UNIVERSITY OF WISCONSIN PARKSIDE

COLLEGE OF BUSINESS, ECONOMICS, AND COMPUTING

Advisory Board

May 24, 2017

Alumni Room ♦ Student Center

UW-Parkside Campus

College of Business, Economics, and Computing
Advisory Board Meeting
Alumni Room, Student Center
UW-Parkside Campus
May 24, 2017
4-7 p.m.

1. Welcoming remarks (4 p.m.)
    a. Jim Kettinger, Chair
    b. Dirk Baldwin, Dean
2. Stephen Schroeder nominated to serve on Executive Committee
3. Provost Robert Ducoffe (4:15 pm)
4. Update on Academic Partnership Opportunity (4:25)
5. Discussion Topic: MBA Program (4:30)
    a. Program Level Learning Goals
    b. Curriculum
6. Dinner (5:30)
7. Discussion Topic (6:00): 2017-2018 Ways to Interact with CBEC faculty and students
    a. Possible presentations to students
        i. What presentation topics related to region do you suggest for students?
        ii. Possible panel and individual presentations
    b. Possible interactions with faculty
        i. What topics would you like to present/discuss with faculty?
        ii. How can faculty help you?
8. University and CBEC Updates (6:00 p.m.)
    a. Innovation Competition and Workshop
    b. Sales Team Performance
    c. Frank Lloyd Wright and the App Factory
    d. UW-Parkside Sales Champion and Graduate Named Kenosha Downtown Director
    e. Monica Drea, Outstanding Graduate
    f. Alumni Award
        i. Sara Walker (Achievement)
        ii. Jim Kramer (Service)
    g. Beta Gamma Sigma Inductees
        i. Awardees
        ii. Rick Harris Honoree
    h. CBEC Students in Thailand
    i. CBEC Interns
    j. Sahar Bahmani featured on Wallethub
    k. International Initiatives
    l. Summer Camp Scholarships
9. Enrollment Data

Appendices

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

Discussion – MBA Program

MBA Learning Goals

Program learning goals are key to the development of curriculum and assessment. These goals are required by both AACSB and the Higher Learning Commission. Periodically programs should revisit the learning goals to determine whether they are still relevant, should be updated, or should be changed. In anticipation of a new online MBA program, it is important that we articulate our learning goals. An example learning goal follows:

The students can recognize and analyze ethical problems that occur at the strategic level of business decision making. Based on the analysis, students can choose and defend a resolution.

What learning goals do you suggest?

MBA Curriculum (Draft)

Prerequisites

- MBA 501 – Module in Finance & Accounting
- MBA 511 – Module in Statistics and Information Technology

Required (24 credits)

- MBA 7a1 – Business Economics
- MBA 712 – Quantitative Methods
- MBA 702 – Managerial Accounting
- MBA 715 – Advanced Operations Management
- MBA 752 – Marketing Management
- MBA 7a2 – Information Technology for Business Decision Making
- MBA 732 – Corporate Financial Management
- MBA 7a3 – Leadership
- MBA 716 – Project Management
- MBA 746 – Advanced Global Management
- MBA 793 – Competitive Decision Making
- MBA 796 – Advanced Strategic Management

Concentrations (6 credits)

Marketing

- MBA 7b1 – Digital Marketing and Social Media
- MBA 753 – Brand Management and Corporate Social Responsibility
- MBA 757 – Key Account and Sales Management Strategies

Data Analytics

- MBA 7b2 – Optimization Techniques
- MBA 7b3 – Quantitative Models for Supply Chains
- MBA 7b4 – Technologies for Data Analytics

Global Management

- MBA 718 – Global Supply Chain Management
- MBA 735 – International Financial Management
- MBA 7b5 – Global Marketing Management

Supply Chain Management

- MBA 718 – Global Supply Chain Management
- MBA 7b3 – Quantitative Models for Supply Chains
- One of the marketing classes

Finance

- MBA 735 – International Financial Management
- MBA 7xx – Class to be determined
- MBA 7xx – Class to be determined

General Business

Select 6 credits of electives

Current MBA Program
Foundation Courses

COURSE #	COURSE	UW-P UG EQUIVALENT
	College Algebra	MATH 112
MBA 501 (2cr)	Accounting	ACCT 201
MBA 511 (2cr)	Statistics	QM 210
MBA 515 (2cr)	Operations Management	QM 319
MBA 521 (2cr)	Systems Concepts	MIS 320
MBA 531 (2cr)	Finance	FIN 330
MBA 541 (2cr)	Organizational Behavior	MGT 349
MBA 551 (2cr)	Marketing	MKT 350
MBA 760 (1cr)	Microeconomics	ECON 120
MBA 761 (1cr)	Macroeconomics	ECON 121

Note: MBA foundation courses offered via the WWW through MBA consortium

II.   Degree Courses: 16 credits

COURSE #	COURSE
MBA 702 (2cr)	Managerial Accounting
MBA 712 (2cr)	Quantitative Methods
MBA 715 (2cr)	Production/Operations Mgt.
MBA 716 (2cr)	Project Mgt.
MBA 732 (2cr)	Corp. Financial Mgt.
MBA 741 (2cr)	Contemporary Mgt
MBA 752 (2cr)	Marketing Mgt.
MBA 796 (2cr)	Advanced Strategic Mgt.

III.   Electives: 16 credits

Common onsite electives include: Management Techniques, New Venture Formation, Investments, Integrated Marketing Communications, International Financial Management, Seminar on Executive Decision Making, Product Management, Sales and Key Account Management, Complexities of HR Management, and Competitive Decision Making.

MBA Consortium electives include: Business in East Asia, Corporate Venturing, Consumer Behavior, Organizational Leadership and Change, E-Business Fundamentals, Employee Training and Development, Managing Technology in Turbulent Times, Healthcare Organizations, Communicating for Success, Trade Agreements and Multinational Corporations, Business Ethics, Financial Statement Analysis, Contract Law for Managers, Healthcare Finance & Economics, Managing Workplace Stress, E-Business Website Development, Fundamentals of Health IT Mgt, Healthcare Human Resources and Organizations, Sustainability and Org Management, Advanced Topics in Project Mgt, Intro to Assurance Services, Enterprise Resource Planning, Selling Ideas at Work.

Discussion Two – Advisory Board Interaction

Interaction with CBEC (Preparing for next year)

Presentations to students –

What should students know related to business in the region?

What are some possible panel discussion or presentation topics?

Faculty Lunches

What should faculty know related to business in the region?

Possible Topics -

News

Big Idea Innovation Competition

"There is no time easier to start up a company than today." That was the message Mike Marasco, director of the Farley Center for Entrepreneurship & Innovation and clinical professor at Northwestern University, brought to more than 40 students at the UW-Parkside Big Idea Innovation Competition kickoff held on February 27, 2017.

The Big Idea Innovation Competition provides funding for UW-Parkside students to develop innovative ideas. Marasco wanted to make sure students understood that a lot of great entrepreneurs started while they were in college.

Marasco showed the audience pictures of Evan Speigal, co-founder of Snapchat, Bill Gates, co-founder of Microsoft, and Mark Zuckerberg, co-founder of Facebook. "What do these people have in common?" Marasco asked. One thing they have in common is that none finished college; their ideas, however, were inspired and developed while they were in college.

Also, each of these entrepreneurs had been part of a team, thus the notation as co-founder. "Working together, Marasco said, they were able to create some of the biggest ideas in technology and social media.

College is a great time to work on an idea, Marasco said, because the technology, resources, and partnerships are readily available, and the classroom can fuel students' knowledge.

Five students submitted ideas to the competition this spring. The selection of the winner(s) will be announced soon.

Labar And Marhetti Capture NCSC Graduate Student Sales Title
By: Kamala Burks Published: April 20, 2017

University of Wisconsin-Parkside graduate students Phillip LaBar and Ashley Marchetti took home the championship title in the graduate division at the 19th National Collegiate Sales Competition (NCSC) at Kennesaw State University in Kennesaw, Ga. Founded in 1999, NCSC is the largest and oldest sales role-play competition of its kind with the goal of enhancing the practice and professionalism of the sales career.

This is Parkside's second win at the competition. The past four years have included a National Sales Challenge championship, a National Team Sales Competition championship, and five awards at the Kennesaw State University National Collegiate Sales Competition. The business department now holds over 36 national sales and marketing awards.

This year's competition took place from March 31 to April 3.

In the undergraduate competition, UW-Parkside students Jack Nickeas and Shannon Geaslin finished in the top 20 percent out of 67 teams.

The students credited their success to dedication and strong teamwork. The Parkside Team, (both the undergrads and grads) had a motivating team phrase. Whenever one of the teammates was feeling insecure or doubtful, someone on the team would say, "Cookies are for Closers!" They would all laugh, reset, and become more optimistic.

Marchetti first became involved with the UW-Parkside sales program when Associate Professor of Business Dr. Peter Knight sent an email asking if any students were interested in participating. "At the time, I didn't realize how big of an opportunity it would become and I am glad that I took the chance to try," she said.

Unlike Marchetti, LaBar was not directly involved in the sales program. Another MBA student had been looking for a partner for several months. Early February came around and the deadline was quickly approaching. LaBar decided to help out. Coincidentally, the day after he joined the team, the first student had to withdraw due to a family emergency. Marchetti then stepped in as his partner.

Both students faced a different set of challenges. "While I prepared for NCSC, I actually had a very difficult time roleplaying at first," Marchetti said. "I would freeze and forget everything that I knew about the case and the product. My teammate and professor were incredibly supportive and helped me to get over that hurdle which ultimately led me to taking 1st in my round."

LaBar says, "As a software engineer I had no experience in sales. Learning what is involved with selling at a professional level was very challenging. Ashley helped me along and was a great supporter."

Both students said the key to their success was listening, playing their strengths, and focusing on structure and format.

When asked about his overall experience, LaBar said, "Amazing. It was fun, exciting and frustrating all at the same time. I learned new skills and gained a new respect for sales professionals."

Marchetti said, "The experience at the NCSC was beyond what I could have imagined. What struck me the most was I was in a campus full of individuals my age who shared my passion for business, drive to become successful and willingness to step out and take a chance. Even though we were all competitors we spoke like friends, eager to learn about each other and discuss our experiences."

Frank Lloyd Wright Trail and the App Factory

The Frank Lloyd Wright Trail was announced with fanfare on Wednesday, May 10 at the SC Johnson World Headquarters. The trail connects nine Wright designed buildings in Wisconsin, including the SC Johnson Administrative Building and Wingspread, the Johnson family home.

An important feature of this trail is the app that helps tourists plan their route, provides directions to each site, displays information about the site, and helps users make reservation for tours. This app was commissioned by SC Johnson and supported by Wisconsin's department of tourism. The app was developed UW-Parkside's App Factory.

The opening event was attended by Wisconsin Department of Tourism Secretary Stephanie Klett and Governor Scott Walker. Governor Walker downloaded the app, mentioned SC Johnson's work with UW-Parkside's App Factory, showed the App during the press conference, and encouraged others to download the app. The press announced was covered by newspapers and TV press.

Tim Knautz, a director of the App Factory, states that the students are very excited about the app and the publicity.
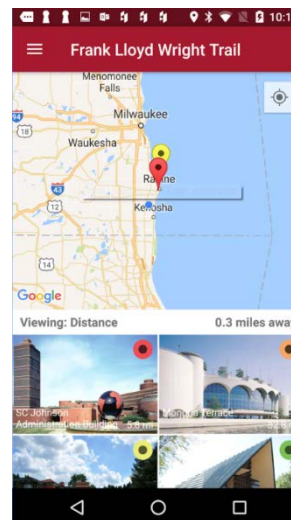
UW-Parkside Graduate and Sales Champion Named New Downtown Kenosha Director
Originally Published: March 31, 2017

When Nicole Thomsen takes the reins at Downtown Kenosha Inc. on May 1 she will run into many of the same challenges that have faced the city's downtown business district for a number of years.

Thomsen was the choice for the position of executive director, having been selected from an original pool of 50 candidates. The Pleasant Prairie resident will be the third person to hold the position since it was established three years ago.

"Nicole has an extraordinary commitment to the community, evident by her involvement in Ylink (a leadership development group), Kenosha Creative Space and other local causes," wrote Kevin Ervin, owner of Franks Diner, 508 58th St., and chairman of the DKI board of directors. "We are confident that her energy, professionalism and commitment to building strong relationships will be an asset to Downtown Kenosha Inc."

"We came up with about nine (applicants) who were the most qualified," said Lou Molitor, president of the Kenosha Area Chamber of Commerce, and chairman of the Lakeshore Business

Improvement board of directors. A special property tax assessment in the Lakeshore BID funds DKI. "We had six or seven (candidate) interviews.

"The two finalists came before the entire DKI board and a few invited guests. Nicole stood out for a number of reasons. We felt she was the most prepared as far as being able to answer some of the questions we had. She had done her homework and research and she wowed us with her preparation."

Youth may be surprising

Thomsen's youth may strike some as surprising. She graduated from University of Wisconsin-Parkside this May with a bachelor of science degree in business management. She has not held any similar position. Her resume, however, includes a number of public-facing roles in businesses, academia and non-profit organizations.

She received attention, and a number of employment offers following a first-place finish in a national collegiate sales competition.

"I was contacted (by companies) with a lot of corporate sales position offers," Thomsen said. "I knew I had natural talents and tendencies in sales, but I have always wanted to help people. To be a changer, a mover and shaker.

"I knew I wanted to do something in my community. I've had experience in the non-profit area, and I love the feeling of helping others, impacting the life of the city, its people."

Thomsen began her college career in the nursing program at the University of Wisconsin-Milwaukee and was within 18 months of graduating with a a degree in that field. Along the way she picked up experience as an obstetrics technician. Thomsen said: "I assisted in caesarian sections and deliveries. But I didn't feel excited to go to work every day. I didn't feel I was using all the skills I could be using.

"I interned at the Medical College of Wisconsin in community engagement, where I got my first taste of non-profit work. We were involved in everything from the business side to hands-on work in the community addressing socioeconomic health and education issues of the community."

Thomsen also interned with UW-Parkside Foundation in fundraising and development. "I learned about soliciting donations and how to handle donor relationships," she explained. "That is very similar in how you have to handle (the work) downtown to get people's support. It's (about having) a vision and a mission. What you are funding will not see results tomorrow or a month from now."

Thomsen will get training and personal development assistance through programs from the Wisconsin Main Street Program. DKI is a qualified recipient of Main Street technical assistance and other support.

Thomsen said she hopes to address the challenge of making newly hired employees at many of the county's biggest companies Kenosha residents.

"I want to focus on that," she said. "I want this to be a vibrant place where people want to live, not just to live here because (they work here). Having a stable, strong and robust downtown is going to make a big difference in attracting and keeping this millennial talent."

Downtown Kenosha Inc. and the Lakeshore Business Improvement District have had a rocky history. The BID has survived two dissolution attempts. The boundaries include what is considered the city's central

business district, but also stretch north of 52nd Street into the neighborhood described as Harborside. Some of the biggest property tax bills in the BID go to owners in that area. Several of those business owners have been vocal about not receiving a fair share of the BID funds collected.

"There are different goals, objectives and problems (for Harborside)," said Jim Matzur, a former BID board member and owner of The Boat House Pub and Eatery, 4917 7th Ave. "Our problem is not retention, renovation and recruitment. Most of our properties north of 52nd are owner occupied and pretty well maintained by the owners."

Matzur and fellow Harborside restaurant owner, Rob Greskoviak, have led efforts in the past to eliminate the BID. One of their primary complaints was that beautification efforts, as well as marketing and event support dollars did not tend to make it to their blocks.

Greskoviak, who owns Villa D'Carlo, 5140 6th Ave., said he would take a wait-and-see attitude when it comes to what the new DKI director can deliver.

"She is not politically entrenched," said Greskoviak. "On the old BID board, a few members dictated all the policy. Now that we have a non-partisan, energetic young (person), there might be some hope. Would I support (DKI)? I would not stand in their way, but I won't participate at this time."

Matzur admits that in the past he has been a vocal critic of the Lakeshore BID, and the subsequent plans of Downtown Kenosha Inc. "I don't want to be negative, and I certainly was with the previous two (directors)," Matzur said. "I hope they redirect some of their focus to brick and mortar work, even if those of us on this end wouldn't benefit from it as much. I'm proud that when I was on the BID board, we did some of that."

About the Lakeshore Business Improvement District and Downtown Kenosha Inc.Lakeshore BID is a "fiscal agent" for Downtown Kenosha Inc. Other than a small amount of funds required for bookkeeping and an annual audit, the rest of the funds collected through a special taxing district are passed to DKI for the salary of the executive director and programs. For 2017, the mill rate increased from $1.50 per $1,000 to $2.50 per $1,000 of assessed value, increasing the 2017 budget by $45,000 to $125,000.

Monica Drea named Outstanding Graduate for May 2017 graduation

Monica Drea is a business management and sport management major and a recipient of the College of Natural and Health Sciences Advisory Board Scholarship. Monica is a double major who graduates with degrees from two colleges. The high level of her academic abilities can be seen by the grades she has achieved in her majors – sport management, and business management. Monica was able to achieve an extremely high level of success while working full time as a manager at Razor Sharp Fitness and a recreation coordinator for Racine Area Soccer Association. Monica regularly assumes a leadership role in group projects to guide and coordinate other students, encouraging them to succeed. She is described as "an invaluable team member." Her ultimate goal is to own and operate a youth sports organization. Her dual majors and work experience are sure to help her achieve this goal.

Alumni Award Recipients

CBEC Alumni Sara Walker and Jim Kramer received alumni achievement and service awards respectively at the Traditions of Excellence awards program on May 12.

MS. SARA J. WALKER, CFA '81

Sara Walker is senior vice president, senior portfolio manager with Associated Private Client & Institutional Services. In this position she constructs and manages investment portfolios for corporations, individuals and non-profit organizations, while also leading a team of portfolio managers. As a Chartered Financial Analyst (CFA), Sara joined Associated in 1997 and has more than 30 years of investment management experience, making her a tremendous resource for her clients.

In her highly visible role as Associated's economist, Sara addresses shareholders at the company's annual meetings, is a speaker at client engagements, and is widely quoted as an expert in the media. She is also the author of Associated's quarterly client newsletter, The Economic and Investment Environment.

Sara earned her Bachelor of Science degree from UW-Parkside where she double majored in finance and economics and graduated magna cum laude. She earned her Master of Business Administration degree from the University of Wisconsin-Milwaukee. She is a member and past-president of the CFA Society of Milwaukee as well as a founding member of the CFA Society of Madison.

In the community, Sara is on the boards of the Milwaukee Public Museum, Tempo Milwaukee, Make a Difference-Wisconsin and the CFA Society of Milwaukee. Additionally, she serves on the HR Committee of Lad Lake Wisconsin. Her commitment to mentoring was acknowledged in 2016 with the Milwaukee Business Journal's Women of Influence award.

JIM KRAMER '79, '90

Jim Kramer graduated from UW-Parkside in 1979 with a Bachelor of Science degree in business management, and returned to campus earning his Master of Business Administration in 1990. His career began at Medical Engineering in Racine, in the quality control area as a supervisor. The company later became Surgitek, a division of Bristol Myers Squibb. Jim was able to experience different areas of the company, learning not only the quality side but moving into various positions within operations, including purchasing, planning and inventory control, eventually becoming the materials manager.

Jim took similar roles in materials at a start-up for B. Braun Medical, then in the steel industry at Gerrett Products. His background expanded as he became a customer service manager for CHR Hansen and consolidated two customer service groups, saving the company $1 million over five years.

Finally, he moved to another start-up, BioForm Medical, now Merz North America. His role expanded to Director of Manufacturing Operations and Supply Chain and then Head of Demand Planning. Jim retired in June of 2016.

Jim's service activities are abundant, both at UW-Parkside and in the community. He coaches middle school basketball, six years with the boys' team and three years with the girls' team. Jim is active in his church and taught religious education to 5th graders for several years, volunteered at many church festivals, and served as Eucharistic minister and lector. Through the Knights of Columbus he has assisted with "Coats for Kids" clothing drives and serving meals at HALO (Homeless Assistance Leadership Organization) in Racine. At UW-Parkside he served nine years on the Alumni Association Board with three as President and is currently serving his second year on the UW-Parkside Foundation Board. He has been one of the voices of Ranger basketball for the past eight seasons.

Beta Gamma Sigma Inducts New Members

Beta Gamma Sigma (BGS) Inducted 15 seniors, one junior, one faculty member, and a special honoree on Friday, May 11, 2017. Established in 1907, BGS is the honor society for AACSB accredited programs. Nomination to BGS is the one of the highest awards students can receive. To be selected, junior and seniors must be in the top 10% of their class. This year's recipients were seniors Bethany Boeck, James Brandonisio, Cristian Carrillo, Carolyn Eastman, James Fiala, Monica Geiser, Khamkou Kasouaher, Melissa Kastning, Ryan Kwak, Erin McClure, Meagan Ondrick, Todd Pickett, Rebecca Roembke, Andrea VanWie, Haley Willis, and junior Kaleb Wagenbach.

Jim McPhaul, Director of the SBDC, was inducted as a faculty member for his contributions to the teaching, and the sales team. Rick Harris (see below) was inducted for his contributions to business and community. Mr. Harris, the guest speaker, described his career at UW-Parkside and offered advice to the BGS awardees.

UWP Alumnus Rick Harris is Beta Gamma Sigma Honoree

Rick J. Harris is president of RJ Harris & Associates. Founded in 2008, the consulting firm specializes in general Human Resources, Diversity & Inclusion Strategy and Training, Talent Acquisition, Equal Employment Opportunity, and Talent Management services. Rick has consulted and worked with several Fortune 500 companies and his diverse background enables him to bring expertise, innovation, and passion to tie Human Resources issues into an overall strategic plan with the goal of providing solutions and effectiveness throughout organizations.

A seasoned Human Resource Executive, Rick specializes in improving individual and organization performance. He has 32 years of experience in the Human Resources and Manufacturing Operations fields in Fortune 500 companies. Rick was formerly the Sr. Director Diversity Management & Strategy with Walgreen's. In this role, he was responsible for developing and executing enterprise wide strategy for an organization with 250,000 employees, 8,000 stores, and revenues in excess of $71 billion. He was also responsible for establishing metrics, analytics and scorecards to measure performance, and diversity training and development. In addition, he served as the compliance officer for the organization managing over 500 affirmative action plans. Prior to joining Walgreen's, Rick served as an executive consultant for Kraft Foods; providing leadership coaching and strategic direction

in the areas of Diversity, Inclusion and Affirmative Action Compliance. Preceding this role, Rick was Senior Director, Corporate Employee Relations for Pactiv Corporation where he led the Employee Relations, Talent Acquisition, and Diversity and Inclusion functions. Prior to this, Rick spent thirteen years at Abbott Laboratories where he performed several strategic Human Resources and Manufacturing roles including Organizational Development, Talent Acquisition, Employee Relations, and Plant Operations Manager.

Known and respected throughout North America, Rick is a sought after speaker and subject matter expert in Diversity, Talent Acquisition, Talent Management, and Compliance. He is considered an innovative thought leader in the Human Resources field.

Rick received his BS degree in Labor & Industrial Relations from the University of Wisconsin-Parkside. Rick resides in Gurnee, IL with his wife Lorraine and their daughter Danielle, he remains very involved in local community affairs. For his contributions to his community, Rick was named Most Influential African American of Lake County in 2008, and inducted into the Civil Rights Hall of Fame in 2009.

CBEC Students Travel to Thailand

By Jillian Zimmerman. Originally Published: March 16, 2017

This past winter, two UW-Parkside students in the College of Business, Economics, and Computing took part in a study abroad to Thailand offered through the College of Social Sciences and Professional Studies. Madison Wisialowski and Haley Willis shared some of their favorite memories of the trip and gave a few tips to students planning to study abroad in the future.

What was your favorite part of the trip?

Madison: One day we got to go to an elephant rescue clinic and play with elephants. It was awesome! We got to feed them bananas, but you could only have one piece of banana in your hand at a time or the elephant would try to eat it all at once. After feeding them, we got to give them mud baths and then wash them off in the river. It was so cool getting to spend the day hanging out with the elephants. They reminded me of dogs, how calm and playful they were.

Would you recommend study abroad? Do you have any advice for someone going abroad?

Haley: Of course, everyone should take advantage of the amazing study-abroad opportunities UW-Parkside has to offer. There are also many scholarships that you can apply for that will help get some of your trip paid for. I was lucky enough to qualify for some of these scholarships, which made studying abroad a very easy decision to make!

Madison: Some advice I would give to anyone going abroad is to research where you are going. Especially the area you are staying and where you will be spending most of your time. I did not do much research on the area of Thailand we were going to and I did not pack smart at all. Pack for the weather and whatever activities you will be participating in while abroad!

Do you have any future travel plans?

Madison: Iceland and the Bahamas are on my list right now! I plan to continue traveling in the future!

Haley: I plan to backpack across Central America after graduation!

Spring 2017 CBEC Interns: True Professionals

By Nancy Jaimes Originally Published: May 3, 2017

The University of Wisconsin-Parkside's College of Business, Economics and Computing, also known as CBEC, offers internships in social media, outreach or website maintenance to students enrolled in CBEC majors. These internships give students an opportunity to expand on the skills that they learn inside the classroom. Under the supervision/mentorship of Trudy Biehn, Senior Academic Advisor and Dr. Michele Gee, the 2016/17 interns were (from left to right) senior Tony Aiello (Computer Science major, Web Development Minor, Cyber Security and Unix Administration certificates), sophomore Jill Zimmerman (Accounting, Finance and Business Management Major w/ concentration in General Business), freshman Crystal Caputo (Spanish and Business Management Majors with concentrations in Human Resource and General Business, Retail Management certificate), senior Alejandra Sanchez-Flores (Accounting and Spanish majors), senior Nancy Jaimes (Accounting and Spanish majors, Business Management minor, Sales certificate). Not pictured were fall 2016 only interns, Greg Axelson and Madison Wisialowski, both Management Information Systems majors. Through a variety of tasks the interns enhanced many of their professional skills.

The outreach portion of the internship was geared towards connecting students at local high schools and post-secondary institutions with the interns in the CBEC program. Schools visited were: Tremper, Bradford, Case, Wilmot, Indian Trail, and Westosha Central and Gateway Technical College. In classroom settings, CBEC interns provided information on all the majors, minors, and certificates that are offered by the college. They also communicated information on possible careers related to CBEC majors, study abroad, clubs/organizations, career development, internships, online degree program, graduate programs, and student involvement opportunities offered through CBEC. These presentations were organized to educate, connect, and excite potential CBEC students. At the end of the 2016/17 year, it was clear, the interns were well rehearsed and accomplished presentation speakers.

The internal UW-Parkside outreach part of the program provided an opportunity to work closely with incoming freshman as well as transfer students. Using the same presentation for outreach, they also assisted in helping students declare a majors, minors and/or certificates. Their guidance was invaluable to new students who appreciated peer perspectives.   The interns also effectively helped students enroll and navigate the student registration system (SOLAR).

The CBEC interns proved to be experts with social media platforms such as Facebook, Twitter, and LinkedIn. These outlets were used to connect, advertise and convey information pertaining to CBEC. Information included internship fairs, employment opportunities, academic deadlines, study tips, study abroad opportunities, etc. Nancy Jaimes focused on CBEC's LinkedIn page and circulated professional activities offered by the college. Jill, Alejandra, and Crystal focused on CBEC's Facebook and Twitter

pages and shared information on events, workshops, academic updates, etc. Tony Aiello put a great deal of effort in amplifying the CBEC website and keeping it up to date with student testimonials, news stories and improved navigation.

This group of interns also worked together in creating marketing materials for the College of Business, Economics and Computing. They each developed a variety of flyers that were displayed on the flat screens monitors throughout campus. Jill Zimmerman reached out to CBEC students to construct an article on Thailand Study Abroad trip this past winter break. The interns also participated in 2017 annual UW-Parkside Student Showcase where they created a poster and presentation demonstrating all of their accomplishments.

One of the highlights of the CBEC internship included an opportunity to act as judges at the 2017 Wisconsin DECA Career Development Conference held at the Grand Geneva Hotel and Resort in Lake Geneva. The event allows the interns to put their experience, skills, and knowledge to the test. The interns engaged and interacted with high school students through a variety of Business Situation Role Plays while judging in competitive events in Business Management, Finance and Accounting, Entrepreneurship, Hospitality and Tourism, and Marketing. DECA high school students came from all over the state to compete and hopefully advance to the National and International Career Development Conference held in Anaheim, California. Tony, Jill, Nancy, Alejandra and Crystal enjoyed sharing their time, wisdom, business expertise and industry experience with these students.

The CBEC Internship program is now in its 8th year, and like former CBEC Interns, this year's interns believed the entire experience provided an excellent opportunity for early "on-the-job training." Additionally interns, believed they not only successfully represented CBEC but the University of Wisconsin-Parkside as a whole. Their supervisors Trudy Biehn and Michele Gee agree….the 2016/17 CBEC interns were always willing and eager to serve as professional representatives and did indeed, successfully completed another excellent internship this past year.

Sahar Bahmani Featured in Wallethub

Associate Professor of Economics, Sahar Bahmani was featured in Wallethub. Wallethub is a website based in Washington D.C. that provides information and tools to support personal finance. Dr. Bahmani was featured in the "Ask the Expert" section and provided advice about a first credit card.

International Initiatives

CBEC signed three new memorandums of understanding (MOU) with universities in India and China this

spring. An MOU with Dalmia Institute of Management Studies in Mumbai India allows students to complete a one year post graduate certificate at Dalmia that prepares students for UW-Parkside's MBA program. The first group of students will begin the post graduate certificate this fall. These students will attend UW-Parkside beginning in Fall 2018 to complete their MBA.

A new type of MoU was signed with Scindia School in Gwalior, India It is the first MoU with a secondary school and five students are applying to UWP as a result and three will receive a special scholarship.

An MOU with Yuncheng University in Yuncheng City China allows students to attend UW-Parkside in their fourth year of their undergraduate degree. Classes at UW-Parkside transfer to Yuncheng University Yungcheng University issues the students their undergraduate degree. After completing their degree, qualified students will stay at least one additional year at UW-Parkside and complete UW-Parkside's MBA.

In addition to these three new MOUs, IndSearch in Pune India and UW-Parkside extended an existing MOU to include IndSearch's MBA Finance Concentration. Students participating in this program complete an MBA from IndSearch, transfer some credits to UW-Parkside, and then attend UW-Parkside in order to complete a UW-Parkside MBA or MSCIS degree.

Twenty three IndSearch students have attended UW-Parkside since 2010. Approximately 50 students have attended UW-Parkside from partner universities in China since 2009. Dean Dirk Baldwin and Dr. Parag Dhumal visited partner universities in India in January. Dr. Kuruvilla arranged the MOU with Scindia School while traveling. Provost Robert Ducoffe and Dr. Jamie Wang visited partner universities in China this spring.

Enrollment: Business Undergraduate Majors

	SPRING 2017					FALL 2016					SPRING 2016					FALL 2015					SPRING 2015					FALL 2014				
	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL
ACCT	0	0	1	6	7	0	1	1	7	9	0	1	2	23	26	0	1	4	38	43	0	3	9	18	30	0	6	28	53	87
FIN	12	24	29	62	127	20	28	32	62	142	14	9	31	55	109	9	14	27	50	100	5	21	24	43	93	8	19	26	50	103
GBUS	55	73	80	146	354	75	81	95	151	402	58	51	100	165	374	61	64	102	161	388	54	73	103	136	366	64	83	108	129	384
HRM	15	22	38	48	123	13	35	34	46	128	14	14	29	63	120	14	12	26	61	113	5	13	30	48	96	6	17	32	48	103
MIS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				2	2
MKT	0	0	4	14	18	0	3	4	15	22	0	2	13	20	35	1	4	13	26	44	2	7	13	8	30	7	23	27	28	85
NONE	0	0	0	0	0	0	0	0	0	0	0	1	2	3	6	1	2	2	4	9					0					0
BUS MAJOR	82	119	152	276	629	108	148	166	281	703	86	78	177	329	670	86	97	174	340	697	66	117	179	253	615	85	148	221	310	764
BUS ONLINE	0	5	13	14	32	4	5	4	9	22																				
MIS MAJOR	4	8	19	38	69	6	9	22	25	62	0	5	21	29	55	2	9	23	27	61	5	16	18	30	69	7	11	15	29	62
ACCT MAJOR	21	20	30	87	158	22	28	44	86	180	14	25	54	94	187	18	36	57	84	195	13	36	48	75	172	21	33	40	57	151
MKT MAJOR	20	30	42	55	147	26	34	43	54	157	21	24	32	58	135	13	22	31	43	109	23	11	28	27	89	18	5	15	15	53
TOTAL DISTINCT BUS, MIS & ACCT MJRS					781					831					770					801					755					760
MALE	66	80	109	192	447	90	88	120	182	480	61	63	127	192	443	61	87	135	186	469	61	103	130	167	461	74	98	134	148	454
FEMALE	42	62	83	147	334	50	74	90	137	351	40	49	93	145	327	46	53	92	141	332	30	49	95	120	294	33	65	89	119	306
PART-TIME	16	24	53	92	185	28	32	54	95	209	22	27	61	94	204	13	31	47	82	173	18	37	48	108	211	17	25	42	90	174
FULL-TIME	92	118	139	247	596	112	130	156	224	622	79	85	159	243	566	94	109	180	245	628	73	115	177	179	544	90	138	181	177	586
WHITE	69	97	135	229	530	99	104	140	231	574	61	80	160	248	549	66	99	163	241	569	57	113	163	206	539	76	120	163	187	546
AFRICAN AM	12	12	14	31	69	15	11	23	20	69	14	8	17	26	65	16	8	19	28	71	10	10	20	25	65	9	12	19	23	63
HISPANIC	16	23	24	48	111	15	30	27	42	114	12	10	30	37	89	12	17	29	34	92	10	15	24	27	76	11	10	23	32	76
ASIAN	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
AM INDIAN	1	0	3	3	7	1	2	2	3	8	2	1	2	2	7	2	1	2	2	7	2	3	1	6	12	1	3	2	7	13
HAWAIIA	0	0	1	2	3	0	0	2	1	3	0	0	1	0	1	0	0	1	0	1	1	1	0	2	4	1	1	0	1	3
ACAMLAOV	0	1	0	3	4	0	1	3	1	5	1	0	1	0	2	1	0	1	1	3	0	1	1	0	2	1	1	0	1	3
PUERTOR	1	4	4	1	10	2	4	3	1	10	2	3	1	1	7	2	3	2	0	7	1	1	1	0	3	2	4	1	1	8
OTHRASN	9	5	7	18	39	8	8	8	15	39	8	8	6	18	40	6	9	7	14	36	9	7	10	14	40	5	8	8	12	33
HMONG	0	0	2	1	3	0	1	1	2	4	1	0	0	3	4	1	0	2	3	6	0	0	2	3	5	0	2	3	1	6
NSPEC	0	0	2	3	5	0	1	1	3	5	0	2	2	2	6	1	3	1	4	9	1	1	2	3	7	1	2	4	1	8

MBA Enrollment

	Sp 17	F 16	Sp 16	F 15	Sp 15	F 14	Sp 14	F 13	Sp 13	F 12	Sp 12	F 11	Sp 11	F 10	Sp 10
Total	71	85	78	85	94	90	106	110	106	109	99	90	94	101	95
Afr. Am	5	8	6	6	7	5	7	7	5	4	1	2	4	4	9
Am. Ind	1	1	1	0	1	1	2	2	2	3	1	1	1	1	1
Asian	15	21	15	17	12	16	17	18	20	19	12	12	14	13	5
Hispanic	6	6	9	9	8	5	7	5	2	5	4	2	1	3	4
White	43	48	47	53	66	63	73	78	77	78	78	73	72	76	68
Nspec	1	1									3		2	4	8
Female	29	35	33	36	34	35	43	49	45	53	51	45	40	40	38
Male	42	50	45	49	60	55	63	61	61	56	48	45	54	61	57

MSCIS Enrollment

	Sp 17	F 16	Sp 16	F 15	Sp 15	F 14	Sp 14	F 13	Sp 13	F 12	Sp 12	F 11	Sp 11	F 10
Total	15	13	11	13	13	14	7	9	9	7	9	11	7	9
Afr. Am														1
Am. Ind														
Asian	9	10	8	8	7	8	4	4	5	4	4	5	2	3
Hispanic														
White	6	3	3	5	6	6	3	5	4	3	5	6	5	5
NSPEC														
Female	8	8	7	7	6	5	3	3	4	3	3	2	3	2
Male	7	5	4	6	7	9	4	6	5	4	6	9	4	7

Computer Science

	SPRING 2017					FALL 2016					SPRING 2016					FALL 2015					SPRING 2015					FALL 2014				
	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL
CENG CONC																														
CSCI MAJOR	36	36	45	70	187	46	41	41	71	199	21	37	44	70	172	33	36	48	70	187	27	50	35	71	183	38	47	39	65	189
MALE	31	27	37	60	155	41	29	37	58	165	18	34	39	59	150	31	34	43	58	166	26	45	29	58	158	36	41	31	54	162
FEMALE	5	9	8	10	32	5	12	4	13	34	3	3	5	11	22	2	2	5	12	21	1	5	6	13	25	2	6	8	11	27
PART-TIME	4	10	15	24	53	8	15	18	20	61	5	11	4	28	48	7	4	4	22	37	6	9	6	23	44	5	7	6	16	34
FULL-TIME	32	26	30	46	134	38	26	23	51	138	16	26	40	42	124	26	32	44	48	150	21	41	29	48	139	33	40	33	49	155
WHITE	30	25	33	47	135	37	30	29	50	146	18	26	32	46	122	26	26	34	50	136	19	38	26	53	136	29	31	29	49	138
AFR AMERICAN	1	3	3	3	10	1	3	5	1	10	1	2	4	1	8	3	3	2	3	11	2	1	3	2	8	4	3	1	3	11
HAWAIIA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	1	0	0	1	0	0	0	0	0
HISPANIC	3	5	3	13	24	5	5	3	11	24	2	7	4	14	27	4	3	7	10	24	3	5	5	9	22	1	7	6	6	20
ASIAN	2	1	5	4	12	3	1	2	6	12	0	2	3	6	11	0	2	4	7	13	2	5	1	6	14	4	5	3	5	17
AM INDIAN	0	0	0	1	1	0	0	1	1	2	0	0	0	1	1	0	0	1	0	1	0	0	0	1	1	0	1	0	1	2
ACAMLAOV	0	0	1	1	2	0	0	1	1	2	0	0	1	1	2	0	1	0	0	1	1	0	0	0	1	0	0	0	0	0
NSPEC	0	2	0	1	3	0	2	0	1	3	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1

Economics

	SPRING 2017					FALL 2016					SPRING 2016					FALL 2015					SPRING 2015					FALL 2014				
	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL
MON & FIN	0	2	6	8	16	0	4	4	6	14	1	1	3	7	12	1	0	1	9	11	0	0	2	7	9	0	0	1	8	9
QUANT	0	0	4	5	9	0	1	3	7	11	0	2	1	7	10	0	0	1	5	6	0	0	0	5	5	0	0	2	7	9
GENERAL	3	2	3	9	17	4	2	4	7	17	1	7	3	6	17	3	3	2	8	16	1	3	3	7	14	0	7	3	4	14
ECON MAJOR	3	4	13	22	42	4	7	11	20	42	2	10	7	20	39	4	3	4	22	33	1	3	5	19	28	0	7	6	19	32
TOTAL DISTINCT ECON MJRS					39					38					34					30					25					28
MALE	2	3	10	13	28	3	7	6	10	26	1	7	6	11	25	3	1	4	12	20	0	2	3	13	18	0	6	3	13	22
FEMALE	2	1	3	5	11	2	1	5	4	12	1	2	0	6	9	1	2	0	7	10	1	1	2	3	7	0	1	2	3	6
PART-TIME	1	0	0	3	4	0	0	1	4	5	0	0	1	5	6	0	0	1	6	7	0	0	0	6	6	0	0	1	3	4
FULL-TIME	3	4	13	15	35	5	8	10	10	33	2	9	5	12	28	4	3	3	13	23	1	3	5	10	19	0	7	4	13	24
WHITE	1	1	9	14	25	2	4	9	9	24	0	6	4	12	22	2	1	2	14	19	0	1	5	13	19	0	5	4	15	24
AM INDIAN	0	0	0	1	1	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
HISPANIC	1	0	0	1	2	1	0	0	1	2	0	0	0	1	1	0	0	0	1	1	0	0	0	1	1	0	0	1	0	1
OTHRASN	0	1	0	1	2	0	1	0	1	2	0	0	1	1	2	0	0	1	1	2	0	1	0	1	2	0	1	0	1	2
MEXAMER	1	1	2	1	5	0	1	2	2	5	1	1	1	1	4	1	1	1	1	4	0	1	0	0	1	0	1	0	0	1
AFRICAN AMERICAN	1	1	0	0	2	2	0	0	0	2	1	0	0	2	3	0	0	0	2	2	0	0	0	1	1					
NSPEC	0	0	2	0	2	0	2	0	0	2	0	2	0	0	2	1	1	0	0	2	1	0	0	0	1					

Graduates

College	Plan Type	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	Total
CBEC	Graduate	26	36	32	29	34	33	44	34	51	34	353
	Major	161	153	182	149	176	171	179	183	234	249	1,837
	Minor	17	14	13	12	22	21	27	19	37	41	223
	Certificate	12	19	22	14	39	33	30	48	54	57	328

Source: BDS (End of Term)

24
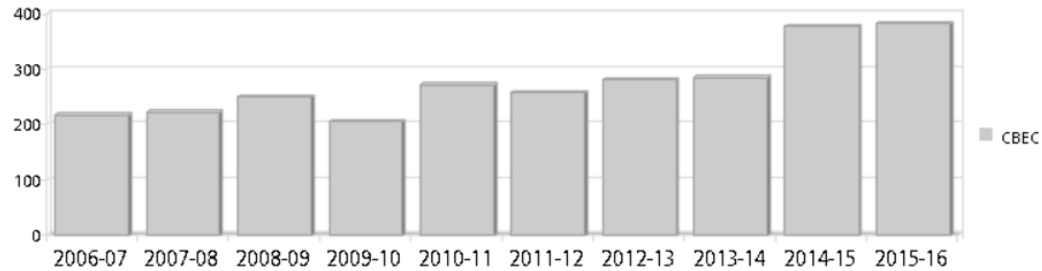
Department	Plan Type	Plan Descr	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
BUS	Graduate	MBA	24	28	30	27	32	30	42	32	43	29
BUS	Major	Accounting								24	47	48
BUS	Major	Business Ma	124	122	147	122	134	116	137	113	118	131
BUS	Major	Managemen	12	10	12	11	12	21	19	20	16	7
BUS	Major	Marketing									17	28
BUS	**Major**	**Total**	**136**	**132**	**159**	**133**	**146**	**137**	**156**	**157**	**198**	**214**
BUS	Minor	Business Ma	10	7	10	7	10	10	14	7	19	28
BUS	Minor	Global Management								2	5	2
BUS	Minor	Management Information Systems					1		3	1	2	1
BUS	Minor	Total	10	7	10	7	11	10	17	10	26	31
BUS	Certificate	Entrepreneurship		1	1	3	7	1	2	7	4	3
BUS	Certificate	Project Mana	1	5	10	6	9	7	8	7	6	13
BUS	Certificate	Retail Management								5	5	10
BUS	Certificate	Sales					2	8	7	11	9	17
BUS	Certificate	Total	1	6	11	9	18	16	17	30	24	43
BUS	**Total**	**Total**	**171**	**173**	**210**	**176**	**207**	**193**	**232**	**229**	**291**	**317**
CSCI	Graduate	Computer & I	2	8	2	2	2	3	2	2	8	5
CSCI	Major	Computer Sc	12	11	10	8	18	18	14	14	25	27
CSCI	Major	Computer Science/Math			1	1			2	2		
CSCI	**Major**	**Total**	**12**	**11**	**11**	**9**	**18**	**18**	**16**	**16**	**25**	**27**
CSCI	Minor	Computer Sc	2	3	1		1	2	1		1	
CSCI	Minor	Web Development			1		2	6	5	3	2	3
CSCI	Minor	Total	2	3	2		3	8	6	3	3	3
CSCI	Certificate	Cyber Securi	1				5	3	4	5	7	4
CSCI	Certificate	Mobile Development								3	10	3
CSCI	Certificate	UNIX System	6	6	4	2	9	8	2	5	11	2
CSCI	Certificate	World Wide \	4	7	7	3	7	6	7	5	2	5
CSCI	Certificate	Total	11	13	11	5	21	17	13	18	30	14
CSCI	**Total**	**Total**	**27**	**35**	**26**	**16**	**44**	**46**	**37**	**39**	**66**	**49**
ECON	Major	Economics	13	10	12	7	12	16	7	10	11	8
ECON	Minor	Economics	5	4	1	5	8	3	4	6	8	7

Appendices

COLLEGE OF BUSINESS, ECONOMICS, AND COMPUTING

ADVISORY BOARD MEETING

February 16, 2017
Alumni Room, UW-Parkside ~ Student Center
4:00 p.m.

Board Members: Steven Baumgartner, Blaise Beaulier, Leonard Bloom, Charles Goodremote, Michael Ghislain, James Kettinger, Cory Mason, Terri Steidl, Robert Toeppe, Andrew Vogel, Neha Misra

Faculty and Guests: Dirk Baldwin, Dean – Deborah Ford, Chancellor - Rob Ducoffe, Provost –Michele Gee, Interim Associate Dean – Peter Knight, Chair, Dept. of Business – Dennis Kaufman, Chair, Dept. of Economics – Andrea Worrell, Dean's Administrative Assistant – Tara Schmidt, Academic Department Associate – Diana Villegas, Administrative Assistant

Welcoming Remarks and Advisory Board Changes
Jim Kettinger called the meeting to order and described a change in meeting format where the Advisory Board will provide more advice and feedback in the coming meetings.

Dirk Baldwin Update: Promoted upcoming seminars on managing millennials and the innovation competition. AACSB accreditation has been approved through 2020. Described Summer Camps in Computer Science and need for scholarship money to help lower income families afford the camps. Recognize new board members – Brigid Bailey and Neha Misra.

Neha Misra: Thanks to the board. Neha was admitted to UW-Milwaukee but Parkside was very welcoming. Professors were exceptional and wants to give back to Parkside to pay it forward.

Advisory Board Scholarship Winner - Jeremiah Van Offeren: Jeremiah thanked the board.

Terri Steidl – Outgoing Chair: Dirk honored Terry Steidl. Really appreciate her work during very busy time.

Chancellor Ford: Congratulated business program and advisory board for AACSB reaccreditation. Largest graduating class in history: 374 in Dec 2016. Growth is partially attributed to transfer students. Discussed governor's proposal for biennial budget that invests more in UW System. Highlights from Budget

- Funding for compensation to employees
- Allocating funds for pay hikes

- Financial aid increase
- More students earning state grants
- Dollars tied to performance metrics. Parkside is advocating for performance metrics based on mission.
- Freezing tuition and then cutting tuition fees.

Budget process is a marathon. Asking board to help support the process and the importance of investing in higher education.

Capital Budget

- Discussed Parkside's needs and infrastructure issues..

Celebrate 50th anniversary 2018/2019, committee formed.

Rob Ducoffe: Discussed the following

- Student population
- 70% of costs are covered by student tuition
- Enrollment is key
- Considering Academic Partnerships to support MBA program
    - Market mostly graduate programs at a level that could not be sustained by the University.
    - Faculty needs to decide if they want to engage with this program
    - Face to face classes decreasing students want online courses
    - Located in Dallas

Discussion Question 1 – Academic Partnership MBA.

Provost Ducoffe and Dean Baldwin: Explained Academic Partnership (AP) proposal. For business programs, AP only works with AACSB universities. AP keeps 50% of tuition but invests in course development, marketing, admissions, and customer service. Partners have shown significant growth. Issues – Relationship to MBA consortium and transitioning away from MBA consortium would be difficult; need additional faculty; changing curriculum.

This generated a lively discussion. Bulleted comments and questions appear below.

- Question concerning the approval process and whether UW System has a role. Dirk and Rob described the process. Follow up question regarding the fixed tuition cost.
- Question regarding prerequisites for the MBA program.
- Question regarding typical admission requirements. Asked about MBA Consortium admission requirements compared to UW-Parkside requirements.
- Discussion about reputation risk. Have we checked with current partners about outcomes and quality indicators such as the success of students (e.g., employment data, assessment outcomes)?
- Has any of AP's current MBA partners gone through AACSB continuous improvement review since they have had the partnership? Suggestion that we ask the partner universities.

- Several comments about the 50% of gross margin. To some, this seems very high. Suggest that we try to negotiate this margin down. Create a goal based compensation based on benchmarks. Consider asking for a scaled percentage based on number of enrollees.
- What is the best possible outcome? What are our margins if it goes very well? If it is not adequate, it may not be worth the risk of the venture.
- Can we introduce the AP to the consortium? Would a consortium collaboration be a better model?
- Discussion regarding digital disruption
  - Many felt that onsite MBA will continue to decrease
  - Concern that AP or AP like company could take our market if we do not change
  - Comment that being comfortable with the consortium is not a good thing. If we are comfortable in this market we will be in trouble.
  - Concern that MBA consortium must change as well to accommodate the realities of online education.
  - Many felt that UW-Parkside needed to have an online version of its own MBA program.
- Questions about capacity. Do we have the capacity to teach the classes? What type of capacity do we have to do some of this ourselves?
- Some concern about the required length of time before we can cancel the contract.
- Some concern about becoming dependent on AP.
- Suggest that as part of our analysis we look at viable alternatives.
  - Can we use faculty expertise and students to do some of what AP does ourselves?
  - Can we use AP as a fast startup but then leave the contract after a couple of years?
  - Does AP have competitors? Should we use RFP to see if we can get a better deal?
- Advantage of doing it ourselves is that breakeven point is much less.
- Consider getting a speaker on digital disruption
- UW-Parkside cannot assume that staying the same is a viable option.

Discussion Question 2 – Priorities of Advisory Board.

Dirk – discussed adding and broadening/diversity for advisory board. Dirk would like input on possible ways advisory and CBEC could interact on a more regular basis. Examples include additional internships, mentorship, speakers. Possibly a toolkit could be created that indicates how advisory board can interact with students and faculty. Dirk also suggested increasing the diversity of the advisory board (diverse includes industry mix, professional credentials, alumni status, gender, ethnicity). The following was discussed

Internship tool kit – Need to work with faculty on learning objectives. Need for additional internships in economics.

Questions and Points –

- What involvement do professors have towards internships?

- Are there planned processes?
- Internship class?
- Increased faculty involvement
- Set up communications with businesses.
- Cheap labor or a good investment?

Model where students present projects. Students get feedback. How to add competency to resume. Chance to see their skills.

ITPC model of interaction. Students working on live projects. History of accomplishments.

Advisory Board Presentations Create speaker list. Ara of interest that Parkside can follow up on.

How do we make the advisory board part of the educational process?

The meeting closed at 7:00 pm

Notes by Andrea Worrell and Dirk Baldwin

Transcribed by Laura McClure

Respectfully Submitted,

Laura McClure

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

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