



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

**Advisory Board**

February 16, 2017

Alumni Room ♦ Student Center

UW-Parkside Campus

**College of Business, Economics, and Computing**  
**Advisory Board Meeting**  
**Alumni Room, Student Center**  
**UW-Parkside Campus**  
**February 16, 2017**  
**4-7 p.m.**

1. Welcoming remarks (4 p.m.)
  - a. Jim Kettinger, Chair
  - b. Dirk Baldwin, Dean
2. Recognition of Past President, Terri Steidl
3. Welcome New Board Members
  - a. Brigid Bailey, HR Supervisor, Uline
  - b. Neha Misra, VP Strategy and Analytics, MBuy
4. CBEC Advisory Board Scholarship Winner
5. Chancellor Debbie Ford
6. Provost Robert Ducoffe
7. Discussion Topic (4:40): Academic Partnership Opportunity
8. Dinner (5:30)
9. Discussion Topic (6:00): All Advisory Board Meeting and CBEC Advisory Board Meeting Priorities
  - a. Create a toolkit for advisory board member interaction.
    - i. Internship
    - ii. Job Shadow
    - iii. Class presentations
    - iv. Mentor
    - v. Faculty liaison to business
    - vi. Lunch talks by industry representatives
  - b. Professional Skills track within General Education
  - c. Increase diversity of advisory board (e.g., ethnic, gender, industry, recent alumni)
10. University and CBEC Updates (6:00 p.m.)
  - a. AACSB News
  - b. Sales Team Performance
  - c. App Factory University Business Model of Excellence Award
  - d. Multigenerational Workplace Seminar (Lindsey Pollak): 8:30-10:00 AM
  - e. Innovation Corridor (Makerspace → Smart Technology Lab ??)
  - f. International Initiatives (New MOUs in India and China)
  - g. CBEC Outreach
    - i. Hour of Code (Dec. 2016)
    - ii. GEMS (Girls Empowered by Math and Science) (Jan. 2017)
    - iii. Girl Scouts visit App Factory (February 2017)
    - iv. 9<sup>th</sup> grade RUSD visits (February and March 2017)
  - h. Online Business Degree Completion Program-Over 30 students enrolled

- i. Selection for Alumni Awards – Let Dirk know if you would like to be part of the committee
  - j. Innovation Workshop
  - k. Bill Ferko Executive in Residence
  - l. Heather Miles wins UW-Parkside Diversity Award
  - m. Career Fair February 22, 11 am – 2:00 pm
  - n. Summer Camp Scholarships
11. Enrollment Data

### **Appendices**

Advisory Board Meeting Minutes – 1/28/16

Advisory Board Bylaws

Advisory Board Members – 2016

## NEW ADVISORY BOARD MEMBERS

### **Brigid Bailey**



Brigid Bailey is Certified Professional in Human Resources and a Human Resource Manager at Uline. Prior to joining Uline, Brigid worked for Federal Mogul and the Lake Michigan Private Industry Council. She has a B.S. degree in Business Management from Silver Lake College.

### **Neha Misra**



Neha Misra is Vice President of Strategy and Analytics at MBuy (a Mediaocean company). Prior to joining MBuy, Neha had positions at Starcom MediaVest Group, Career Education Corporation, Emerson, and Air India. She received a MBA from UW-Parkside and an undergraduate degree in Mass Media and Mass Communication from Delhi University.

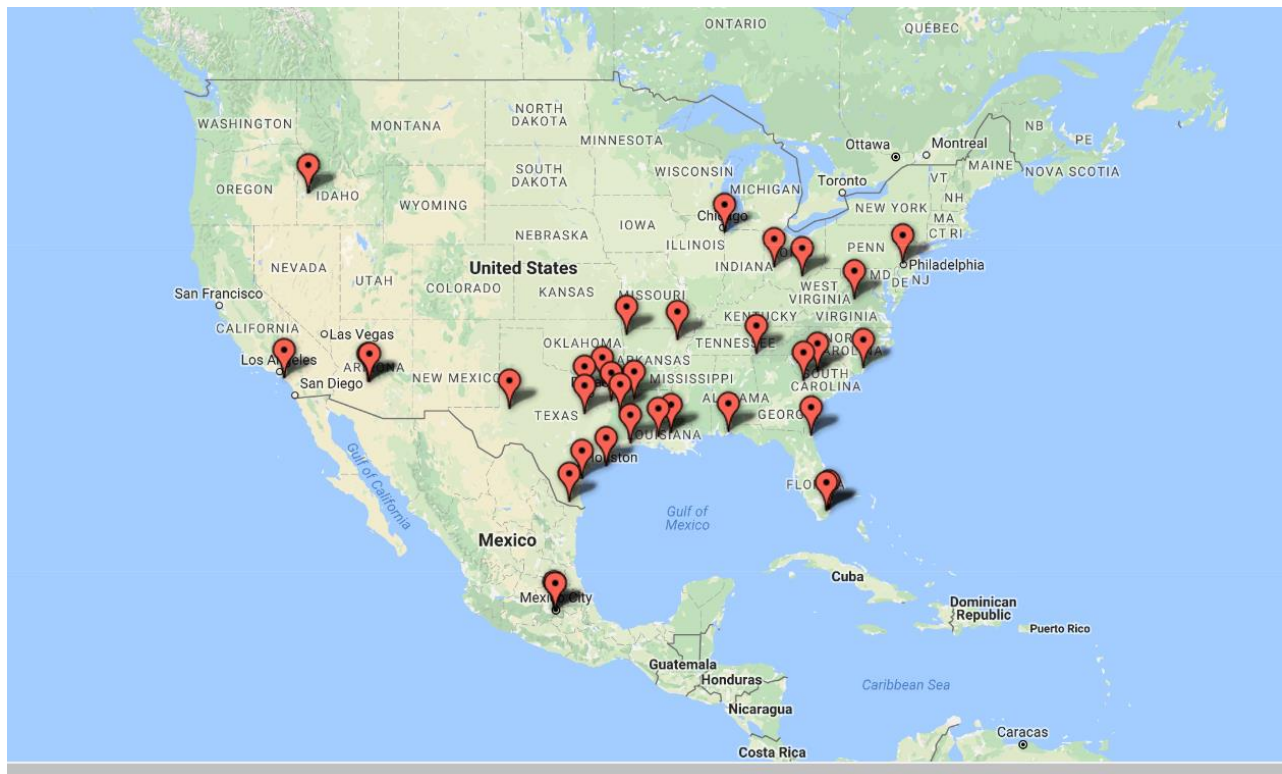
Neha's expertise lies in building measurement frameworks to bridge the gap between traditional and digital media channels by cross-channel media plans and developing marketing intelligence platforms around Cross-Channel analytics, Real-time reporting and Big Data integration.

## ACADEMIC PARTNERSHIPS

Academic Partnerships' mission is to help public and private not-for-profit universities increase enrollment and revenue through online delivery of high-quality instruction. AP helps faculty members convert their on-campus courses and programs into an online format, recruits qualified students for those programs and helps retain enrolled students through graduation.

AP also provides the upfront capital required to launch and market an institution's online portfolio. Universities that select AP experience accelerated enrollment and revenue growth without incurring the substantial cost of building an online infrastructure.

Newspaper article: <https://www.texasobserver.org/randy-best-is-going-to-save-texas-public-universities-or-get-rich-trying/>

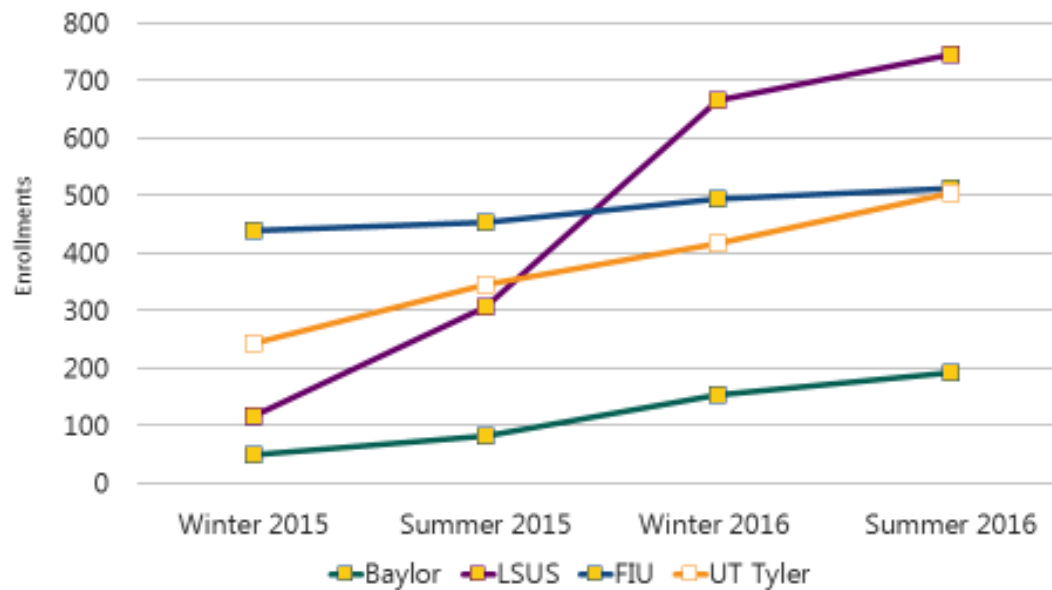


## MBA Managed Growth Case Studies



Two types of partners are illustrated.

Baylor and LSUS are newer partners and FIU and UT Tyler are existing partners.



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## ALL ADVISORY BOARD MEETING

## Themes: All Boards Notes



Be.

## Real.

## Amazing.



UNIVERSITY OF  
WISCONSIN **PARKSIDE**

## JEREMIAH VAN OFFEREN CBEC ADVISORY BOARD SCHOLARSHIP



Jeremiah Van Offeren, Senior Computer Science major, received the 2016-2017 CBEC Advisory Board Scholarship. Jeremiah works for the App Factory as an Android Development specialist. In addition to computer science, he is working on a cyber security certificate.

## AACSB

On behalf of Santiago Iñiguez de Onzoño, Chair, AACSB International Board of Directors, it is our pleasure to inform you that the Peer Review Team's recommendation for extension of accreditation of the business degree programs offered by your school has been concurred with by the Continuous Improvement Review Committee and ratified by the Board of Directors. Congratulations to you, the faculty, students, staff, and all supporters of the school.

We are confident that you are eager to share this important news, and **you are welcome to make your announcement immediately**. For your announcement, you can find sample press releases and other valuable resources in the [Promoting Your Accreditation](#) section on the AACSB website.

Official correspondence confirming your accreditation achievement will arrive within the next few weeks.

Again, congratulations from the entire accreditation services staff at AACSB.

## THOMSEN AND NICKEAS GARNER NATIONAL SALES AWARDS

*First Published: November 23, 2016*

By: [Kristin Crowe](#) contributed to this story

If the trend continues, someone is going to have to purchase a larger trophy case for the University of Wisconsin-Parkside Business Department.

William Paterson University in Wayne, N.J., UW-Parkside business students Jack Nickeas, a senior from Greenfield, Wis., and Nicole Thomsen, a senior from Pleasant Prairie, Wis., bested a field of 72 students representing 36 top sales schools from around the world at the 2016 National Sales Challenge. ([Official results](#))



Thomsen was the champion in the three rounds of role-play, and Nickeas placed second in the two rounds of speed-sell. Across all five rounds Nickeas was awarded second place, and Thomsen was awarded third. That powerful combination earned Thomsen and Nickeas a first-place finish for UW-Parkside in the team competition.





*Nicole Thomsen (left), Dr. Peter Knight, and Jack Nickeas (right) accept the team championship certificate from Dr. Siamack Shojai, dean of the Cotsakos College of Business at William Paterson University*

According to UW-Parkside Business Department Chair Dr. Peter Knight, five awards at a national sales competition such as this is tops and rarely is one team so dominant. "The stunning performance," Knight says, "was not only due to the natural abilities of our competitors, but also their ability function as a team and support each other."

The over-crowded trophy case in the Business Department now holds more than 35 national sales and marketing awards. The past three years have included a National Team Sales Competition championship earned at the Indiana University Kelley School of Business, and four awards courtesy of former M.B.A. students Joe Fullington and Vivek Shetty at the Kennesaw State University National Collegiate Sales Competition.



One reason the 2016 awards are so special, Knight says, is the competitive field in New Jersey. "The National Team Sales Competition in 2013 was amongst 21 schools and there were 36 schools at this event," Knight says. "It was also the first time UW Parkside has won five awards at a national competition."

Nickeas and Thomsen say they were proud to represent Parkside at the competition and credit much of their success to Knight, who is also their coach. "Dr. Knight spent countless hours practicing with us and fine tuning our materials," says Nickeas. "The

professionalism and expertise shown in preparation for this competition demonstrates his level of skill in this field."

The two students also expressed gratitude to UW-Parkside alumni Tali Torhorst and Robert Hogan for taking the time to assist Dr. Knight. "They (Torhorst and Hogan) had been to the competition before, having great success, so the fact that they would take the time to coach us was very helpful," Thomsen says. "I can't wait to hopefully do the same someday for other students."



## APP FACTORY HONORED BY UNIVERSITY BUSINESS MAGAZINE



The University of Wisconsin-Parkside was one of nine colleges and universities nationwide honored by University Business magazine in its Summer 2016 Models of Excellence recognition program. Sponsored by CASHNet, the Models of Excellence program recognizes innovative approaches to encouraging and nurturing student success on campus.

"The University of Wisconsin-Parkside helps effective learning happen by encouraging students to teach other in its App Factory," says University Business senior editor Tim Goral. "This internship program also provides participants with invaluable work experience before graduation, endowing students with collaborative and

management skills."

You know your new multidisciplinary internship program is going to be a hit when, early on, a graduating intern posts his resume on Monster.com and lands a job right away, followed immediately by weeks of hounding by rabid recruiters. To get the calls to stop, he had to resort to changing his phone number.

What made him such a hot commodity? His experience at the App Factory, a year-round paid internship program at the University of Wisconsin-Parkside. Established in 2014 as a way for students to apply



what they learn in the classroom to local business challenges, the App Factory now employs 20 interns, who work anywhere from 10-200 hours per semester.

The App Factory is unusual in a couple of key ways: 1) it operates year-round rather than on a semester basis and 2) instead of putting professionals in charge, as is common in traditional internship programs, UW-Parkside put the responsibility for training up-and-coming interns on fellow students. "The best pedagogical teaching tool is teaching others," explains Dirk Baldwin, dean of the College of Business, Economics, and Computing at UW-Parkside. "It reinforces skills."

Interns are paid to help develop mobile apps and web tools for clients in the community, which have so far ranged from businesses to museums to radio stations, the local transit authority, and others, as well as earning course credit. In addition to hiring computer science students to write software, art students tackle design tasks, communications students work on marketing, and business students manage projects and pursue new clients.

"Older students mentor younger students," says Baldwin. "At the beginning of a project, students define requirements and develop time estimates using Agile technology. They allocate hours to various tasks, readjusting when actual time invested differs, using Trello to manage the process.

"Word-of-mouth attracts new projects and we've had repeat customers, too."

In addition to University of Wisconsin-Parkside, Summer 2016 Models of Excellence honorees include: Franklin University (Columbus, Ohio); Indiana University Southeast (New Albany, Ind.); LDS Business College (Salt Lake City, Utah); Christopher Newport University (Newport News, Va.); California State University, San Bernardino (San Bernardino, Calif.); Cleveland State University (Cleveland, Ohio); University of Nebraska-Lincoln (Lincoln, Neb.); and Middle Tennessee State University (Murfreesboro, Tenn.).

"The Summer 2016 Models of Excellence honorees demonstrate how inclusivity and personalized attention for all students benefits higher education holistically," says Edward Worrilow, head of marketing and communications at CASHNet. "We are pleased to recognize their efforts alongside University Business."

Launched in 2015, Models of Excellence is a national recognition program honoring colleges and universities that have implemented innovative, effective and inter-departmental initiatives that are bolstering student success. The program is sponsored by CASHNet, a leading payment technology provider in higher education that allows institutions to simplify electronic billing, accept payments all over campus, offer flexible payments plans, create online storefronts, and more all on one secure platform.

### **About University Business**

University Business is the leading publication for senior managers at colleges and universities throughout the United States, reaching 75,000 leaders who manage enrollment, technology, business, finance, facilities and academic affairs. More information is available at [www.universitybusiness.com](http://www.universitybusiness.com).

### **About CASHNet**

CASHNet is a leading payment technology provider of secure transaction services to over 700 campuses in higher education, reaching millions of students nationwide. Whether it's to simplify electronic billing, accept payments all over campus, offer flexible tuition payment plans, or create online storefronts, CASHNet fits everyday campus needs. As a leader in the industry for over 25 years, CASHNet has constantly evolved to create the secure and simplified experience students, payers, and administrators require. More information can be found at [www.cashnet.com](http://www.cashnet.com).

# The Multigenerational Workplace Seminar

Thursday, March 16, 2017 | Registration 8:00-8:30 AM | Session 8:30-10:00 AM

Location: University of Wisconsin-Parkside Main Stage Theater  
in the Rita Tallent Picken Regional Center for Arts & Humanities  
900 Wood Road, Kenosha, 53141



**Speaker: Lindsey Pollak**

[Speaker Bio](#)

## Managing and Inspiring the Multigenerational Workplace

More generations share the workplace today than ever before which requires a different type of leadership and employee engagement.

Millennial Workplace Expert, Lindsey Pollak, ([www.lindseypollak.com](http://www.lindseypollak.com)) will join us to enlighten employers, higher education faculty and staff, and economic development partners as to how members of all generations can succeed and work together more effectively. Register at [uwp.edu/multigen](http://uwp.edu/multigen). Pollak will lead a session later the same day for college students.

At this session attendees will:

- Discover the key workplace preferences of millennials and how to integrate them with other generations' preferences.
- Hear about best practices at companies that are successfully attracting, engaging, and retaining top millennial talent.
- Learn tactical strategies for managing, engaging, and training millennial employees.
- Discover potential points of generational conflict and tactics to handle them.
- Learn how to strengthen cross-generational communication.

If you have any questions, please email [jiter@uwp.edu](mailto:jiter@uwp.edu).

Registration is required for this free event. [Register at uwp.edu/multigen](http://uwp.edu/multigen)

Sponsored by Uline, Auro Health Care, UW-Parkside, Gateway, Herzing University, KABA, Kenosha Area Chamber of Commerce, Racine County, RAMAC, Mahone Strategies, Hampton Inn & Suites.

## BILL FERKO EXECUTIVE IN RESIDENCE

Bill Ferko, CPA and interim CFO for CRS Reprocessing, LLC, an industrial fluids reprocessing company headquartered in Louisville, Ky., served as Executive in Residence at the University of Wisconsin-Parkside, Thursday, Oct. 27.



The UW-Parkside College of Business, Economics, and Computing sponsors Executive in Residence each semester giving students and members of the community the opportunity to meet and learn from leaders of top businesses and organizations in the area. A Wisconsin native, Mr. Ferko earned his M.B.A. and B.S. in business management from the University of Wisconsin-Parkside and received his CPA certificate from Illinois.

Mr. Ferko led the mergers-and-acquisitions and risk-management activities at Republic Bank from 2009 to 2014. He was the chief financial officer of Genlyte Group, Inc. and its operating unit Genlyte Thomas from 1998 to 2008, and oversaw the sale of Genlyte to Philips Electronics for \$2.8 billion. He served as the CFO for the Philips business unit and led the integration process until 2009. Genlyte was the second largest manufacturer of lighting fixtures and controls in North America with revenues of \$1.8 billion and 6,500 employees.

Genlyte (NASDAQ-GL YT) was designated by Forbes Magazine five times as one of Americas "400 Best Big Companies" and the company was recognized by Business Week Magazine in 2002 as one of the Best 100 Hot Growth

Companies.

Prior to joining Genlyte, Mr. Ferko served as a finance executive for Tenneco Inc. and its divisions including Tenneco Automotive, Tenneco Packaging (now PCA and Pactiv), and Case IH (now CNH). Mr. Ferko served as the CFO for Momoe Auto Equipment Co., and as the group controller for Tenneco Packaging's primary mills, timberlands, and molded-fibre divisions. Mr. Ferko also served as CFO and led the transition of Goss Graphic Systems from being a Rockwell division to a stand-alone LBO public debt company.

Mr. Ferko is a member of Financial Executives International. He is the incoming president and a past president of the Louisville FEI chapter. Mr. Ferko has served as member of the Sypris Solutions (NASDAQ:SYPR) board of directors since 2005. Sypris develops and produces encryption systems for defense agencies and manufactures truck components, and high pressure enclosures. He is chairman of the Dismas Charities board of directors. Dismas operates 32 state and federal residential re-entry centers and support offices in 13 states serving as the primary reentry point for nearly 7,000 offenders returning to society from state and federal prisons each year.

## HEATHER MILES

### UW-Parkside Diversity Award



Across our nation, less than 18 percent of computer science degrees are awarded to women. Nominators credit Heather Miles, an information systems and technology manager in the Computer Science Department, with organizing both formal and informal groups for women and under-represented minorities in the Parkside computer science program.

In addition, many female graduates credit Heather with much of their ongoing success in the CS field. Colleagues say that Heather is constantly looking for ways to help all students succeed.

Recent Parkside alumna and Outstanding Graduate Mai Moua says that Heather never chooses which students get her attention ... in Heather's perspective all students are equal. Congratulations, Heather Miles

## THE BIG IDEA AT UW-PARKSIDE

### BIG IDEA WORKSHOP

FEBRUARY 27 | 12 NOON | LOCATION TBD

Do you have a BIG IDEA? Do you find yourself wondering, "If we just..."? Or do you have wonder how to start making something of the BIG IDEA?

Join us at noon on February 27 for a workshop to begin work on your idea, get answers to your questions about the competition, and get started.

### GUEST SPEAKER

Mike Marasco, from Northwestern University's Farley Center for Entrepreneurship and Innovation, will discuss "Why Students are the Best Innovators."

### WHAT IS THE BIG IDEA AT UW-PARKSIDE?

The BIG IDEA innovation competition provides funding opportunities for UW-Parkside students to develop innovative ideas and start-up initiatives. This funding opportunity provides you with the funds and expertise needed to successfully take your idea from "spark" to "seed," as you prepare to seek support from competitive funding sources statewide. If all you have is an idea, we have resources (App Factory, Wisconsin Small Business Development Center (SBDC), and WiSys) to help you develop the idea, complete the application, and turn your idea into \$2,500 or more!

LEARN MORE AT [uwp.edu/BigIdea](http://uwp.edu/BigIdea)



## CAREER FAIR



**Wednesday, February 22, 2017 | 11am - 2pm**

Student Center Ballroom | 900 Wood Rd. Kenosha, WI 53144

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.

## SUMMER CAMP SCHOLARSHIPS

The Continuing Education department at the University of Wisconsin Parkside offers the opportunity to sponsor students at our Technology and Engineering summer camps. We offer these camps for students ranging in age from third grade through eighth grade, and they are a great opportunity for students to come to UW-Parkside and learn valuable information while having fun and interacting. Many families in our community do not have the financial means to send their children to summer camps, and as such 32.7% of children in Racine and 28.9% of children in Kenosha are below the poverty level. We would like to allow those children who are eager to attend this camp the opportunity to do so. As stated above, the experience gained from this camp is extremely valuable, with knowledge and skills that the children can use throughout their school years, and in their careers after they have finished school. Some of these students will surely go on to work for companies similar to yours. Below, I have outlined some details about Lego Robotics, along with additional tech camps offered this upcoming summer.

By attending Lego Robotics, students will enjoy a hands-on learning experience through critical thinking and technology development. UW-Parkside professors will lead students on exciting activities, such as exploring the design process of Lego Mindstorm robots, maneuvering a robot through a maze, and using teamwork. Students also have the opportunity to sharpen their technology and engineering skills through camps such as 3D Video Game, App Attack, Minecraft Animators, and Minecraft Designers.

We are anticipating that over 100 children in the Kenosha and Racine area will attend these camps and we would love to give even more the opportunity to attend. This is where you can help. Please contact Dirk or me if you are interested in sponsorship options. I can be reached at (262) 595-2604. Sincerely,

Elizabeth Hensiak  
Program Development Specialist  
[hensiak@uwp.edu](mailto:hensiak@uwp.edu)



## ENROLLMENT DATA

Major	1/23/17	1/25/16	1/26/15	1/27/14	1/22/13	1/09/12	1/24/11
Acct/Bus/Marketing/MIS	2058	2062	1919	1756	1714	1766	1732
CSCI	573	673	675	688	637	520	528
Economics	409	326	377	375	367	382	458
MBA	221	220	266	289	332	296	287
CIS	23	43	43	19	11	12	9

**No. of Majors** (Note: 2015 -2017 are based on the dashboard)

Major	Spring 2017 1/23	Spring 2016 1/25	Spring 2015 1/26	Spring 2014 1/28	Spring 2013	Spring 2012
Bus/MIS/Acct				647	636	595
Bus. Mgt.	466	456	509			
ACCT	151	174	151	102		
Marketing	135	114	76			
MIS	55	52	60	72	71	85
CSCI	170	157	174	169	121	126
Economics	31	28	20	34	26	
Economics (AS)	3					
MBA	68	73	84	106	110	96
CIS	9	9	10	10	8	10

Number of Majors as of February 14, 2 017

Major	Spring 2017 2/14
Bus. Mgt.	479
Bus. Mgt. Online	33
ACCT	160
Marketing	142
MIS	60
CSCI	189
Economics	38
Economics (AS)	4
MBA	72
CIS	14

## Graduation Totals

Department	Plan Type	Plan Description	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	Total
BUS	Graduate	Master Business Administration	24	28	30	27	32	30	42	32	43	29	317
		Total	24	28	30	27	32	30	42	32	43	29	317
	Major	Accounting								24	47	48	119
		Business Management	124	122	147	122	134	116	137	113	118	131	1,264
		Management	12	10	12	11	12	21	19	20	16	7	140
		Information Systems											
		Marketing									17	28	45
		Total	136	132	159	133	146	137	156	157	198	214	1,568
	Minor	Business Management	10	7	10	7	10	10	14	7	19	28	122
		Global Management								2	5	2	9
		Management Information Systems					1		3	1	2	1	8
		Total	10	7	10	7	11	10	17	10	26	31	139
	Certificate	Entrepreneurship		1	1	3	7	1	2	7	4	3	29
		Project Management	1	5	10	6	9	7	8	7	6	13	72
		Retail Management								5	5	10	20
		Sales					2	8	7	11	9	17	54
		Total	1	6	11	9	18	16	17	30	24	43	175
	Total		171	173	210	176	207	193	232	229	291	317	2,199
CSCI	Graduate	Computer & Information Systems	2	8	2	2	2	3	2	2	8	5	36
		Total	2	8	2	2	2	3	2	2	8	5	36
	Major	Computer Science	12	11	10	8	18	18	14	14	25	27	157
		Computer Science/Math			1	1			2	2			6
		Total	12	11	11	9	18	18	16	16	25	27	163
	Minor	Computer Science	2	3	1		1	2	1		1		11
		Web Development			1		2	6	5	3	2	3	22
		Total	2	3	2		3	8	6	3	3	3	33
	Certificate	Cyber Security	1				5	3	4	5	7	4	29
		Mobile Development								3	10	3	16
		UNIX System Administration	6	6	4	2	9	8	2	5	11	2	55
		World Wide Web Publishing	4	7	7	3	7	6	7	5	2	5	53
		Total	11	13	11	5	21	17	13	18	30	14	153
	Total		27	35	26	16	44	46	37	39	66	49	385

Department	Plan Type	Plan Description	2006- 07	2007- 08	2008- 09	2009- 10	2010- 11	2011- 12	2012- 13	2013- 14	2014- 15	2015- 16	Total
ECON	Major	Economics	13	10	12	7	12	16	7	10	11	8	106
		Total	13	10	12	7	12	16	7	10	11	8	106
	Minor	Economics	5	4	1	5	8	3	4	6	8	7	51
		Total	5	4	1	5	8	3	4	6	8	7	51
	Total		18	14	13	12	20	19	11	16	19	15	157

# COLLEGE OF BUSINESS, ECONOMICS, AND COMPUTING

## ADVISORY BOARD MEETING

February 16, 2017

Alumni Room, UW-Parkside ~ Student Center

4:00 p.m.

**Board Members:** Todd Battle, Blaise Beaulier, Al Biland, Leonard Bloom, Michael Ghislain, Charles Goodremote, Gordy Kacala, Ron Kingen, Thomas Nelson, Thomas Mahoney, Cory Mason, Gary Meier, Terri Steidl, Kim Stoll, Russell Tilsner, Robert Toeppe, Gerald Uick, Andrew Vogel, Jackie Hallberg, Richard Caskey, Trevor Zillwood

**Faculty and Guests:** Dirk Baldwin, Dean – Rob Ducoffe, Provost – John Jaraczewski, University Relations - Trudy Biehn, Senior Academic Advisor – Michele Gee, Interim Associate Dean – Peter Knight, Chair, Dept. of Business – Dennis Kaufman, Chair, Dept. of Economics – Farida Khan, Professor, Economics - Sahar Bahmani, Asst. Professor, Economics – Heather Miles, Senior UNIX Systems Administrator – John Mielke, Director, Strategic Communications – Special Guests: Brigid Bailey, Uline.

### Welcoming Remarks and Advisory Board Changes

Terri Steidl called the meeting to order and announced that it was her last meeting as the chair and that Jim Kettinger would be the new acting chair.

**Dirk Baldwin Update:** Dirk welcomed our guest, Brigid Bailey and hoped that she would become our newest advisory board member. He then introduced Dr. Robert Ducoffe as the Universities new Provost.

### Provost Rob Ducoffe:

The Provost thanked the board for being engaged with Parkside and introduced himself. He described to the board that he had been the Dean at the University of Indiana and discussed how similar that University was to Parkside. Dr. Ducoffe earned his Ph.D. in mass media from Michigan State and a master's in communications management from the University of Southern California. His bachelor's was in political science at McGill University.

**Interim Provost, Fred Ebeid:** Fred discussed the success from his trip to Germany in which he signed a memorandum of understanding (MOU) with the Baden Wuerttemberg cooperative University. The school follows a cooperative model where students alternate semesters between the university and corporate partners. He emphasized the global classroom model that UW Parkside envisions. These partnerships create an invaluable learning experience for our students. These partnerships allows students from Parkside to attend partner universities for a semester and vice versa. He also traveled to France where he signed another MOU again opening doors for creative exchanges between two institutions. He also will be heading back to China to develop two more partnerships with universities in Macau and Young Chen.

**CBEC Intern Presentation:**

As 2015/16 College of Business, Economics, and Computing interns, Hailey Willis, Radha Patel, Monica Geiser, Rebecca Roemke and Tony Aiello provided the board a presentation of their accomplishments. These included outreach visits to local high schools and post-secondary institutions where our interns met with well over 700 students, discussing CBEC programs, careers and college experiences. The interns also provided similar professional CBEC presentations to all students at freshman and transfer orientations. In the process, the interns explained how these experiences enhanced their public speaking, team building, and leadership skills. The interns also were responsible for maintaining and update CBEC's website and social media sites. It was clear the interns were quick to accept any task assigned and did so successfully as positive role models and professional representatives for the college. These experiences most certainly resulted in moving forward with their career paths more confidently

**Discussion – Vision and Mission Revisited**

(Overview of the Concepts)

**Characteristics of the Region - Wisconsin Industry Clusters**

- Aerospace
- Bioscience
- Energy Power Control
- Food and Beverage
- Manufacturing
- Water Technology

**Characteristics of Students**

- Most diverse campus
- Highest percentage of first generation
- Highest percentage of working students
- High number of nontraditional students
- 4 yr. and 6 yr. graduation rate needs improvement
- Need to keep students after 45 credits
- Many transfer students
- Transfer students perform well
- Many transfer agreements

**Historical Strategy**

- Night Classes (undergraduate and MBA)
- Focus on community-based/active learning
- Small classes and highly engaged faculty
- Diverse research agenda

Group discussion questions:

1 - How would you fill in the following?

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

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?

To provide work ready intellectual talent for SE Wisconsin. Ready for critical thinking, continual personal development and sustainable growth.

-Transforming lives to provide a foundation to become a lifelong learner. Transformational

To provide well educated, globally aware, adaptable business talent for SE Wisconsin  
Make sure global piece was there. Provide business knowledge.

Provide students contemporary and relevant education.

SE Wisconsin seems limiting to vision. Students may want out of SE Wisconsin....”and beyond”

Leadership, multifaceted, integrity, diversity, high performance.

Need to ask students about a vision that would attract them

“Appropriately educated talent” understand what world needs.

Thought SE Wisconsin somewhat limiting. Midwest, Great Lakes region

Affordability could be in mission statement

Maybe use “high value”

Transitional place for students to find opportunities to play an economic role in region  
Act as an economic engine for the region

Not just talent - also include arts, etc. Attraction as a good place to live

Started with vision. Not just SE Wisconsin. Didn’t like “To provide”  
We prepare globally competitive talent for the region and beyond.

### **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  
College of Business, Economics, and Computing  
Advisory Board  
2017**

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