Milwaukee Operations
414-247-3575
Cell: 414-828-2745
Kathy.scherbarth@gmail.com

Alicia A. Smales
Vice President and Chief Marketing Officer
Snap-on Incorporated
2801 80th St.
Kenosha, WI 53143
(O) 262-656-4971
(C) 262-237-2851
alicia.a.smales@snapon.com

Debbie Smith
Owner/Sales & Marketing Manager
Direct Source Marketing, Inc.
4061 N. Main St., Suite 100
Racine, WI 53402
8300 Majestic Hills Dr.
Sturtevant, WI 53177
262.633.0154
E-Mail: Debbie.Smith@dsmi.us

Terri A. Steidl, Managing Partner (Chair)
HRCG
2310 S. Green Bay Road
Suite C, Mailbox 354
Racine, WI 53406
262.456.1536 direct
262.930.2064 mobile
E-Mail: tsteidl@HRCGMidwest.com
Home: 4852 Newport Lane
Racine, WI 53403
Cell: 262.930.2064

Kim Stoll
Badger Meter, Inc.
VP Sales & Marketing
4545 W. Brown Deer Road
Milwaukee, WI 53223
414-355-0400
E-Mail: kstoll@badgermeter.com

Russell A. Tilsner
Group Vice President Operations
Broan-NuTone, LLC
P.O. Box 140
Hartford, WI 53027
262. 673.8557 (office)
262. 844.3970 (cell)
E-Mail: Russ.Tilsner@broan-nutone.com

Robert J. Toeppe
President (Retired)
Wisconsin Plating Works
Home: 4701 Park Ridge Dr.
Racine, WI 53402
Cell: 262-497-1235
Home: 262-681-1218
E-Mail: rjtoeppe@gmail.com

Mark S. Totts
Vice President
Trustmark Insurance Company
400 Field Drive
Lake Forest, IL 60045
847.615.1500
Fax: 847.615.3910
E-Mail: totts@wi.rr.com

Gerald M. Uick
Account Executive
Elm Grove Investment Group, Inc.
740 Pilgrim Parkway, Suite 310
Elm Grove, WI 53122
262.821.0740
Fax: 262.821.1988
E-Mail: juick@AOL.com

Andrew J. Vogel
Vice President
BMO Harris Bank
9055 76th Street
Pleasant Prairie, WI 53158
262.697.5100
Fax: 262.694.3589
Cell: 262.818.4323
E-Mail: andy.vogel@bmo.com

Trevor Zillwood
Vice President – Finance
InSinkErator
4700 21st Street
Racine, WI 53406-5093
262-554-3511
Fax: 262-554-1109
Cell: 602-327-8364
E-Mail: Trevor.Zillwood@Emerson.com

Dirk Baldwin
Interim Dean
College of Business, Economics, and Computing
University of Wisconsin – Parkside
900 Wood Road, MOLN 357
Kenosha, WI 53141-2000
262.595.2379 or 595-2243
Fax: 262.595.2680
E-Mail: baldwin@uwp.edu

CBEC Administrative Staff

Michele Gee
Interim Associate Dean and
Director of Graduate Programs
MOLN 344B
262.595.2304
Fax: 262.595.2680
E-Mail: gee@uwp.edu

J. Ubaldo Quevedo
Chair, Department of Computer Science
MOLN 249
262.595.2297
Fax: 262.595.2680
E-Mail: quevedo@uwp.edu

Peter Knight
Chair, Department of Business
MOLN 353
262.595.2415
Fax: 262.595.2680
E-Mail: knightp@uwp.edu

Dennis Kaufman
Chair, Department of Economics
MOLN 280
Kenosha, WI 53141-2000
262.595.2192
Fax: 262.595.2680
E-Mail: kaufman@uwp.edu

Andrea Worrell
Dean's Assistant
School of Business & Technology
University of Wisconsin – Parkside
900 Wood Road, MOLN 357
Kenosha, WI 53141-2000
262.595.2243
Fax: 262.595.2680
E-Mail: worrell@uwp.edu