



**COLLEGE OF BUSINESS, ECONOMICS, AND COMPUTING**

**Advisory Board**

April 19, 2016

Alumni Room ♦ Student Center

UW-Parkside Campus

**College of Business, Economics, and Computing**  
**Advisory Board Meeting**  
**Alumni Room, Student Center**  
**UW-Parkside Campus**  
**April 19, 2016**  
**4-7 p.m.**

1. Welcoming remarks (4 p.m.)
  - a. Terri Steidl, Chair
  - b. Dirk Baldwin, Dean
  - c. Welcome guests (Brigid Bailey, HR Supervisor, Uline)
  - d. Welcome Provost Robert Ducoffe
2. Presentation from CBEC Interns (4:15 p.m.)
3. Advisory Board Officers
  - a. Thank you to Terri
  - b. New Officers
4. University and CBEC Updates (4:30 p.m.)
  - a. App Factory News – Dirk
  - b. Milwaukee Bucks marketing research
  - c. Innovation Corridor
  - d. International Initiatives
  - e. Fran Jaeschke (1919-2016)
  - f. MBA Program Named Most Affordable
  - g. Launch of Business Degree Completion
  - h. Project Management Flexible Option
  - i. All Advisory Board Meeting (Sept. 26<sup>th</sup>)
  - j. AACSB Visioning and Direction
  - k. Update on Women’s Leadership (January Meeting)
  - l. Sales Breakfast
  - m. Awards
    - i. Distinguished Alumni Awards (Al Biland and Richard Gorton)
    - ii. Rangers in Action Awards (Ubaldo Quevedo, Derek Riley, Donald Gillespie)
    - iii. Outstanding Graduates
      1. Mike Novak (Advisory Board Scholarship, Majors in Marketing, Business Management with concentration in general business, Global Management minor, Economics minor)
      2. Tyler Farrell (Majors in Geography and Economics, Minor in GIS). Also Chancellor’s Award Winner
      3. Glenn Margraff (Majors in Biological Sciences and Economics)
    - iv. Sarah Neumann, B.S. in Accounting and Business Management (with Finance and General Business concentrations) recognized as a Financial Executives International (FEI) outstanding student.
    - v. Cory Mason honored with the [Award of Excellence for Midmarket CIOs](#)

- n. Summer Camps (July 11-14, 2016)
  - i. Coding (Mobile Apps)
  - ii. Robotics
- o. Student Showcase (April 20, 2016 12:45-4:30 pm Student Center)
- p. Retirements
  - i. Stephen Hawk
  - ii. Fred Ebeid
- 5. Enrollment Related Data
  - a. Enrollment
  - b. Retention and Graduation Rates
  - c. Transfers
- 6. Discussion: Vision and Mission revisited (5:15 pm)

**Fred Ebeid's Retirement (6:30-7:00 pm)**

**Appendices**

Advisory Board Meeting Minutes – 1/28/16  
Advisory Board Bylaws  
Advisory Board Members – 2016

# AACSB Visioning

AACSB Vision: <http://www.aacsb.edu/vision>





Short Introductory Video: <https://www.youtube.com/watch?v=2-CD0RvvnU8>

## Most Recent Vision and Mission

### Vision

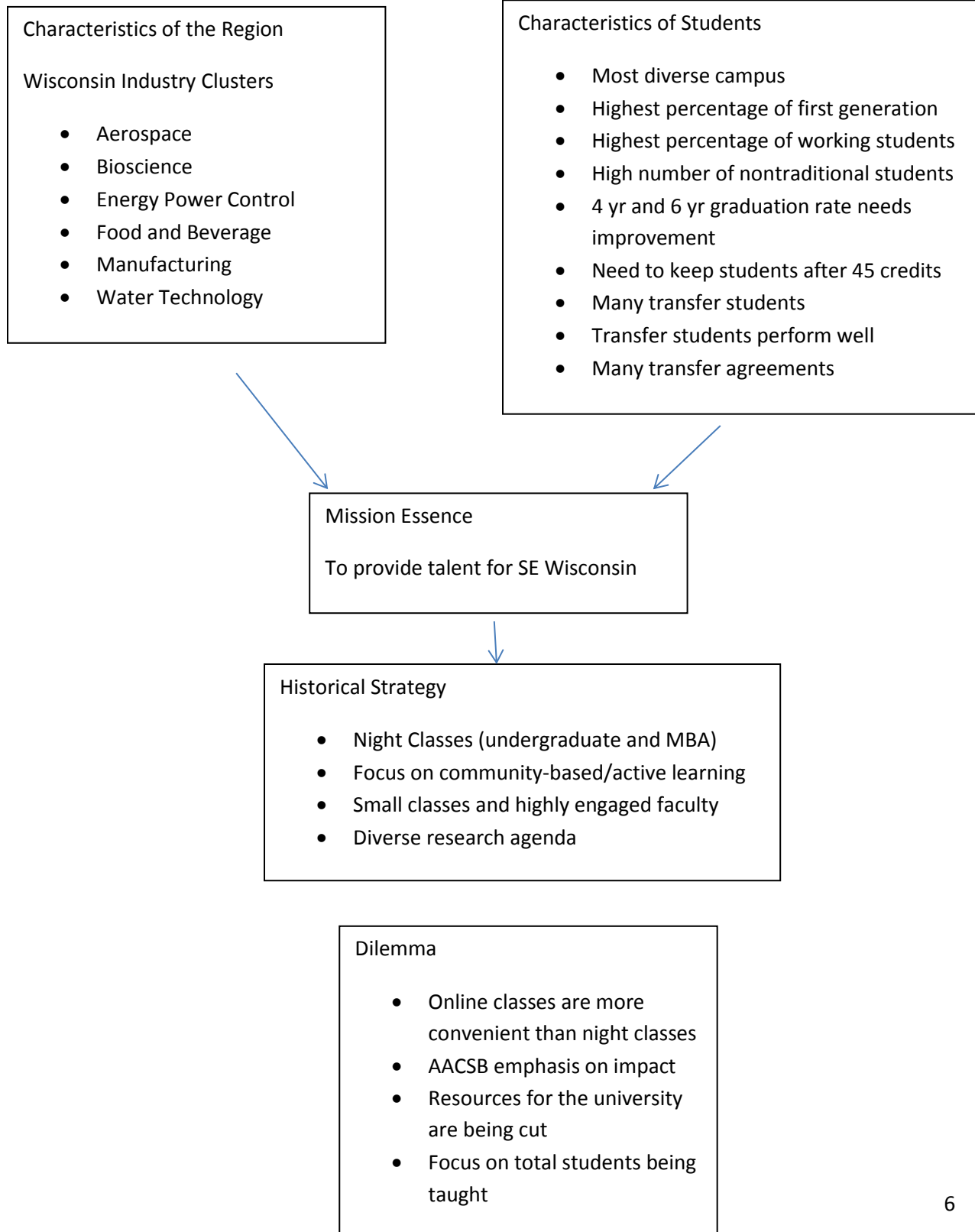
The Department of Business will be recognized as a leading provider of academic programs, qualified graduates, quality research, and technical expertise for the regional economy. The department will be an engine of growth for Wisconsin's Southeast Business Region and contribute to the *Growth Agenda 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.

# Mission and Vision Discussion

## Overview of Concepts



## Discussion:

1-How would you fill in the following?

Mission: To provide \_\_\_\_\_ talent for SE Wisconsin

(examples: diverse, “world class”, “business and technical”, global)

2-What is missing from this stripped down mission statement?

3-The brand for UWP is Be. Real. Amazing. Does our mission statement suggest a brand?

4-One possible vision is “to become the premier source for business/technical education, lifelong learning, and business expertise in the region.” What is missing from this vision? What could be left out? Is this vision feasible given current resources?



## Enrollment

### Undergraduate Accounting, Business Management, Marketing, and MIS Majors

	SPRING 2016					SPRING 2015					SPRING 2014					SPRING 2013					SPRING 2012					SPRING 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	FR	SO	JR	SR	TOTAL
ACCT	0	1	2	23	26	0	3	9	18	30	1	16	30	68	115	22	36	38	98	194	20	30	49	96	195	13	21	36	74	144
FIN	14	9	31	55	109	5	21	24	43	93	14	12	16	62	104	8	10	20	53	91	5	11	23	56	95	2	15	19	53	89
GBUS	58	51	100	165	374	54	73	103	136	366	61	70	96	136	363	49	68	77	132	326	43	47	87	111	288	37	58	76	103	274
HRM	14	14	29	63	120	5	13	30	48	96	9	22	23	41	95	13	10	23	33	79	6	9	23	43	81	1	8	17	37	63
MIS	0	0	0	0	0	0	0	0	0	0				3	3				3	3				3	3				2	2
MKT	0	2	13	20	35	2	7	13	8	30	20	28	22	39	109	19	18	22	46	105	17	14	29	34	94	14	18	17	38	87
NONE	0	1	2	3	6					9		4		1	5		0	1	1	2	2	3	4	3	12	3	4	6	9	22
BUS MAJOR	68	118	184	254	670	68	118	184	254	624	105	152	187	350	794	111	142	181	366	800	93	114	215	346	768	70	124	171	316	681
MIS MAJOR	0	5	21	29	55	5	16	18	30	69	3	12	14	36	65	4	17	16	40	77	7	5	26	46	84	1	16	17	44	78
ACCT MAJOR	14	25	54	94	187	13	36	48	75	172	20	18	25	55	118															
MKT MAJOR	21	24	32	58	135	23	11	28	27	89																				
TOTAL																														
DISTINCT																														
BUS, MIS & ACCT MJRS					770					755					727					683					682					623
MALE	61	63	127	192	443	61	103	130	167	461	68	82	108	166	424	65	93	82	171	411	62	56	111	166	395	38	67	92	156	353
FEMALE	40	49	93	145	327	30	49	95	120	294	40	73	68	122	303	39	47	73	113	272	32	49	88	118	287	32	60	66	112	270
PART-TIME	22	27	61	94	204	18	37	48	108	211	17	31	42	107	197	15	42	48	102	207	25	34	52	106	217	19	34	51	90	194
FULL-TIME	79	85	159	243	566	73	115	177	179	544	91	124	134	181	530	89	98	107	182	476	69	71	147	178	465	51	93	107	178	429
WHITE	61	80	160	248	549	57	113	163	206	539	77	104	133	202	516	75	103	114	204	496	59	83	155	202	499	51	90	111	195	447
BLACK	14	8	17	26	65	10	10	20	25	65	10	19	9	23	61	11	15	10	17	53	15	5	16	29	65	5	15	17	20	57
HISPANIC	12	10	30	37	89	10	15	24	27	76	10	11	19	38	78	6	14	20	38	78	14	10	14	29	67	7	7	19	24	57
ASIAN	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	5	6				3	3		2	3	8	13
AM INDIAN	2	1	2	2	7	2	3	1	6	12	3	2	5	4	14	1	2	2	1	6		1	2	2	5	2	2		5	9
HAWAIIA	0	0	1	0	1	1	1	0	2	4	1	0	1	1	3	0	1	0	1	2		1			1	1			1	2
ACAMLAOV	1	0	1	0	2	0	1	1	0	2	1	0	0	2	3	0	0	0	1	1			3	1	4				3	3
PUERTOR	2	3	1	1	7	1	1	1	0	3	0	1	1	3	5	0	0	0	0	0	1	2	3	1	7	3	2	1	1	7
OTHRASN	8	8	6	18	40	9	7	10	14	40	5	11	5	12	33	7	4	5	14	30	5	3	6	13	27	1	4	6	6	17
HMONG	1	0	0	3	4	0	0	2	3	5	0	2	3	0	5	1	1	0	1	3										
NSPEC	0	2	2	2	6	1	1	2	3	7	1	5	0	2	8	3	0	3	2	8				4	4		5	1	5	11

## Undergraduate Computer Science Students

	SPRING 2016					SPRING 2015					SPRING 2014					SPRING 2013					SPRING 2012					SPRING 2011					SPRING 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	FR	SO	JR	SR	TOTAL
CENG CONC																																			
CSCI MAJOR	21	37	44	70	172	27	50	35	71	183	36	36	40	58	170	26	36	31	50	143	28	26	29	42	125	19	21	32	37	109	17	28	28	31	104
MALE	18	34	39	59	150	26	45	29	58	158	33	32	33	46	144	23	31	25	42	121	26	23	25	37	111	15	17	28	35	95	17	25	24	30	96
FEMALE	3	3	5	11	22	1	5	6	13	25	3	4	7	12	26	3	5	6	8	22	2	3	4	5	14	4	4	4	2	14	0	3	4	1	8
PART-TIME	5	11	4	28	48	6	9	6	23	44	8	6	6	17	37	5	7	6	15	33	6	8	9	7	30	8	4	10	17	39	1	6	8	12	27
FULL-TIME	16	26	40	42	124	21	41	29	48	139	28	30	34	41	133	21	29	25	35	110	22	18	20	35	95	11	17	22	20	70	16	22	20	19	77
WHITE	18	26	32	46	122	19	38	26	53	136	21	21	31	49	122	15	31	22	39	107	17	16	26	37	96	15	15	28	34	92	11	25	23	26	85
AFR AMERICAN	1	2	4	1	8	2	1	3	2	8	6	5	2	1	14	8	1	2	1	12	2	1	0	1	4	2	1	0	1	4	0	0	1	2	3
HAWAIIA	0	0	0	0	0	0	1	0	0	1	0	0	0	1	1	0	0	0	1	1	0	0	0	1	1	0	0	1	0	1	1	0	0	0	1
HISPANIC	2	7	4	14	27	3	5	5	9	22	4	7	5	4	20	2	4	4	4	14	9	4	1	1	15	1	4	1	0	6	4	2	1	1	8
ASIAN	0	2	3	6	11	2	5	1	6	14	4	2	2	1	9	1	0	1	3	5	0	2	1	2	5	0	1	2	1	4	1	1	1	0	3
AM INDIAN	0	0	0	1	1	0	0	0	1	1	0	1	0	1	2	0	0	2	1	3	0	2	0	0	2	1	0	0	1	2	0	0	1	1	2
ACAMLAOV	0	0	1	1	2	1	0	0	0	1	0	0	0	0	0	0	0	0	1	1	0	1	0	0	1	0	0	0	0	0	0	0	1	1	2
NSPEC	0	0	0	1	1	0	0	0	0	0	1	0	0	1	2	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0

## Undergraduate Economics Students

	SPRING 2016					SPRING 2015					SPRING 2014					SPRING 2013				
	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL
<b>MON &amp; FIN</b>	1	1	3	7	12	0	0	2	7	9	0	0	2	12	14	0	0	3	8	11
<b>QUANT</b>	0	2	1	7	10	0	0	0	5	5	0	0	3	9	12	0	0	1	5	6
<b>GENERAL</b>	1	7	3	6	17	1	3	3	7	14	2	2	3	3	10	1	3	7	5	16
<b>ECON MAJOR</b>	2	10	7	20	39	1	3	5	19	28	2	2	8	24	36	1	3	11	18	33
<b>TOTAL DISTINCT ECON MJRS</b>					34					25					34					28
<b>MALE</b>	1	7	6	11	25	0	2	3	13	18	3	2	5	16	26	1	3	9	12	25
<b>FEMALE</b>	1	2	0	6	9	1	1	2	3	7	1	1	3	3	8	0	0	1	2	3
<b>PART-TIME</b>	0	0	1	5	6	0	0	0	6	6	0	0	0	6	6	0	2	2	6	10
<b>FULL-TIME</b>	2	9	5	12	28	1	3	5	10	19	4	3	8	13	28	1	1	8	8	18
<b>WHITE</b>	0	6	4	12	22	0	1	5	13	19	3	2	7	17	29	1	2	8	14	25
<b>AM INDIAN</b>	0	0	0	0	0	0	0	0	0	0	0	1	0	1	2	0	1	0	0	1
<b>HISPANIC</b>	0	0	0	1	1	0	0	0	1	1	1	0	1	0	2	0	0	1	0	1
<b>OTHRASN</b>	0	0	1	1	2	0	1	0	1	2	0	0	0	1	1	0	0	1	0	1
<b>MEXAMER</b>	1	1	1	1	4	0	1	0	0	1										
<b>AFRICAN AMERICAN</b>	1	0	0	2	3	0	0	0	1	1										
<b>NSPEC</b>	0	2	0	0	2	1	0	0	0	1										

## MBA Enrollment

	Sp 16	Sp 15	Sp 14	Sp 13	Sp 12	Sp 11	Sp 10	Sp 09	Sp 08	Sp 07
Total	78	94	106	106	99	94	95	90	74	74
Afr. Am	6	7	7	5	1	4	9	10	4	4
Am. Ind	1	1	2	2	1	1	1	1	1	0
Asian	15	12	17	20	12	14	5	4	8	5
Hispanic	9	8	7	2	4	1	4	2	4	3
White	47	66	73	77	78	72	68	60	52	62
Nspec					3	2	8	13	5	
Female	33	34	43	45	51	40	38	40	33	30
Male	45	60	63	61	48	54	57	50	41	44

## Master of Science in Computer and Information Systems (MSCIS)

	Sp 16	Sp 15	Sp 14	Sp 13	Sp 12	Sp 11	Sp 10	Sp 09	Sp 08	Sp 07
Total	11	13	7	9	9	7	11	8	3	10
Afr. Am									0	1
Am. Ind									0	0
Asian	8	7	4	5	4	2	5	6	1	6
Hispanic									0	0
White	3	6	3	4	5	5	6	2	2	3
NSPEC										
Female	7	6	3	4	3	3	5	1	0	4
Male	4	7	4	5	6	4	6	7	3	6

Retention and Graduation by Intended Major Area and Race/Ethnicity First-time, full-time Students: Fall 2007-Fall 2014												
			Entry		Enrollment					Graduation		
Entry Fall	Ethnic Group	High Demand Area (Intended)	N	Pct	Year 2	Year 3	Year 4	Year 5	Year 6	4-year	5-year	6-year
2007-08	African American/Black	Business	15	11.7%	40.0%	20.0%	20.0%	6.7%	6.7%	0.0%	0.0%	6.7%
		Computer Science	11	8.6%	54.5%	27.3%	9.1%	9.1%	9.1%	9.1%	9.1%	18.2%
		Total	128	100.0%	57.0%	35.2%	31.3%	25.8%	17.2%	2.3%	9.4%	15.6%
	Hispanic/Latino	Business	7	13.2%	42.9%	14.3%	0.0%	14.3%	14.3%	0.0%	0.0%	0.0%
		Computer Science	2	3.8%	50.0%	50.0%	50.0%	50.0%	50.0%	0.0%	0.0%	0.0%
		Total	53	100.0%	64.2%	47.2%	30.2%	24.5%	17.0%	7.5%	15.1%	20.8%
	White/Caucasian	Business	67	11.2%	62.7%	46.3%	37.3%	32.8%	10.4%	7.5%	25.4%	26.9%
		Computer Science	41	6.8%	82.9%	56.1%	43.9%	29.3%	12.2%	17.1%	29.3%	36.6%
		Total	600	100.0%	68.3%	50.3%	42.7%	30.8%	12.0%	10.3%	29.2%	34.7%
	Total		833	100.0%	66.4%	48.5%	40.3%	29.9%	13.3%	9.0%	24.8%	30.7%
2008-09	African American/Black	Business	18	15.4%	33.3%	27.8%	27.8%	22.2%	27.8%	0.0%	0.0%	5.6%
		Computer Science	7	6.0%	57.1%	14.3%	14.3%	14.3%	0.0%	0.0%	0.0%	0.0%
		Total	117	100.0%	59.0%	40.2%	27.4%	25.6%	14.5%	3.4%	12.8%	15.4%
	Hispanic/Latino	Business	9	11.4%	100.0%	88.9%	77.8%	88.9%	44.4%	0.0%	44.4%	55.6%
		Computer Science	4	5.1%	50.0%	50.0%	50.0%	25.0%	0.0%	25.0%	50.0%	50.0%
		Total	79	100.0%	72.2%	60.8%	48.1%	40.5%	19.0%	7.6%	27.8%	38.0%
	White/Caucasian	Business	68	12.5%	61.8%	33.8%	35.3%	22.1%	14.7%	8.8%	16.2%	23.5%
		Computer Science	30	5.5%	66.7%	53.3%	43.3%	36.7%	16.7%	6.7%	26.7%	33.3%
		Total	544	100.0%	64.0%	47.1%	40.1%	30.5%	11.6%	8.6%	26.3%	31.4%
	Total		833	100.0%	64.3%	48.1%	40.2%	31.2%	12.6%	8.4%	25.3%	30.6%
2009-10	African American/Black	Business	15	17.9%	80.0%	40.0%	60.0%	20.0%	6.7%	13.3%	13.3%	13.3%
		Computer Science	5	6.0%	100.0%	60.0%	80.0%	20.0%	0.0%	20.0%	40.0%	40.0%
		Total	84	100.0%	71.4%	45.2%	46.4%	27.4%	7.1%	7.1%	19.0%	21.4%
	Hispanic/Latino	Business	7	8.2%	57.1%	42.9%	42.9%	42.9%	14.3%	0.0%	14.3%	28.6%

Retention and Graduation by Intended Major Area and Race/Ethnicity First-time, full-time Students: Fall 2007-Fall 2014												
			Entry		Enrollment					Graduation		
Entry Fall	Ethnic Group	High Demand Area (Intended)	N	Pct	Year 2	Year 3	Year 4	Year 5	Year 6	4-year	5-year	6-year
		Computer Science	5	5.9%	80.0%	60.0%	60.0%	40.0%	40.0%	0.0%	20.0%	40.0%
		Total	85	100.0%	60.0%	43.5%	42.4%	35.3%	16.5%	5.9%	21.2%	31.8%
	White/Caucasian	Business	57	10.2%	52.6%	50.9%	42.1%	33.3%	10.5%	10.5%	31.6%	38.6%
		Computer Science	33	5.9%	75.8%	66.7%	54.5%	30.3%	6.1%	18.2%	36.4%	42.4%
		Total	557	100.0%	66.2%	51.0%	42.5%	28.4%	8.1%	12.6%	30.3%	35.5%
	Total		788	100.0%	65.9%	50.0%	42.9%	29.3%	9.8%	11.2%	27.3%	33.1%
2010-11	African American/Black	Business	7	8.8%	57.1%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	
		Computer Science	5	6.3%	60.0%	60.0%	20.0%	20.0%	20.0%	0.0%	0.0%	
		Total	80	100.0%	58.8%	45.0%	28.8%	20.0%	8.8%	1.3%	7.5%	
	Hispanic/Latino	Business	16	18.4%	75.0%	50.0%	50.0%	37.5%	12.5%	12.5%	31.3%	
		Computer Science	2	2.3%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
		Total	87	100.0%	57.5%	37.9%	34.5%	27.6%	6.9%	4.6%	24.1%	
	White/Caucasian	Business	53	10.8%	50.9%	37.7%	34.0%	18.9%	5.7%	13.2%	24.5%	
		Computer Science	27	5.5%	63.0%	59.3%	51.9%	51.9%	14.8%	3.7%	33.3%	
		Total	492	100.0%	58.3%	43.1%	37.0%	28.5%	11.8%	6.7%	20.5%	
	Total		711	100.0%	58.6%	42.5%	35.6%	27.3%	10.8%	5.6%	19.3%	
2011-12	African American/Black	Business	10	13.5%	60.0%	50.0%	30.0%	30.0%		0.0%		
		Computer Science	7	9.5%	14.3%	0.0%	14.3%	0.0%		0.0%		
		Total	74	100.0%	56.8%	41.9%	37.8%	32.4%		2.7%		
	Hispanic/Latino	Business	9	11.1%	77.8%	77.8%	55.6%	44.4%		33.3%		
		Computer Science	5	6.2%	80.0%	60.0%	60.0%	40.0%		0.0%		
		Total	81	100.0%	61.7%	53.1%	42.0%	37.0%		7.4%		
	White/Caucasian	Business	47	10.3%	57.4%	46.8%	44.7%	31.9%		10.6%		
		Computer Science	31	6.8%	58.1%	45.2%	41.9%	35.5%		6.5%		
		Total	458	100.0%	63.8%	50.0%	44.8%	30.3%		12.4%		

Retention and Graduation by Intended Major Area and Race/Ethnicity First-time, full-time Students: Fall 2007-Fall 2014												
			Entry		Enrollment					Graduation		
Entry Fall	Ethnic Group	High Demand Area (Intended)	N	Pct	Year 2	Year 3	Year 4	Year 5	Year 6	4-year	5-year	6-year
	Total		679	100.0%	62.2%	49.3%	42.6%	30.8%		10.3%		
2012-13	African American/Black	Business	6	12.0%	100.0%	66.7%	66.7%					
		Computer Science	2	4.0%	100.0%	0.0%	0.0%					
		Total	50	100.0%	72.0%	34.0%	30.0%					
	Hispanic/Latino	Business	9	11.1%	77.8%	33.3%	33.3%					
		Computer Science	2	2.5%	50.0%	50.0%	50.0%					
		Total	81	100.0%	79.0%	63.0%	49.4%					
	White/Caucasian	Business	49	11.0%	79.6%	67.3%	63.3%					
		Computer Science	30	6.7%	83.3%	63.3%	60.0%					
		Total	447	100.0%	71.1%	56.8%	51.0%					
	Total		645	100.0%	72.7%	56.3%	49.0%					
2013-14	African American/Black	Business	11	17.7%	72.7%	45.5%						
		Computer Science	3	4.8%	33.3%	0.0%						
		Total	62	100.0%	64.5%	41.9%						
	Hispanic/Latino	Business	7	9.7%	57.1%	28.6%						
		Computer Science	2	2.8%	100.0%	100.0%						
		Total	72	100.0%	62.5%	43.1%						
	White/Caucasian	Business	53	10.9%	79.2%	64.2%						
		Computer Science	27	5.6%	81.5%	70.4%						
		Total	486	100.0%	75.9%	60.3%						
	Total		686	100.0%	73.8%	57.3%						
2014-15	African American/Black	Business	5	11.1%	80.0%							
		Computer Science	4	8.9%	50.0%							
		Total	45	100.0%	75.6%							

Retention and Graduation by Intended Major Area and Race/Ethnicity First-time, full-time Students: Fall 2007-Fall 2014												
			Entry		Enrollment					Graduation		
Entry Fall	Ethnic Group	High Demand Area (Intended)	N	Pct	Year 2	Year 3	Year 4	Year 5	Year 6	4-year	5-year	6-year
	Hispanic/Latino	Business	13	14.1%	92.3%							
		Computer Science	1	1.1%	100.0%							
		Total	92	100.0%	75.0%							
	White/Caucasian	Business	45	11.8%	77.8%							
		Computer Science	22	5.8%	77.3%							
		Total	382	100.0%	73.3%							
	Total		577	100.0%	74.4%							



## Transfer Student Statistics (Spring 2016)

### Over 60 Transfer Credits

Program	Overall Percent	Juniors and Seniors	Seniors	May 2016 Graduates
Business	17.48%	24.01%	31.75%	21.67%
Computer Science	12.57%	19.09%	28.79%	25.00%
Economics	14.71%	21.74%	26.32%	28.57%

### Over 30 Transfer Credits

Program	Overall Percent	Juniors and Seniors	Seniors	May 2016 Graduates
Business	34.43%	44.58%	48.37%	34.17%
Computer Science	25.15%	33.64%	42.42%	43.75%
Economics	17.65%	26.09%	31.58%	42.86%

### Over 15 Transfer Credits

Program	Overall Percent	Juniors and Seniors	Seniors	May 2016 Graduates
Business	46.25%	57.04%	60.24%	50.83%
Computer Science	38.32%	47.27%	57.58%	50.00%
Economics	35.29%	43.48%	47.37%	57.14%

\*Number of May 2016 Graduates:

- Business: 120 Students
- Computer Science: 16 Students
- Economics: 7 Students

## CBEC and Campus News

### Ready Badger App



On April 12, 2016, the University of Wisconsin-Parkside held a press conference highlighting the official release of the new Ready Badger App. Ready Badger was made available for iOS and Android download on April 11th during Wisconsin Tornado & Severe Awareness Week.

Developed by UW-Parkside's App Factory, Ready Badger is an emergency alert app for the state of Wisconsin. Funded by Milwaukee County Office of Emergency Management through an EPCRA (State of WI) and EMPG (FEMA) grants, this app helps citizens of the State of Wisconsin stay up to date on emergency information and submit damage reports in the event of a disaster.

App Factory students worked in conjunction with Southeast Wisconsin County Emergency Management representatives. In addition to receiving emergency alerts, Ready Badger allows anyone in the state of Wisconsin to find emergency preparedness information specific to a particular county. It also allows for the user to submit a digital damage report in an effort to increase the speed with which county emergency managers can assess damages and respond to disasters. The app is designed to help residents prepare for and respond to weather and non-weather related disasters along with the option to prepare for future local emergencies. The App displays weather conditions, traffic updates, disaster resources, water levels, location and contact information for hospitals, police, and fire stations, as well as identifies volunteer opportunities/emergencies in any particular county as they occur.

Communication students under the direction of Adrienne Viramontes organized the press conference. Early in its development, marketing students performed marketing research that was used to determine the app's features. In total, over 50 UW-Parkside students participated in the development of the Ready Badger app.

The Android and iOS versions are available for download at their respective app stores.

## Parkside Students Score with NBA Franchise

Apr 6, 2016

By: John Mielke

When four UW-Parkside students took part in a marketing-research presentation to the executive committee of the Milwaukee Bucks Inc., it was the culmination of a business relationship that started months earlier.



Milwaukee Bucks President Peter Feigin served as Executive in Residence for the UW-Parkside College of Business, Economics, and Computing in September 2015. While on campus, Mr. Feigin met Dr. Peter Knight, chair of the UW-Parkside AACSB accredited Business Department and associate professor of business.

*Milwaukee Bucks President Peter Feigin listens to marketing presentation by UW-Parkside and Ohio University students*

Dr. Knight happens to have a friend and colleague Dr. Norm O'Reilly who is a top sports-management researcher at Ohio University in Athens, Ohio. At age 37, Dr. O'Reilly has already received the American Marketing Association Lifetime Achievement Award for Sports Management.

"When I mentioned a student-consulting project, and mentioned my colleague at Ohio University, Mr. Feigin was very interested," Knight said. "The combination of us being local and the association with Ohio University was important."

For Tara Knapstein, a Parkside senior business major from Dale, Wis., the opportunity to be involved with the Bucks project was a perfect fit. Knapstein was captain of the Parkside women's basketball team for the 2015-16 season.

"I was just beginning my upper-level sales and marketing classes last fall, and I had known Dr. Knight from the National Collegiate Sales Competition," Knapstein said. "Dr. Knight knew I would most likely be motivated because of my basketball background."



*Tara Knapstein (left) with Ohio University students Jordan Reed and Greg Damschroder during the marketing-research presentation to Milwaukee Bucks executive committee*

The sport of basketball also meant a quick connection for Parkside students Quinn Manderfield, Darius Hampton, and Ryne Clatworthy. Manderfield called the opportunity a "no brainer" and something that seemed almost too good to be true. "I have been very passionate about the Bucks my entire life," Manderfield said, "and have always referred to working for the Bucks as one of my 'dream jobs.' I am very intrigued by strategic sports marketing, so I was motivated as a passionate fan, and as someone about to graduate looking for the ideal job."

A portion of Manderfield's work was separate from the rest of the group. "This allowed me to think in an abstract manner and approach a portion of the project with a more big-picture philosophy," he said. "I learned how to look past more conventional ways of thinking and to ask the right questions ... I found that you have to ask the right questions before you begin your research or implementation."

Dr. Michele Gee directs master's programs at UW-Parkside and serves as the associate dean in the College of Business, Economics, and Computing. "I am extremely proud of the high level of professionalism exhibited by our students," Dr. Gee said. "The academically relevant, community-based activity provided more evidence documenting the quality of UW-Parkside students."

Marketing research at this level demands a large amount of time. "I don't think we realized what a project like this, as well as collaborating with a team in a different state, would entail," Knapstein said. "It was a huge project for us to carry on for several months, but it was the perfect real-world example. We learned the simple importance of communication. Collaborating with Ohio [University] meant we needed to be in constant communication to ensure that our research and presentation were uniform

and not redundant. The presentation was honestly the best part. We finally got to see our hard work paying off. It was also great to see all of the Bucks' executives engaged and interested in our research."

Milwaukee Bucks President Peter Feigin said his organization hopes to continue the collaborative relationship with UW-Parkside and Ohio University. "The students did a terrific job putting together insightful research for our organization," Feigin said.



*In addition to the research project, 13 sales certificate students from Dr. Knight's Advanced Sales class spent time learning about the Bucks' sales organization and career opportunities. Students met the Bucks Director of Business Development Wes Warne, and UW-Parkside sales certificate and business-management graduate Andy Nefstead, who is now a Bucks' sales representative. The session outlined a day in the life of a sales representative and provided an in-depth look at the organization's sales strategy.*

## CBEC Students Study Abroad in India and Dubai

Apr 5, 2016



This past winter, five UW-Parkside students had a study abroad experience of a lifetime. UW-Parkside's College of Business Economics and Computing offered a study abroad excursion to Dubai and India. Objectives of the trip according to Dr. Parag Dhumal was to "...Educate students about opportunities and challenges in establishing and conducting business in the Middle East and India, increase the student's awareness about foreign culture, customs, languages and cuisines, understand student life in India and visit historical places, monuments, and world-class modern architecture".



The sixteen day adventure started on day one, where the students were able to experience a desert safari. Senior marketing student Michael Novak said "The desert safari was an amazing time and once we got into the desert, our whole group raced up the sand dunes and later we went for a barbeque in the middle of the desert at night." The excitement of the trip didn't stop there.

The group led by Dr. Dhumal visited two different academic institutions- IndSearch in Pune and SIMSREE in Mumbai. Novak explained that "In Pune we visited IndSearch University and were able to spend a significant amount of time with the students. In addition, we got to meet with students of SIMRSEE in Mumbai. Everyone throughout the entire trip was very welcoming towards us and gave us VIP treatment. Myself, and a few of the other students on the trip still keep in touch with some of the friends we met in India".

Other highlights of the trip were visiting corporate offices, a Stock exchange in Mumbai and a Vishay plant tour. Novak remarked that "Visiting the Mumbai Stock Exchange was one of the best experiences as we were able to learn a lot about the current economy in India".



Dr. Dhumal also listed off numerous other places that the group experienced such as "...Museums in Dubai, Abu Dhabi , Sheikh Zayed Mosque, Ferrari World, Miracle Garden, Global Village, a Dubai Creek Boat Ride, Dubai Mall (world's largest Mall), Burj Khalifa (Tallest skyscraper), Dubai Fountain, Chauki Dhani (old village settings), hike to Sinhagad Fort, Raja Kelkar Museum, Marine Drive (drive along sea shore), Mahalakshmi Temple, Elephanta Island, Church in Goa, two Different Beaches in Goa, Scuba Diving, and Downtown Goa".



Novak, upon his arrival said that "Dr. Dhumal did a fantastic job of showing us around and taking us to a lot of different places. We really were able to see a variety of different parts of India and Dubai in just sixteen days". Dr. Dhumal shared that students who attended the study abroad trip represented UW Parkside well and said "I heard praise from professors from Mumbai and Pune colleges. Business executives were amazed with questions and involvement of our students during corporate visits".

All in all the trip was a major success and an experience that these five UW-Parkside students will never forget. UW-Parkside offers many study abroad trips year round.

## Parkside Adds German Partner

Mar 21, 2016

The University of Wisconsin-Parkside signed an memorandum of understanding (MOU) with Duale Hochschule Baden Wuerttemberg in Karlsruhe, Germany. DHBW is part of the Baden Wuerttemberg cooperative university with 34,000 students and 9,000 corporate partners.



*Associate Professor of Business Dr. Abey Kuruvilla and UW-Parkside Provost Dr. Fred Ebeid (left) meet with officials from Duale Hochschule Baden Wuerttemberg*

The Karlsruhe campus is similar to UW-Parkside and has 3,200 students and more than 1,400 corporate partners. The school follows a cooperative model where students alternate semesters between the university and a corporate partner.

UW-Parkside Provost Dr. Fred Ebeid emphasized the global classroom model that UW-Parkside envisions when signing new international agreements. He spoke about how such partnerships create an invaluable learning experience for students. DHBW Rector Dr. Stephan Schenkel said he believes in the internationalization of his own campus and the value it brings to his students. UW-Parkside Associate Professor of Business Dr. Abey Kuruvilla, who also serves as special assistant for international relations to UW-Parkside Chancellor Debbie Ford and who initiated the partnership as a visiting professor to Karlsruhe last year, talked about the tangible possibilities in aligned goals for both universities.

After the MOU signing, DHBW hosted a visit to Daimler Benz, a strong partner and the world's largest truck plant.



## IN MEMORIAM - FRANCES JAESCHKE

Mar 29, 2016

### FRANCES JAESCHKE (1919-2016)

With the passing of [Frances Jaeschke](#) Sunday evening, March 27, UW-Parkside Chancellor Debbie Ford says the university lost its No. 1 cheerleader.

Mrs. Jaeschke, 96, was an advocate for the University of Wisconsin-Parkside long before students first entered the new classrooms in 1968. She was one of just a few females on the "Committee of 100," the original advocacy group that worked to garner support in the community and throughout the Wisconsin Legislature to establish a four-year UW campus in southeastern Wisconsin.



*(l to r) James Jaeschke, Frances Jaeschke, Richard Derks, Delbert Warosh from 1996*

"Fran was one of the women coaching the men on the Committee of 100," Ford said. "She was passionate about all forms of education and remained a lifelong learner."

In addition to her efforts that helped create UW-Parkside, Mrs. Jaeschke was among the first to earn a degree from the new UW campus. She walked across a small stage in Greenquist Hall in May 1971 as the Outstanding Graduate for the second UW-Parkside commencement.

Following the death of her husband, Ralph, in 1996, Mrs. Jaeschke continued the couple's efforts to support student success at UW-Parkside. The Jaeschke's created scholarships that today provide access to education for students in each of the university's four colleges.

In 2005, Mrs. Jaeschke established the Ralph Jaeschke Solutions for Economic Growth (SEG) Center in memory of her husband.



*Frances Jaeschke at SEG Center dedication in 2005*

Each year, hundreds of Parkside students in the College of Business, Economics, and Computing, under the guidance of UW-Parkside faculty, make a difference in the community by working on business, IT and marketing challenges with companies and nonprofit organizations throughout the region.

Mrs. Jaeschke was selected as the featured speaker for the Winter Commencement Ceremony in December 2009. As part of her introduction, Chancellor Ford told the packed De Simone Gymnasium: "Fran Jaeschke is an indispensable person in the history of UW-Parkside and a person I am proud to know. She is a strong advocate for education, and worked tirelessly to make this university a reality..."

In October 2013, Chancellor Ford took the opportunity to honor Mrs. Jaeschke's commitment to education by introducing her to the UW System Board of Regents during the Regents' meeting at UW-Parkside. Chancellor Ford described Mrs. Jaeschke to Regents and to her chancellor colleagues as a "UW-Parkside giant of education and learning." Chancellor Ford then presented Mrs. Jaeschke with a commissioned sculpture "Come About" created by former UW-Parkside art student Mallory Olesen.

"Come About," which is on permanent display in the Rita Tallent Picken Regional Center for Arts and Humanities, will long honor the memory of Parkside's No. 1 cheerleader – Mrs. Frances Jaeschke.

## MBA Program Named Most Affordable

Feb 25, 2016

Dr. Michele Gee directs master's programs at the University of Wisconsin-Parkside and serves as the associate dean in the university's College of Business, Economics, and Computing. She expressed great pride in the announcement by [TopManagementDegrees.com](http://TopManagementDegrees.com) naming the UW-Parkside M.B.A. program as one of the [nation's most affordable](#).

"We are proud that our M.B.A. program, which is already recognized for quality with accreditation by the Association to Advance Collegiate Schools of Business International, is now acknowledged as one of the most affordable graduate business programs in the country," Dr. Gee said.

Business education rankings from TopManagmentDegrees.com are designed to help prospective students make a smart choice about where to invest their time and money. The organization is committed to connecting people to inspiring ideas and high-quality educational opportunities.



"Our alumni significantly contribute to the Wisconsin economy primarily in Racine and Kenosha counties," Dr. Gee said. "Yet their influence extends throughout the Milwaukee-Chicago business corridor. They hold prominent executive and professional positions in companies such as Modine Manufacturing, Abbott Labs, SC Johnson, CNH Industrial, Northwestern Mutual, and Aurora Healthcare to cite just a few examples."

In addition to a regional focus, UW-Parkside has entered into an increasing number of exchange agreements with universities in countries around the world including China, India, Germany, Finland, Italy, Australia, and Russia. "These global exchanges help to internationalize our classrooms, and provide education opportunities for our graduate students who participate in study-abroad tours and courses," Dr. Gee said. "This is very important in the interconnected world of business, and equips our M.B.A. alumni with experiences, global awareness, knowledge and skills valued by many employers."

Graduate students in UW-Parkside's M.B.A. program have great flexibility to customize their own learning experience by selecting from a wide range of courses to build and further expand success in their chosen careers. Students move at their own pace by taking as many courses as their schedules allow.



"Being one of the most affordable AACSB-accredited programs in the U.S. is an important reason why many students decide to enroll in our program." Dr. Gee said. "Our accreditation, affordability, and strategic location combine to make choosing UW-Parkside's M.B.A. program a sound, logical decision."

<http://www.topmanagementdegrees.com/rankings/most-affordable-mba-programs-2016/>

## Quevedo, Riley, and Gillespie Receive Rangers in Action Awards



The University of Wisconsin-Parkside learning community is one of the most diverse in the entire UW System. It is the diversity that enhances and broadens the educational experience UW-Parkside students enjoy and from which they benefit.

The UW-Parkside Rangers in Action: I.D.E.A. (Inclusion, Diversity, Equity, and Accountability) Leadership Champion Awards, sponsored by the Office of Diversity and Inclusion and the Inclusive Excellence Committee, recognize individuals dedicated to ensuring that UW-Parkside is a place where diversity and inclusion efforts are intentionally integrated into the core aspects of our campus.

Professor Ubaldo Quevedo, Professor Derek Riley, and Lecturer Donald Gillespie from CBEC received this award this year. Congratulations Ubaldo, Derek, and Donald!

## Project Management Certificate Flexible Option



**PROJECT  
MANAGEMENT  
CERTIFICATE**

*A flexible certificate program from*  
**UNIVERSITY OF WISCONSIN**  
**PARKSIDE**

**ONLINE PROJECT MANAGEMENT CERTIFICATE**

Today's employers are looking for employees who possess not only strong technical skills, but also the ability to lead and manage complex projects involving diverse teams. Validating your project management skills with a certificate from a respected educational institution enhances your value as an employee as well as a job candidate. And now, that certificate is within reach for more working adults than ever.

For the first time, the [business department at the University of Wisconsin-Parkside](#) is offering its successful Project Management Certificate in the self-paced and competency-based UW Flexible Option format. At last, you can earn the project management credential you need to get ahead—without sacrificing your commitments to work and family.

### Press:

- [Kenosha News](#): UW-P project management certificate to offer flexible options for busy learners.
- [Business Wire](#): University of Wisconsin-Parkside Launches UW Flexible Option Version of Successful Project Management Certificate Program

## Stephen Hawk Retirement

Stephen Hawk, Professor of MIS, announced his retirement at the end of this academic year. Dr. Hawk has served UW-Parkside since 1993 and will be remembered for his dedicated service to his students, the MIS major, community, and his profession. Dr. Hawk has numerous accomplishments. In research, he has highly regarded publications involving MIS employment and IT outsourcing. He was one of the first MIS researchers to publish articles on international outsourcing particularly in Russia.

Dr. Hawk dedicated his professional life to serving students through teaching, advising and mentoring. Dr. Hawk consistently learned new technologies and practices in order to maintain the currency of the MIS curriculum. He created and maintained the networking labs for MIS students and was recently certified by ISACA as a Certified Information Systems Auditor (CISA). In addition to these accomplishments, Dr. Hawk worked diligently to help students find jobs. He took on an externship at Harley Davidson to further establish relationships and better understand the information systems practices in industry. Dr. Hawk was a founding member of the Information Technology Practice Center and supervised one its first projects. In addition, he guided numerous successful community projects that provided valuable hands-on experience for students in his classes and contributed to local organizations. Dr. Hawk authored the document to turn MIS into major and was a master at writing letters that helped students to obtain outside recognitions and scholarships. In addition to his professional service, Dr. Hawk made significant contributions to our campus by serving on key committees such as the General Education Committee, the Committee on Academic Planning, and the University Committee. UW-Parkside, the business faculty, and its students thank Dr. Hawk for his exceptional contributions to the campus community.

## Fred Ebeid Retirement

Interim Provost and Vice Chancellor Fred Ebeid announced his retirement effective at the end of this academic year. Prior to his appointment as interim provost, Dr.



Ebeid served as dean of the School of Business and Technology/College of Business, Economics, and Computing (CBEC) from 2006 to 2012. Prior to his appointment at UW-Parkside, he was professor and dean of the College of Business and Technology at Western Illinois University. His educational background includes a Ph.D. in Finance from the University of Illinois at Champaign-Urbana, a Master of Business Administration from Wayne State University at Detroit, a Bachelor of Business Administration degree from the University of Michigan at Dearborn, and an Associate in Commerce degree from Henry Ford Community College at Dearborn. Before his

employment in higher education, Dr. Ebeid worked for General Motors Corporation, Cadillac Motor Car Division, in accounting and financial analysis.

Professor Ebeid has presented his research at regional, national, and international professional conferences, published articles on financial and international topics, reviewed and contributed to existing and proposed finance textbooks, and provided financial consulting services. He has also served as board member and president of the Academy of Finance, advisory board member of the MBAA International, member of several regional and local economic development boards, president of Phi Kappa Phi, and member of the Illinois State Universities Retirement System Advisory Committee. Fred is listed in Who's Who in Finance and Business (2006-2007), Who's Who in American Education (2005-2006 and 2006-2007), Who's Who in America (2004 and 2005), Who's Who Among America's Teachers (2004, 2005, and 2006), Academic Keys Who's Who in Business Higher Education (2003), and Who's Who in Finance in Industry (1999). Dr. Ebeid presently serves as a volunteer peer reviewer and mentor for schools with business programs seeking to maintain or obtain accreditation from The Association to Advance Collegiate Schools of Business (AACSB) International.

Dr. Ebeid has a long list of accomplishments at UW-Parkside. Through his leadership, CBEC and the university has significantly enhanced opportunities for global experiences. He was instrumental in helping to establish partnerships with many international universities including universities in India, China, Germany, Finland, Australia, and Russia. In addition to laying the groundwork for international initiatives, Dr. Ebeid provided leadership that led to the development of UW-Parkside's award winning sales program. Through his leadership CBEC concentrations were converted to majors, UW-Parkside's role in the MBA consortium was strengthened, enrollment grew, online classes increased in number, and the CBEC advisory board was reinvigorated. Dr. Ebeid also worked to improve community based learning. Upon his direction, the Ralph Jaeschke Solutions for Economic Growth (SEG) Center was moved to its current location and the Small Business Development Center (SBDC) was moved from off campus to a location near the SEG Center. This move strengthened both centers and provided opportunities for students to make significant contributions to the local community. In 2014, Provost Ebeid further

enhanced community based learning by providing the initial seed money to create the UW-Parkside App Factory. In a brief time, the App Factory has become a signature center for the university.

Dr. Ebeid has been a mentor, leader, and friend to many at the university and in higher education administration. CBEC thanks him for his exceptional service.



# **COLLEGE OF BUSINESS, ECONOMICS, AND COMPUTING**

## **ADVISORY BOARD MEETING**

**January 28, 2016**

**Alumni Room, UW-Parkside ~ Student Center**

**4:00 p.m.**

**Board Members:** Al Biland, Leonard Bloom, Charles Goodremote, Gordy Kacala, Thomas Mahoney, Terri Steidl, Kim Stoll, Russell Tilsner, Robert Toeppe, Gerald Uick, Andrew Vogel,

**Faculty and Guests:** Dirk Baldwin, Dean - Trudy Biehn, Senior Academic Advisor – Michele Gee, Interim Associate Dean – Peter Knight, Chair, Dept. of Business – Dennis Kaufman, Chair, Dept. of Economics – Derek Riley, Assistant Professor, Computer Science – Heather Miles, Senior UNIX Systems Administrator – Special Guests: Bill Burnett, The Milwaukee 7 and Ron Jurewicz, TEC. – Debra Karp, Interim Executive Director, CCP – Crista Kruse, Continuing Education Director.

### **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). Dirk introduced Bill Burnett and Ron Jurewicz.

### **Provost Fred Ebeid Update:**

The Provost said the Chancellor would not be able to make the meeting due to a previous commitment. Fred announced that he was invited to Russia as the U.S. representative and that he would be meeting the students that came to Parkside over the past summer for the course “Doing Business in U.S.” He would also be going to Germany to sign an MOU and then head to France to explore agreements with French Universities. He will also be heading to China, his 7<sup>th</sup> visit, in May to develop relationships with universities in the south of China. He also announced that one of UW-Parkside’s students, Brittany Wood who is a junior, attended President Obama’s state of the union address. Fred announced that Dr. Robert Ducoff would be starting as Parkside’s new Provost in April. Fred would be officially retiring in July.

### **Bill Burnett, Milwaukee 7**

Bill discussed the export internship program. This program trains interns to go into companies and develop export strategy. Peter Knight discussed his global marketing class and how this may be a way to help his students with his capstone course.

### **Ron Jurewicz, TEC**

Ron explained to the board that his company brought peers from various businesses for Peer Group Learning. These are no-holes barred discussions helping non-competing corporate leaders discuss issues in a safe environment. Jackie Hallberg from Goodwill Industries is a member.

### **Debra Karp and Crista Kruse, Discuss Women’s Leadership Initiative**

Debra and Crista discussed their goals of continuing education for professionals and ensure that employers in SE Wisconsin have access to the best prepared talent to sustain and grow the region.

Surveys they have conducted tells them that there continues to be a lot of interest in the region for promoting women, inclusive leadership. Diverse leadership in companies leads to success. The demand for women executives seems to be more in demand than the supply.

### **Discussion – Strategic Marketing of CBEC/Attracting Female and Underrepresented Minority Students to CBEC Majors**

Ideas and Thoughts:

- Try to determine root cause (Is there a perception problem/cultural perception?)
- Look at messaging opportunities
- Get more involved with Junior Achievement
- Bring in alumni to discuss achievements and their lifestyles
- Cultivate better awareness in school councilors
- Put together career panels
- Partner with corporations
- Help the students become aware of what kind of salary they can expect from business majors
- Make use of websites such as CareerBuilders.com
- Direct marketing to parents and children

### **Miscellaneous Business**

Derek Riley announced to the board that he had 20 paid interns working on 10 projects. One of the apps being developed was an emergency preparedness app and they were also working on an app for the Bradley Corporation.

Dennis Kaufman announced that they would have an economics associate degree in financial economics and in that way he was hoping it would propel students to consider a bachelor's degree in economics.

### **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



**University of Wisconsin-Parkside  
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