COLLEGE OF BUSINESS, ECONOMICS, AND COMPUTING

Advisory Board

January 24, 2019

Alumni Room ♦ Student Center

UW-Parkside Campus

College of Business, Economics, and Computing
Advisory Board Meeting
Alumni Room, Student Center
UW-Parkside Campus
January 24, 2019
4-7 p.m.

1. Opening remarks (4 p.m.)
    a. Neha Misra, Chair
    b. Dirk Baldwin, Dean
    c. Introduction of New Members
    d. Introduction of Guests
2. Provost Robert Ducoffe Remarks
3. Discussion Topics (4:30)
    a. Career Panel Discussion for 50th Anniversary February 20th, 12 pm
    b. How can CBEC positively impact the community through lifelong learning? What are keys to success?
        i. Noncredit classes
        ii. Hosting Hack-a-thons or meet-ups
        iii. Workshops
4. Dinner and Continued Discussion (5:30)
5. CBEC News
    a. December 2018 Outstanding Graduates
    b. Local Sales Competition
    c. Innovation Commons Dedication
    d. App Factory 2.0
    e. CBEC Winners in the Foxconn Smart Cities Competition
    f. Sheronda Glass, Associate Lecturer, Wins Top HR Honors
    g. Zaid Altahat Wins Regent Scholar Award
    h. Online and Competency Based Programs: Flex Receives HLC Accreditation
    i. New Advising Model

Appendices

Advisory Board Meeting Minutes – 6/13/18
Advisory Board Bylaws
Advisory Board Members – Fall 2018

Dawn Jacobson

Dawn retired from S.C. Johnson & Son (SCJ) in April, 2018. Her career at SCJ spanned 24+ years leading teams in Finance, Business Process & Technology, and Shared Services areas of the company. Dawn's most recent position was Global Director, Business Process Architecture and Governance where she lead the global implementation of Robotics Process Automation, lead the creation of the North America Shared Service Center for the company, and taught Lean Six Sigma Green Belt courses. Prior to SCJ, Dawn worked at Western Publishing (Golden Books) and Maple Leaf Farms. Dawn has her MBA from U.W. Parkside and her undergraduate degree from Marquette University. She is a certified Lean Six Sigma Black Belt. Through her career at SCJ and personal family vacations, Dawn had many opportunities to travel in Asia, South America, Europe and the U.S. Traveling is a focus for Dawn and her husband in retirement as well as spending more time with family and friends. Dawn enjoys volunteering and is the Treasurer for Racine Lighthouse Brigade and leads several committees for her church. Dawn and her husband, Steve, have two children: Ryan (17 years) and Emily (24 years).

Goran Micanovic

Goran is Vice President of Investments and Financial Management Technology at Northwestern Mutual. He has almost 15 years of experience at Northwestern Mutual. Previously Goran was employed at The Revere Group and HK Systems. He has an MBA and a Bachelor's degree in Electrical and Computer Engineering from Marquette University.

Goran specializes in Agile and Lean Management, Leadership and Talent Development, Innovation Management, IT Strategy and Planning, IT Governance and IT/Business Alignment, Enterprise Architecture, Business Architecture, Application Delivery and Operational Support, Investments and Financial Management Technology, Marketing and Sales Technology, and Financial and Budget Reporting Technology. He is very successful in motivating, leading and developing teams and future thought leaders. Goran is fluent in English and Serbian languages with experience in diverse, multi-cultural environments.

Goran is a Board member and an Artistic co-Director with his wife, Milena Micanovic, at the Sumadija Folk Dance Ensemble- a non-profit cultural organization in Milwaukee. Goran and Milena are proud parents of Ivan (17), Suzana (15) and Tamara (13), all of whom have been active participants at the competitive level in their local soccer clubs and schools most of their lives.

Maureen Sorensen

Maureen is the Plant Manager for Rust-Oleum Corporation in Pleasant Prairie. Prior to working for Rust-Oleuam, Maureen was the North American Supplier Quality Assurance Manager at SC Johnson, a Production Manager at JohnsonDiversey, and a Manager of Sourcing Effectiveness at Snap-on Tools.

She is a results-oriented strategic leader with year-over-year success in leading high performance teams to deliver "step-change" results and improve operational and quality metrics. She has a proven ability to maintain organization focus on strategic initiatives while remaining agile to pace with the rapidly evolving demands of the fast-moving consumer goods industry. She has a proven track record in building the capability of people and processes.

Maureen has an MBA from UW-Parkside and a Bachelor's degree in Industrial Engineering from UW-Madison. Maureen has served as an officer in the Graduate Business Student and Alumni Association since its early years, and helped lead the effort to create an MBA Commons at UW-Parkside.

Discussion

How can CBEC positively impact the community through lifelong learning? What are keys to success?

Examples

- Noncredit classes
- Hosting Hackathons or meet-ups
- Workshops

What does the community need?

How do we promote?

How do we establish credibility?

Other keys to success?

Definitions

Hackathon

From - https://hackathon.guide/ by Joshua Tauberer (accessed 1/22/2019)

I define "hackathon" very broadly:

Hacking is creative problem solving. (It does not have to involve technology.)

A hackathon is any event of any duration where people come together to solve problems. Most hackathons I've run also have a parallel track for workshops.

Participants typically form groups of about 2-5 individuals, take out their laptops (if the event is technology themed), and dive into problems. Training workshops are a great parallel track especially for newcomers but also for all participants.

Positive energy

Hackathons have gotten a bad rap because of some that have an unhealthy, competitive structure, and for setting unrealistic expectations. Don't run a hackathon like that and you'll be on the right track. Here are the goals I keep in mind:

- Strengthen the community that the hackathon is for.
- Be welcoming to newcomers to the community.
- Provide an opportunity for participants to learn something new.
- Provide a space and a time for participants to make headway on problems they are interested in.

Don't expect to have actually solved a problem by the end of the hackathon. Real life problems are hard! Think of the hackathon as a pit-stop on a long journey to solve problems or as a training session to prepare participants for solving problems.

Meetup

(From https://help.meetup.com/hc/en-us/articles/360002878251-What-is-a-Meetup-group- Accessed on 1/22/2019)

Meetup is about connecting people with something in common. From activities you love and hobbies you want to try, to ways you identify yourself and who you want to be, a Meetup group is a community. A community of people who come together because they care about the same thing. Mountain climbers, first-time parents, aspiring circus performers, coders… you name it, there's a good chance there's a Meetup group for it (and if there isn't, maybe you should create one).

While the connections begin online, the real memories are made at events. Meetup events are real-life gatherings where members and organizers get together to connect, discuss, and practice activities related to their shared interests.

Now you're wondering how to get in on the action. Look no further than our Find page. There, you'll find groups and events based on your location and interests. Join one, join ten. Join as many as you want. Your social calendar will thank you.

Ideation Techniques from Design Thinking (from https://www.interaction-design.org/literature/article/introduction-to-the-essential-ideation-techniques-which-are-the-heart-of-design-thinking)

- Brainstorm
- Braindump
- Brainwrite
- Brainwalk
- Worst Possible Idea
- Challenge Assumptions
- Mindmap
- Sketch or Sketchstorm
- Storyboard
- Bodystorm
- Analogies
- Provocation
- SCAMPER
- Movement
- Gamestorming
- Cheatstorm
- Crowdstorm
- Co-creation Workshops
- Prototype
- Creative Pause

CBEC News

Outstanding Graduates

Grusha Ahluwalia

In addition to maintaining a high level of academic excellence in the challenging Management Information Systems major, Grusha Ahluwalia also earned a certificate in Cybersecurity, served as the vice-president for the Parkside International Club (PIC), worked as a social media and IT intern for the College of business, economics, and computing, and presented and helped at new student orientations, transfer transitions, and experience days.

Her leadership experience includes helping to organize the World Fest Week through PIC Grusha also served as a project manager and coordinator for the App factory. Her hard work and dedication also earned her an internship with Uline in 2018.

Giving back to the community is another passion of Grusha as her efforts on App Factory projects such as creating a database for the Racine Arts Council and built functional websites for the Bethany apartments, who help victims of domestic abuse, and for the Kenosha Archaeological Society. With all of these activities, Grusha has still managed to maintain a 3.91 GPA

Dr. Suresh Chalasani says, "Grusha Ahluwalia is one of the most well rounded students to walk the halls of UW-Parkside in recent years. Grusha will continue to serve as an exceptional ambassador for UW-Parkside."
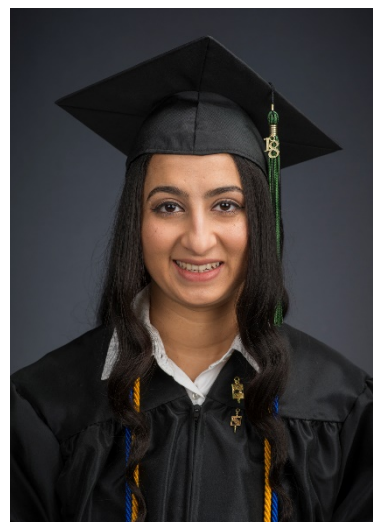
Elliott Crifasi

Elliott Crifasi majored in Computer Science during his academic career here at UW-Parkside. He was also awarded a prestigious internship in the App Factory for two summers. Elliot has a passion and gift for helping others. In addition to his academic excellence and invaluable work in his internships, he also serves as a tutor in the PARC, and volunteered to help software engineering students and be a mentor for those in need of guidance.

Leadership is another strong suit of Elliot. He has been the team leader for two different projects. In this role, Elliot delegated tasks to other student and served as the point of contact for clients. Based on one of these projects, Elliot presented a research paper that, at a conference. It was also published in IEEE.

Dr. Zaid Altahat praises Elliot's leadership and willingness to help others by saying, "Elliot has been my go to expert when it comes to programming. He helps students at the App Factory all the time. He also engaged well with his peers and helps motivate them to succeed in academics and in life."

Gaining Experience through Local Sales Competition (from UWP news story – January 4, 2 019)

On Thursday, Dec. 6, 38 students from Dr. Peter Knight's Personal Selling Class displayed their sales skills to industry judges while competing for prizes. The primary sponsor of the new sales lab Impact LLC of Lake Forest, IL. provided the prizes.

Working in teams of two, students prepared for weeks to create a real to life scenario selling Impact's Managed IT services, using a case designed for internal training at the company. The calls from each of the 2 sales lab rooms were viewed via streaming from the lab to two other rooms where the judges used a web survey to evaluate each call and provide feedback. Judges' scores were supplemented in some cases by other judges who viewed the archived video of each call at a later date and scored the call.

First, second and third place winners from each room were awarded prizes provided by Impact LLC The first place prize was a $100 Amazon gift certificate for both team members in each of the 2 rooms as well as a knit Impact winter hat Second prize were Sonograph speakers for each competitor and a hat and third prize was an Impact swag bag.

The winners from Room A were:

1st Ricardo Torres and Massimo Cornelia (pictured right top)

2nd Hannah Gonzalez and Bethany Rennock

3rd Elizabeth Collins and Ravneet Randhawa (pictured right middle)

The winners from Room B were:

1st Sam Modro and Chad Flint

2nd Kyle Flanagan and Mason Martin (pictured right bottom)

3rd Cecelia Skurski and Kyle Cable

The competition is an example one of the many possibilities of the use of the new sales lab which opened in Oct. 2018. UW-Parkside and the Department of Business is very grateful to Impact for supplying the prizes, the "buyers" Cynthia Bennett of Impact and Jack Nickeas of Foxconn for a long night of buying, and to all the industry judges.

Innovation Commons Dedication

The Innovation Commons celebrated its grand opening on December 13, 2018 at the UW-Parkside's Foundation Board annual members meeting. The Innovation Commons is located on D1 level of Molinaro Hall. The new space provides a flexible and exciting area for students from across academic areas to come together to work on innovative ideas and community-based projects. The establishment of the Innovation Commons, within the University's Innovation Corridor, was made possible by an investment to the Foundation from the Mary Frost Ashley Charitable Trust. The Callahan family, pictured above, represented the Mary Frost Ashley Charitable Trust and helped design the space. Left to right is Crystal, Blake, Tess, Aidan, Patsy, and Andy.

App Factory 2.0 Proposal

The UW-Parkside App Factory is an award winning educational vehicle, business, and service arm of the College of Business, Economics, and Computing. Approximately 30 students are employed in from computer science, MIS, marketing, GIS, business, and graphic design to develop mobile apps for clients. Salina Servantez has developed plans for App Factory 2.0 which remodels the space from its start-up/"man-cave" type feel to a more modern office space. Upon learning of the App Factory 2.0, Dan Kirner, internal CIO at Accenture, invited students, faculty, and administrators to tour Accenture facilities in Chicago and visit with Accenture space designer. The following pictures present the current App Factory and Salina's future vision.

App Factor 2.0

CBEC Students & Faculty Win in First Round of Foxconn Smart Cities/Smart Futures Competition

(from UW-P News on December 14, 2018)

Foxconn has announced the first round winners of their Smart Cities – Smart Futures Competition. Five UW-Parkside students, and one faculty member, were named winners of the first round of the competition.

Diane Boehm (Sensors), Edward Evans (Optimizing UX), Judy Terletzky (Energy & Environment), Dang Khanh (Mobility & Transportation), Maxwell Seebec (Big Data Analytics), and UW-Parkside Associate Professor of MIS Weijun Zheng (IoT) all won the first round and will move on to the second round of the competition.

Individuals and teams led by students, academic staff and faculty at Wisconsin's public and private higher education institutions developed and submitted "smart" proposals to identify innovative solutions and to harness technology. These innovations will improve living and working conditions, streetscapes, transportation networks, and sustainability.

Diane Boehm is pursuing Master's degree in Business Administration. She is from Kenosha and went to Tremper High School. Boehm learned about the competition from the newspaper and in her Global Supply Chain class with Dr. Parag Dhumal. She explains that her family was what motivated her entry.

"What motivated my idea is the fact that I am dealing with an elderly parent, but I am involved with technology at work. When the new Apple Watch was announced with all of the new health features, it occurred to me that the elderly and disabled could use a product more robust than Life Alert," Boehm said. "What if someone fell and couldn't push the button on their device? Or wasn't loud enough for the monitoring person to hear them? With the fall detection features, the device would call on the users behalf. And it could have many of the features of an Apple Watch without the cost to the user."

Weijun Zheng, from China, has been a MIS professor at UW-Parkside for 14 years. He heard about the competition on the day it was announced by Foxconn at UW-Parkside. His motivation was his family and desire to develop his ideas. "My wife and I, as parents, worried about my daughters getting on the school bus on time. It is natural for me to develop my idea from my life." Zheng explains.

Edward Evans is from Racine, WI and went to Horlick High School. He recieved his undergraduate degree in business management with a focus in finance from UW-Parkside and is currently in the Graduate program for business administration. Evans found out about the competition through a supply chain management class. According to evans the class

examined the different criteria and categories that the project entailed and decided to focus on a project that would improve quality of life.

"Once the category was picked then we began to brain storm on potential ideas. We wanted to pick something practical that could be used by everyone in multiple situations but something that would be cost effective to produce and for the consumer to buy. Once we decided on the project we started to breakdown exactly what we wanted it to do and focus on developing those areas," Evans explains.

Foxconn has committed up to $1 million over the next three years to this broad initiative. Foxconn's motivation for making this investment is their interest in new and emerging technologies.

The participants are competing for financial awards, technical support and in-kind contributions to further develop and possibly implement their proposals, thus building more attractive living and working spaces across Wisconsin.

Foxconn's partners will also be contributing to the initiative by providing input, give counsel, and aid in increasing awarenesWs through their organizations. The funding for this initiative is separate from the investment that Foxconn has committed to building their Racine campus.

The "Smart Cities—Smart Futures" competition is also supported by the University of Wisconsin System, the Wisconsin Association of Independent Colleges and Universities and the Wisconsin Technical College System. Foxconn is also working with several statewide organizations in the competition including the League of Wisconsin Municipalities, the Wisconsin Technology Council, the Wisconsin Economic Development Corporation, the WiSys Technology Foundation, the Wisconsin Alumni Research Foundation and the UWM Research Foundation.

Sheronda Glass Earns Top HR Honor
(from [UW-P News November 2, 2018](#))

UW-Parkside Assistant Chancellor of Human Resources and Employee Engagement Sheronda Glass received the Milwaukee Business Journal 2018 Top HR Award in the government category. Sheronda teaches human resource and management classes for CBEC face-to-face, online, and through the Flex program.

Sheronda has been with UW-Parkside since 2016. UW-Parkside Vice Chancellor for Finance and Administration Scott Menke credits Sheronda with changing the perception of human resources and creating a stronger relationship with the rest of the campus.

In a Milwaukee Business Journal story by Sari Lesk, Sheronda said her goal is to build trust between her department and UW-Parkside employees. "There's a human side to everything," Sheronda said. "The more a human resources professional can show that we are human, I think the better the outcome."

Zaid Altahat Receives Regent Scholar Award

Zaid Altahat, Assistant Professor of Computer Science and Director of the App Factory, received a $50,000 Regent Scholar Award for his proposal, "Empirically Examining the Source Code Security and Vulnerabilities in General-purpose Software Systems." The proposal, developed with a co-author from UW Stout, investigates how those coding general purpose software can decrease security threats, invents techniques and software to limit security threats, and involves undergraduate students in the research process. Part of the grant will fund student participation through the App Factory.

Online and Competency Based Programs – Flex Receives HLC Accreditation

CBEC continues its outreach to non-traditional students through its online and competency based programs. As of January 21, 2019, 40 students are enrolled for the spring semester in the undergraduate online degree completion program. This number has stayed relatively level over the last two years. The online MBA program, started in Fall 2018, now enrolls 100 majors. The face-to-face program enrolls 74 majors, bringing the total number of MBA students at UW-Parkside to 174 students.

The Competency Based, Flex, Bachelor of Science in Business Administration (BSBA) was approved by the Higher Learning Commission (HLC) accreditation on January 18, 2019. The HLC review did not seek further information. In their letter HLC finds "…that the credit-hour equivalencies put forward by the institution for the programs were appropriate and that the regular and substantive interaction between faculty and students was appropriate." This is a significant positive finding for competency-based programs. The Flex BSBA program will formally transition to UW-Parkside from UW-Extension in March 2019. The Flex BSBA is both HLC and AACSB accredited.

Advising Model Changes

In an effort to increase retention and graduation rates, and to recognize the growth of graduate program, UW-Parkside and CBEC are augmenting student services with increased professional advising. Beginning February 1, CBEC will employ two professional advisors to support undergraduate advising, and will employ an associate director of graduate programs to support graduate student advising and other CBEC outreach activities. Additional information will be provided regarding these important continuous improvement efforts.

Enrollment

Enrollment figures will be provided in the April 2019 packet. Enrollment numbers in January do not accurately reflect spring enrollment compared to prior years.

Appendices

ADVISORY BOARD MEETING

October 25, 2018
Alumni Room, UW-Parkside ~ Student Center
4:00 p.m.

Board Members: Leonard Bloom, Richard Caskey, Terry DeBrabander, Kristin L. Fritz, Charles Goodremote, James Kettinger, Thomas Mahoney, Cory Mason, Goran Micanovic, Neha Misra, Gerald Uick, Andrew Vogel

Faculty and Guests: Dirk Baldwin, Dean - Laura McClure, Dean's Assistant – Robert Ducoffe, Provost - Zaid Altahat, Asst. Professor – Sahar Bahmani, Assoc. Professor – Luis Benevoglienti, Advisor – Suresh Chalasani, Professor – Dennis Kaufman, Professor – Tara Schmidt, ADA Business Dept. – Joan Wishau, CBEC Advisor
Guests - Dawn Jacobson, Maureen Sorensen

Welcoming Remarks
Neha Misra, new Executive Committee Chair welcomed everyone and thanked them for coming. She looked forward to the new year and working with everyone.

Dirk Baldwin Update: Dirk welcomed everyone to the first Advisory Board meeting of the year. He noted that we have a few new prospective members with us tonight. Dawn Jacobsen, retired from SC Johnson and Maureen Sorensen currently with Rustoleum. We opened the MBA Commons room with a small reception on the 19th. The Alumni group had a good turnout and they seemed pleased with the results. We are waiting for a few more items to come for the room but it is in good shape. Along with that the Innovation Corridor is also coming along with renovations and the new sales lab. The provost is also here tonight to give us an update on the strategic plan for the college. Please look to the smaller handout.

Rob Ducoffe, Provost – Strategic Plan Update
If you recall, we looked at the strategic plan at our last meeting. We took your suggestions and insights back to the committee. At this time we are leaving the *Mission* statement as is. We are also keeping the *Strategic Pillars* but we added "Quality of Life" into the second pillar. It was the chancellor's idea to add a *Bold Goal* to the plan. Ours is to increase the number of graduates. We need more students in order to also get more graduates. We are currently at 800-900 graduates a year. We want to be 1200-1300. We have a lot of new programs and grad programs on campus. We could get 100 new grads from the new MBA Online program alone. We have about 8-9 new graduate programs on campus.
An advisory board member asked whether there are plans for a master's in education program. Provost Ducoffe responded - At this time there is not a plan I will certainly mention it.

In all our enrollment is up, graduate rate is up. We are at 70%. It is the highest it's ever been in the past 6 years. Our online MBA enrollment is also higher than forecasted. We are doing a lot of things well but we are not serving our "adult students" as we would like. We think of anyone over 25 as an "adult student". We are looking at a variety of issues. Programs that are too long, delivery methods, etc. The students also have a lot of issues of their own. They work, finances, class schedules, length of programs,

etc. We are taking a look at Georgia State. We actually went and visited. They doubled their graduation rate and eliminated the education gap. Even though they have about 32,000 students, they have very similar demographics as we do as far as income, first generation and white to African American ratios. They purchased a data analytics tool and hired 50 new advisors. The tool tracks 800 metrics on the students. The advisors get reports each day with items highlights and they reach out to that student daily. For example – I see you were late to class, you skipped class, you got a D on the quiz, etc. They have figured it out and we want to learn from them.

Strategies – Provide a Transformative Education
We are working to deliver new programs that meet the needs of our students and the community. We need to work on our career services. We had a good program on campus, the person in charge was promoted and now it has just fallen to the wayside. We need to work on getting this back in place.

Continuously Improve Student Success
We need more financial aid for students. We are working on 8-9 big items to help students.

Partner with our Region
We need more "High Impact Practice" for our students; internships, and CBL projects.
Work on adult education. We do a lot of learning and teaching but we don't do much with community scholarships. Norm Cloutier, Economics and a student did a research project on employment & poverty in Racine. This helped to create a start-up non-profit in Racine. Can we do things like this for other communities?

Be a "Best Place to Work" in Southeast Wisconsin
The campus has received 2 raises in 10 years. This year we are giving out 2-2% raises and perhaps a little more to some areas. We haven't done an employee survey on a long time because frankly we know the outcome. We are working on improving processes and adopting new tools. Many of our procedures are in the stone ages and haven't changed much since we opened the doors.

We have a lot of work to do but we are making progress.

We are working with 18 regional universities to:
Help complete graduation
Build programs that the market in our area needs
Recruit good talent

On behalf of the Chancellor – the Board of Regents from the UW Systems visits us once every 5 years. They were on campus recently. They listened to a panel of women innovator students with their professors. It was very powerful and they liked what they were hearing. They also liked the many programs and innovations that we are making across campus. They toured the new Sales Lab and App Factory as well.

Scholarship Recipient – Grusha Ahluwalia
Thanked everyone. Very grateful for the honor. She is an International student, was a CBEC Intern, and had an internship at Uline. She is currently working in the App Factory. She recently participated in a Sales Competition although she's not in business or marketing major. She was honored that Dr. Knight asked her to participate; that he saw these qualities in her. She feels that all of her experiences have built on one another and she has learned a lot of great things to use in her career.

Career Panel, February 20th – Ideas

Focus – should be mainly on our CBEC students but the event should be open to all students on campus.
        1st job, career planning
        Does learning end when you leave Parkside
        Career is a life journey, not just a job
        Majority of time on Q&A session

Panel – 4 people of various levels in their career.
        Have them tell their story "briefly". We don't want to spend the entire hour hearing biographies.
        Talk success paths
        How to market yourself – reinvent yourself. Many positions that these students will have don't even exist yet.

Event - Ballroom? Stage area with comfy chairs, casual setting. Chairs for audience. Tables set around the room with other Advisory Board members or business associates so that students may mingle and ask questions. Have a variety of people at the tables.

Monitor – Solicit questions ahead of time
        Have student text in questions
        Anonymous cards
        Need a monitor that can "carry" the show to keep discussions moving along and relevant.

Promoting CBEC – hidden gem to shining jewel   Various Comments

Many people in business or even the community don't even know what we have to offer at UW Parkside anymore. There have been a lot of changes/growth, for example the App Factory.
We need to shine what we are doing here
How do we get the word out to the workforce what we have to offer?
Linked In? – A virtual tour of the Innovation Corridor?
Need more professors on Linked In
Work on the career center
We want to be a preferred supplier
We need to be accessible to business so they think of us first and know what we have to offer
We have to get out and sell ourselves to businesses so they call us looking for referrals
We are now part of the FoxConn Tech Valley – we need to be more visible to employers and sell ourselves. We can't wait for them to come to us
Sponsor meet ups
Ask students what they are looking for in a career/company/job and send it along to businesses
? Dirk – Can we send credentials to employees? What's the legal aspect, maybe send electronic portfolios.
We need to make sure that students know about the companies too. It is a 2 way street. We don't want to send students to places that they are not a good fit for or that they really aren't interested in.
Companies need to have us (CBEC) in mind first. Maybe a link to profiles or Linked In pages on our web page
Use Alumni to help support students, mentor them.
Need to find the "right" person at the businesses to make your pitch to.

Are we targeting GTC? Do we know what students from GTC that we want? How are the transfer agreements working?

Joan, advisor – The articulation agreements from GTC don't work 2 years to 2 years. A lot of students don't finish at GTC before transferring here either. The best prepared students that can do 2 + 2 and graduate on time come from CLC. We have work to so with the GTC agreements.

Maybe we should have GTC put our UWP data and info into their catalog next to the courses that directly transfer. A UWP symbol or something.

Dirk – CBEC News, Agenda Item 7

      a. Research and grant lead to a non-profit startup

      b. We used this grant for scholarships and high school summer interns who then worked on projects in the App Factory. We retained one student and some said they would be attending here upon graduation.

      c. Live Projects from 2017-2018

      d. Teaching robotics on bring your child to work day.

      e. Thank you to everyone for their donations to help build the Sales Center, we've competed in about 50 competitions nationally. The students can practice, live stream for feedback and connect to others for online scoring.

      f. MBA Commons, small reception/opening on Oct 19. Well attended

      g. Online MBA program has exceeded expectations so far.

      h. Dr. Gee appointed to AACSB board, this is a nice honor for her and CBEC

      i. International initiatives, we have 11 students now and expect 24 for next fall from Dahlmia. We continue to work on and build this relationship.

      j. Kristin Fritz was our recent Executive in Residence, we had about 140 students attend. Her presentation was well received.

      k. Smart Future Summit

      l. WSTS Symposium went very well, attended by 200+ people.

Enrollment

Enrollment is steady. We still have work to do to get female students into computer science majors.

MBA programs had a big increase and we didn't lose any numbers after we introduced the new program. That is a good sign.

A big draw for the online program is that there are multiple start times, easy to apply and follow the course plan instructions. The curriculum is redesigned; with the help of the advisory board, and it is an attractive program to many students/adults. The new data analytics concentration has been popular.

MSCIS enrollment is up too.

Competency based program is on track. It will be ours in the spring. We are working on matching the systems to integrate together. We anticipate Dec/Jan approval. Once approved we can start to admit students. We are also waiting for the Board of Education approval for financial aid. Since it is competency based it's such a different format that the approval is different than most programs. People purchase a subscription for 3 months and work as little or as much as they want in that time frame. One student may purchase Jan – March and the next Feb – April. All the start dates are a challenge for the system and financial aid but progress is being made.

Dirk and Suresh Chalasani presented the competency based program at the CBExchange conference in Florida recently. We are leading the country with this. It is very forward thinking, only program of its kind; AACSB approved and competency based. This really put us on the map.

Dirks – closing comments

Thank you all for coming tonight to our first meeting of the year. As always good discussions, comments and insights. Please watch for an email with next year's meeting dates. Also check for all the upcoming events planned for the universities 50th anniversary.

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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