



COLLEGE OF BUSINESS, ECONOMICS, AND COMPUTING

Advisory Board

January 28, 2016

Alumni Room ♦ Student Center

UW-Parkside Campus

College of Business, Economics, and Computing
Advisory Board Meeting
Alumni Room, Student Center
UW-Parkside Campus
January 28, 2016
4-7 p.m.
Agenda

1. Welcoming remarks (4 p.m.)
 - a. Terri Steidl, Chair
 - b. Dirk Baldwin, Dean
 - c. New Officers
2. University Updates (4:15 p.m.)
 - a. Fred Ebeid, Provost
3. CBEC Related Initiatives
 - a. Exporting Internships and the Milwaukee 7-Bill Burnett
 - b. TEC (The Executive Committee) Groups Ron Jurewicz
 - c. Sales Summit/Breakfast
 - d. Venture Parkside: Innovation Corridor and Innovation Fund
 - e. App Factory
 - f. Project Management Certificate Flex Option
 - g. All – Board Meeting (Tentative) Tentative Title: “Educating UW-Parkside Graduates for 21st Century Success. How can Advisory Board Members help UW-Parkside identify characteristic of success, current and future opportunities, relevant programs, and career pathways for our students?”
4. Discussion: Women’s Leadership Initiative
5. Discussion: Strategic Marketing of CBEC/Attracting Female and Underrepresented Minority Students to CBEC Majors (see packet for statistics).
6. Dinner (5:30 p.m.)
7. AACSB Continuous Improvement Review Enrollment
8. News
 - a. Business Degree Completion Program
 - b. International Initiatives
 - i. Winter (2016): India/Dubai, Caribbean
 - ii. Italy Study Trip (Summer 2016)
 - iii. Germany Study Tour
 - iv. German Students in Summer
 - c. Career Fair February 24, 2016
 - d. Distinguished Alumni Awards
 - e. Student Interns
 - f. Faculty Awards and Updates

Appendices

Advisory Board Meeting Minutes October 6, 2015

Advisory Board Bylaws

Advisory Board Members – 2016

Discussion: Women's Leadership

- 1) Goal of Continuing Education – Ensure that employers in SE WI have access to the best prepared talent to sustain and grow our region. We believe that inclusive leadership is critical to that growth. We also have a passion to support women to contribute fully.
- 2) Survey: We conducted a survey in the SE WI region and then followed up with a survey to all of the CBEC Advisory Board members. The research is telling us there continues to be needs for the following:
 - Women's skill development and support –
 - Mentoring and coaching
 - Skill development – Strategic thinking, negotiation, advocating for one's needs, crucial conversations.
 - Organization change that supports inclusive leadership
 - Appreciates gender, generational and ethnic differences
 - Builds leadership needed for the future
 - Makes equity a strategic business imperative

Question One:

Would you organizations consider participating or having women participate in the following?

- Mentoring or coaching circles
- Skill development – Strategic thinking, negotiation, advocating for one's needs, crucial conversations

If so, how would we reach those in your organizations to promote this type of offering? How might the offerings be paid for? (Sponsorship, tuition, etc.)

Question Two:

If UW Parkside were to host a summit/series of dialogues that was focused on creating the workforce of the future through Inclusive leadership, would you participate? If not, what would make it worth your time to attend? Would you consider sponsoring an event? Individual participants?

Discussion: Strategic Marketing of CBEC

How can we better attract female and underrepresented minority students to CBEC majors?

What are some other suggestions for strategic marketing of CBEC programs?

Trends

	2015	2014	2013	2012	2011	2010	2009	2008	2007
Business									
Female	41.45%	40.26%	41.22%	40.88%	42.24%	46.13%	46.42%	44.95%	49.17%
Afr. Am.	8.86%	8.29%	8.36%	8.15%	7.26%	9.13%	10.05%	7.97%	8.47%
Hispanic	11.49%	10.00%	11.19%	9.25%	9.43%	10.22%	8.52%	6.97%	6.98%
Comp Sci.									
Female	11.20%	14.30%	16.70%	15.50%	13.40%	10.20%	7.50%	8.80%	7.10%
Afr. Am.	5.90%	5.80%	8.30%	2.30%	3.40%	3.70%	6.50%	5.50%	4.70%
Hispanic	12.80%	10.60%	8.30%	14.00%	11.80%	4.60%	7.50%	2.20%	4.70%
Economics									
Female	33.33%	28.00%	21.43%	23.53%	21.88%	10.71%	25.00%		
Afr. Am.	6.67%	4.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
Hispanic	3.33%	4.00%	3.57%	5.88%	6.25%	3.57%	0.00%		
MBA									
Female	42.40%	39.00%	45.00%	49.00%	50.00%	40.00%	43.00%	50.00%	40.00%
Afr. Am.	7.10%	6.00%	6.00%	4.00%	2.00%	4.00%	11.00%	10.00%	0.00%
Hispanic	10.60%	6.00%	5.00%	5.00%	2.00%	3.00%	5.00%	0.00%	10.00%
University									
Female	52.5%	52.0%	51.4%	52.1%	52.4%				
Afr. Am.	8.5%	8.4%	8.9%	9.5%	10.2%				
Hispanic	13%	12.2%	11.3%	10.2%	9.7%				

CBEC Unofficial Enrollment

Number of Seats Occupied in Class

Major	1/25/2015	1/26/15	1/27/14	1/22/13	1/09/12	1/24/11	1/25/10
Acct/Bus/MIS	2062 (0<10)	1919 (9<10)	1756 (2<10)	1714 (7<10)	1766 (2<10)	1732 (4<10)	1806 (1<10)
CSCI	673 (2<10)	675 (3<10)	688 (1<10)	637 (2<10)	520 (6<10)	528 (5<10)	537 (5<10)
Economics	326 (0<10)	377 (0<10)	375 (0<10)	367 (0<10)	382 (1<10)	458	610
MBA	220 (0<10)	266 (5<10)	289 (1<10)	332 (1 < 10)	296	287	287
CIS	43 (2<10)	43 (2<10)	19 (3<10)	11 (2<10)	12	9	15

No. of Majors (Note: 2015 & 2016 are based on the dashboard)

Major	Spring 2016 1/25	Spring 2015 1/26	Spring 2014 1/28	Spring 2013	Spring 2012	Spring 2011
Bus/MIS/Acct			647 (Business)	636	595	565
Bus. Mgt.	456	509				
ACCT	174	151	102			
Marketing	114	76				
MIS	52	60	72	71	85	72
CSCI	157	174	169	121	126	102
Economics	28	20	34	26		
MBA	73	84	106	110	96	89
CIS	9	10	10	8	10	6

UW-Parkside Export Internship Program

Companies that enter the export market experience significant positive changes in their performance. As compared to their non-exporting peers, the data clearly shows that exporters grow faster and more consistently, their people are far more productive, they can pay higher wages and pull in the best talent, they become more innovative and thus more competitive, and the valuation of the firm accelerates. One local manufacturer who went from a purely domestic business to selling into more than 20 countries in just four years sold for over 20 times EBITDA.

When it comes to exporting, companies can follow the 80/20 rule. What this means is that companies, through their domestic business activities, already know 80 percent of what it takes to export. The UW-Parkside Export Internship Program was designed to help deliver that incremental 20% needed to take the company international.

The UW-Parkside Export Internship Program is an internship opportunity designed for students who want to gain challenging, meaningful and valuable experience in the business world. Over the course of the internship, the student(s) will assist the company in developing an export plan and marketing strategy for the company's export venture. This program was created to give students a unique opportunity to distinguish themselves as employable professionals through a project-based internship with clear deliverables.

How Does the Host Company Benefit?

The program will support either the start of an export initiative, or an expansion into a new export market. When it comes to exporting, companies can follow the 80/20 rule in terms of what it will take to get their export initiative rolling. What this means is that companies through their domestic business activities, already know and are doing 80 percent of what it takes to export. The Milwaukee 7/ UW-Parkside Export Internship Program was designed to provide interns with the training and tools to fill in the 20 percent needed to take the company international. The internship can be seen as a precursor to Exportech with the participating company benefiting from existing export resources along with bright and focused intern(s) who drives the program.

This 80/20 perspective is also a useful way to think about the company's engagement with the program. The company provides 80 percent of the business knowledge, resources and commitment needed for the success of the initiative while the UW-Parkside Export Internship Program and the intern(s) fill in the rest. Company commitment to exporting is a prerequisite of participation in this program.

UW Parkside internships qualify for the Export Development Grant Program offered by The Milwaukee 7, in collaboration with JPMorgan Chase. It is structured to help companies grow in international trade. The Export Development Grant Program will award matching funds of up to \$5,000 to companies in Southeastern Wisconsin. It is available to both new to export as well as existing exporters. For further information on the program or to apply, please visit: <http://mke7.com/exporting>

The Internship Program

The Program is divided into Four Phases, designed to follow business process logic of Feasibility, Valuation, Plan and Execution.

Phase 1 is a Business Assessment and will answer the questions, “Is the company ready to export?” and “Does the company have a product to export?” in order to evaluate the export feasibility for the company. The Export Readiness Assessment and risk and opportunity assessment will help the company gauge the upsides and downsides, probable barriers and both internal and external risks related to exporting. **(Company feasibility)**

Phase 1 Deliverables:

1. Export Readiness Assessment
2. Risk and Opportunity Assessment (Survey 1)
3. Business Analysis (Survey 2)
4. Selection of at least 1 product for export

Phase 2 will assess the market feasibility. It will answer the questions “Where is a good place to start?” and “How do we start?” Individual market analyses and a geography segment will help you answer the first question, while the industry analysis will help the company to assess foreign competition as well as decide what channels and partner type are best suited for its product. **(Market feasibility)**

Phase 2 Deliverables:

1. Industry Analysis
2. Market Analysis—Selection of 1 new market
3. Setting of Short-and Long-Term Export Goals

Once you have determined company readiness and commitment to export, have chosen a product and an initial market for export, you are ready to determine methods and channels; identify customers; develop risk mitigation activities; decide financing, pricing, payment, e-commerce and servicing strategies; forecast financials; and describe travel plans. The worksheets in **Phase 3** will help you assess export valuation and provide a step-by-step process for developing the company’s Marketing Strategy and Export Plan. **(Valuation and Plan)**

Phase 3 Deliverables:

1. Marketing Strategy for 1 new market
2. Export Plan

Phase 4 is a meeting with the CEO/Executive team to present the Export Plan and Marketing Strategy, finalize details, and create the post-internship Action Plan. The Action Plan includes Tasks, Timeline (Schedule) and Evaluation in order to fulfill the Export and Marketing Strategy. **(Execution)**

Phase 4 Deliverables: Post-Internship Export Action Plan



Experience Workshop for Prospective Members

February 18, 2016

8:00 a.m. - 12:00 noon

(Continental Breakfast)

UW-Parkside

Hickory Room

(Student Center Building)

900 Wood Road

Kenosha, WI 53144

Ronald Gayhart



"Better Strategic Planning"

Strategic planning is often viewed as a difficult process with mixed results. This presentation will identify a great resource tool that makes strategic planning a faster, easier, and better process that results in significant improvement to your business.

As the Director of the Center for Innovation and Business Development, Ronald "Bud" Gayhart oversees the Small Business Development Center at UW-Whitewater and the Wisconsin Innovation Service Center. Bud provides consulting to more than 75 business owners annually resulting in new venture launches and growth of existing enterprises.

Come to experience a TEC group meeting.

TEC members have confidence in their decisions, are strong in the face of adversity and lead growing organizations.

Membership Benefits Include:

Full day meetings facilitated by a trained, experienced TEC Chair.

Personal Coaching

Workshops led by Business Experts

Access to a global network of over 20,000 business leaders



**Questions: Ron Jurewicz, Chair TEC 9
414.331.3592 / Ron@LifelsPerfect.com**

**RSVP: Pat Rebholz at TEC
262-821-3340 / pat@tecmidwest.com**

Regional Sales Leaders Summit

Event Summary \$149

- Check-in/Registration 7:30 - 8:00 AM
- Breakfast 8:00 - 8:30 AM
- Leadership Summit 8:30 - 11:00 AM

Build a sales team that performs month after month!



Nancy Bleeke, noted author of *Conversations that Sell*, President of Sales Pro Insider, a pre-eminent sales leadership consulting firm, and UW-Parkside alumna, presents her unique insights and strategy at UW-Parkside's Regional Sales Leaders Summit.

If you're like most sales leaders, you worked hard to build a sales team that performs month after month. Yet some sellers:

- Don't perform as you expect
- Are inconsistent in achieving the sales targets
- Hit it out of the ballpark but you can't clone them

Start your day collaborating with other regional sales leaders with a great breakfast as Nancy shares:

- Why Skill and Will matter
- The 4 Drivers to sales performance you need to know to help you coach and hire top talent
- 2 skills top sales leaders need to build a high performing sales team

As an added bonus you will receive Nancy's book and also learn about UW-Parkside's innovative Sales program that has garnered 30 awards at national sales competitions since 2009.

Book early as seating is limited for this exclusive event.

<http://www.cvent.com/events/annual-sales-leadership-summit/event-summary-0b5839d81bdb402199f29a5fd7612461.aspx>

Sales leaders are not born...they're made.

VENTURE PARKSIDE

INSPIRE ► INNOVATE ► APPLY



Inspiring innovation in UW-Parkside students and the community!

Venture Parkside is a talent development initiative driven by the belief that students must develop high-demand skills in the area of entrepreneurship, STEM, and innovation. In order to compete locally and globally students must:

- Be flexible
- Adapt in a changing business environment
- Think creatively
- Problem solve

We work with faculty, students, and businesses to create learning experiences based on real-world solution finding and calculated risk taking, in team-based settings. These experiences are cross-disciplinary, engaging students from across the university in a wide variety of majors. During the 2014-15 academic year 1002 students participated in Community-Based Learning projects. These engaged learning opportunities are a complement to their academic coursework.

- App Factory
- Cyber Security Lab
- Institute of Professional Educator Development (IPED)
- Maker Space and 3D Studio
- SEG Center/ITPC
- Small Business Development Center

Contact Info

John Jaraczewski

Phone: (262) 595-2591

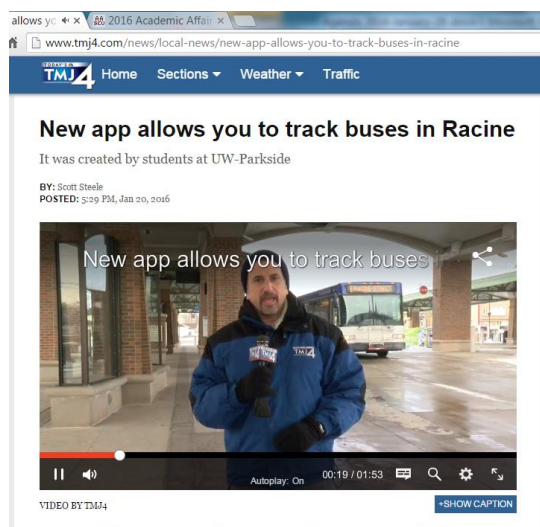
E-mail: jaraczew@uwp.edu

App Factory Getting Noticed



Currently working on ten projects with 25 students.

- Invited to present at the AASCU (American Association of State College and Universities) 2016 Academic Affairs Winter Conference.
- [CBS 58 Coverage](#)
- [TMJ 4 Coverage](#)
- [Racine Journal Times](#)
- [Biztimes Jan. 11, 2016 p. 10](#)



January 19, 2016 6:38 pm • CARA SPOTO cara.spoto@journaltimes.com (3) Comments

RACINE — A smartphone application designed to help Belle Urban System riders get around the Racine area is now up and running.

How to Get "the bus" App

The new smart phone app for the Belle Urban System works on both iPhone and Android operating systems and can be downloaded by searching for "Belle Urban"

Designed by computer science students in the App Factory at the University of Wisconsin-Parkside, "the bus" can tell bus riders when the next bus is coming, where to



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.

AREAS OF STUDY

Students will develop competencies in project management that are critical to a wide range of business, administrative, and creative roles. Competencies include:

- Project lifecycle
- Project scope analysis
- Interpersonal skills
- Work breakdown structure
- Creating and monitoring a budget
- Risk analysis

COMPETENCY SETS

- PMGT 341: Basics of Project Management
- PMGT 342: Essentials Skills for Project Management
- PMGT 441: Project Management Tools and Techniques
- PMGT 442: Project Management Simulation

2016 Career Fair

Date: February 24, 2016

Time: 11:00 - 2:00 PM

Location: Student Center Ballroom

Address: 900 Wood Rd. Kenosha, WI 53141

Description:



Students can explore professional opportunities when regional and national employers and community partners visit campus to engage with Parkside talent.

This event will be marketed to students approaching graduation and recent alumni who are seeking full-time, degree-required positions. Most attendees are seeking positions to begin upon graduation. Some students may be interested in immediate opportunities.

Cost: \$125* | [Register Now!](#)

**Some reduced rate tables (\$75) are available for non-profits upon request within registration.*

Contact(s):

Advising and Career Center

262-595-2040

career.center@uwp.edu

Sponsors:

Advising and Career Center

Website:

<http://www.uwp.edu/career>



DISTINGUISHED ALUMNI AWARDS

UW-Parkside proudly acknowledges professional or service accomplishments of our alumni through the **Traditions of Excellence Distinguished Alumni Awards**. The awards recognize graduates who have excelled in their chosen field or performed exemplary service to the community and/or UW-Parkside.

Award Categories

The [Distinguished Alumni Achievement Award](#) is given to graduates who have excelled in their professions. Nominees are evaluated on several factors, including positions of leadership in professional societies and organizations, a commitment to excellence and lifelong learning, and evidence of continued growth in their professions.

The [Distinguished Alumni Service Award](#) is presented to individuals who demonstrate outstanding and significant contributions to the community and/or UW-Parkside.

Nominations

UW-Parkside, in association with the UW-Parkside Alumni Association, is accepting nominations for its 2016 Traditions of Excellence Distinguished Alumni Awards. Nominations will be accepted through February 29, 2016.

A completed current nomination form, nomination narrative and a CV/resume must accompany each nomination. Although not required, letters of recommendation and any other relevant supporting documents may be provided. Nominations can be completed online or mailed to University Advancement.

Nominees must hold a bachelor's or master's degree from UW-Parkside, and any interested persons may nominate alumni. The awards will be presented at a formal presentation on campus in May. A person who was previously nominated but not selected may be nominated again.

Nomination information is available at: <http://www.uwp.edu/uwpalumni/awards>

For more information, contact Melissa Greiner at (262) 595-2404 or greinerm@uwp.edu

2015-16 CBEC Interns



UW-Parkside's College of Business, Economics, and Computing (CBEC) provides an internship opportunity for students interested in promoting CBEC programs. The six interns this year are (from left to right) junior Rebecca Roembke (Business Management and Preengineering majors), senior Tony Aiello (Computer Science major, Web Development and Business Management minors, Cyber Security certificate), sophomore Monica Geiser (Marketing and Business Management majors, Sales certificate), senior Denis Guba (Finance major), sophomore Haley Willis (Marketing and Business Management majors, Sales certificate), and senior Radha Patel (Marketing and Business Management majors, Sales certificate). The interns have honed in on developing professionally by improving their skills in team building, problem solving, communication, writing, social media, website development, networking, and acting as professional representatives of the college.

CBEC interns began their internship in the college in the summer of 2015 by participating in Ranger Orientations (ROAR), Transfer Transitions, and International Student Orientations. Their presentations provided information regarding degree requirements and the ins and outs of CBEC. They also assisted in helping students declare a major, minor and/or a certificate. After the presentation, the interns assisted all students with questions regarding class choices and how to navigate the student registration system (SOLAR). The interns also informed newly admitted or potential new students about ways to get involved in clubs and activities around campus. Each intern provided a favorite testimonial experience about UWP.

Once the school year was underway, the interns began to take on new tasks. At the beginning of the year the interns collaborated and combined their efforts to improve the UW-Parkside CBEC Experience Days PowerPoint. This presentation includes information about majors, certificates, careers, study abroad opportunities, and various events hosted by the college. It is used when presenting to students in Business 100 classes and outreach visits with local high school students and two year college students. As the Fall 2015 semester went on, their speaking and presentations skills greatly improved.

The interns traveled to area high schools including Union Grove, Westosha Central, Wilmot, Case, and Tremper. The presentations typically took place in business, information technology, accounting and marketing classrooms at the high school. They had a captive audience as the students they met with were already interested in CBEC programs and were eager to learn about options offered to advance academic and career goals.

In addition to the presentation, students in the classroom participated in an interactive activity in which they developed an innovative shoe product. This hands-on activity simulated the types of creative, team-driven projects experienced in many of UW-Parkside's business classes. The students were divided into teams of four to six and had a set amount of time to develop and market their shoe product and brochure ideas. At the conclusion, each group presented their special shoe idea to the rest of the class who voted and determined the winning shoe product.

A few community colleges also hosted the interns. Gateway Technical College and UW-Parkside recently implemented transfer agreements that provide improved transfer opportunities from the community college to the university. For four Tuesdays, Senior Advisor Trudy Biehn and one of the interns traveled to Gateway to answer questions and promote the Business and IT transfer agreements. In addition to Gateway, the interns also made visits to the College of Lake County.

The interns also helped at the fall UW-Parkside Foundation Board meeting. For this event the foundation members visited the UW-Parkside Innovation Corridor in Molinaro Hall. Their visits included the Solutions for Economic Growth (SEG) center, Small Business Development Center, (SBDC), the App Factory, and the computer science and business labs. In the SEG and App Factory, the interns mingled with the board members and explained to them the community-based projects that the rooms support.

The group of interns also worked together to create and write articles on CBEC events that were then posted on the CBEC social media websites. They interviewed and wrote articles regarding CBEC's fall executive in residence speaker, Peter Feigin, President of the Milwaukee Bucks. They also covered the story on Russian and French students who attended UW-Parkside for the "Doing Business in the US" seminar. The interns will also be interviewing and compiling articles on some of the students who studied abroad in Dubai, India, and Scotland this past year.

Marketing students Radha, Haley and Monica update CBEC social media outlets. Radha mainly posted to LinkedIn, highlighting scholarship funds and intern articles. Monica and Haley zeroed in on Facebook and Twitter, posting a continuous news feed on study abroad opportunities, internship fairs, resume clinics, and study tips for CBEC students. Rebecca Roembke and Tony Aiello were able to greatly improve the CBEC website resulting in better navigation. They also updated the website's student testimonials, added photos, and wrote and posted alumni stories. Denis Guba (Finance), Tony Aiello (Computer Science) and Radha Patel (Business Management and Marketing) were invited to attend several local high school career panels to speak about their UW-Parkside CBEC experience.

The interns do all of this and more. They are quick to accept any task assigned and do so successfully as positive role models and professional representatives for the college. They are looking forward to another eventful semester as they finish their 2015-16 internships.



COLLEGE OF BUSINESS, ECONOMICS, AND COMPUTING

ADVISORY BOARD MEETING

October 6, 2015

Student Center – Alumni Room

4:00 p.m.

Board Members: Steven Baumgartner, Al Biland, Leonard Bloom, Charles Goodremote, James Kettinger, Thomas Nelson, Stephen Schroeder, Terri Steidl, Russel Tilsner, Robert Toeppe, Gerald Uick, Andrew Vogel.

Faculty and Guests: Debbie Ford, Chancellor – Fred Ebeid, Provost – Dirk Baldwin, Dean - Trudy Biehn, Senior Academic Advisor – Michele Gee, Interim Associate Dean – Dennis Kaufman, Chair, Dept. of Economics – Sahar Bahmani, Assistant Professor, Economics - Rizvana Zameeruddin, Associate Professor, Accounting – Abey Kuruvilla, Associate Professor, QM - John Jaraczewski, Assistant Chancellor for University Relations and Advancement. Special guests: Michael Novak, CBEC Advisory Board Scholarship Recipient – Lesley Walker, Dean, College of Arts and Humanities.

Welcoming Remarks

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 who will become a new member of the advisory board.

Dean Dirk Baldwin Update:

Dirk began the meeting congratulating student Michael Novak as the recipient of the first CBEC Advisory Board scholarship award. Michael said how appreciative he was for the honor and talked to the board about his interests and courses taken while a student at Parkside. Dirk followed this with a discussion about the App factory and how far it's gotten in the past few years. The app factory started with 3 students with 1 project and grew into 12 students working on 7 projects to date.

Provost Fred Ebeid Update:

Fred discussed the need for enrollment growth in all colleges. The flex option is one way for Parkside to address adults with some credits but no degree. Online courses would meet the needs for degree completion. Fred is continually working on bringing international students to the classroom. This is extremely important for our students to have a better understanding about functioning globally. Fred also discussed CBEC's continual work with certificate programs and the ongoing discussion with supply chain management. UW-Parkside must continue to meet the needs of local employers.

Chancellor Debbie Ford Update:

The Chancellor discussed that the biennial budget which had been finalized and there were some dollars restored to the University. The path to fiscal stability is brought about with a three-part strategy:

- maintain a strong focus on enrollment growth by making strategic investments in new program development and innovations, especially those that support and serve our adult learners;
- reduce expenses where possible; and
- use one-time funds from UW System and from our limited balances to bridge gaps in funding.

Also discussed was the search for Parkside's next Provost. Fred will be retiring at the end of the academic year and the finalists will be brought in next November.

Dirk Introduces the New Dean of the College of Arts and Humanities, Lesley Walker

Lesley introduced the board to her experiences at previous Universities. Her background included an undergraduate degree in French and a master's degree in French literature from Indiana University. She received her Ph.D. in comparative literature from the University of Minnesota. Lesley discussed her responsibilities as the Dean and how she wanted her college and the App factory to collaborate on a 3D modeling studio which she hoped would involve graphic arts.

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. The next Advisory Board Meeting is scheduled for April 19, 2016.

Respectfully submitted,
Andrea Worrell

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

Bylaws

Preamble

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

ARTICLE I
Name and Authority

Section 1: Name

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

Section 2: Authority

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

ARTICLE II
Role of Advisory Board

Section 1: Activities

The Advisory Board shall serve in an advisory role to the Dean and the faculty to:

1. Provide advice on ways and means of anticipating and responding to the changing needs of business, technology, and society;
2. Review and evaluate the vision, mission, strategic plan, and academic programs of the School;
3. Provide advice and assistance on matters related to accreditation, student recruitment and retention, and faculty development;
4. Provide support for the Executive-in-Residence program and speakers for other School presentations;

5. Assist the School in providing student and faculty internships and employment opportunities for graduates;
6. Assist the School in identifying and cultivating potential financial supporters; and
7. Engage in other activities as approved by the Advisory Board.

ARTICLE III

Advisory Board

Section 1: Membership

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

Section 2: Representation

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

Section 3: Election of Members

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

Section 4: Term of Appointment

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

Section 5: Removal of Members

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

ARTICLE IV

Governance

Section 1: Bylaws

The Advisory Board shall be governed by its Bylaws.

Section 2: Quorum

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

Section 3: Officers

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

Section 4: Elections and Terms of Officers

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

Section 5: Voting

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

ARTICLE V

Meetings

Section 1: Dates and Locations

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

Section 2: Notice of Meetings

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

Section 3: Agenda

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

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

Section 4: Recommendations of the Advisory Board

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

Section 4: Minutes

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

ARTICLE VI **Duties of Officers**

Section 1: Chair

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

Section 2: Chair-Elect

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

Section 3: Secretary

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

Section 4: Immediate Past Chair

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

ARTICLE VII **Committees**

Section 1: Executive Committee

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

Section 2: Standing Committees

The Board shall establish Standing Committees. All Committees shall report to the Board at regular and special meetings, when appropriate. The Standing Committees of the Board are:

1. Executive Committee
2. Industry/Education Partnership Committee
3. Public Relations Committee
4. Resource Committee

Section 3: Ad Hoc Committees

The Chair of the Board shall appoint ad hoc committees as may be required subject to approval by a majority vote of those present at a duly called meeting of the Board

Section 4: Formation of Committees

The procedure for forming the committees shall be as follows:

1. The Chair of the Board shall submit a list of names of members willing to serve on committees to the Executive committee. The committee memberships will be approved by the Executive Committee.
2. The Chair of the Board shall appoint a Committee Chair.
3. A quorum for any committee meeting shall be three members.

ARTICLE VIII

Amendments

Section 1: Recommendations

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

Section 2: Voting

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

ARTICLE IX

Finances

Section 1: General Provisions

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

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

**University of Wisconsin-Parkside
College of Business, Economics, and Computing
Advisory Board
2016**

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

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

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

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

Leonard Bloom
(Retired) Abbott Labs
4021 81st Street
Kenosha, WI 53142
262-484-8087
E-Mail: lenwbloom@yahoo.com

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

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

Charles E. Goodremote (Past-Chair)
Chief Information Officer
Modine World Headquarters
1500 DeKoven Avenue
Racine, WI 53403-2552
262.636.1200
Fax: 262.636-1424
E-Mail: c.e.goodremote@na.modine.com

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

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

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

Gordy Kacala
(Retired) Executive Director
Racine County Economic Development Corporation
2801 Northbridge Drive
Racine, WI 53404
262-497-4031
E-Mail: GKacala@aol.com

James A. Kettinger (Chair Elect)
President & Chief Executive Officer
Engendren Corporation
Business Park of Kenosha
9625 55th Street
Kenosha, WI 53144
262-612-1382 (Direct)
262-909-7595 (Cell)
Fax: 262-942-1410
E-Mail: jkettinger@iearad.com

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

Thomas P. Mahoney
President
Johnson Bank Kenosha
7500 Green Bay Road
Kenosha, WI 53142
262-697-7500
E-Mail: tmahoney@johnsonbank.com

Cory Mason
Director, Global Information Technology
& Chief Information Officer
Twin Disc Inc.
1328 Racine Street
Racine, WI 53403
262-638-4234
Fax: 262-638-4480
E-Mail: mason.cory@twindisc.com

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

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

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

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

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

Stephen Schroeder
Risk Manager
S.C. Johnson & Son, Inc.
1525 Howe Street
Racine, WI 53403
(C) 773-573-3289
SGSchroe@scj.com

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

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

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

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

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

Robert J. Toeppe
President (Retired)
Wisconsin Plating Works
Home: 4701 Park Ridge Dr.
Racine, WI 53402
Cell: 262-497-1235
Home: 262-681-1218
Office: 262-898-4850
E-Mail: rjtoeppe@gmail.com

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

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

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

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

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

CBEC Administrative Staff

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

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

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

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

Andrea Worrell
Dean's Assistant
College of Business, Economics, and Computing
900 Wood Road, MOLN 357
Kenosha, WI 53141-2000
262.595.2243
Fax: 262.595.2680
E-Mail: worrell@uwp.edu