



Fall 2017

Welcome to the Fall 2017 Dean's Update. The College of Business Administration is comprised of many programs and activities, and it is always my pleasure to let our stakeholders and communities know about the great things that are happening in CBA. This update highlights our fundraising, strategic planning, and accreditation efforts as well as highlighting activities in the Ukleja Center for Ethical Leadership and the Student Center for Professional Development. Dean's Updates also feature our staff, and this edition introduces Johnny Acierto and Michelle Levy who have recently joined the staff in our Business Graduate Programs. As we approach the end of 2017, I wish everyone a happy holiday season. 2018 will soon be here, and it will be better than ever!

Go Beach!

Michael E. Holt

Dean, College of Business Administration



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CBA Discusses Strategic Planning

On September 29, CBA faculty met to discuss strategic planning for the next decade. Dean Solt presented his views for CBA 2028. Dean Solt began by noting two challenges currently facing CBA: tight budgets and meeting AACSB accreditation standards. Nearly 95% of the college budget goes to faculty, staff, and student assistant salaries. In recent years, these expenses have been rising faster than allocations from the State of California, so budgets have become increasingly tight. In addition, benefit costs have also been rising, especially for health care, and the state capped its contributions to benefits in 2013. Each campus must cover benefit increases since that time, straining budgets even more. Dean Solt noted that CBA must work to increase efficiency, control spending, and generate more funds.



Provost Brian Jersky recently created a video that provides an overview of the CSULB budget process. [This Budget Quick Look on how campus resources are utilized](#) illustrates the broad parameters of the campus budget.

CBA will undergo a reaccreditation review in February 2019 by the [Association to Advance Collegiate Schools of Business International \(AACSB\)](#). A Peer Review Team of three business school deans will visit campus to evaluate whether CBA meets AACSB standards that involve strategic, mission-driven decision-making; assurance of learning of students; and the qualifications of our faculty. In addition, the Peer Review Team will examine how the college innovates, and how we engage with and have impact on our various communities. In another part of this Dean's Update, Jasmine Yur-Austin, Associate Dean for Accreditation, will provide an update of CBA's AACSB accreditation efforts. Considering CBA 2028, Dean Solt suggested that CBA begin this journey by focusing on opportunities presented by Entrepreneurship, Honors Program, and Online MBA.

Many exciting things are happening with Entrepreneurship:

- The CSULB Institute for Innovation & Entrepreneurship (IIE) approved by President Conoley in May 2017
- IIE creates synergy across campus and with City of Long Beach
- CBA is working to re-focus our Accelerated MBA to have an entrepreneurship emphasis
- CBA Incubator works with students across campus to create entrepreneurial ideas

CBA has an excellent opportunity to create a cohort of honors students in the college:

- President Conoley is changing the University Honors Program (UHP) to make it bigger and stronger, and this will generate more CBA students who are in UHP
- The CBA Honors Task Force is helping CBA UHP students; we now offer Honors sections of some CBA courses
- An Honors Circle, comprised of CBA alumni and friends, is being developed to fund Honors sections and to support faculty who advise honors theses

- A thriving honors cohort could take CBA to a new level of excellence, engagement, and impact

To keep pace with other local business schools and trends nationwide, CBA is developing an online MBA program:

- Strategically, an online MBA would position us well relative to local competition
- Online MBA offerings are growing in the number of programs and the number of students; other MBA program enrollments flat or contracting
- If done correctly, an online MBA can bring significant additional resources to CBA
- In addition, we can perhaps create synergies among our graduate programs while utilizing leading-edge technologies

ABSOC Relaxes with Holiday Party



The sounds of bowling balls striking the targeted pins and the clang of the air hockey pucks sliding in coveted goals dwindle as the unceasing vibrant chatter of the

student leaders fill the room. The student leaders in the Associated Business Students Organization Council (ABSOC) spent their time before finals week celebrating their accomplishments at ABSOC's Holiday Celebration on December 7, 2017. It was a night full of fun and laughter as board members from the ten student organizations came together for a potluck and the chance to go bowling at the University Student Union. Students were found playing pool, winning at air hockey, and scoring strikes in bowling — or landing the bowling ball in the gutter, in some cases.



The cheers and clapping rang in the room as the outgoing board members of the student organizations were recognized; with a new semester coming up, ABSOC wanted to take the time to make sure that the hard work and accomplishments of each of the student leaders, especially the ones who are graduating, were recognized. The excitement continued all the way till past the end of the Holiday Celebration. The feel and the vibes from this year's first annual Holiday Celebration positively foreshadow the next semester for ABSOC, one that is sure to be even more enjoyable and fun for the student organizations.

SCPD Dramatic Growth

Over the past spring and summer the Student Center for Professional Development changed many of its operating procedures to facilitate students joining and participating in our four certificate-based programs. These changes, when combined with additional new efforts to recruit mentors into our programs, has resulted in significant program growth over the past year.



SCPD JMP Networking Mixer

- Current membership in SCPD = 476, a 33% increase from May 2017
- Business Professional workshop attendance during fall 2017 = 577, more than attended all of last year
- CSULB Community Scholars = 38, up 21% over last year in anticipation of more high school students
- Students participating in the fall 2017 Junior Mentoring Program = 62, an increase of 41% over fall 2016
- Mentors participating in the fall 2017 Junior Mentoring Program = 62, more than half of which are SCPD alumni
- Students participating in this year's Corporate Mentoring Program = 103, also an increase of 41% over last year
- Mentors participating in this year's Corporate mentoring Program = 100, of which 30 were new mentors recruited through the Alumni Association and referral from current mentors

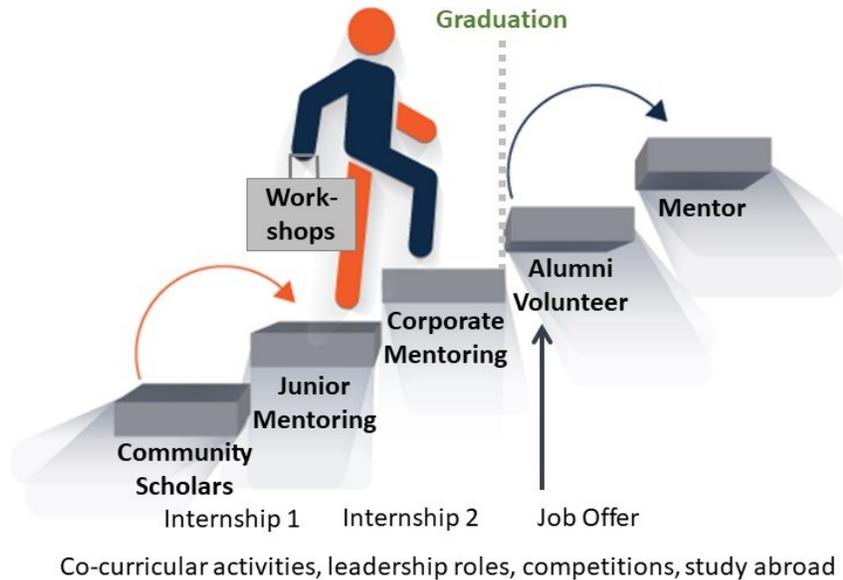
We have created a pathway for students to develop their professional skills through participation in our programs while pursuing their degree. Our focus is on providing a

highly rewarding professional development experience with long-term benefits to the participating student. When participants in our programs graduate we want them to look back on their SCPD experience and conclude it was the best thing they did while in college. If graduates leave here highly valuing their SCPD experience they are more likely to return as alumni volunteers and mentors to advocate for our programs and encourage current students to participate, thus setting the stage for even more growth.



SCPD CMP Leadership Retreat

Student Center for Professional Development



SCPD Success Pathway Explained

As represented by this graphic, we view the programs as building on one another as the student progresses through his/her academic experience. Pre-business students can join with juniors and seniors developing career readiness skills in our Business Professional workshops. Juniors and seniors can become Community Scholars and mentor inner-city high school sophomores while honing their presentation and teamwork skills. Juniors can join the Junior Mentoring Program and be paired with an early-career alumnus who will help the student prepare for job-search, senior year and the Corporate Mentoring Program. In the Corporate Mentoring Program a senior is paired with a mid or late career professional who will help the student transition from college to graduation and career.



Ryan McKinney, Director of Development, and Sarah Len, Development Coordinator, have been hard at work engaging with CBA alumni and friends for fundraising purposes. This update highlights two of the many gifts we have received this fall. In October, a MBA alumnus (class of 1973) made an anonymous gift in the form of a \$1.4 million bequest. The donor requests that an endowment be created that will provide unrestricted funds for the Dean to use to support College activities. These unrestricted gifts provide significant flexibility for initiatives that fulfill the collective mission of the college, such as supporting faculty research (databases, surveys, travel, etc.), developing new programs, or preparing our students for leadership in the business field upon graduation.



In addition to this bequest, we are pleased to announce a partnership with the Advanced Products Division of the Boeing Company to explore the potential development of an air cargo airplane. This new project involves our faculty and students in the Master of Science in Supply Chain Management. Boeing's \$50,000 cash gift will help create a new "lab" that will engage MSSCM students and faculty in

identifying creative and innovative practical research projects around the air cargo industry, including (but not limited to) “capstone” projects for students. The ideas for this project may stem from direct collaboration with Boeing, faculty research projects, or discussions with guest speakers and industry experts. Such knowledge generation will extend from the classroom to a practical application in the supply chain of the future. The Boeing partnership with the CBA goes back many years but this new project with the MS in Supply Chain Management is moving the relationship into the future. Boeing has committed two years on this project with funding slated for each year.



Student Update: Michelle Levy



Michelle Levy, Assistant Director of Graduate Business Career Services

Michelle Levy is the new Assistant Director of Graduate Business Career Services. She received her BA from the University of La Verne in Public Affairs and Information and completed her MA in Higher Education and Student Personnel Administration from New York University. Michelle previously worked at The Chicago School of Professional Psychology in Los Angeles where she was involved with various aspects of student affairs, including career services, international student programs, new student orientation and student leadership. Michelle also served as a Career Specialist for the College of Natural Sciences and Mathematics at California State University, Fullerton where she helped students with exploring career options, preparing resumes and cover letters, searching for jobs and internships, conducting mock interviews, and other career-oriented responsibilities.

Some of the exciting initiatives that Michelle will be implementing in the next year include a Graduate Mentorship Program for our accelerated MBA and MSSCM

students. This will be a pairing of alumni with graduate students to provide career, coaching, and networking advice. The second initiative is developing and teaching a career prep course for our accelerated MBA students to get them ready for their internships this summer and applying for jobs next year to begin their careers. These important initiatives are moving forward because of the work and talent that Michelle brings to our graduate programs.

Staff Profile: Johnny Acierto



Johnny Acierto is a recent California State University Fullerton MBA graduate with a concentration in Business Analytics. His professional journey started at California State University Long Beach where he pursued a Double Major in Electronics Engineering Technology and Computer Engineering Technology. As a student, he worked for the Information Systems and Technology Department (IST) at CSULB Foundation for two years. Upon graduation, he obtained an engineering internship at L-3 Communications that within three months turned into a full-time engineering position. Johnny worked on multiple GPS projects with responsibilities that included creating and executing a test plan for a Joint Tactical Radio System (JTRS) based

receivers. Johnny moved to the Mission Support Engineering group where he was a mission support lead for Trident D-II missile firing exercises. This involved coordinating and creating test plans to ensure the operational readiness for systems that receive and process telemetry data, communications, and video from missile launch to impact.

While this sounds like all work and no play, Johnny has other interests that keep him from being a dull boy. He has been running like a mad man for years, participating in various 10k and half marathons. He ran his first and only marathon in New York City. Johnny also loves to hike and will take many attempts to get the perfect “jumping picture” when he reaches the destination. His most memorable hike was the Half Dome in Yosemite. He dabbles in yoga where he finds his breathe and inner peace. Johnny loves to travel to very distance lands, enjoying the pleasures of food and unfortunately gaining a couple of pounds during his travel adventures.

When it's time to relax he will amuse himself with all forms of media including but not limited to television, movies, video games and sports (3-28, GO PATS!). The fun will never end with Johnny, it's always adventure time.

Ukleja Center for Ethical Leadership honors Gregory Boyle



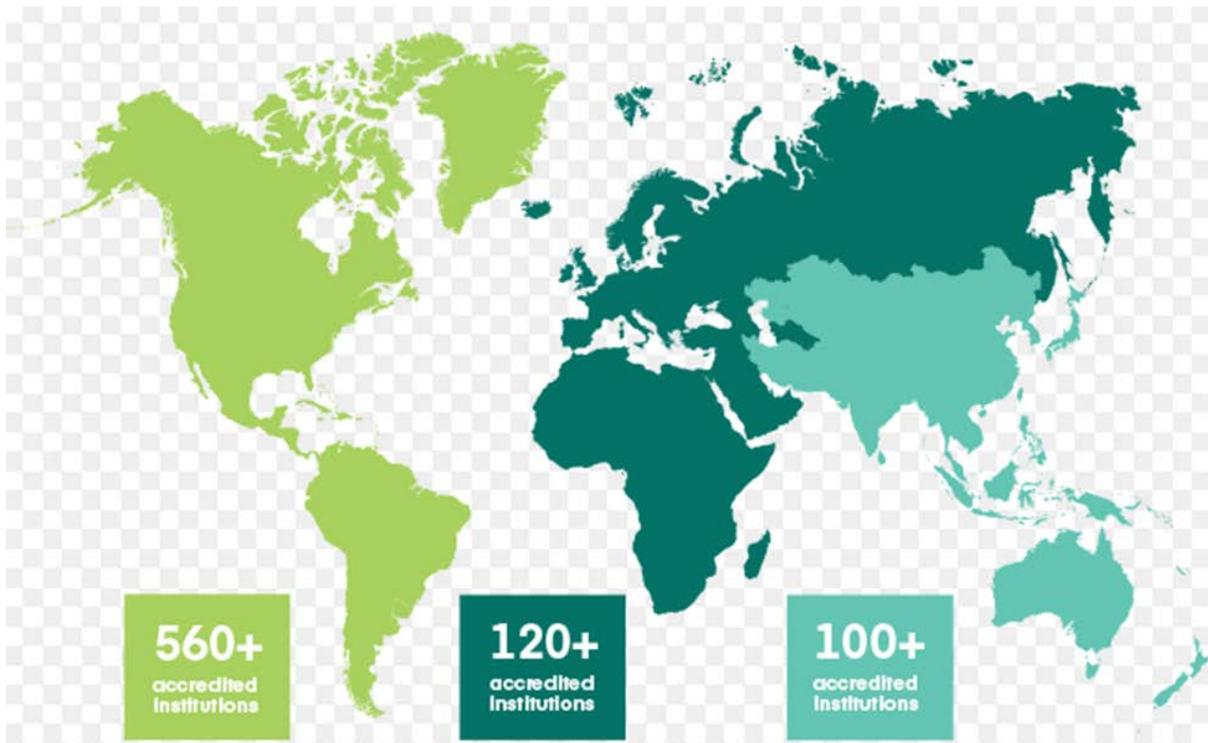
Greg Wooden, Jane Close Conoley, Miguel Lugo, Louise Ukleja, Steve Goodling, and Janey Roeder at presentation of 2017 Nell and John Wooden Ethics in Leadership Award

This fall, the Ukleja Center for Ethical Leadership honored Gregory Boyle with its 2017 Nell and John Wooden Ethics in Leadership Award. The award was presented during an intimate dinner on the stage of the Carpenter Performing Arts Center with almost 200 people attending. The event was designed to build better awareness of the Ukleja Center and engage the community with its mission, vision, and programs.

Accompanied by a \$10,000 check, this award is given annually to a person or organization whose contribution to society is built on ethical behavior and visionary leadership. It is named for Nell and John Wooden to promote their practice of ethical leadership and to celebrate a great couple who embodied the Ukleja Center's values. John Wooden, who passed away at the age of 99 in 2010, received the Ukleja Center's inaugural award in 2009. Other recipients include Ken Blanchard, George Deukmejian, and Louis Zamperini. The 2017 award was presented by Louise Ukleja and Greg Wooden, Nell and John's grandson.

Author of the 2010 *New York Times*-bestseller *Tattoos on the Heart: The Power of Boundless Compassion*, Gregory Boyle is the founder of Homeboy Industries, the largest gang intervention, rehabilitation, and reentry program in the world. His visionary leadership demonstrates the transformational power of changing lives by offering hope, training, and job skills. In the face of law enforcement tactics and criminal justice policies of suppression and mass incarceration as the means to end gang violence, Boyle and local community members adopted what was a radical approach at the time – treating gang members as human beings. Boyle’s message is one of love, compassion, and kinship – certainly something to celebrate in 2017.

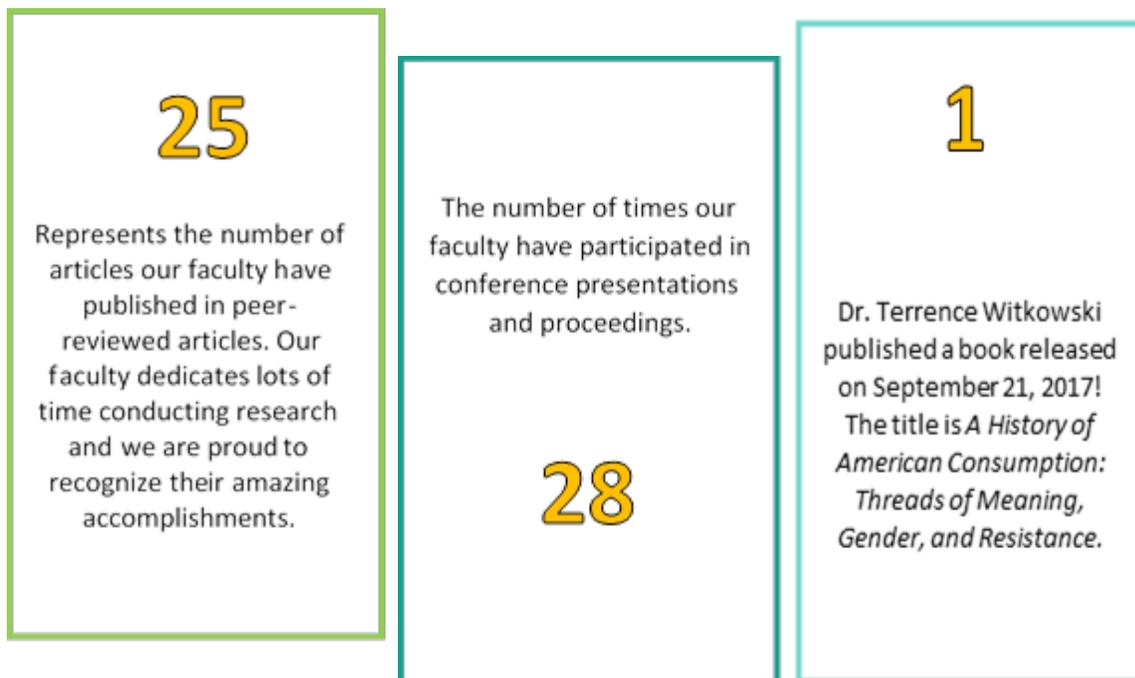
AACSB Update



With a new assessment and accreditation coordinator, the Office of Accreditation has been preparing for CBA’s AACSB re-accreditation visit scheduled **February 2019**. At this time, Office of Accreditation is focusing on three main elements.

1. **Strategic Planning:** On September 28, 2017, a successful faculty meeting was held. This resulted in new faculty-led initiatives, which range in topic from student success, community engagement, fund raising and many more!
2. **Faculty Qualifications:** Ensuring all of our faculty's brilliant research and achievements are up to date in our database.
3. **Assurance of learning:** CBA serves as the coordinator for the CSU-Business Assessment Test. It is taken by universities throughout CSU-System along with others universities in the USA. This test is to assess the learning of business students in different subject areas. CBA processes all schools results and is the provider of comparison data.

The work of the office of accreditation is not done alone. The real work is done by our CBA faculty. For example, faculty use their research expertise to mentor students participating in the campus wide Innovation Challenge. We encourage and support our faculty in their research efforts and would like to highlight some of the hard work and research accomplishments our faculty have conducted throughout 2017.



If you have any new or recent publications we would love to hear about them!
Please forward your publication information to Alissa.Sanders@csulb.edu.

