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

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Getting in Gear

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

Engage Accelerate Succeed
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

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The Year in Review: Faculty Promotions

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

Engage Accelerate Succeed
Welcome New Faculty!
Welcome Executive Advisory Council

Gary Gilmore, PAPCO, Chair
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
Our First Urban Plan Competition

Strome Middle-School Cyber-Security Camps

2 Top 10 MBA Teams in Global CAPSIM

Smithfield Day at Constant Hall

AMA– national planning award

Beta Alpha Psi – regional Best Practice
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

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Richard Thurmond Gift for Negotiation Studies

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

Guiding you to the sea of your future

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George W. Jensen Communications Lab
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

Center for Regional Excellence

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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
Community Engagement

Michelle Carpenter, Marketing

John Morris, Public Service

Ron Carlee, Public Service

Tim Komarek, Economics

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Community Engagement

Data for Good

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Rick Jones,
Tidewater Consulting
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

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

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

25 YEARS
1991-2016

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Coming Attractions

Landmark Executive In Residence
Chip Gaines, November 28

Engage Accelerate Succeed
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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