Staff changes

Dr. Robert Sutton, professor of marketing and associate dean of the College of Business, retired November 2012 after serving the university for 32 years.

“Bob will be remembered warmly by his students as someone who has played a critical role in their education,” said COB Dean Diane Hoadley.

Dr. Timothy Vaughan, professor of management, is the new associate dean of the business college.

Vaughan holds a PhD from the University of Iowa where his major area of study was operations research.
In memoriam

Dr. Norman Olson, 92 first UW-Eau Claire business dean, passed away November 19, 2012 in Newfoundland, PA.

Olson joined the university in 1962 as chair of the Department of Business. Under his leadership, the department was organized into the School of Business in 1966 and he was named dean. He was also involved with the construction of Schneider Hall which opened in 1967.
COB maintains accreditation

College of Business has maintained its accreditation by AACSB International—The Association to Advance Collegiate Schools of Business.

“Business schools are not all alike,” according to COB Dean Diane Hoadley. “AACSB-accredited schools, like UW-Eau Claire, offer students the best education by having the highest quality faculty and staff, relevant and challenging curriculum, and engaging educational and career opportunities that are not as available at non-accredited business schools.”
The COB Employee Performance Awards Pilot Program is designed to promote and reward outstanding performance by faculty and staff. The program consists of two separate recognition programs:

- **Major awards**: recognitions awarded semi-annually in three categories: Coaching, Creativity, and Culture of Caring
- **“You’ve Been Caught” awards**: recognitions awarded monthly that highlight a personal achievement or special kindness.

Any COB faculty, academic or university staff member may be nominated for any of the awards.
Compe99ons part of COB culture

Over 360 UW-Eau Claire COB students working with 13 faculty members participated in a business competition during the 2012–13 academic year.

“Compe66ons are an important part of our student experience,” according to COB Dean Diane Hoadley. “They build student confidence and show universities and recruiters that our students can compete with the best around the United States, and in some cases, around the world.”
Staff changes

Dr. D’Arcy Becker, professor of accounting and chair of the Department of Accounting and Finance since 2007, has returned to the classroom on a full-time basis.

Dr. Rajarshi Aroskar, associate professor of finance, is the new chair of the Department of Accounting and Finance. Aroskar has a Ph. D. from the University of Texas – Arlington.
New staff

**Thanh T. Nguyen, MBA**, teaches finance classes. Nguyen will graduate with a PhD in finance from the University of South Florida in Tampa, FL in December 2013.

**DeeAnne Peterson, MBA**, teaches accounting principles. Peterson received an MBA from UW-Eau Claire.
UW-Eau Claire combined 2012 CPA pass rate is 72.5%. This compares to the Wisconsin average of 66.1% and a national average of 54.3%.
VITA students prepared over 1,000 tax returns
In 2013, VITA students prepared 1,124 tax returns for low income individuals and families. This was 370 more returns than last year.
First students graduate with department honors
The department honors program provides accounting and finance students with opportunities for academic enrichment and challenge beyond usual course coverage and requirements.
Finance curriculum aligned with CFA Certificate
The department aligned a significant number of finance courses with the Chartered Financial Analyst curriculum in order to strengthen students’ technical skills.
Promotion

Dr. Paula Lentz was tenured and promoted to associate professor. Lentz has a PhD from the University of Minnesota-Twin Cities.

She is the academic program director.
New tutoring service enhances business communication skills

The Business Writing & Presentation Studio was launched in February 2013 to help students in any business course make their documents or presentations stronger, clearer, or more concise.

In the first 70 days of operation, the Studio held 236 tutoring sessions for 136 students—203 for writing assignments and 33 for presentations.
Staff changes

**Dr. Thomas Hilton**, professor of information systems and chair of the Department of Information Systems since 2003, has returned to the classroom on a full-time basis.

**Dr. Jean Pratt**, associate professor of information systems, was named interim chair of the Department of Information Systems. Pratt holds a Ph.D. degree from Utah State.
SAP pilot has successful first year

The COB SAP pilot program, coordinated by Dr. Tony Keys, associate professor of IS, had a successful first year. Keys managed the logistics behind sending COB faculty to training, and helped coordinate the integration of SAP content throughout the curriculum.

During the fall 2012 semester, five faculty members integrated SAP content into seven undergraduate business courses—two accounting, two IS and three UW-management courses. Approximately 300 students were impacted.
Students attend SAP Design Thinking Jam

IS students Zachary Christopherson and Missy Scherkenbach participated in the 1st U.S. SAP Student Design Thinking Jam held in Milwaukee, WI.

The Design Thinking process focuses on solving business and technology problems by considering the end user in the design. Students were asked to use these principles to create a concept to “gamify education.”

Students attending the competition came from Grand Valley State, Indiana University, Northern Illinois, U of Illinois–Chicago, UW–Milwaukee, Youngstown State University, and UW-Eau Claire.
Dr. Kristy Lauver, associate professor of management, is the new chair of the Department of Management & Marketing. She has a Ph.D. from the University of Iowa.

Dr. Doug Olson has been promoted to full professor. Olson teaches in the department’s health care administration program, and is director of the Center for Health Administration and Aging Services Excellence.
New Staff-Management

**Gabi Eissa, PhD**, assistant professor, teaches organizational behavior. Eissa received a PhD from Oklahoma State University.

**James Windsor, MBA**, lecturer, teaches applied quantitative analysis and organizational behavior. He received an MBA from UW-Eau Claire.
New Staff-Marketing

Carolin Azab, PhD, assistant professor, teaches international marketing and marketing research. She received a Ph.D. in marketing from Southern Illinois U.

Sydney Chinchanchokchok, PhD, assistant professor, teaches promotion and marketing communications, and marketing management. She received a PhD from the U of Illinois at Urbana-Champaign.
New Staff-Marketing

Ann Rupnow, MBA, lecturer, teaches marketing principles. Rupnow received an MBA from UW-Eau Claire.
In memoriam

Dr. Charles “Chuck” Tomkovick, 59, professor emeritus of marketing, passed away July 25, 2013 in Eau Claire, WI.

Tomkovick, who taught marketing courses, received many awards throughout his career, including the UW-Eau Claire Excellence in Teaching award, which he received twice.

The Chuck Tomkovick UW-Eau Claire Management and Marketing Department Teaching Excellence Award was established in his honor. The award is presented annually to a faculty or staff member who demonstrates a passion for teaching, connection to alumni and a commitment to servant leadership. Dr. Scott Lester was the first recipient of the award.
Students excel on SHRM exam

HR students who took the Society for Human Resource Management Assurance of Learning exam during the fall and spring semesters exceeded the national pass rate.

COB students had a 100% pass rate in fall 2012 and an 80% pass rate in spring 2013. The national pass rate was 60% and 59% respectively. COB student Kaleb Chaudoir achieved one of the top three scores nationally on the spring exam.
“Big Data, Big Opportunities” theme for Marketing Analytics Day

Analytics professionals visited marketing classes throughout the day on April 11, 2013 to discuss how their organizations use marketing analytics to make better informed decisions.
UW-Eau Claire sales team is a force to be reckoned with
Sales team members traveled around the United States to participate in 10 competitions during 2012-13. The team finished in the top 10 in seven competitions. Success breeds success—last year’s team had 21 members. This year’s team has 43.
New poster session showcases HCAD student projects

HCAD students shared their practicum projects with preceptors, alumni, and health care providers at the annual CHAASE Spring Banquet. Five awards were given in the following categories: Customer Service, Internal/Operations, External/Community, Innovative, and Entrepreneurial.
APICS students receives the 13th Platinum Circle Award

The Platinum Circle Award is the most prestigious award an APICS student chapter can receive. Chapters are evaluated on five critical areas: administration, education, programs, membership and PR.
The Gold Chapter Award recognizes excellence in professional development, community service, fundraising, communications, chapter operations, and membership activities. Only three AMA student chapters are presented with this award annually.
Staff changes

**Tiffany Weiss, BS**, is the new co-coordinator of the college’s Student Professional Development Program. Weiss will assume these responsibilities in addition to serving as a CADE academic adviser and career specialist.

She replaces Sheryl Poirier who accepted a position with the university’s Recreation and Sport Facilities.
Academic focus group participation increases GPA
Students who attend a CADE Academic Focus Group for the entire semester increase their GPA. Last semester they increased their GPA by .63. The range over the past four semesters has been .43 to .63.
Over 1,500 COB students advised by CADE
CADE advisers worked with 1,500 student advisees in 2012–13. CADE advises all freshman and sophomore COB students and juniors and seniors from the Management and Marketing department.
Staff changes

Dr. Nancy Hanson-Rasmussen and Dr. Ling Liu are the new co-coordinators of the college’s International Business Programs. They have assumed these responsibilities in addition to their teaching loads.

Hanson-Rasmussen and Liu replace Dr. Rama Yelkur who accepted a deanship at Saginaw Valley State University.
COB receives grant to support international study
The COB received a Faculty Led International Immersion Experience grant from the university to help subsidize student participation in the college’s India and China study abroad programs. Twelve students in each program will receive a $2,491 stipend.
Staff changes

Jan Stewart, MBA program associate, retired August 2013, after 21 years of service to the university.

"Jan loved working with students and it showed," said Dr. Bob Erffmeyer, MBA director. “She knew every student by name, she understood their needs.”

Nicole O’Keefe, AS, service program associate, provides administrative support for the on-campus MBA program.

O’Keefe has an associate science degree from the Chippewa Valley Technical College.
2013-14 College of Business Areas of Focus

• Revise the mission statement and develop the outcomes, strategies and assessment of outcomes for the COB.
• Revise COB learning goals and assessment plans.
• Revise COB policies and procedures related to changes in the 2013 AACSB standards.
• Departments: Continue pursuing activities started under the 2011-2013 goals.