Getting in Gear: Strome College of Business State of the College, 2016

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Getting in Gear

Engage Accelerate Succeed

Strome College of Business
State of the College
August 2016
The Year in Review

MBA Rankings –
58th US News Online
69th Bloomberg Financial
7th Best for Vets Grad Programs
Finance – 6th “Best Value Online”

Engaged Staff
• Shanna Wood: AUA Monarch Professional Award
• Sandi Phillips: University Staff Employee in May

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The Year in Review

• Lynn Li, Supply Chain: Eminent Scholar, Tonelson Award, and Citation for Business Horizons
• Li Xu, IT: Research Fellow, IEEE & University Research Award
• Chuanyi Tang, Marketing: 2 best paper awards, one with Hangiun Wu, PhD student
• Yuping Liu-Thompkins, Emerald Citation, Journal of Interactive Marketing
• Mark Mallon (PhD student), Steve Lanivich, & Ryan Klinger, best paper at American Management
The Year in Review

- Jimmy Carraway, IT: University *Distinguished Teacher*
- David Carney, Accounting: *Outstanding University Adjunct Teacher*

Thank you:

*Chris Colburn*, Chair of Economics
*Doug Ziegenfuss*, Chair of Accountancy

Engage Accelerate Succeed
Congratulations to our newest Associate Professors, Senior Lecturers, and Lecturers!

Erika Marsillac
Supply Chain

Jong Park
Accounting

George White
Management

Larisa Bulyesheva
Business Analytics

Maureen Stiner
Finance

Dennis Harvey
Finance
Welcome New Faculty!
Welcome Executive Advisory Council

Gary Gilmore, PAPCO, Chair

Tom Johnston
Franklin Johnston

Xerxes Nabong
Virginia Financial Planners

Teresa Peters
Stanton Partners

Nicole Stuart
Top Guard Security

Jon Wheeler
Wheeler REIT
Engaged Students

Rilley Ramos, 1st in Nationals

Katec Competition Winners

First Look Challenge, Sponsored by Wells Fargo

Enactus Team: 3rd in Nationals

MBA-Analytics Team: 3rd at MIT
Beta Alpha Psi – regional Best Practice award
AMA – national planning award

Strome Middle-School Cyber-Security Camps

2 Top 10 MBA Teams in Global CAPSIM

Our First Urban Plan Competition

Smithfield Day at Constant Hall

Beta Alpha Psi – regional Best Practice award
Community Engagement
2015 State of the College Goals

1. Raise $500,000 in Annual/Scholarship Funds
   • Over $1,000,000
   • Accounting Community
   • Insurance – 3X Increase
   • $1,000,000 endowment
   • Communications Lab

2. Successfully Launch Strome Collaboratory
   • 2 Partners, $100,000

3. School Naming Opportunities

Green: Met Goal
Yellow: Made Significant Progress
Red: Did not Meet Goal
Richard Thurmond Gift for Negotiation Studies

Mission: To Empower Women Through the Development of Stronger Negotiation Skills

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Wendell Franklin Visiting Lecturer in Real Estate Management

Initiate & Build Real Estate Management Track

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2015 State of the College Goals

1. Increase Grad Enrollment in MBA/MS-Accounting
2. Improve Student Services – Simplify Admissions
3. Strengthen Faculty Development
   • Begin Career Pathing
   • Engage in Business Interaction
4. Implement Thought Leadership Strategy
5. Strengthen Scholarly Expectations
6. Institute Holistic Student Experience Approach
   • Increase Active Learning
   • Strengthen Co-Curricular Learning

Green: Met Goal
Yellow: Made Significant Progress
Red: Did not Meet Goal

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(RE)CLAIMING THOUGHT LEADERSHIP

Jazmin Elliott
2016-17 Fund Raising Goals

1. Increase Endowment $3m
2. Update Building for Contemporary Student Learning
   a) Refurbish Atrium, Lounge areas
   b) Computer labs
   c) Collaborative classrooms
3. Double Strome Solutions Collaboratory membership
4. Secure 4 Founding Partners for Jensen Lab
5. Complete Accounting Professorship

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2016-17 Broad Goals

University Focus Areas of Resiliency, Cyber-Security, Entrepreneurship

SCB Focus Areas of Entrepreneurship, International, Maritime, Multi-Sectoral Partnerships

- Increase Engagement with the Business Community, Government Officials, and Non-Profits
- Improve Student Performance by Building Culture of Professionalism & Competitive Collaboration
- Other areas: analytics, digital marketing, sales, accounting...and the beat goes on

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Entrepreneurship

Create an Academic Home
Launch Business Track
Broader Student Involvement
Integrate into MBA
Virginia Velocity Tour, Sept 21

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Community Engagement

Michelle Carpenter, Marketing

John Morris, Public Service

Ron Carlee, Public Service

Tim Komarek, Economics

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Student Culture

- Leadership Academy
- Strome Stars
- Get Ready to Go Pro!
- Increase participation in competitions
  - First Look Challenge sponsored by Wells Fargo
  - Activities/Service Courses
- Co-Curricular Competitions
- Student Awards

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Coming Attractions

George W. Jensen Communications Lab Ribbon Cutting 11:00 am September 23
Coming Attractions

Marketing Week
September 19-23
Bob Weber, Smithfield Foods

Public Service Week
October 24-28
Jim Spore, Reinvent HR

September 28: Admiral Phillip Davidson
October 19: US Representative Scott Riggell and Maya MacGuineas
November 16: Wade Pfau, PhD, CFA
Coming Attractions

Landmark Executive In Residence
Chip Gaines, November 28
Why we do this

US Navy Veteran
Injured in Service, Honorably Discharged
3 Children, 1 with health needs
Husband deployed 10 out of 12 months
No family in Hampton Roads for support
Led every winning team
Near 3.0 GPA at graduation
Working in Hampton Roads in her chosen field
Kassaundra Kidman, Strome Strong

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