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West Georgia®

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Richards  
College of Business

## **Annual Report for 2011-2012**

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## Introduction

The 2011-2012 academic year was a banner one for the Richards College of Business. The Fall 2011 AACSB Maintenance of Accreditation visit was a success, with both business and accounting receiving praise from the review teams. This annual report summarizes the major strategic initiatives during 2011-12 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:*

- Actively prepared for the AACSB Maintenance of Accreditation visit;
- Revised SPC structure;
- Provided input on academic calendar and schedule;
- Reviewed academic dishonesty software;
- Provided input on Adamson Hall computer classroom renovation; and
- Provided input on tech fee submissions.

### *The Undergraduate Programs Committee:*

- Reviewed, discussed, and provided feedback to faculty on the assessment of various learning goals;
- Approved moving to a two-year assessment cycle for assessments in which we have closed the loop;
- Approved curriculum changes in the Accounting, Economics, and Marketing departments;
- Approved a new certificate in Advertising;
- Discussed a number of topics during the year (Georgia Higher Education Completion Plan, communication between Faculty Senate reps. and UPC/RCOB, participation in the European Union Certificate Program, etc.);
- Members attended AACSB Assessment Seminars and other AACSB programs; and
- Selected RCOB undergraduate scholarship recipients.

### *The Graduate Programs Committee:*

- Reviewed all AOL documents within the new scheduled time and provided feedback to faculty on the assessment of various learning goals;
- Updated the Graduate Catalog regarding "Criteria for Admission and Continued Enrollment" in RCOB graduate programs; and
- Selected recipients of graduate scholarships.

## Accreditation

In October 2011, a peer review team (PRT) of two deans and two accounting department chairs visited the Richards College of Business for maintenance of accreditation. Both the business team and the accounting team recommended extension of accreditation. Subsequently, the AACSB Maintenance of Accreditation Committee and the Accounting Accreditation Committee concurred with the recommendation, and the AACSB Board of Directors ratified the decisions in December 2011.

The business PRT identified the quality and collegiality of faculty and staff as key strengths of the Richards College, and noted the strategic planning process, the Dean's Council of Student Leaders, and international opportunities for students and faculty as effective practices and evidence of innovation in the College. The accounting PRT commended the high quality and collegiality of faculty in the Department and noted the accounting professional course as a particular strength of the undergraduate program.

The next AACSB maintenance of accreditation visit will be in Fall 2016, following the regularly scheduled five year cycle. AACSB is currently considering changes to the accreditation standards, and the Richards College leadership team will monitor these changes closely.

## 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.**

Progress was made on each of the five strategic action items planned for 2011-12:

- Revise the College home page as a more effective recruitment tool
- Recruit minors across other colleges
- Expand the mentor program to allow for e-contact for mentors not in the immediate area
- Develop a plan for freshman integration into the Richards College
- Build interdisciplinary programs

Assistant Dean Diane Williamson collaborated with University Communications and Marketing and UWG Information Technology Services on revision of the Richards College home page. Using the University's new template, the home page is under construction and should be available Fall 2012. An outside firm was employed to produce a video for the home page, featuring faculty and students. The video footage has been shot, and editing is underway. This will be an exceptional addition to the home page and to the College's marketing efforts.

In addition to the annual email welcome message sent from the dean to business students at the beginning of the academic year, 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. Plans to collaborate across colleges for interdisciplinary minors began with College of Arts and

Humanities, with a formal meeting scheduled for Fall 2012. Once this collaboration is underway, meetings with other colleges will be held.

The recent efforts to expand non-degree offerings to our students continued this year. In addition to the Sales Certificate, the first 4 Certificates in Human Resources were awarded in 2011-12. An SAP University Alliance is under development, with the curriculum plan accepted and final acceptance by SAP and the USG expected soon. A Certificate in Applied Analytics program was developed, which included development of a new course in econometrics

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 Atlanta and Douglasville, direct mail communications with prospective applicants, and attendance at numerous recruiting fairs.

Efforts for international opportunities for UWG students and for international student recruitment were expanded. New this year was participation in a Going Global student recruitment fair in France with our partner school, Grande Ecole Superieure de Commerce et de Management (ESCEM). This student exchange program allowed 7 ESCEM students to study at UWG. Additionally, the ZUEL articulation program brought 23 Chinese students to the Richards College.

SIFE students won their regional competition and participated in the national competition. Additionally, several SIFE students presented a project at the 2011 Social Business and Microcredit Forum. The group's work was recognized, and they received external two grants. A team of students traveled to India, competed in the 19<sup>th</sup> International Economics Convention, and brought back a "Best Presenter" award.

During 2011-12, the Richards College Mentor Program was in its fourth year of full implementation after being piloted in 2007-08. Students were matched with alumni and area business executives for a year-long program. Three formal meetings were scheduled throughout the year. A consultant was brought in for the first and third meetings to discuss how to manage the mentor relationship, and one of our mentors presented at the second meeting. New this year were online registration for mentor and mentees and the development of options for mentors to participate via distance technologies. These will be evaluated in the coming years to assess effectiveness.

Interaction with people outside the University provides students with valuable perspectives. More than 110 students and 17 executives participated in Walmart.com Employer Night Fall semester, and approximately 100 students and 9 executives participated in Southwire Employer Night Spring semester. During 2011-12, 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 SE Dairy Association, Georgia Power, Mansell Group, Federal Reserve Bank of Atlanta, Greenway Medical Technologies, Tanner Health Systems, AT&T, Lockheed Martin, Cox Communications, and more.

Initiatives to prepare students for success outside the classroom include the Executive in Residence program, the McCalman Executive Roundtable, and the BB&T Lectures in Free Enterprise Series. Allen Nance, Founder and President of the Mansell Group, served as the Executive in Residence Spring 2012, and Dr. Brenda Fitzgerald, Commissioner of the Georgia Department of Public Health, served as the Spring 2011 Executive Roundtable speaker. Lt. General Russel Honoré discussed global preparedness at the Fall 2011 BB&T Lecture, and CEO Tom Szacky of TerraCycle spoke about entrepreneurship and the environment at the Spring 2012 BB&T Lecture.

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 28<sup>th</sup> annual initiation, with 100% acceptance from those invited to join. The Chapter was recognized as a 2011 Beta Gamma Sigma Premier Chapter. This is the eighth year the Chapter has achieved this status, and Chapter students continue to be eligible for BGS scholarships.

In 2011, 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 2011-12 were:

- Provide faculty training for enhancing credentials
- Facilitate international research collaborations

Individual faculty were reimbursed for conference travel and professional development activities, and a number of faculty participated in AACSB conferences and seminars. Budget constraints prohibited conducting a College-wide training program as was done in 2010-11, so this objective was met, but not to the extent desired.

Implementation of efforts to expand research collaboration internationally began in 2010 when 10 Richards College faculty visited ESCEM, our partner school in France, and participated in a three-day workshop designed to build opportunities for research among faculty at both schools. In Fall 2011, 5 ESCEM faculty visited UWG, with a plan for one seminar per year in alternating locations for the future. Several joint research projects are currently underway. Additionally, discussions about formalizing a faculty exchange program with ESCEM began and should be finalized within the next year.

The faculty had another productive year with teaching, research and service. Faculty generated 54 peer-reviewed journal articles, 76 conference presentations and proceedings, and 2 book chapters.

The Richards College had another successful year recruiting new faculty and staff. Todd Anduze joined the College as Director of the Small Business Development Center, and Mrs. Beth Chandler was hired as administrative assistant to the Associate Dean and graduate programs. Dr. Blaise Bergiel, who served as Interim Associate Dean during 2010-11, joined the faculty as Professor of Marketing. Additionally, the following faculty were recruited this year and will begin Fall 2012: Dr. Jeannie Pridmore, Assistant Professor of MIS, and Dr. Rong Gua, Lecturer of Finance. Dr. Sharon Seay and Dr. Michael Yo were both recruited as Associate Professors of Accounting and will begin January 2013. Temporary funds allowed us to hire four lectures for one year positions: Dr. Heather Richardson in Economics, Ms. Mariana Sanchez in Management, Mr. Bill Studdard in Accounting, and Mr. Mark Wills in Accounting.

### **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:

- Integrate graduate school operations
- Develop plans for a patio behind the Business Building
- Hold a DAC retreat
- Expand marketing efforts

Dr. Doug Turner joined the Dean's Office in Spring 2011 in a part-time capacity to assist with transition of graduate functions into the College as the result of the University's decision to eliminate the Graduate School. At the beginning of the 2011-12 academic year, he became the Associate Dean for the College and oversaw implementation of that transition. Because of his leadership and organizational skills, the transition of graduate operations to the College was a success. As processes continue to evolve, we will collaborate with the Provost's office to facilitate additional adjustments.

Landscaping plans were developed for the areas surrounding the Business Building, including a patio for the back entrance. The University is developing a campus-wide facilities master plan that includes the patio proposal for future consideration. However, the landscaping plans helped guide efforts to raise funds for a garden in the inner courtyard. Donations were received from the Skeen Family Foundation and the Warren and Ava Sewell Foundation for creation of the Charlotte Sewell Worley Memorial Garden. Construction will begin this fall with an anticipated completion in Spring 2013.

All DAC members participated in a two-day team building and strategic planning retreat in May 2012. A consultant from Farr Associates was engaged to facilitate the retreat. Two key issues

identified for continued development were leadership on curriculum review and committee assignments (selection of reps, and better facilitating input into and feedback from committees).

The Richards College had an excellent year in external engagement. Board of Visitors members hosted alumni receptions in Dallas and Philadelphia. The College worked with UWG Alumni Relations office to host an alumni dinner in Turkey during the Dean's travel to the country for an educational and cultural tour sponsored by the Istanbul Center. Advertising efforts were expanded in the Atlanta area, with sponsorships or advertisements for Entrepreneurship Advisors, Georgia Public Radio, the *Atlanta Business Chronicle*, and several interstate billboards.

Fundraising successes included:

- SAS Certification program - \$98,000 in-kind donation
- Center for Business & Economic Research - \$10,000 from Franklin Foundation; \$5,000 from Georgia Power/Southern Company (resulted in UWG citations in Southern Company press release and *Annual Report*)
- \$15,000 donation from Georgia Power Company for expansion of Mentor Program
- Renovated Business Building Conference Room with \$10,000 donation from Ida Alice Ryan Foundation
- Funding for study of community banks - \$18,000 from Main Street Solutions for CBER
- Implementation of annual \$100,000 BB&T donation
- Funding for landscaping projects - \$4,000 from Skeen Foundation; \$10,000 from Sewell Foundation
- Began implementation of applied analytics program from Johnson donation
- Board member funding for two students' participation in National Conference on Ethics in America (U.S. Military Academy at West Point)
- Completed implementation of \$100,000 SBA grant
- Funded or added funding for several scholarships

The Department of Economics successfully conducted its Economic Forecast Breakfast on November 1, 2011. About 350 people attended the event which was supported by 13 sponsors/co-sponsors. Roger Tutterow of Mercer University presented the national outlook, and William J. Smith (UWG) presented the local economic outlook. During 2011-12, 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 Newnan Rotary Club, the Carrollton Kiwanis Club, the Peachtree City Kiwanis Club, and the West Georgia Personnel Association. The Center for Business and Economic Research continued to publish the *West Georgia Regional Update* during 2011-12.

The Center for Economic Education was supported by a grant from the Georgia Council on Economic Education and from an Economic Standards Grant. Activities of the center included conducting 10 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 November 2011. CEE Director Co-Director Gustafson and Butler also presented papers at the Georgia Council on Social Studies meeting and at the National Council for Economic Education meeting.

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 2012-2013 Academic Year**

The *Richards College of Business 2011-2016 Strategic Plan* outlines the three strategic goals and associated action items for 2012-13:

#### Strategic Goal 1: Student Development

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

#### Strategic Goal 2: Academic Professional Growth

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

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

- 🔥 Complete funding for Visionary Endowment
- 🔥 Hold staff retreat