COB INTRODUCES A NEW MISSION

“The College of Business prepares students for success.”
IS MAJOR CATHERINE DAVIS DELIVERED 2013 “REFLECTIONS” SPEECH

“The College of Business has taught me how to learn quickly and to think critically when placed in new situations, which will translate directly into the workplace,” said Davis. She accepted a position with Google in Ann Arbor, MI.

97%

Percentage of COB graduates are employed or continuing their education.
UWEC AMA GETS SILVER AT NATIONALS
American Marketing Association was named a Top 8 chapter in North America for the 6th time since 2009. The UWEC AMA’s case team placed 4th nationally.

79%
Percentage of COB students who belong to at least one student organization.
COLLEGIATE DECA STUDENTS HEAD OFF TO NATIONALS IN WASHINGTON DC

Five Blugolds finished in the Top 10 in their events. Brooke Yoder, a marketing analytics major, took 1st Place in the Hotel and Lodging event.

90% Percentage of COB who completed a high impact experience. 67% completed 2 or more experiences. 35% report completing 3 or more.
UWEC STUDENTS PARTICIPATE IN CASE COMPETITION
Accounting and finance students competed in International Collegiate Business Strategy Competition hosted by the College of Business Administration at California State University, Long Beach.

Over $100,000
The total amount COB students received from UWEC and other sources to attend conferences and competitions in 2013-14.
COB SCHOLARSHIP RECIPIENTS RECOGNIZED AT ANNUAL LUNCHEON

More than $96,000 in scholarships were awarded to COB students in 2013-14.

Number of business scholarships in 2013-14 available to students through the COB and its departments.

The Power of AND

#uweccob
COB STUDENTS SEE THE WORLD
Business students can study business and economics in more than 20 programs in 19 countries on 5 continents.

Percentage of COB undergraduates who studied abroad.

22%
Percentage of COB undergraduates who completed 1 or more internships. 11% completed 2 or more.
COB DEFINES SHARED VALUES & ORGANIZATIONAL CULTURE

• We consider students first in everything we do.
• We provide engaging experiences.
• We model life-long learning.
• We nurture and value relationships.
• We respect the value of diverse perspectives.
• We recognize the richness that a respectful and inclusive environment brings to our college.
• We care about and support our colleagues.
FIRST COB EMPLOYEE RECOGNITION AWARD RECIPIENTS

**Creativity & Innovation:** Bonnie Krahn, Dean’s Office

**Culture of Caring:** Dr. Nancy Hanson-Rasmussen, Management & Marketing

**Coaching Award:** Carla Kurz, Management & Marketing

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2014 COB EMPLOYEE RECOGNITION AWARD RECIPIENTS

CREATIVITY & INNOVATION: Dr. Doug Olson, Management & Marketing
CULTURE OF CARING: Gail Nelson, Accounting & Finance
COACHING AWARD: Theresa Wells, Management & Marketing
NEW STUDENT ADVISORY COUNCIL
The group is comprised of officers from the college’s student business organizations. President: Kyle Carr, PSE. VP: Jack Heruth, Collegiate DECA. Secretary: Steven Long, SAS.
OUTSTANDING UNDERGRADUATES

Hannah Gaspar, 2014 Emerging Leader, is an accounting and finance major from Mankato, MN.

David Donnellan, 2014 Outstanding Senior. Donnellan, who completed a management major, is from Eau Claire, WI.
YEARS OF SERVICE

Chris Gessner, service associate in the Dean’s Office, celebrated 40 years of service to the university and college.
DEAN'S STAFF CHANGES & PROMOTIONS

Bonnie Krahn, Dean’s Office, was promoted to artist. Krahn has an MBA from UW-Eau Claire.

Katie Venit is the new iDocs instructional designer specialist. Venit has a MA from Indiana University.
UWEC combined 2013 CPA pass rate for first time test takers with a bachelor’s degree. The national average pass rate of 53.4%
COB STUDENTS GIVE BACK TO THE COMMUNITY
Students and faculty participate in the department’s annual Day of Caring.
PROMOTIONS & STAFF CHANGES

Dr. Raj Aroskar was promoted to professor of finance. Aroskar has a PhD from the University of Texas – Arlington.

Matt Fish was promoted to assistant professor of accounting. Fish is completing a EdD from the University of St. Thomas in St. Paul, MN.
PROMOTIONS & STAFF CHANGES

Ray Hughes was promoted to senior lecturer of accounting. Hughes has a J.D. and L.L.M degrees from the William Mitchell College of Law in St. Paul, MN.

Dr. Ling Liu was tenured and promoted to associate professor of accounting. Liu has a Ph.D. from the University of Texas at Dallas.
PROMOTIONS & STAFF CHANGES

Tom Mihajlov was promoted to senior lecturer of finance. Mihajlov has a MBA from UW-Eau Claire.

Dr. Bill Miller was tenured and promoted to an associate professor of accounting. Miller has a EdD from the University of St. Thomas in St. Paul, MN.
PROMOTIONS & STAFF CHANGES

Dr. Qing Bai, assistant professor of finance, has a Ph.D. from the Carl H. Lindner College of Business at the University of Cincinnati.

Dr. Lu Zhu, assistant professor of finance, has a Ph.D. in financial engineering from the Claremont Graduate University in Claremont, CA.
NATIONAL GRAMMAR DAY 2014
The Business Communication Program celebrates National Grammar Day.
Faculty attended the Association for Business Communication 78th Annual International Convention in New Orleans where they presented posters and papers, and participated on a panel discussion.
OUTSTANDING BCOM STUDENT

Jason Hinz, 2014 Business Communication Student. Hinz, who completed a marketing major, is from Oregon, WI.
PRATT RECEIVES 2014 UWEC EXCELLENCE IN TEACHING AWARD

“My focus is on preparing the best information systems talent in the region. The Excellence in Teaching Award means the most to me because that’s a significant way that alumni say, 'You made a difference in my life.' What greater honor is there than positively influencing another's life?"

Dr. Jean Pratt, associate professor of Information Systems
COLLEGE OF BUSINESS UPDATE

Information Systems

UWEC PLACED 3RD IN THE 2013 TRAVELERS IT CASE COMPETITION.
Other universities competing at the event were Bentley U., Central Connecticut State U., Metropolitan State U. and the U. of Connecticut.
IS STUDENTS PARTICIPATE IN CASE COMPETITION
Students from the Association for Information Technology Professionals competed at the 2014 IS Project + Case Competition at Ball State.
PROMOTIONS & STAFF CHANGES

Dr. Tony Keys, associate professor of IS, has been named chair of the Department of Information Systems. Keys has a PhD from Virginia Polytechnic Institute & State University. He replaces Dr. Jean Pratt who served as interim department chair for one year.
PROMOTIONS & STAFF CHANGES

Dr. Ruidong Zhang was promoted to a full professor of IS. Zhang has a PhD from the University of Nebraska–Lincoln.
LESTER RECEIVES 1ST TOMKOVICK TEACHING AWARD
Dr. Scott Lester, professor of management, receives the first Chuck Tomkovick Management and Marketing Teaching Excellence Award.
UWEC ENTREPRENEURS TAKE 2ND AT WI BIG IDEA TOURNAMENT

HCAD students Spencer Beard and Bradley Price used lean startup principles to develop a business model for a health care environment that allows seniors to remain in their homes and receive the clinical oversight they need.
UWEC STUDENTS NAMED SCHOLARS

Seven UWEC business students were selected to participate in the 2013 APICS Scholars Education Program at APICS 2013, an international conference held in Orlando, Florida.

The APICS student chapter has been named a Gold Circle Chapter 14 times and has received the Platinum Circle award 9 times.
UWEC SALES TEAM TAKES TOP HONORS AT FLORIDA STATE COMPETITION

The UWEC team came in 1st followed by Baylor, Texas State and Bloomsbury College tied for 3rd. UWEC Kelsey Kaiser took 1st.
WE WON!

UWEC took 1st place in the undergraduate division at the 16th National Collegiate Sales Competition hosted by Kennesaw State University. UWEC Koral Pischer took 3rd and Kelsey Keiser placed 4th.

8

Number of times UWEC has finished in the Top 10 at the NCSC since 2003, the first year UWEC attended the competition.
PROMOTIONS & STAFF CHANGES

Dr. Lauren Brewer, assistant professor of marketing, has a DBA from Louisiana Tech University in Ruston, LA.

Cathy Bergland, senior lecturer of health care administration, has a MBA from the University of St. Thomas in St. Paul, MN.
PROMOTIONS & STAFF CHANGES

Dr. Gene Decker, professor emeritus, is teaching in the health care administration program for fall 2014. He has a PhD from The Ohio State University.

Jerry Kollross, promoted to senior lecturer of marketing. Kollross has an MBA from UW-Eau Claire.
PROMOTIONS & STAFF CHANGES

Ann Rupnow, coordinator for entrepreneurship and economic development, has a MBA from UW-Eau Claire.
OUTSTANDING MANAGEMENT STUDENT

Tim Kubetz, 2014 Outstanding Management Major. Kubetz, who completed a management major, is from Eau Claire, WI.
OUTSTANDING MARKETING STUDENTS

Amber Stein, December 2013 Outstanding Marketing Student. Stein, who completed a marketing analytics major, is from Duluth, MN.

Ariel Wegner, May 2014 Outstanding Marketing Student. Wegner, who completed a marketing major and Spanish minor, is from Marshfield, WI.
NEW STAFF

Josh Engle, academic adviser, has a MS degree in marriage and family therapy from Oklahoma State University.

Alex Ferge, CADE service associate, has a BA in history from UW-Eau Claire.
NEW STAFF

Kelsey Kopp, academic adviser, has a MS.Ed in student affairs administration in higher education from UW-La Crosse.

Meredith Reinhardt, academic adviser, has a MEd in college student personnel administration from Marquette University.
THE MBA CONSORTIUM AMONG THE BEST

For the second year in a row, *U.S. News and World Report* has ranked the UW MBA Consortium Program among its “Best Online Graduate Business Programs.” The program was also named one of the best online business programs for veterans.
STAFF CHANGES

Mary Girnau is the new service program associate for the MBA program. Girnau provides administrative support for the on-campus MBA program.
OUTSTANDING MBA GRADUATES

Bonnie Krahn, 2014 Outstanding MBA Student. Krahn is the graphic artist for the UW-Eau Claire College of Business.

Dr. Felix Chukwudelunzu, 2014 UW MBA Consortium Outstanding Student. Chukwudelunzu is a neurologist and stroke specialist at Mayo Clinic Health System in Eau Claire where he serves as director of the Primary Stroke Clinic.
COLLEGE OF BUSINESS UPDATE

Learning Goal: Written and Oral Communication
COLLEGE OF BUSINESS UPDATE

Learning Goal: Teamwork
COLLEGE OF BUSINESS UPDATE

Learning Goal: Problem Solving
The number of COB students who experienced SAP in the curriculum in 2013—828 more students than in 2012.

1,142
COLLEGE OF BUSINESS UPDATE

College-wide Initiatives: Entrepreneurship
College-wide Initiatives: Renovation of Schneider Hall
COLLEGE OF BUSINESS UPDATE

CHALLENGES

• Shrinking pool of students
• Fixed revenue
• Increasing costs
WHAT’S AHEAD

• Continue the good work of the College
• Stay focused on our mission
• Articulate more fully how we define success
• Understand how our activities contribute to student success