



COLLEGE OF BUSINESS, ECONOMICS, AND COMPUTING

Advisory Board

October 6, 2015

Alumni Room ♦ Student Center

UW-Parkside Campus

College of Business, Economics, and Computing
Advisory Board Meeting
Alumni Room, Student Center
UW-Parkside Campus
October 6, 2015
4-7 p.m.
Agenda

1. Welcoming remarks (4 p.m.)
 - a. Terri Steidl, Chair
 - b. Dirk Baldwin, Dean
 - c. New Member: Stephen Schroeder, Corporate Risk Manager SCJ.
2. University Updates (4:15 p.m.)
 - a. Debbie Ford, Chancellor
 - b. Fred Ebeid, Provost
3. CBEC Advisory Board Scholarship Recipient (Michael Novak)
4. Department of Business Strategic Plan (Measures and Actions) (4:45 p.m.)
 - a. Venture Parkside: Innovation Corridor and Innovation Fund
 - b. Nontraditional programs
 - c. Revenue generating noncredit programs
 - d. Supply Chain Management
 - e. Advising
 - f. Continuous Improvement in processes
5. Student Learning Assessment Results
6. Sales Breakfast
7. Dinner (5:30 p.m.)
8. AACSB Continuous Improvement Review (Nov. 1-3)
9. Enrollment
10. News
 - a. App Factory
 - b. International Initiatives
 - i. Germany Study Trip (Summer 2015)
 - ii. Italy Study Trip (Summer 2015)
 - iii. Finland Study Abroad (Summer 2015)
 - iv. Winter (2016)
 1. India/Dubai
 2. Caribbean
 3. Mexico
 - v. Russia/France "Business in the USA"
 - c. Susan Lincke Cyber Security Book
 - d. Executive in Residence, Peter Feigin, President of the Milwaukee Bucks
 - e. Project Management Flex Certificate on schedule for Spring 2016 Launch

- f. Online Business Completion Program to be launched Fall 2016.
- g. [Internship Fair Oct. 7, 11 am – 2 pm](#). Student Center Ballroom.
- h. Venture Parkside Event
- i. The **Parkside American Marketing Association (PAMA)** received the “Exemplary Collegiate Chapter Performance” award for Outstanding Chapter Planning from the American Marketing Association.
- j. Faculty Awards
 - i. Kristin Holmberg-Wright receives Stella C. Gray Teaching Excellence Award
 - ii. Peter Knights receives Community Engaged Learning and Research Award
 - iii. Farida Kahn receives Faculty Distinguished Service Award
 - iv. Susan Lincke receives Excellence in Research and Creative Activity Award
 - v. Jordania Leon-Jordan receives UW-Parkside Diversity Award
 - vi. Rangers in Action: Donald Gillespie, Derek Riley, J. Ubaldo Quevedo

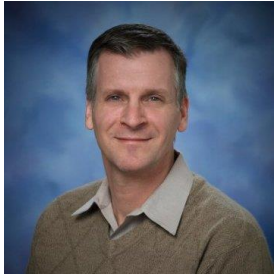
Appendices

Advisory Board Meeting Minutes April 30, 2015

Advisory Board Bylaws

Advisory Board Members – 2015

New Member: Stephen Schroeder



Stephen Schroeder is the newest member of the CBEC advisory board. Stephen began working in Corporate Risk Management at SC Johnson and Son, Inc. in August 2012. As a Risk Manager, he is responsible for managing global insurance programs including responses to related insured and self-insured claims, global loss prevention strategies, and risk management analysis and planning. Steve joined SC Johnson in 2009 as the IT Audit Manager for the Global Internal Audit department.

Prior to working at SCJ, Steve worked in Information Technology and Internal/External Auditing including Deloitte, Quaker Oats (PepsiCo), Electronic Data Systems (EDS), and Bank One. With a focus on process improvement, he has coded mainframe software, redesigned warehouses and office spaces, managed government contracts, upgraded data centers, conducted financial, operational and technology audits, designed controls for Sarbanes-Oxley compliance, and data analytics. This all occurred after his retirement as an officer in the United States Air Force.

Steve holds a bachelor's degree in Liberal Arts from Northeastern Illinois University and an MBA from the University of Wisconsin - Parkside. He is certified by The Institutes as an Associate in Risk Management (ARM) and he also maintains four major technology certificates from ISACA, Information Systems Auditor (CISA), Information Security Manager (CISM), Governance of Enterprise IT (CGEIT), and Risk and Information Systems Control (CRISC). He's a member of the American Legion, the VFW, ISACA and RMIS – Risk Management Insurance Society.

Department of Business Strategic Plan Summary

Vision

The Department of Business will be recognized as a leading provider of academic programs, qualified graduates, quality research, and technical expertise for the regional economy. The department will be an engine of growth for Wisconsin's Southeast Business Region and contribute to the *Growth Agenda for Wisconsin*. The department will enhance the perception of UW-Parkside, and will expand its presence globally through international initiatives.

Mission

The mission of the Department of Business is to prepare undergraduate and MBA students to graduate in their business fields and excel in their chosen careers. An excellent curriculum and outstanding faculty enable the department to effectively teach current business practices, offer opportunities for all students to tailor their programs, research important issues, and engage with the growing number of businesses in our region and throughout the world. The department, located in the strategic Chicago-Milwaukee corridor, serves a diverse array of students and also provides opportunities for global management studies and experiences.

Core Values

The Department of Business commits to provide quality academic programs in the key Business disciplines, including each of its majors, concentrations, certificates, and minors. The department seeks to provide an educational experience that leads to the success of its graduates through excellent instruction, relevant community engagement, innovative learning methods, learning assessment, and continuous curriculum improvement.

The Department of Business seeks to maintain its strong position as a leading educational provider in the local area, improve its perception in Wisconsin's southeastern business region, and provide innovative programs in collaboration with international institutions.

The Department of Business pursues opportunities of economic development in the Chicago to Milwaukee business corridor. The department firmly believes that community partnerships enrich student learning and faculty performance in teaching, research, and service while making valuable contributions to area organizations

The Department of Business values relevant, on-going scholarship (including basic, applied, and pedagogical contributions) by the business faculty, integrating knowledge among faculty members, and a shared governance form of decision-making.

The Department of Business fosters an environment of mutual respect for diverse ideas, cultures, and life styles, and provides opportunities for the development of knowledge and skills critical for the increasingly complex, competitive global arena.

Summary Strategic Challenge

How do we maintain quality and develop innovative programs given the needs of our changing students, increased competition, current faculty expertise, and declining resources?

Summary of Strategic Response

The department of business will engage with its diverse study body and community to seek and develop innovative programs that impact student learning, student success, and the economic development of the region. Collectively, these programs should provide significant opportunities for short term and long term revenue generation. Example programs include enhancing and supporting international partnerships that provide global learning opportunities for UW-P students and provide revenue generation through additional students and special programs; enhancing the innovation corridor (SEG Center, SBDC, App Factory) through grants and donations; creating degree completion options using on-site, online, and competency based formats (Flex); creating business conferences that address important topics for areas businesses; enhancing and maintaining articulation agreements with educational partners; and updating majors to address the changing needs of the business community. A key to successfully execute these initiatives is to cultivate an environment where faculty members are eager to work together on these programs. Faculty, students, and community should benefit from the outcome of these programs.

University Strategic Pillar 1: Become a Premier Regional University that Transforms Lives

Sample Measures

- Direct Measures (sample)
 - Graduation Rates
 - Total Number of Graduates
 - Placement Rates
- Predictive Measures
 - Retention Rates
 - Faculty Qualification Percentages
 - Number of Students Studying Abroad
 - Number of Students in SEG Projects
- Satisfaction Measures
 - No. of Alumni Contacts/Year
 - EBI measures of Satisfaction

University Strategic Pillar 2: Achieve Sustainable Growth

- Direct Measures (sample)
 - Number of Majors
 - Total Student Credit Hours
 - SCH/FTE
 - Generated Revenue
 - Grants/Year
 - Donation/Year
- Predictive Measures
 - Number of Applicants
 - Number of Active Transfer Agreements
 - Number of International MOUs
 - Number of Companies Directing Employees to Business Program
- Satisfaction Measures
 - Faculty/staff climate survey
 - Faculty salary compared to peers
 - Faculty reassignment time

University Strategic Pillar 3: Advance Economic Growth Through Community Engagement and Partnerships

- Direct Measures (sample)
 - Percent of Students Accepting Positions in Region
 - Number of New Business Startups through SBDC
- Predictive Measures
 - Number of Faculty/Staff Consulting Projects
 - Number of SEG Projects
 - Research Involving a Community Partner
 - Requested Publications from Businesses
- Satisfaction Measures
 - SEG Partner Satisfaction Survey
 - Number of Repeat Partners
 - Donations to SEG Center
 - Number of Media Appearances

Strategies

Current Strategies

Department of Business will continue the following initiatives: Continue to use student interns to recruit, maintain and create articulation agreements, MOUs with international universities, assurance of learning process, SEG Center projects, converting concentrations to majors, student competitions, scholarships, executive in residence.

New Strategic Initiatives

1. *Develop Nontraditional Programs:* Online Business Degree Completion Program, Flex Option (Competency Based), #mybusinessdegree@uwp stackable certificate program.
2. *Venture Parkside:* Innovation Corridor and Innovation Fund
3. *Develop Revenue Generating Noncredit Programs:* International Students (Doing Business in the USA) and programs to meet local needs (Sales Workshops)
4. *Determine Feasibility of a Supply Chain Management Program*
5. *Improve Advising and Update Advising Method:* Change in teaching load necessitates investigating new and improved ways to advise students.
6. *Continuous Improvement for Processes:* Includes admission, assurance of learning, and strategic planning.

Business Assurance of Learning Results

Undergraduate Business Assessment Results 2010-2015 by earliest and most recent years each PLLG was assessed

PLLG1/Ethics ACCT202	2011-12			2014-15		
	Exemplary	Satisfactory	Unsatisfactory	Exemplary	Satisfactory	Unsatisfactory
Recognition				75%	12%	14%
Analysis				19%	69%	13%
Solution	57%	36%	7%	64%	24%	13%

PLLG2/Writing MGT 349	2013-14			2014-15		
	Exemplary	Satisfactory	Unsatisfactory	Exemplary	Satisfactory	Unsatisfactory
Topic/Purpose	23%	44%	33%	10%	82%	8%
Support	22%	48%	30%	18%	66%	16%
Conclusions	33%	55%	12%	25%	67%	8%
Mechanics	9%	44%	47%	23%	68%	9%
Writing Style	20%	58%	22%	25%	68%	7%

PLLG3/Oral P. BUS 495	2010-11			2014-15		
	Exemplary	Satisfactory	Unsatisfactory	Exemplary	Satisfactory	Unsatisfactory
Content	100%	0%	0%	65%	35%	0%
Presentation Basics	36%	64%	0%	32%	68%	0%
Supporting Material	100%	0%	0%	68%	32%	0%
Interest	82%	18%	0%	52%	48%	0%

PLLG4/Proj.Mgt MIS320	2014-15 (online)			2014-15 (face to face)		
	Exemplary	Satisfactory	Unsatisfactory	Exemplary	Satisfactory	Unsatisfactory
Management	32%	68%	0%	24%	64%	12%
Teamwork	32%	68%	0%	36%	48%	15%
Project Plan	32%	68%	0%	24%	64%	12%

PLLG5/Diversity MKT 350	2010-11			2014-15		
	Exemplary	Satisfactory	Unsatisfactory	Exemplary	Satisfactory	Unsatisfactory
Awareness	31%	40%	29%	26%	59%	15%
Analysis	31%	40%	29%	44%	44%	11%
Solution	33%	38%	29%	44%	48%	7%

PLL6-a Statistics QM 310	2010-11			2012-13		
	Exemplary	Satisfactory	Unsatisfactory	Exemplary	Satisfactory	Unsatisfactory
Apply Statistics	64%	7%	29%	68%	25%	7%
Solution	64%	21%	14%	75%	20%	5%
Decision	50%	43%	7%	27%	18%	55%

PLL6-b Computer MIS 320	2012-13			2014-15		
	Exemplary	Satisfactory	Unsatisfactory	Exemplary	Satisfactory	Unsatisfactory
Analysis	43%	43%	14%	81%	13%	6%
Decision	43%	43%	14%	81%	19%	0%
Presentation	54%	46%	0	81%	19%	0%

MBA Assessment Results 2010-2015
by earliest and most recent years each MBA PLLG was assessed

PLL1/Ethics MBA 752	2010-11			2014-15 (largest class)		
	Exemplary	Satisfactory	Unsatisfactory	Exemplary	Satisfactory	Unsatisfactory
Recognition	52%	24%	24%	32%	63%	5%
Position	38%	38%	24%	37%	58%	5%
Support	24%	52%	24%	32%	63%	5%

PLL2/Writing MBA 715	2010			2014-15		
	Exemplary	Satisfactory	Unsatisfactory	Exemplary	Satisfactory	Unsatisfactory
Conclusions	33%	59%	7%	55%	28%	17%
Mechanics	67%	19%	15%	31%	59%	10%
Writing Style	19%	67%	15%	21%	34%	45%

PLL3/Fin'l. Analysis MBA 732	2010-11			2014-15		
	Exemplary	Satisfactory	Unsatisfactory	Exemplary	Satisfactory	Unsatisfactory
Risk	26%	47%	26%	48%	48%	4%
Cost Capital	47%	32%	21%	30%	63%	7%
Security Valuation	55%	29%	16%	44%	56%	0%

PLL4/Proj.Mgt MBA 716	2012-13			2014-15 (largest class)		
	Exemplary	Satisfactory	Unsatisfactory	Exemplary	Satisfactory	Unsatisfactory
Scope & Risk Mgt.	19%	34%	47%	64%	36%	0%
Teamwork	15%	43%	43%	32%	50%	18%
Project Plan	21%	45%	34%	54%	29%	18%

PLLG5/Modeling MBA 712	2010-11			2014-15		
	Exemplary	Satisfactory	Unsatisfactory	Exemplary	Satisfactory	Unsatisfactory
Technique	77%	20%	3%	59%	37%	4%
Model formulation	14%	69%	17%	33%	48%	19%
Analysis	60%	20%	20%	22%	44%	33%

PLLG6/MBA 796 Str. Dec. Making	2010-11			2014-15		
	Exemplary	Satisfactory	Unsatisfactory	Exemplary	Satisfactory	Unsatisfactory
Identify issues	62%	38%	0%	87%	13%	0
Integration	29%	62%	10%	80%	13%	7%
Analysis	29%	57%	14%	47%	40%	13%

MIS Assessment Results
by earliest and most recent years each PLLG was assessed

MISLG1/ Modeling Techniques MIS 425	2010-11			2014-15		
	Exemplary	Satisfactory	Unsatisfactory	Exemplary	Satisfactory	Unsatisfactory
Use Case Diagram	55%	45%	0%	69%	31%	0%
Use Case Descriptions	55%	45%	0%	37.50%	62.50%	0%
Activity Diagram	55%	45%	0%	31%	56%	13%

MISLG2/ Data Model MIS 328	2011-12			2014-15		
	Exemplary	Satisfactory	Unsatisfactory	Exemplary	Satisfactory	Unsatisfactory
Entities	50%	37%	13%	67%	33%	0%
Relationships	33%	37%	30%	22%	78%	0%
Attributes	47%	43%	10%	39%	61%	0%
Normalization	23%	53%	23%	22%	61%	17%
Model Syntax	43%	43%	13%	22%	78%	0%

MISLG3/ Object Oriented MIS 322
Basic Design
Inheritance
Procedural Logic
Instances

2014-15		
Exemplary	Satisfactory	Unsatisfactory
32%	58%	11%
53%	21%	26%
68%	21%	11%
74%	5%	21%

MISLG4/ Networking MIS 327
LAN Networking, Technical Requirements

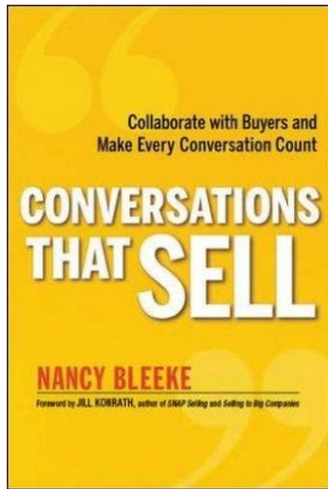
2014-15		
Exemplary	Satisfactory	Unsatisfactory
76%	18%	6%

LAN Networking Business Proposal	75%	31%	0%
LAN Network Diagram	63%	31%	13%

MISLG5/ Project Mgt. MIS 428	2013-14			2014-15		
	Exemplary	Satisfactory	Unsatisfactory	Exemplary	Satisfactory	Unsatisfactory
Scope and Risk	23%	77%	0%	31%	69%	0%
Teamwork	31%	31%	38%	31%	46%	23%
Project Plan	31%	46%	23%	46%	31%	23%

New Undergraduate Majors: Accounting & Marketing PLLGs					
PLLG	Years Assessed	Dimension	% Exemplary	% Satisfactory	% Unsatisfactory
ACCTLG3	2014-15	Identification of Issue	33	53	15
		Conclusions	28	25	48
		Organized	95	5	0
		Communication Skills	50	30	20
MKTLG3	2014-15	Concepts Identification	27	73	0
		Concept Application	17	83	0
		Solutions Presentation	50	50	0
MKTLG6	2014-15	Subject Identification	100	0	0
		Concept Application	40	60	0
		Career Relevance	0	100	0

Idea: Sales Leadership Breakfast



Preliminary Idea

Offer a sales leadership breakfast with follow up workshops and/or consulting.

Purpose:

- Meet needs of local businesses. We have received several requests for these types of programs.
- Generate revenue for sales program and business department. Could help fund sales lab.
 - Develop a list of potential donors to sales program
 - Generate revenue from workshops and referrals

Tentative Date for Sales Leadership Breakfast on UWP campus: January 26 (or that week)

Partner: Nancy Bleeke (MBA Graduate from UWP): <http://www.salesproinsider.com/>

Nance Bleeke would follow up with sales training and management consulting. UWP would share in a percentage of these consulting fees.

Questions:

- Expected level of interest from the community
- Price point for breakfast and workshop
- Overall concept

Enrollment

Undergraduate Business

	FALL 2015						FALL 2014					FALL 2013					FALL 2012					FALL 2011					FALL 2010				
	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	FR	SO	JR	SR	TOTAL
ACCT	0	1	4	38	43		0	6	28	53	87	6	28	37	91	162	28	35	51	102	216	19	31	43	81	174	13	22	41	80	156
FIN	9	14	27	50	100		8	19	26	50	103	13	14	17	54	98	14	8	17	58	97	3	15	23	47	88	5	14	15	50	84
GBUS	61	64	102	161	388		64	83	108	129	384	57	74	76	123	330	52	65	79	127	323	61	55	74	100	290	40	61	63	99	263
HRM	14	12	26	61	113		6	17	32	48	103	8	20	19	30	77	9	11	20	40	80	2	8	16	38	64	4	6	19	34	63
MIS	0	0	0	0	0					2	2				2	2				3	3				2	2					
MKT	1	4	13	26	44		7	23	27	28	85	19	27	22	41	109	22	16	23	35	96	17	15	22	37	91	16	23	22	46	107
NONE	1	2	2	4	9						0	5	1	2	0	8		4	1	1	6	3	6	3	4	16	1	6	6	10	23
BUS MAJOR	68	118	184	254	697		85	148	221	310	764	108	164	173	341	786	125	139	191	366	821	105	130	181	309	725	79	132	166	319	696
MIS MAJOR	2	9	23	27	61		7	11	15	29	62	6	9	11	41	67	7	12	25	38	82	6	11	30	41	88	6	11	24	39	80
ACCT MAJOR	18	36	57	84	195		21	33	40	57	151	21	9	4	9	43															
MKT MAJOR	13	22	31	43	109		18	5	15	15	53																				
TOTAL DISTINCT BUS, MIS & ACCT MJRS					801						760					706					724					689					646
MALE	61	87	135	186	469		74	98	134	148	454	81	93	83	158	415	85	86	96	161	428	64	72	103	159	398	46	58	88	156	348
FEMALE	46	53	92	141	332		33	65	89	119	306	39	67	62	123	291	35	52	77	132	296	44	61	75	111	291	35	68	76	119	298
PART-TIME	13	31	47	82	173		17	25	42	90	174	13	38	38	104	193	21	35	45	111	212	19	35	50	98	202	13	31	40	96	180
FULL-TIME	94	109	180	245	628		90	138	181	177	586	107	122	107	177	513	99	103	128	182	512	89	98	128	172	487	68	95	124	179	466
WHITE	66	99	163	241	569		76	120	163	187	546	93	110	98	200	501	80	108	128	218	534	77	107	131	199	514	59	83	112	203	457
BLACK	16	8	19	28	71		9	12	19	23	63	8	19	15	17	59	13	15	13	18	59	11	5	16	18	50	7	15	16	21	59
HISPANIC	12	17	29	34	92		11	10	23	32	76	8	17	15	39	79	9	6	20	32	67	13	10	17	25	65	9	14	17	26	66
ASIAN	0	0	0	0	0		0	0	0	1	1	0	0	0	1	1			1	3	4		1	1	4	6		1	6	8	15
AM INDIAN	2	1	2	2	7		1	3	2	7	13	2	1	4	2	9	4	3		2	9	1	1	1	3	6	1	2	3	2	8
HAWAIIA	0	0	1	0	1		1	1	0	1	3	1	0	1	1	3		1			1	1				1	1			1	2
ACAMLAOV	1	0	1	1	3		1	1	0	1	3	1	0	1	2	4	1	1	1	3	6				1	1				3	3
PUERTOR	2	3	2	0	7		2	4	1	1	8	0	1	0	4	5	2		2	3	7	1	3	2	2	8	2	3	2		7
OTHRASN	6	9	7	14	36		5	8	8	12	33	7	8	8	14	37	7	3	6	11	27	4	4	6	14	28	1	4	5	6	16
HMONG	1	0	2	3	6		0	2	3	1	6	0	1	2	0	3	1	1			2										
NSPEC	1	3	1	4	9		1	2	4	1	8	0	3	1	1	5	3		2	3	8		2	4	4	10	1	4	3	5	13

Computer Science

	FALL 2015					FALL 2014					FALL 2013					FALL 2012					FALL 2011					FALL 2010				
	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	FR	SO	JR	SR	TOTAL
CENG CONC																														
CSCI MAJOR	33	36	48	70	187	38	47	39	65	189	41	41	36	50	168	26	33	27	43	129	36	24	23	36	119	21	28	28	31	108
MALE	31	34	43	58	166	36	41	31	54	162	36	34	30	40	140	22	28	22	37	109	31	20	22	30	103	19	15	30	33	97
FEMALE	2	2	5	12	21	2	6	8	11	27	5	7	6	10	28	4	5	5	6	20	5	4	1	6	16	4	2	4	1	11
PART-TIME	7	4	4	22	37	5	7	6	16	34	3	7	4	11	25	8	6	6	11	31	2	4	6	7	19	4	2	8	11	25
FULL-TIME	26	32	44	48	150	33	40	33	49	155	38	34	32	39	143	18	27	21	32	98	34	20	17	29	100	19	15	26	23	83
WHITE	26	26	34	50	136	29	31	29	49	138	22	32	26	43	123	17	25	21	32	95	26	15	21	31	93	20	15	29	29	93
AFR AMERICAN	3	3	2	3	11	4	3	1	3	11	9	2	3	0	14	3	0	0	0	3	3	0	0	1	4	1	0	3	0	4
HAWAIIA	0	1	0	0	1	0	0	0	0	0	1	0	0	1	2	0	0	0	1	1	0	0	0	1	1	0	0	1	0	1
HISPANIC	4	3	7	10	24	1	7	6	6	20	3	5	3	3	14	6	6	3	3	18	7	5	1	1	14	2	1	2	0	5
ASIAN	0	2	4	7	13	4	5	3	5	17	4	2	3	0	9	0	1	0	5	6	0	2	1	2	5	0	1	1	1	3
AM INDIAN	0	0	1	0	1	0	1	0	1	2	0	0	0	2	2	0	1	1	0	2	0	2	0	0	2	0	0	1	0	1
ACAMLAOV	0	1	0	0	1	0	0	0	0	0	0	0	1	0	1	0	0	1	0	1	0	0	0	0	0	0	0	0	1	1
NSPEC	0	0	0	0	0	0	0	0	1	1	2	0	0	1	3	0	0	1	2	3	0	0	0	0	0	0	0	0	0	0

Economics

	FALL 2015					FALL 2014					FALL 2013					FALL 2012				
	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL
MON & FIN	1	0	1	9	11	0	0	1	8	9	0	0	2	8	10	0	1	2	8	11
QUANT	0	0	1	5	6	0	0	2	7	9	0	0	2	8	10	0	1	1	5	7
GENERAL	3	3	2	8	16	0	7	3	4	14	3	4	8	4	19	0	3	4	6	13
ECON MAJOR	4	3	4	22	33	0	7	6	19	32	3	4	12	20	39	0	5	7	19	31
TOTAL DISTINCT ECON MJRS					30					28					32					28
MALE	3	1	4	12	20	0	6	3	13	22	3	3	8	11	25	0	5	4	12	21
FEMALE	1	2	0	7	10	0	1	2	3	6	0	1	3	3	7	0	0	3	4	7
PART-TIME	0	0	1	6	7	0	0	1	3	4	0	1	2	4	7	0	1	3	6	10
FULL-TIME	4	3	3	13	23	0	7	4	13	24	3	3	9	10	25	0	4	4	10	18
WHITE	2	1	2	14	19	0	5	4	15	24	2	2	11	13	28	0	5	6	16	27
AM INDIAN	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1					
HISPANIC	0	0	0	1	1	0	0	1	0	1	1	1	0	0	2					
OTHRASN	0	0	1	1	2	0	1	0	1	2	0	0	0	1	1	0	0	1	0	1
MEXAMER	1	1	1	1	4	0	1	0	0	1										
AFRICAN AMERICAN	0	0	0	2	2															
NSPEC	1	1	0	0	2															

Master of Science Computer & Information Systems

	F 15	F 14	F 13	F 12	F 11	F 10
Total	13	14	9	7	11	9
Afr. Am						1
Am. Ind						
Asian	8	8	4	4	5	3
Hispanic						
White	5	6	5	3	6	5
NSPEC						
Female	7	5	3	3	2	2
Male	6	9	6	4	9	7

MBA

	F 15	F 14	F 13	F 12	F 11	F 10
Total	85	90	110	109	90	101
Afr. Am	6	5	7	4	2	4
Am. Ind	0	1	2	3	1	1
Asian	17	16	18	19	12	13
Hispanic	9	5	5	5	2	3
White	53	63	78	78	73	76
Nspec						4
Female	36	35	49	53	45	40
Male	49	55	61	56	45	61

AACSB Continuous Improvement Review

Visit Dates: November 1-3, 2015

Team Members:

- Lisa Toms (Chair), Dean, Southern Arkansas University
- Anna S. Rominger (Member), Dean, Indiana University Northwest
- Brenda L. Flannery (Member), Dean, Minnesota State University Mankato

News

APP FACTORY EARNS WISYS SUPPORT

May 28, 2015



The UW-Parkside App Factory continues to get noticed. Earlier this month, the WiSys Technology Foundation, Inc. committed to provide up to \$50,000 to the App Factory for work on WiSys-approved projects conducted by UW-Parkside faculty, staff and students.

In a letter to UW-Parkside Assistant Professor of Computer Science Derek Riley, WiSys Executive Director Arjan Sanga confirmed \$10,000 of initial support for a project with a Madison-based medical technology firm. All WiSys funds are to be used for intellectual property projects and funding is intended to help the App Factory retain student developers.

"The projects we develop in the App Factory reinforce the concepts we teach in our courses," Riley said. "Student interns in the App Factory work on projects year round in an environment that focuses on collaboration, much like a startup company."

Students in the App Factory gain real-world job experience in design, development, and maintenance of software that, according to Riley, goes well beyond what we can be taught in computer-science courses.

"Applying theoretical concepts through our projects in the App Factory expose students to the real challenges of technology and provides a collaborative environment to solve those problems," Riley said. "Partnerships like ours with WiSys strengthen our ability to support and prepare students for future careers."

Sanga called the App Factory a model for collaborative development initiatives. "[The App Factory] provides significant opportunities for student training in high-tech career fields," he said. "The App Factory is a great way to give students hands-on experience developing programs while helping to grow businesses and showcasing valuable intellectual input, technical expertise and resources of UW-Parkside."

Since its founding in 2014, the App Factory has developed several projects for nonprofits and businesses including Kenosha Area Transit (KAT), SE Wisconsin Emergency Planning Group, Tricore, and the Eagle Spring Lake Management District. The KAT app tells Kenosha bus riders when the next bus is coming to a stop near them. The emergency preparedness app enables a member of the public to receive real-time updates from county emergency managers. And the Eagle Spring Lake Management District [website](#) collects and displays weather information for Eagle Spring Lake.

Any nonprofit organizations or for-profit businesses interested in working with the App Factory can contact Riley at rileyd@uwp.edu.

Media Coverage Related to the App Factory

- BizTimes: [Mobile app gives Kenosha transit riders easy access to bus schedules](#)
- Kenosha News: [UW-Parkside developing 'Ready Badger' app](#)
- State Capitol Report: [Rep. Ohnstad Visits App Factory at UW-Parkside](#)
- Racine Journal Times: [Parkside students design app for Belle Urban riders](#)
- WDJT Channel 58 Milwaukee

International Initiatives

DOING BUSINESS IN USA FOR RUSSIAN AND FRENCH MANAGERS

Sep 3, 2015



The University of Wisconsin Parkside hosted a pilot seminar titled "Doing Business In USA" for Executive MBA students and entrepreneurs from St. Petersburg State Economic University of Russia, and the Montpellier Business School of France.

Dr. Abey Kuruvilla of the University of Wisconsin Parkside had the idea to host the two week seminar in order for the student managers to learn how business is conducted in the United States. Kuruvilla has connections with St. Petersburg from his time teaching there as a visiting Professor, resulting in a recent agreement between UW Parkside and St. Petersburg that Chancellor Ford signed on a visit in May, 2015. This seminar is the first step in that partnership.

For most of the 14 student managers, the seminar marks their first time visiting the U.S.

Over two weeks, the student managers had the opportunity to meet with CEO's from the greater Chicago-Milwaukee area, visit the federal Reserve Bank in Chicago & other companies, and immerse in American culture. Chancellor Ford kicked off the seminar with an address on "Leadership in America."

"I'm looking forward to improving my skills, learning about American culture and how you do business here," Laure Boquet, a MBA student from Montpellier Business School, said. Laure is currently attending the Montpellier school of Business along with fellow students, Guillaume Rosati and Ian De Mideiros. "The experience will open a lot of doors for me in future," Rosati remarked.

Other International News

- Eleven students completed a study abroad trip to Italy with Dr. Abey Kuruvilla. Traveling from June 25th to July 11th.
- Four students completed a study abroad trip to Germany with Heather Miles. The students studied Context Awareness App Development from 5/18-5/29.
- Five students studied in Finland from July 13th to July 31st. The title of the course is “Service Marketing in Finland”.
- Derek Riley traveled to Mexico to visit Universidad Autonoma de Guadalajara.

Media Coverage Related to International Initiatives

Racine Journal Times: [UW-Parkside course teaches doing business in America](#)

Kenosha News: [French, Russian entrepreneurs studying at Parkside](#)

Montpellier Business School: [Des vacances cet été ? Pas pour trois de nos alternants, diplômables 2015, invités sur un séminaire business de 2 semaines aux Etats-Unis.](#) (A holiday this summer? Not for three of our alternate diplomas 2015, guests on a business seminar two week in the US)

Medios Universidad Autonoma de Gualalejara: [USO EXCESIVO DE LA TECNOLOGÍA ES DAÑINO: EXPERTO](#) (Excessive Use of Technology is Harmful: Expert). This is an interview of Derek Riley who was visiting the university.

Susan Lincke Cyber Security Book Published

Jun 26, 2015

In today's world of highly sophisticated cyber hacking, is it realistic to expect that one or two security technicians with a firewall can defend against organized cyber-crime and cyber-governments? Susan Lincke, associate professor of computer science at the University of Wisconsin-Parkside and author of the recently released book "Security Planning: An Applied Approach," doesn't think so.

"Everyone in an organization needs to be aware of common attacks and security techniques because the weakest link is commonly exploited in today's cyber crimes," Lincke said. "The book is designed for busy IT practitioners, and students, who do not have time to become security experts, but need a security plan -- yesterday."

Security experts wonder how smaller companies, usually with limited IT staff, manage to defend their company's computer networks. "Security Planning: An Applied Approach" and the accompanying template help readers understand security threats, prioritize their risks, conform to regulation, plan their defense, and secure trade secrets and financial information for themselves and their clients. The book also helps non-technical readers learn about and plan security for their organizations.

"Point-of-sales and ATMs are the target of big-business cyber criminals through hacking and skimmers," Lincke said. "Corporate trade secrets are under attack from skilled governments who steal plans and designs to start up competitor companies in their own countries. And with military weaponry now so expensive, why not hire a few hackers to do equivalent damage at a fraction of the cost? And because of the global nature of the internet, hackers can make themselves difficult to trace and are not easily subject to U.S. law enforcement."

Lincke, who is certified by ISACA as an information systems auditor, describes the book as a natural progression in her work, which started with National Science Foundation (NSF) training in security. Later, she developed a cyber-security lab and cyber-security courses at UW-Parkside. "An NSF grant allowed me to create curricular materials in which students work with local organizations to plan security," she said.

"Security Planning: An Applied Approach" is a final culmination of Lincke's certification and training, experience, and literature research. The book is published in hardcover and digital forms from Springer and comes with a security workbook to easily document security plans.

Peter Feigin: Executive in Residence

Aug 21, 2015

Peter Feigin, president of the Milwaukee Bucks NBA franchise served UW-Parkside "Executive in Residence" for the fall 2015 semester, Thursday, Sept. 24.



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The UW-Parkside College of Business, Economics, and Computing sponsors Executive in Residence each semester giving students and members of the community the opportunity to meet and learn from leaders of top businesses and organizations in the area.

Feigin told hundreds of students that promoting a professional sports franchise in a smaller market like Milwaukee requires the organization to do everything right. "With 17 million people in the New York you can make mistakes and still maintain an adequate fan base," he said. "Here, every fan matters."

The Milwaukee Bucks and the important discussions around a new multi-use sports arena in downtown Milwaukee have dominated news coverage for months. "Our students have the opportunity to learn from someone at the forefront of those conversations, and someone leading a young, exciting NBA franchise," said Dirk Baldwin, dean of the College of Business, Economics, and Computing. "National professional sports organizations, be it the NBA, NFL or Major League Baseball, are incredibly complex business organizations. We were very excited to have Mr. Feigin join an impressive list of business leaders who have served as Executive in Residence."

Feigin began the day at a breakfast meeting with honor students from UW-Parkside's AACSB-accredited business program. He then delivered two presentations for students, faculty, staff and members of the community. A lunch with campus leadership and members of various UW-Parkside advisory boards concluded the day.



(left to right) UW Regent James Langnes III, Chancellor Debbie Ford, Dean Dirk Baldwin, Milwaukee Bucks President Peter Feigin

Miscellaneous Statistics Related to CBEC

- 95% of CBEC Students have jobs within 6 months of graduation
- 100% of Computer Science students are placed within 6 months of graduation
- In 2014-2015 SEG Center worked on 99 projects for 84 clients and involved 441 students
- The SBDC was credited for 13 business starts last year and has a goal of over \$3 million of new capital infusion into the SE Wisconsin economy each year.
- Between 2011-2015, CBEC faculty and staff
 - published 72 peer reviewed journal articles
 - presented at 119 conference sessions
 - were principal investigators on grants totaling \$661,000
 - supervised 150 students on international study tours
 - supervised 250 credit bearing internships
 - supervised 200 students in independent studies
 - worked on 13 new articulation agreements
 - supervised numerous students at sales and computer science competitions



COLLEGE OF BUSINESS, ECONOMICS, AND COMPUTING

ADVISORY BOARD MEETING

April 30, 2015

Galbraith Room~ Wyllie Hall

4:00 p.m.

Board Members: Blaise Beaulier, Al Biland, Kam Buhler, Charles Goodremote, James Kettinger, Cory Mason, Thomas Nelson, Russell Tilsner, Robert Toeppe.

Faculty and Guests: Dirk Baldwin, Dean - Trudy Biehn, Senior Academic Advisor – Michele Gee, Interim Associate Dean – Stuart Hansen, Associate Professor, Computer Science - Dennis Kaufman, Chair, Dept. of Economics – Michael T. Manion, Associate Professor, Marketing - Derek Riley, Assistant Professor, Computer Science – Rizvana Zameeruddin, Associate Professor, Accounting – Mel Klinkner, Vice Chancellor for Administration and Fiscal Affairs, John Jaraczewski, Assistant Chancellor for University Relations and Advancement. Guest: Stephen Schroeder, SC Johnson.

Welcoming Remarks and Advisory Board Changes

Dirk Baldwin 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 announced that Terri Steidl, Chair, had a prior commitment along with Chancellor Ford. Dirk introduced our guest; Stephen Schroeder from SC Johnson.

Dean Dirk Baldwin Update:

Dirk started the meeting by telling the board that the CBEC faculty have been busy with many outside activities including supervising sales competitions and student projects. Dirk pointed out that most of the faculty time is done outside of the classroom and it is important to recognize faculty for this work and the time given to students. The meeting started in the Galbraith room then Dirk took the board on a tour of the Innovation Corridor. Assistant Professor, Derek Riley and two of his students demonstrated two of the apps in progress at the App Factory.

Mel Klinkner Update:

Mel started the discussion with an overview of the budget. Provost Fred Ebeid told the board that a big impact for the University is maintaining competitive salaries. Parkside is 10-20% below the national average. It is very difficult to attract quality people.

Fred Ebeid Update:

Fred told the board that he and the Chancellor signed an agreement with Ostfalia University and that the goal for Parkside is to bring globalization to the classroom. Many Parkside students are 1st generation and do not have the financial backing to travel to other countries. With international students in the classroom we can bring the world to our students. International students also bring in revenue. They pay out of state tuition with a small part being scholarships.

Discussion – Developing the Innovation Corridor, Purpose and Marketability

After student presentations, the board brainstormed ideas related to the innovation corridor. The ideas include:

- Develop a video to showcase student abilities
- Invite community and business member to a welcoming reception
- How does Parkside become more entrepreneurial within the college
- Does Parkside receive royalty money with the development of apps
- Who is the innovation corridor targeted towards?
- Does the licensing of an app go back to our foundation
- Have weekend workshops for promotion
- Bring in high school students – get them excited about future careers

Discussion - Department of Business Mission and Vision Statements

The board discussed the department of business proposed mission and vision statements. A few revisions were proposed and Dirk indicated that they would be taken into consideration for the revised version. There was discussion about the audience for the mission statement. In future versions, the department of business may want to consider a mission statement that appeals to prospective students.

Closing Comments

Dirk Baldwin expressed his 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

**College of Business, Economics, and Computing
Advisory Board
2015**

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