College of Business and Economics Dean’s Council Meeting Minutes
April 22, 2013 (a snowy night)

Present: Craig Cardell (Supply Chain Analyst, Andersen Corporation), Bob Casey (Vice President Business Lending, Westconsin Credit Union), Bill Erickson (Senior Software Engineer, Epicor Software Corporation), Dan Florness (CFO and Executive Vice President, Fastenal Company), Dawn Hukai (Associate Dean, CBE), Ozcan Kilic (Marketing Professor, CBE), Dale Lindquist (President and CEO, Fiberstar), Glenn Potts (Dean, CBE)

Introduction:
At the beginning of the meeting, each person introduced themselves. Dean Potts noted that it is the responsibility of an AACSB accredited business college to be responsive to the needs of business and to prepare students for the workplace.

College Planning Process:
The College is in the second year of the planning process illustrated on the provided document. We will have 31 permanent faculty members next year, and will likely be in the process of hiring an additional Computer Science faculty member. The Student Advisory Board is working on student recruitment and retention.

Strategic Plan:
The shadowed items in the document provided were chosen by the College to be emphasized this year, including Assurance of Learning, internships and other high-impact practices, global education, and the creation two new programs – a daytime MBA and a Master of Science in Computer Science. The daytime MBA is recruiting students and classes will begin this fall. The MS in Computer Science, a completely new program, is halfway through the approval process and eventually must be approved by the Board of Regents. Significant progress in fundraising related to the UWRF Capital Campaign ‘Rising to Distinction’ continues, and we are more than halfway to the goal of $20 million. Bob Casey is the treasurer for the University Foundation. Other CBE Dean’s Council members on the University Foundation Board are Jim Musel, Bill Boehm (chair of the campaign), and Trudy Popenhagen.

Sales Emphasis/Option and Center for Sales Excellence:
Dr. Ozcan Kilic presented the plans to create a sales emphasis/option and Center for Sales Excellence. Bob Casey noted that there is a sales element to every job and the road to management is always through sales. He also highlighted the importance of customer relationship management (CRM) and sales tracking software skills. Ecolab and Northwestern Mutual were noted as employers who would be eager to hire sales graduates. Craig Cardell emphasized certification, which is very common in CS, as providing an extra bonus to students and employers. A portfolio to support certification must include applied business cases, which would be part of the program. Dale Lindquist suggested recruiting international students into the program, to allow regional companies to take advantage of global markets. Fiberstar has been able to grow exponentially after hiring
international students who understand the markets and cultures of their homelands. A 2014 initiative will team Fiberstar with distributors who are willing to hire Fiberstar representatives. Dan Florness stated that Fastenal has 10,000 sales employees, and 30% of those are part-time workers, often college students working about 20 hours per week. Fastenal views these workers as the population from which future full-time workers are drawn, and the part-time experience as an extended job interview. He also provided an international example of a student from Singapore who went on to open that market. Dr. Kilic also mentioned his exchange program experiences. The Dean noted that the College is working to create Points of Excellence – destination programs that meet employer needs and draw talented students from around the world. The CBE Dean’s council strongly supported the creation of a Sales Emphasis and a Sales Center.

Graduate Programs:
There are 120 students in the Evening MBA program, Approximately 90 students take classes in the fall and 75 in the Spring; this is at capacity for the program given resources allocated to it. These students are mid-career employees of regional businesses. The Day MBA, currently recruiting for classes starting in fall, is intended for students with no/little experience, including international students and recent graduates. The MS-CS program is moving through the approval process and will likely go before the Board of Regents this summer. Courses will be offered part-time in the evening and online to update the skills of existing professionals. Dan Florness expressed concern about recruiting/retaining faculty members with security expertise and suggested collaborating with other institutions in the UW System if possible. Bill Erickson referenced the BS in Nursing program that is offered online through UW-Madison, UW-Oshkosh, and UW-Eau Claire and adds value to students across the state. He also acknowledged that employers are sometimes hesitant to hire students from all online programs. A full-time Director of College of Business and Economics Graduate Programs will be hired to replace the current director, who has resigned to take another position.

Internships:
A chart documenting the growth in number of internships over the past three years and a list of internship employers were distributed. Dean Potts has emphasized the importance of internships in the CBE 300 Professional Development course with some success.

Fundraising Priorities and University Statistics:
Trading room details are being worked out. An alumnus has provided a lead gift to create a $100,000 Innovation and Excellence endowment, and approximately $80,000 in scholarships will be awarded for the 2013-2014 academic year, an all-time high. Ideas will be sought from Council members.

Statistics used by the university for decision-making were shared.

The meeting ended with an Executive in Residence presentation reminder that Dan Florness would present the next afternoon.