



UNIVERSITY *of*   
West Georgia<sup>®</sup>

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**Richards**  
**College of Business**

## **Annual Report for 2012-2013**

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## Introduction

The Richards College of Business had a productive and very successful year in 2012-13. Faculty and staff made great progress in implementation of the *2011-2016 Strategic Plan*, achieving several action items early and revising the timeline for several others. This annual report summarizes the major strategic initiatives during the year and concludes with an outline of important issues for the upcoming year.

## Strategic Initiatives

Faculty-led committees continued to enhance participation in leadership and strategic initiatives.

### *The Strategic Planning Committee:*

- Began discussions of on line exam security
- Began discussions of mission revision based on data collected FY 13
- Plan for FY14 to address AACSB standards changes, including faculty qualifications and needed changes to Faculty Handbook
- Approved the International Sub-committee charge:
  - a) Work with Simone on all international program information and published materials
  - b) Sharing and compiling of data to more effectively use funds to encourage student participation
  - c) Develop multi-year plan and facilitate joint programs among departments

### *The Undergraduate Programs Committee:*

- Reviewed, discussed, and gave feedback on assurance of learning reports
- Discussed and proposed changes to current writing assessment
- Approved new courses and modification in existing courses in Economics and Management
- Approved new certificate in Operations Management
- Approved termination of BS in Business Education
- Selected undergraduate scholarship recipients
- Participated in undergraduate curriculum review discussions
- Reviewed and discussed an articulation agreement with West Georgia Technical College
- Met with representatives from the College of Arts and Humanities to discuss collaboration opportunities.

### *The Graduate Programs Committee:*

- Reviewed, discussed, and gave feedback on assurance of learning reports
- Processed applications for Graduate Faculty Status approval
- Revised Graduate Catalog items
- Recommended revisions of MBA prerequisites
- Proposed MBA International Certificate
- Selected graduate scholarship recipients
- Met with representatives from the College of Arts and Humanities to discuss collaboration opportunities.

Several changes in the environment during 2012-13 will impact the Richards College in the coming years. First, in September the University System of Georgia introduced the Complete College Georgia plan as a response to Governor Nathan Deal's call for an increase in the number of Georgians earning a postsecondary degree. This comprehensive plan includes many subjects relevant to business education including use of technology and online learning, transferability between institutions including technical colleges, and use of prior learning assessment for college credit.

Second, in Fall 2012 UWG President Beheruz Sethna announced that he will return to faculty at the end of this fiscal year. On March 22, 2013, Dr. Kyle Marrero was named incoming president and will begin on July 1. The Faculty Senate approved new vision, mission and strategic goals for the University in 2012, yet expectations are the direction of the University may be altered with President Marrero's arrival.

Third, AACSB voted to change the accreditation standards for business and accounting at the April 2013 ICAM meeting. While this will not alter substantially how the Richards College operates, it will affect how we document activities and our classification of faculty qualifications, both issues with strategic importance.

As a result of these changes and in anticipation of continued evolution in 2013-14, the planned sequence of some of the Strategic Action Items has been revised. We began a new strategic planning cycle with engagement of faculty, staff, students, and board members. After discussions with the Dean's Advisory Council (DAC) and Strategic Planning Committee (SPC), a half-day retreat was held in Spring 2013 to review the Richards College vision and mission, with further input during Board of Advisors, Accounting Advisory Board, and Dean's Council of Student Leaders meetings. Changes are discussed in the following sections.

### **Strategic Goal 1**

**Student Development: Admit quality, local, regional, national, and international students and provide them with an education containing the skills and knowledge gained from traditional and experiential learning in internal and external campus settings to prepare them to be effective and ethical professionals.**

The five strategic action items planned for 2012-13 were:

- Expand recruitment efforts in Atlanta area
- Develop systematic plan for international opportunities
- Formalize exit interview process across departments
- Begin comprehensive curricula review
- Expand internships

Recruiting efforts in 2012-13 included completion of the revision of the Richards College home page using the new UWG template. The departments have begun revising their pages, and work will continue on sub-pages. The College offered free GMAT preparation classes for MBA and MPAcc applicants in Spring 2013 and specifically targeted current undergraduate students at

UWG. Twenty-seven applicants completed the four-week course, resulting in 17 starting the MBA program and 3 starting the MPAcc program.

Visibility in the Atlanta area helps achieve both Strategic Goal 1 by reaching potential students and parents and Strategic Goal 3 by building partnerships and external support of the College. Activities this year included sponsoring The Pacesetter Awards with the *Atlanta Business Chronicle*, which recognizes the Atlanta region's fastest growing companies. This sponsorship included the College logo on multiple email blasts to the *ABC's* over 500,000 readers, logo on the registration page for Pacesetters, display space in the foyer prior to the event for distribution of promotional materials, give-away with logo to each attendee, and the dean presenting one of the awards at the event with a sold-out audience of over 700.

An electronic billboard in Douglasville allowed the Richards College to promote the MBA program offered locally as well as events on campus. A recruitment open house for the WebMBA was held in Atlanta, and future webinars are planned for further outreach.

The Strategic Planning Committee initiated a new International Sub-Committee and approved its charge with three primary responsibilities: coordinate international program information and published materials; share and compile data to more effectively use funds and encourage student participation in international programs; and develop a multi-year plan for study abroad programs and facilitate joint programs among departments.

Three study abroad programs with a total of 58 students were offered in 2012-13: a summer program in London, England and two spring programs to China and Panama. Three additional UWG students participated in a student exchange program and studied in France.

Recruitment of international students continued this year. Richards College faculty and staff travelled to China and France to visit partner schools and work with prospective students. Results from previous recruitment efforts resulted in a record number of incoming international students: 47 from Zhongnan University of Economics and Law, 1 from the new agreement with Shanghai Institute of Foreign Trade, and 14 from France Business School (formerly ESCEM).

The collaboration with France Business School was expanded this year to include 12 FBS graduate students studying at UWG. Richards College faculty taught the students during May and June, and the group visited a variety of companies including Southwire, Tanner Medical Center, CNN, Walmart.com, KIA, Coca-Cola, and more.

The exit interview process in departments was discussed, with the goal of developing a common set of questions. While each department in the College has unique needs and thus a unique format for exit interviews, supplementing the survey with this common set of questions will provide college-level data that can be used in planning. Discussion of the exit exam will continue next year.

Discussions of curriculum began this year. Members of DAC researched and shared the following information: barriers/problems in undergraduate programs, barriers/problems in graduate programs, best practices, and changes/challenges that affect the higher education

environment. These were shared with Undergraduate and Graduate Programs Committees. The best practices summary was shared with the Board of Advisors, the Accounting Advisory Board and the Dean's Council of Student Leaders, and roundtable discussions were held.

Initial curriculum modifications include revision of the CISM 2201 course to increase focus on Excel and overall rigor, development of a new freshman XIDS course "What Do You Know About Business?", development of a certificate in Operations Management, a new collaboration with Greenway for MIS majors, completion of the SAP University alliance, major movement toward offering the management and marketing majors online, development of the Southwire Sustainable Honors Program to debut in Fall 2013, and revision of MBA and MPAcc prerequisites and prereq processes.

A \$1.1 million donation from the Southwire Company this spring will allow the Richards College to create and offer the Southwire Sustainable Business Honors Program beginning Fall 2013. The program is built around Southwire's five sustainability tenants and will allow students to earn a bachelor's and master's degree in four years, along with internships, projects, and collaborations with members of Southwire's senior management team. In conjunction with the new program, the Richards College became the first educational partner with the Green Chamber of the South.

Richards College committees met with leadership from the College of Arts & Humanities about potential collaborations. Many ideas were discussed, including having the business minor serve as prerequisite for the MBA program, offering business certificates to non-business students, joint teaching, collaboration on student minors or certification programs, and potential new courses.

A number of additional opportunities were discussed. However, determining specific direction for overall curriculum revision will be completed after the new president is in place and both the University and the College strategic plans are in place.

During 2012-13, 25 business students participated in credit-bearing internships. Plans to expand our internship process, however, were postponed until next year for two reasons. First, the Richards College is transitioning from an advising office to a Student Success Center. Plans to hire an additional advisor and better coordinate student programs such as internships and the mentor program will be incorporated into the new SSC structure. Second, the director of UWG Career Services is retiring, and several of their staff have moved to new positions. As soon as a new director is in place and their staff rebuilt, we will coordinate with Career Services to better develop the process and expand internship opportunities for Richards College students.

Other actions related to Strategic Goal #1 continued throughout the year. Emails were sent to all business students welcoming them to the new year, and an email was also sent to all undecided majors across campus inviting students to join the Richards College for a cookies and ice cream social.

Faculty and staff in the Richards College were active in student recruitment activities throughout the year. Richards College representatives were present at the Festival of Majors, Visitation

Days, and New Student Orientations. Promotion for graduate programs included billboards in Douglasville, direct mail communications with prospective applicants, and attendance at numerous recruiting fairs.

Richards College students were successful in many ventures during 2012-13. Dr. John Upson led a team of students to India and competed in the 20<sup>th</sup> International Economics Convention. Our team received 3<sup>rd</sup> place for Best Paper and 3<sup>rd</sup> place Overall ranking, and one student was awarded 2<sup>nd</sup> place as Best Presenter. Two ENACTUS (formerly SIFE) students were selected for participation in Partner Summits in Bentonville, AR (only 65 students nationwide were selected) and New York City (only 30 students nationwide were selected). A student team earned 1<sup>st</sup> place at the Morehouse College Business Plan Competition. Two students and one faculty member were selected for participation in a national ethics conference at West Point Academy.

Interaction with people outside the University provides students with valuable perspectives. During 2012-13, faculty and student classes or clubs conducted consulting or research projects for area businesses and non-profit organizations. Guest speakers were invited throughout the year including executives from the Atlanta Hawks, Atlanta Federal Reserve Bank, Southern Company, Georgia Department of Audits, Chick-Fil-A, Cox Communications, and more. In addition, various groups visited area companies including Kia, Greenway Medical Technologies, Walmart.com Distribution Facility, and more.

The Richards College hosted Greenway Employer Showcase in the fall, with a standing room only crowd in the lecture hall. Other initiatives to prepare students for success outside the classroom include the Richards College Mentor Program, Executive in Residence program, the McCalman Executive Roundtable, and the BB&T Lectures in Free Enterprise Series. Jeff Culverhouse, Founder and President of Systems Conversion Ltd., served as the Executive in Residence Fall 2012, and Mike McConnell, Vice President Sales of Nissan Motor Acceptance Corporation, served as the Spring 2013 Executive in Residence. Danny Jett, CEO of Douglas County Bank, and Denise Quarles, Director of the City of Atlanta Mayor's Office of Sustainability, spoke at the Fall 2012 and Spring 2013 Executive Roundtables, respectively.

Mike "Stinger" Glenn, former NBA star who played for the Chicago Bulls, New York Knicks, and the Atlanta Hawks, was the speaker at the Fall 2011 BB&T Lecture. Mike's inspirational story outlined his success in basketball, business, and philanthropy, including establishing and running the nation's first basketball camp for deaf athletes. Our Spring 2013 speaker was Michael Simmons, whose first business, Princeton WebSolutions, was rated the #1 youth-run web development company in the nation by *Youngbiz Magazine*. In addition, Michael has been the winner of three entrepreneur of the year awards and has received many other awards and recognitions.

Evidence of the quality of programs offered came as the College was again included in *Princeton Review's* "Best Business Schools" publication. The Richards College chapter of Beta Gamma Sigma held its 29<sup>th</sup> annual initiation, with 100% acceptance from those invited to join. The Chapter was recognized as a 2012 Beta Gamma Sigma Premier Chapter. This is the ninth year the Chapter has achieved this status, and Chapter students continue to be eligible for BGS scholarships.

In 2012, the Georgia WebMBA earned the #1 ranking from Geteducated.com for student satisfaction from among 380 online programs and the #2 ranking for public perception. The program also earned a Top Tier ranking for online MBA programs from *CEO Magazine*, a British publication that monitors the European and American educational markets. The WebMBA continues to be identified by BusinessMBA.org as one of the Top 25 Best Value Online MBA Programs and by MBAOnline.com as one of the Top Online MBA Programs.

## **Strategic Goal 2**

**Academic Professional Growth: Recruit and retain quality faculty and provide sufficient resources to support dynamic and up-to-date bachelor and master level curricula, to conduct research, and to provide service to all stakeholders within and outside of campus.**

The two strategic action items for 2012-13 were:

- Develop and begin implementation of faculty exchange program
- Expand the impact of B-Quest

In Fall 2012, the Richards College expanded our relationship with our partner school, France Business School, by signing a faculty exchange agreement. The agreement allows for the exchange of faculty for teaching and/or research for two weeks to three months. The first FBS faculty member traveled to UWG in Summer 2013 for a research collaboration with Richards College faculty.

For the third year, the Richards College and FBS conducted a joint research seminar. The first seminar was held in Fall 2010 when UWG faculty visited FBS; in Fall 2011, FBS faculty visited UWG for the three-day seminar. In Fall 2012, Richards College dean, UWG Director of International Services and Programs, and seven Richards College faculty visited FBS. Several joint research projects are currently underway, with manuscripts submitted for journal consideration.

The strategic planning focus for the past year led to the decision to postpone a major renovation of B Quest. This action item will be revisited in the coming years.

The Richards College had another successful year recruiting new faculty and staff, with some internal transitions. Simone Lee joined the College as Director of External Services and Programs, and Rick Sigman was hired as the Business Consultant for the SBDC. Alexis Fontaine was hired as an Academic Advisor, and the following faculty will begin Fall 2013:

- Dr. Beheruz Sethna will return to faculty as the Regents Professor of Marketing
- Dr. Salvador Lopez will move from Lecturer to Assistant Professor of Economics
- Dr. Heather Bono will move from Instructor to Lecturer of Economics
- Ms. Melanie Hildebrandt will join faculty as Lecturer of Economics
- Ms. Mariana Sanchez will move from Instructor to Lecturer of Management
- Mr. Philip Reaves will join faculty as Instructor of MIS
- Mr. Ken Hilderhoff will join faculty as Instructor of Management

Dr. Joey Smith and the work of the Center for Business and Economic Research were quoted or cited in numerous publications, include the *Wall Street Journal* Market Watch, The Street.com, *Atlanta Journal & Constitution*, and more.

### **Strategic Goal 3**

**Administration and Infrastructure Support: Recruit and retain quality administrative management and staff personnel to manage, develop, and support infrastructure and those activities that build internal and external partnerships while working in an ever-changing environment.**

Four strategic action items:

- Complete funding for Visionary Endowment
- Hold staff retreat

2012-13 was an excellent year for fundraising in the Richards College. Funding for the Visionary Endowment grew this year and is close to the goal of \$500,000. Funding for two endowed faculty positions was secured this year, both currently pending Board of Regents approval. Funding for the Fuller E. Callaway Endowed Chair is expected September 2013. Partial funding has been received with full funding expected in Spring 2014 for the David A. Johnson Distinguished Scholar. Discussions with a donor for a third endowed chair position are underway, with potential funding in Fall 2013. If this third chair position is finalized, the Richards College goal of three endowed chairs by 2016 will be reached three years early.

In Fall 2012, the Richards College of Business became the first college in UWG history to achieve 100% participation in A Day, the University's annual fundraising drive. Every faculty and staff member made a financial contribution, and this has been an enormous point of pride when talking with external donors.

Fundraising successes included:

- Southwire Sustainable Business Honors Program - \$1.1 million
- Charlotte Sewell Worley Memorial Garden - \$4,000 from Skeen Foundation; \$10,000 from Sewell Foundation
- SAS Certification program - \$98,000 in-kind donation
- SAP Certification program - \$1,708,000 in-kind donation (tentative valuation)
- Continued funding from Johnson donation (\$50k) for CBER, analytics certificate, and SAS Day
- Center for Business & Economic Research - \$10,000 from Franklin Foundation (fifth year)
- Funding for study of community banks - \$18,000 from Main Street Solutions
- Cookerly Public Relations - \$10,000 in-kind gift
- Mark Camp/Advantage Office Solutions - \$50,000 pledge for Visionary Endowment
- Implementation of annual \$100,000 BB&T donation
- First donation from Wal-mart.com for Center for Economic Education; received request to make additional funding proposals
- Planned gift from an alumni's estate



- Board member funding for two students' participation in National Conference on Ethics in America (U.S. Military Academy at West Point)
- Funded or added funding for several scholarships
- Major progress toward three endowed chairs/professors: Callaway, Johnson (\$350k commitment), and one anonymous donor (\$100k)

The staff retreat is scheduled for September 2013.

Construction of a new garden area in the courtyard of the Business Building was completed this year, and dedication of the Charlotte Sewell Worley Memorial Garden was held in May 2013. Other infrastructure improvements included adding new electronic display panels; 6 large lobby signs and 24 classroom, conference room and learning lab signs were installed. Facilities renovations included a new roof, exterior painting of the Business Building and new seating in the student lab (all in progress). A new office for the Department of Economics was constructed. New ceiling and lighting of the Business Building corridors, classrooms and offices were completed, and new carpet was installed in some offices, with the remainder offices expected to be completed during 2013 Winter Break. The Dean's suite and the conference room in Adamson Hall were renovated.

Reorganization of duties within the dean's office should provide for cleaner separation of duties between the assistant and associate deans. The major responsibilities of the associate dean are students (undergraduate and graduate) and administration of facilities, staff, and IT. The major responsibilities of the associate dean are program management and development (including SBDC, centers, and international programs) and faculties (orientation, committee assignments, assessment, and data).

In Spring 2012, the Strategic Planning Committee voted to request that the SPC chair or his/her designee be included in Deans's Advisory Council (DAC) meetings. Dr. Mary-Kathryn Zachary joined DAC during 2012-13; the addition better facilitated communications between SPC and DAC and has proven beneficial for strategic planning for the College.

The Department of Economics successfully conducted its Economic Forecast Breakfast on October 30, 2012. Over 350 people attended the event. John Jung of BB&T Capital Markets presented the national outlook, and Joey Smith (UWG) presented the local economic outlook. During 2012-13, insights on the economy were provided by Richards College economists on numerous occasions to the media. Presentations were made to a number of civic groups during the year, including the Douglas County Chamber of Commerce Power Luncheon, the Carrollton Kiwanis Club, and the West Georgia Personnel Association.

The Center for Business and Economic Research published four issues of the *West Georgia Regional Update* during 2012-13. The CBER also sponsored a Community Bankers Forum on November 30, 2012 and a SAS Analytics Summit on March 12, 2013. A new certificate program was introduced at the SAS Analytics Summit, expected to become an annual event. Students in this program learn how to utilize data analysis tools and systems from the SAS Institute. UWG's SAS certificate program is one of only eight in the nation, and it is the only one in existence that focuses on Econometrics and Business Analytics.

The Center for Economic Education was supported this year by grants from the Georgia Council on Economic Education, the Walmart.com Foundation, and an Economic Standards Grant. Activities of the center included conducting 6 workshops, distributing economic education materials, conducting interviews with Georgia Economics Teacher of the Year nominees, making presentations at conferences, meeting with West Georgia school district curriculum directors, and attending the Georgia Council on Economic Education and the National Council on Economic Education annual meetings. In addition, the CEE sponsored the FED Day at UWG in September 2012.

Richards College faculty members actively participated in a number of professional and civic organizations including: the American Economics Association's Teaching Innovations training, West Georgia Chapter of the Georgia Society of CPAs, West Georgia Trial Lawyers Association, the Carrollton Marine Corps League, the Production and Operations Management Society, the Decision Science Institute, the American Marketing Association, and the Society for Human Resource Management, and the Heflin AL Economic Development Council.

### **Strategic Action Items for the 2013-2014 Academic Year**

The *Richards College of Business 2011-2016 Strategic Plan* outlines the three strategic goals and associated action items for 2013-14:

#### Strategic Goal 1: Student Development

- 🔥 Complete curricula review and begin plan implementation
- 🔥 Expand placement opportunities for undergrad and graduate students

#### Strategic Goal 2: Academic Professional Growth

- 🔥 Review Faculty Handbook
- 🔥 Secure Fulbright Fellowship for at least one faculty

#### Strategic Goal 3: Administration and Infrastructure Support

- 🔥 Secure funding for at least two endowed chairs