Preparing Students for Career Success

ACBSP 2017 Conference Guide

Exploring Trends • Assessing Quality • Improving Education
YOUR THOUGHT-PARTNER IN HIGHER EDUCATION

BUSINESS ADMINISTRATION ASSESSMENT
Nationally normed, summative assessments designed to address accreditation requirements by ACBSP, IACBE, and AACSB for measurement of student learning outcomes, internal and external academic benchmarking, and student retained knowledge.

B-SCHOOL CONNECTION
Includes a subscription to the digital version of Bloomberg Businessweek and online student/instructional resources that provide weekly article reviews, quizzes, short case studies, and engaging classroom lessons, all written by academic professionals from twelve business disciplines and covering seven academic competencies.

EXPLORING YOUR POTENTIAL
Career Readiness Courses designed for initial career planning for undergraduate students and subsequent career development of returning graduate students. The globally-focused service transforms participants through applied online learning, self-reflection, and competency-based critical thinking.

ACADEMIC LEVELING COURSES
Provide a comprehensive review of the business curriculum for business and non-business majors pursuing undergraduate or post-graduate degrees. The courses are used by higher education institutions for academic leveling and assurance of learning.

WRITE & CITE
An Academic Writing Readiness Course used to develop the student's scholarly writing competencies and teach the skills and knowledge needed to write, format, and properly cite academic papers, theses, and dissertations. Can be customized to teach APA, MLA, or CMS citation and writing style guides.

Phone: +1 307-685-1555
Email: Info@PeregrineAcademics.com
Website: PeregrineAcademics.com PeregrineLeadership.com
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Peregrine Academic Services is a Platinum Level Sponsor for ACBSP Conference 2017. Please stop by to thank them for their support of this conference and learn more about the products and services they offer to ACBSP institutions.
On behalf of the ACBSP Conference Committee and our host colleges in Anaheim, we are absolutely delighted to welcome you to ACBSP Conference 2017! This year’s theme, Preparing Students For Career Success, is all about educating our students for tomorrow, to become the leaders in industry and their communities. For our students and faculty, this is about preparing them academically and technically, as well as developing their employability skills. Our role as educators and business leaders is critical in developing the future industry and providing our students with the skills to excel in the workplace. This requires involvement from a wide variety of stakeholders such as academics, industry, alumni, community organizations, and professional associations, coming together to plan programs that are tied to the career success of our graduates.

This conference will expose you to exceptional presentations and cases that will be thought provoking and engaging. We are excited about the record number of presentation submissions we have received this year! Five tracks of content will be offered during each concurrent session, focused on Preparing Students for Career Success, Teaching Excellence, Best of Regions, Accreditation, and Going Beyond Accreditation. You will not be disappointed! There is so much to choose from and so many incredible sessions planned for you with excellent speakers from diverse backgrounds!

You’ll also have a chance to visit our vendors in the exhibit area to learn about new products and services you can take back to your classroom for improvement.

An incredible amount of preparation and planning has gone into organizing this event. We are so fortunate to have outstanding volunteers and staff members who have gone above and beyond to ensure you have a great time, learn new things and connect and network with colleagues. Please join us in thanking the host and planning committees and the staff for all their efforts in organizing a conference that is well planned and engaging!

Anaheim is an exceptional city to enjoy some west coast hospitality and take in some great events and activities. We hope you are able to enjoy the beautiful surroundings and meet the warm and friendly people of Anaheim.

No ACBSP conference, whether regional or international, is ever complete without spending time renewing old friendships and making new friends. Attendees often discuss the openness and friendliness of the ACBSP members; we have certainly found this to be true and you will too. We learn so much from our connections at these events.

It is you, the attendees, who make ACBSP conferences such a resounding success and worthwhile learning experience. We believe you will leave here refreshed, retooled and reacquainted with friends and colleagues. The venue is fabulous; the sessions informative; the fellowship amazing.

We encourage you to do as much as you can do, meet and speak with as many people as you can and most of all…. have fun!

Dewayne Thompson  
Chair  
Board of Directors  
Conference Co-chair

Mary Vaughan  
Chair-elect  
Board of Directors  
Conference Co-chair

Mission  
ACBSP promotes continuous improvement and recognizes excellence in the accreditation of business education programs around the world.

Vision  
Every quality business program worldwide is accredited.

CHEA Scope  
The Accreditation Council for Business Schools and Programs was first recognized by CHEA (Council for Higher Education Accreditation) in 2001 and again in 2011 with a new scope of recognition: ACBSP accredits business, accounting, and business-related programs at the associate, baccalaureate, master, and doctorate degree levels worldwide.

Learn more at: acbsp.org
April 1, 2017

On behalf of our city, it is my pleasure to welcome the attendees of the Accreditation Council for Business Schools and Programs to Anaheim for the 2017 Annual Conference. We are proud to partner with such an esteemed group of educators dedicated to innovating teaching methods and improving the experience of business students across the country.

Thank you for selecting Anaheim for your gathering. We are world famous as the home of the Disneyland Resort, including Walt Disney’s original Disneyland Park, as well as Angels Baseball, the Anaheim Ducks and the Anaheim Convention Center, the largest on the West Coast.

While you are here, I encourage you to also visit our downtown, diverse neighborhoods, craft breweries and arts institutions. In downtown Anaheim, you’ll find unique restaurants, shops and a historic craft brewery, all with a cool, urban vibe. It may not be what you necessarily think of as Anaheim.

Each year, our hotels, restaurants, shops and residents welcome nearly 25 million visitors to our city. Here in Anaheim, we are a City of Kindness, and the visitor industry has embraced that.

What does it mean to be a City of Kindness? It’s simple, really. It’s all about putting the needs of others first with acts of kindness, no matter how small. I trust many of you will experience kindness in the hospitality you’ll see while in Anaheim.

And know that your visit to Anaheim has an impact. You help us do what we do, by providing revenue for public safety, libraries, community centers and other services for Anaheim residents, businesses and visitors.

The entire City of Anaheim thanks and welcomes you.

Sincerely,

Tom Tait
## Schedule at-a-Glance

### Friday, June 23

**Pre-Conference Workshops and Private Meetings**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 AM</td>
<td>Evaluator Training Registration and Check-in</td>
<td>Orange County Foyer</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Standards and Criteria Workshop (English) - Part 1</td>
<td>Elite 3</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Taller sobre Estándares y Criterios (Español) - Part 1</td>
<td>Salon K</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Evaluator Training - Part 1</td>
<td>Orange County 2-3</td>
</tr>
<tr>
<td>12:00 PM</td>
<td>Registration</td>
<td>Marquis Registration</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>Board of Directors Meeting</td>
<td>Orange County 1</td>
</tr>
<tr>
<td>3:00 PM</td>
<td>Associate Degree Board of Commissioners Meeting</td>
<td>Salon H</td>
</tr>
<tr>
<td>4:30 PM</td>
<td>Baccalaureate/Graduate Degree Board of Commissioners Meeting</td>
<td>Salon J</td>
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### Saturday, June 24

**First Official Day of Conference**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:00 AM</td>
<td>Registration (closed 12:30 PM - 1:30 PM)</td>
<td>Marquis Registration</td>
</tr>
<tr>
<td>7:00 AM</td>
<td>Exhibitor Set-up</td>
<td>Marquis South</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Standards and Criteria Workshop (English) - Part 2</td>
<td>Elite 3</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Taller sobre Estándares y Criterios (Español) - Part 2</td>
<td>Salon K</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Evaluator Training - Part 2</td>
<td>Orange County 2-3</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Pre-Conference Workshop • Janice Stoudemire</td>
<td>Orange County 4</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Best Practices in Assessing Student Learning Outcomes</td>
<td>Gold Key I-II</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Pre-Conference Workshop • D. Thompson &amp; A. Negbenebor</td>
<td>Salon A</td>
</tr>
<tr>
<td>9:00 AM</td>
<td>Committee Meeting: International Teaching Excellence Award</td>
<td>Marquis South</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>Committee Meeting: Strategic Planning</td>
<td>Marquis Center &amp; North</td>
</tr>
<tr>
<td>11:00 AM</td>
<td>Exhibitor Marketplace (closed 12:00 PM - 2:00 PM)</td>
<td>Gold Key I-II</td>
</tr>
<tr>
<td>12:00 PM</td>
<td>Opening Keynote Luncheon • Dr. Judith Eaton</td>
<td>Salon E</td>
</tr>
<tr>
<td>2:00 PM</td>
<td>Accreditation Governance Board (AGB) Meeting</td>
<td>Marquis South</td>
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<tr>
<td>2:00 PM</td>
<td>First-time Attendee Orientation</td>
<td>Gold Key I-II</td>
</tr>
<tr>
<td>2:15 PM</td>
<td>Concurrent Sessions — Educational Tracks</td>
<td>Salon E</td>
</tr>
<tr>
<td>2:15 PM</td>
<td>Accreditation Appointments (Self Study or Mentor)</td>
<td>Elite 3</td>
</tr>
<tr>
<td>2:15 PM</td>
<td>Committee Meeting — Global Business Education</td>
<td>Gold Key I-II</td>
</tr>
<tr>
<td>3:00 PM</td>
<td>Refreshments &amp; Networking in the Marketplace</td>
<td>Marquis South</td>
</tr>
<tr>
<td>3:30 PM</td>
<td>Concurrent Sessions — Educational Tracks</td>
<td>Salon A-K; Platinum 7-10</td>
</tr>
<tr>
<td>3:30 PM</td>
<td>Accreditation Appointments (Self Study or Mentor)</td>
<td>Elite 3</td>
</tr>
<tr>
<td>4:30 PM</td>
<td>Regional Council Meetings</td>
<td>Marquis South</td>
</tr>
<tr>
<td>6:00 PM</td>
<td>New &amp; Aspiring Deans Networking Reception and Dinner</td>
<td>Salon B-K; Platinum 7-10</td>
</tr>
<tr>
<td>6:00 PM</td>
<td>Committee Chairs &amp; Vice Chairs Networking Dinner</td>
<td>nFuse</td>
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<tr>
<td>7:00 PM</td>
<td>Professional Field of Study Reception</td>
<td>Marquis Center &amp; North</td>
</tr>
<tr>
<td>8:00 PM</td>
<td>Welcome Reception</td>
<td>Marquis Center &amp; North</td>
</tr>
</tbody>
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### Sunday, June 25

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:00 AM</td>
<td>Registration (closed 12:30 PM - 1:30 PM)</td>
<td>Marquis Registration</td>
</tr>
<tr>
<td>7:00 AM</td>
<td>Breakfast in Exhibitor Marketplace</td>
<td>Marquis South</td>
</tr>
<tr>
<td>7:00 AM</td>
<td>Exhibitor Marketplace (closed 12:00 PM - 2:00 PM)</td>
<td>Marquis South</td>
</tr>
</tbody>
</table>
**SCHEDULE AT-A-GLANCE**

**Time** | **Event** | **Location**
--- | --- | ---
7:30 AM | Council of Regional Chairs Meeting (CRC) | Orange County 4
8:00 AM | Concurrent Sessions — Educational Tracks | Salon E-K; Platinum 4, 7-10
8:00 AM | Accreditation Appointments (Self Study or Mentor) | Elite 3
8:00 AM | Committee Meeting — Bylaws | Gold Key I-II
9:15 AM | Concurrent Sessions — Educational Tracks | Salon E-K; Platinum 4, 7-10
9:15 AM | Accreditation Appointments (Self Study or Mentor) | Elite 3
9:15 AM | Committee Meeting: Articulation | Gold Key I-II
10:00 AM | Refreshments & Networking in the Marketplace | Marquis South
10:30 AM | Concurrent Sessions — Educational Tracks | Platinum 4
10:30 AM | Accreditation Appointments (Self Study or Mentor) | Elite 3
10:30 AM | Committee Meeting — Scholar-Practitioner Publications | Gold Key I-II
10:30 AM | Accreditation Appointments (Self Study or Mentor) | Elite 3
10:30 AM | Thought Leader Session • Kevin Byrd | Salon A-D

**Monday, June 26**

**Time** | **Event** | **Location**
--- | --- | ---
7:00 AM | Registration (closed 12:30 p.m. - 1:30 p.m.) | Marquis Registration
7:00 AM | Breakfast in Exhibitor Marketplace | Marquis South
7:00 AM | Exhibitor Marketplace | Marquis South
7:45 AM | Accreditation Honorees Breakfast (by invitation) | Marquis Northeast
8:00 AM | Concurrent Sessions — Educational Tracks | Salon E-K; Platinum 4, 7-10
8:00 AM | Concurrent Session — Sigma Beta Delta Honor Society | Salon G-K
8:00 AM | Committee Meeting: Risk Assessment & Management | Elite 3
9:15 AM | Concurrent Sessions — Educational Tracks | Salon E-K; Platinum 4, 7-10
9:15 AM | Meet the Accreditation Governance Board (AGB) | Orange County 3
9:15 AM | Committee Meeting — Marketing/Digital Media Communications | Elite 3
10:00 AM | Refreshments & Networking in the Marketplace | Marquis South
10:30 AM | Concurrent Sessions — Educational Tracks | Salon E-K; Platinum 4, 7-10
10:30 AM | One-on-One Accreditation Sessions (by appointment) | Orange County 3
10:30 AM | Concurrent Session — Delta Mu Delta Honor Society | Salon F
11:15 AM | Concurrent Session — Student Showcase | Salon F
11:15 AM | Concurrent Session — Going Beyond Accreditation | Marquis Center & North
12:30 PM | Salute to Regions Luncheon | Elite 3
2:15 PM | Committee Meeting: Business & Industry Relations | Salon A-D
3:00 PM | Annual Business Meeting |
ACBSP Mobile App
Access details about ACBSP Conference 2017 at your fingertips by downloading the ACBSP Conference app via the App Store or Google Play. The app gives you instant access to the conference schedule, speakers, hotel map, exhibitor and sponsor information, and more. Share newsworthy items directly to your social media accounts, engage with other attendees, set up a personal schedule, and complete session evaluations. Points can be earned for different activities you complete within the app, whether you post a status update, upload a photo, take a survey, or tag your location. Check your progress via the leaderboard to see how you measure up against the competition. This year we’ve merged our social media and mobile app contests to create the ACBSP Conference 2017 Engagement Program. See the flyer in your conference bag for details on how to win a prize. The ACBSP Mobile App is sponsored by Ivy Software.

Welcome to Our First-time Attendees!
If this is your first time attending an ACBSP event, we welcome you to Anaheim. We are so glad you’re here! You will receive a special “First-time Attendee” ribbon, so others will join us in welcoming you. We have special tables designated for first time attendees at the Opening Keynote Luncheon on Saturday and at Sunday’s Impact Luncheon. We also encourage you to attend the First-time Attendee Orientation, scheduled from 2:00 PM-3:00 PM on Saturday to learn how to make the most of your conference experience.

NEW: Registration Station Kiosks
New this year, you’ll see a series of kiosks at the Registration Station. These Kiosks provide convenient self check-in to ACBSP Conference 2017. You’ll be able to print your name badge on the spot. ACBSP staff will be on-hand to assist and give you your conference bag, with conference schedule and lanyard. Special information for First Time Attendees will also be in the bag.

- You will pick up your Meal Tickets (and any guest tickets you’ve purchased) at the Registration Station after you check-in. Remember to keep all meal tickets behind your name badge. You must have these tickets to enter the luncheons.
- Ribbons that honor your valued role with ACBSP and your participation in the Annual Conference are available at the Membership Information Station. Place these on your badge to help other members see your involvement in ACBSP.
- Refer to the list on page 10 to identify what each colored ribbon represents so you can secure the appropriate ribbon(s).
- We thank Peregrine Academic Services for their sponsorship of the conference bags, name badge, lanyard and ribbons.

The Registration Station will be open during the following hours:
Friday — 12:00 PM - 7:00 PM
Saturday — 7:00 AM - 5:00 PM (closed 12:30 PM - 1:30 PM)
Sunday — 7:00 AM - 5:00 PM (closed 12:30 PM - 1:30 PM)
Monday — 7:00 AM - 3:00 PM (closed 12:30 PM - 1:30 PM)
GENERAL CONFERENCE INFORMATION

Membership Information Station
Visit the Membership Information Desk, located in the Marquis Foyer, for attendee resources including:
- Ribbons 
- Laminated Luggage Tags — drop off and pick up

Teaching Excellence Award Recipients and International Best of Regions Excellence Award Recipients should stop by to learn how you will be honored at the Salute to Regions Luncheon. We are also available for questions you have regarding your membership:
- Membership Benefits
- Upcoming Events
- Ways to Get Involved

Accreditation Station
The Accreditation Station, located in the Marquis Foyer, is your one-stop for all things related to accreditation. You’ll receive information on:
- ACBSP Members from institutions in candidacy for accreditation, have just received initial accreditation or have reaffirmed their accreditation will learn how they will be honored at various events during the conference and pick up ribbons that will go on their name badge.
- Sign-up for One-on-One Accreditation Sessions. One-on-one sessions are scheduled throughout the conference. Schools may schedule an appointment time with a member of the Associate Degree or Baccalaureate/Graduate Degree Board of Commissioners. The purpose of the One-on-One Accreditation Visits is to create the opportunity for representatives from schools with specific questions about the ACBSP accreditation process to meet directly with Board members who can properly respond to those questions. Board members and staff can explain how to get started with the accreditation process, how to properly file accreditation reports, or how to prepare for an upcoming site visit. Appointments are limited, so sign up early to reserve your spot. A member of the ACBSP accreditation staff will be at the Accreditation Station on Saturday and Sunday to schedule appointments.

The Accreditation Station will be open during the following hours:
Saturday — 12:30 PM - 5:00 PM
Sunday — 7:00 AM - 4:00 PM

ACBSP Store
The ACBSP Store will have a variety of items for you to proudly display your ACBSP membership, take home a souvenir to colleagues who weren’t able to attend ACBSP Conference 2017, or thank faculty members who are a part of your accreditation team. You may also purchase a polo or cardigan to wear on Sunday, the official “Show Your ACBSP Pride” Day. The store is located in the Marquis Foyer. Shop ACBSP at the beginning on Saturday, during breaks, and before and after each luncheon.

Exhibitor Marketplace
Sponsors and exhibitors will have booths in Marquis South. The Marketplace will be open during the following hours:
Saturday — 11:00 PM - 5:00 PM
Sunday — 7:00 AM - 4:00 PM
Monday — 7:00 AM - 12:30 PM
(closed on Saturday and Sunday from 12:00 PM - 2:00 PM)

Honor Society Exhibit Booths
Learn more about honor societies affiliated with ACBSP. Delta Mu Delta, Kappa Beta Delta and Sigma Beta Delta will have displays with information about starting or supporting a chapter on your campus.

NEW: Professional Field of Study Reception
At the suggestion of Board Chair Dewayne Thompson, we are introducing a new networking opportunity immediately prior to the Welcome Reception. Join colleagues in your professional field of study or visit another group for insight and collaboration. Earl Godfrey, Professor of Accounting in the Godbold School of Business, Gardner-Webb University, as well as Treasurer, ACBSP Board of Directors, and Kim Wong, Instructor of Business & Information Technology, Central New Mexico Community College, and a member of the ACBSP Board of Directors, will serve as hosts. This event is open to all conference attendees and exhibitors.

Learn more at: acbsp.org
Welcome Reception
Please join us for a Welcome Reception in your honor on Saturday from 8:00 PM -10:00 PM in Marquis Central & North. Desserts and beverages will be offered. This event is open to all attendees and exhibitors. Guests may attend at a cost of $30 per person.

New & Aspiring Deans Networking Dinner
The New and Aspiring Deans Dinner on Saturday evening is geared toward individuals who are interested in learning pathways to becoming a dean and those new to the position. Attendance is open to anyone, including veterans who can share their experiences. The dinner will be held at nFuse, a private dining space at the Marriott. The cost is $85 per dinner, and includes host beverages during the reception, dinner, gratuity and taxes. Visit the Registration Station for a list of participants and information about registering if space is available.

Meal Tickets
Meal tickets are issued for each event. Tickets will be collected as you enter the room. We suggest that you keep them in your name badge holder, so they are easily available.

- Guest Meal Ticket — Guests are welcome at any conference event. Tickets may be purchased at the Registration Station for any of the meals at the prices listed below. Payment is required at the time of purchase.
  
<table>
<thead>
<tr>
<th>Event</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Saturday, Sunday or Monday Luncheon</td>
<td>$60</td>
</tr>
<tr>
<td>Saturday Welcome Reception</td>
<td>$30</td>
</tr>
<tr>
<td>Saturday Professional Field of Study Reception</td>
<td>$30</td>
</tr>
<tr>
<td>Monday Accreditation Gala</td>
<td>$125</td>
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</table>

NEW: #ACBSPFit — Morning Walk/Run with Colleagues
Start each morning with a brisk walk/run with members of the Board of Directors to get your body and mind in shape. Enjoy the Southern California sunshine while you prepare for the busy conference day. Anthony Negbenebor, Mary Vaughan, Michelle Byrd, and Dennis Brode will meet you in the lobby each morning at 6:00 AM

NEW: Poster Session — Best Practices for Marketing Your B-School or Program
The Marketing Committee has added a new element to the conference this year — a Poster Session that encourages members to share their marketing innovation. Several submitted a proposal and were selected to present their posters during a session on Monday, June 26 from 10:30 AM - 11:15 AM in Platinum 4. Discover new marketing advances that have proven successful at other schools; and assist us in determining the winning poster. During the session, you’ll have an opportunity to select the poster that you believe best answers the criteria provided by the Marketing Committee. The member with the winning poster will receive a certificate during one of the luncheons.

NEW: ACBSP Excursions: Disneyland at Night
Sunday evening, after a full day of conference activities, change into some comfortable shoes and join us for a fun evening at Disneyland Park®. This discounted pass is good for Sunday night only and includes park admission and a shuttle pass to the park. Dinner options are available throughout the park, or you can eat at the hotel prior to departure. Plan to meet in the hotel lobby at 6:30 PM. A shuttle will take our group to the entrance of Disneyland Park®. Then you are on your own to explore the Magic Kingdom. This is an optional event. Tickets are $85 each for attendees and guests. *All tickets are nontransferable and exclude activities/events priced separately. Tickets may not be resold. Visit the Registration Station for more information.

Internet Access at Conference
ACBSP is pleased to offer attendees internet access while on the conference floor. The WiFi name and network will be included on a card in your name badge. Please keep your Internet usage restricted to checking email, social media, and simple browsing. We ask that you do not stream video, audio, or engage in any other bandwidth-intensive activities while on the conference WiFi network. Note that complementary internet access is only provided on the conference floor. The password will not work in guest rooms.

Conference Presentations
ACBSP offers conference session presenters the opportunity to have their presentations included for distribution on a flash drive. Presentations submitted to ACBSP by May 30 are included. Through the support of Cengage Learning, the flash drive is provided at no cost to attendees. *Visit the Cengage booth to secure your flash drive, while supplies last.

Learn more at: acbsp.org
**GENERAL CONFERENCE INFORMATION**

**Instagram Booth**
Back by popular demand, give your conference experience a creative twist by visiting the #ACBSP2017 Instagram Booth, sponsored by PlanningShop. Take a creative group photo, shoot a quick video, or share a great conference take-away. Then post your work to Instagram and/or Twitter using the hashtag #ACBSP2017. Who knows? Your photo might be selected as the winning entry in the Engagement Program.

**Laminated Luggage Tags**
ACBSP will again offer to laminate your business card with a card that shows the ACBSP mission and vision statement. Simply leave your card at the Membership Information Desk and stop by the next day to pick it up. These are free to attendees, one per person, please.

**Evaluation Forms**
- **Concurrent Session Evaluation** — Evaluation forms for concurrent sessions are available through the mobile app.
- **Overall Conference Evaluation** — The Overall Conference Evaluation will be sent to attendees in the form of an online survey following the conference. The link will also be included on the mobile app. We appreciate your comments and time in completing these evaluations. Each will be reviewed and acted upon in planning future events.

**Staff**
ACBSP staff and volunteers are here, and at the home office, to ensure the best possible conference experience for you.

**Learn more at: acbsp.org**
## Ribbons Identify Who’s Who at ACBSP Conference 2017

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td><strong>BOARD OF DIRECTORS</strong></td>
<td>BLACK/GOLD: Current members and officers of the ACBSP Board of Directors</td>
</tr>
<tr>
<td></td>
<td>BRIGHT YELLOW/GOLD: Past Chair</td>
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<tr>
<td></td>
<td>RED/GOLD: Immediate Past Chair</td>
</tr>
<tr>
<td><strong>ACCREDITATION GOVERNANCE BOARD</strong></td>
<td>LIGHT BLUE/GREEN: Current members and officers of the Accreditation</td>
</tr>
<tr>
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<td>Governance Board</td>
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<td><strong>BOARD OF COMMISSIONERS</strong></td>
<td>GREEN/GOLD: Current members of the Baccalaureate/Graduate Degree</td>
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<tr>
<td></td>
<td>Board of Commissioners and the Associate Degree Board of Commissioners</td>
</tr>
<tr>
<td><strong>COMMITTEES</strong></td>
<td>LIGHT BLUE/GOLD: ACBSP Committees</td>
</tr>
<tr>
<td><strong>NEW MEMBER</strong></td>
<td>YELLOW/GOLD: New member of ACBSP who has joined during the 2016-17</td>
</tr>
<tr>
<td></td>
<td>membership year</td>
</tr>
<tr>
<td><strong>CHAMPION &amp; CO-CHAMPION</strong></td>
<td>RED/GOLD: Each member institution has one Champion and one Co-Champion,</td>
</tr>
<tr>
<td></td>
<td>who promote the value of ACBSP and accreditation to others on campus.</td>
</tr>
<tr>
<td></td>
<td>NEON YELLOW/BLACK: As an ACBSP Champion or Co-Champion, you are also a</td>
</tr>
<tr>
<td></td>
<td>Brand Ambassador for ACBSP!</td>
</tr>
<tr>
<td><strong>ACCREDITATION</strong></td>
<td>YELLOW/GOLD: Candidate for initial accreditation</td>
</tr>
<tr>
<td></td>
<td>SILVER/BLUE: Newly Accredited — granted initial accreditation in Fall ‘16/Spring ’17</td>
</tr>
<tr>
<td></td>
<td>NAVY BLUE/SILVER: Reaffirmed — granted reaffirmation in Fall ‘16 or Spring ’17</td>
</tr>
<tr>
<td></td>
<td>ORANGE/BLUE: Accredited</td>
</tr>
<tr>
<td></td>
<td>RED/GOLD: Mentor</td>
</tr>
<tr>
<td></td>
<td>WHITE/BLACK: Site Team Evaluator</td>
</tr>
<tr>
<td><strong>TEACHING EXCELLENCE</strong></td>
<td>BROWN/GOLD: Recipients of the 2017 ACBSP Teaching Excellence Award</td>
</tr>
<tr>
<td><strong>INTERNATIONAL BEST OF REGIONS</strong></td>
<td>HOT PINK/GOLD: Recipients of the 2017 International Best of Regions Excellence Award</td>
</tr>
<tr>
<td></td>
<td>PEACH/GOLD: Regional chairs from all 10 ACBSP regions</td>
</tr>
<tr>
<td></td>
<td>A VARIETY OF COLORS: Each of the 10 ACBSP regions has a different color</td>
</tr>
<tr>
<td></td>
<td>ribbon</td>
</tr>
<tr>
<td><strong>KAPPA BETA DELTA</strong></td>
<td>ROYAL BLUE/GOLD: Attendees from an institution with a KBD Chapter, including</td>
</tr>
<tr>
<td></td>
<td>designated officers</td>
</tr>
<tr>
<td><strong>DELTA MU DELTA</strong></td>
<td>PURPLE/GOLD: Attendees from an institution with a DMD Chapter, including</td>
</tr>
<tr>
<td></td>
<td>designated officers</td>
</tr>
<tr>
<td><strong>SIGMA BETA DELTA</strong></td>
<td>FOREST GREEN/GOLD: Attendees from an institution with a SBD Chapter</td>
</tr>
<tr>
<td><strong>ENACTUS</strong></td>
<td>GREY/GOLD: Attendees with an Enactus Team on their campus</td>
</tr>
<tr>
<td><strong>SPONSORS</strong></td>
<td>WHITE/GOLD: Platinum Sponsor — Peregrine Academic Services</td>
</tr>
<tr>
<td></td>
<td>YELLOW/GOLD: Gold Sponsor — Campus Labs</td>
</tr>
<tr>
<td></td>
<td>SILVER/GOLD: Silver Sponsors — Capsim and Turning Technologies</td>
</tr>
<tr>
<td><strong>EXHIBITOR</strong></td>
<td>WHITE/GOLD: Exhibitors for ACBSP Conference 2017</td>
</tr>
<tr>
<td><strong>SPEAKERS</strong></td>
<td>PINK/GOLD: Conference Speaker or Concurrent Session Presenter</td>
</tr>
<tr>
<td><strong>FIRST TIME ATTENDEE</strong></td>
<td>MULTI-COLORED: First time ACBSP Conference attendee</td>
</tr>
<tr>
<td><strong>EMERITUS</strong></td>
<td>OCEAN BLUE/GOLD: Someone who has been granted Emeritus member status</td>
</tr>
<tr>
<td></td>
<td>by ACBSP</td>
</tr>
</tbody>
</table>

Learn more at: acbsp.org
ANAHEIM MARRIOTT FLOOR MAP

All Conference Events and Activities Take Place on the Marquis Level

- Pre-Conference Workshops
- Accreditation Station
- Welcome Reception
- Committee Meetings
- Exhibit Area
- Membership Information Station
- Luncheons/General Sessions
- ACBSP Store
- Registration Station
- Professional Field of Study Reception
- Concurrent Sessions

Learn more at: acbsp.org
Board of Directors — 2016-17

Chair.................................................. Dewayne Thompson..............Lee University
Chair-Elect.........................................Mary Vaughan......................Seneca College of Applied Arts & Technologies
Secretary..........................................Debbie Gaspard..................Southeast Community College
Treasurer..........................................Earl Godfrey......................Gardner-Webb University
At-Large - 4 year...............................Charles Fazzi......................Saint Vincent College
At-Large - 2 year.................................Kim Wong........................Central New Mexico Community College
Commission Chair - 4 year...............Ray Eldridge......................Lipscomb University
Commission Chair - 2 year...............Dennis Brode......................Sinclair Community College
Immediate Past Chair - 4 year..........Bruce Stetar......................Southern New Hampshire University
Immediate Past Chair - 2 year...........Michelle Byrd....................Greenville Technical College
Chair, Accreditation
  Governance Board..........................Betsy Davis......................Florida State College at Jacksonville
Chair-Elect, AGB...............................Anthony Negbenebor............Gardner-Webb University
Public Member................................Hugh Hale............................State of Tennessee Health Care Finance and Administration
Public Member.................................Alex Perwich....................Enactus United States
Representative, Council of
  Regional Chairs......................Pramod Thevannoor..............SCMS Cochin School of Business
At-Large........................................Ron Galloway....................Northwest Nazarene University
Ex Officio - President/CEO.............Jeffrey Alderman................ACBSP

Accreditation Governance Board — 2016-17

Chair..............................................Betsy Davis......................Florida State College at Jacksonville
Chair-Elect.....................................Anthony Negbenebor............Gardner-Webb University
Member........................................Janice Stoudemire..............Palmetto Academic Consulting Services
Member.........................................Bruce Stetar......................Southern New Hampshire University
Member........................................Michelle Byrd....................Greenville Technical College
Member.......................................Von Plessner......................Northwest State Community College
Member.........................................Tim Anderson...................Chadron State College
Member........................................Larry Zachrich...................Northwest State Community College
Member........................................Ron DeYoung....................Emeritus Member
Member........................................Sam Dunn........................Northwest Nazarene University
Public Member.................................Mike Wallace..................Summit Leadership Team
Ex Officio - Chief Accreditation
  Officer......................................Steve Parscale....................ACBSP
ACBSP GOVERNANCE

Board of Commissioners — 2016-17

Associate Degree

Chair...................................................Dennis Brode..........................Sinclair Community College
Chair-Elect...........................................Gary Mrozinski............................Luzerne County Community College
Member.............................................Michelle Byrd...........................Greenville Technical College
Member.............................................Carol Ricke.................................Pratt Community College
Member...............................................Donald Carlson..................Metropolitan Community College (NE)
Member.............................................Edwin Vineyard........................Northern Oklahoma College
Member.............................................Germain Pichop.......................Oklahoma City Community College
Member.............................................Amy Ross.................................Walters State Community College
Member.............................................Christine Roumbanis..........Skyline Community College
Public Member.....................................Derek Ricke............................OptumRX

Baccalaureate/Graduate Degree

Chair............................................................Ray Eldridge..............................Lipscomb University
Chair-Elect................................................Freda Hartman..............................Capella University
Member.....................................................Bruce Stetar..............................Southern New Hampshire University
Member.....................................................R. Nandagopal............................PSG Institute of Management
Member.....................................................Phil Lewis.................................Oklahoma Christian University
Member.....................................................Teresa Gillespie.............................Northwest University
Member.....................................................Brad Kleindl..............................Park University
Member.....................................................Rosilda Miranda........................Universidad Apec: UNAPEC
Member.....................................................Justin Matus..............................Wilkes University
Member.....................................................Al Miller.................................Higher Colleges of Technology —
                                                  Fujairah Women's College
Member.....................................................Denise Smith........................Brenau University
Public Member........................................Diana Fiddick..............................Overland Park, KS
PAST PRESIDENTS/CHAIRS

When you visit the ACBSP home office, a grouping of photos in the hall pays tribute to all of the past presidents/chairs who have served so diligently on the ACBSP Board of Directors. Since 1989, these members have led the governing bodies of ACBSP. They are part of the history of this organization, celebrating CHEA recognition in 2001 and again in 2011, and helping to shape ACBSP into the respected international accrediting body it is today.

You will have the chance to visit the ACBSP home office next year when you attend ACBSP Conference 2018 and see the photo display of past presidents. We also include the list in this conference catalog. We thank all of our past presidents/chairs for their contribution to ACBSP and dedication to the continuous improvement of business education.

William W. Wright 1989-90
Joe M. Kinzer 1990-92
Richard C. Hansen 1992-93
Eric Larson 1993-94
Curtis Strube 1994-95
Paul Wyant 1995-96
George Oliver 1996-97
Michael Homer 1997-98
Ken Armstrong 1998-99
Janis Hutchins 1999-00
Percy Vaughn 2000-01
Donna Duffey 2001-02
Edward Meyer 2002-03
Barbara Van Syckle 2003-04
Larry Lynch 2004-05
Larry Zachrich 2005-06
Richard Symons 2006-07
David Ho 2007-08
Jack Egan 2008-09
Janice Stoudemire 2009-10
Annette E. Craven 2010-11
Shirly Kleiner 2011-12
Peter Horn 2012-13
Charles Beem 2013-14
Anthony Negbenebor 2014-15
Andy C. Saucedo 2015
Dewayne Thompson 2015-16 & 2016-17
CENGAGE is pleased to be a Valued Partner of ACBSP!
Together, we are preparing students for career success.

We’re also proud to present a Concurrent Session featuring Shawn Orr!

SUNDAY CONCURRENT SESSION: 3:15 PM – 4:00 PM
Salon E

Career Success for Generation NeXt: Adjusting our Lens
Presenter: Professor Shawn Orr, Ashland University, Director of Faculty Services and Director of the Center for Innovation and Teaching Excellence

Keeping up with the dizzying pace of new technology can seem overwhelming to even the most innovative instructor, yet the desire to connect with our students and increase their engagement and success pushes us to consider how digital solutions can impact our classrooms. Join us as we discuss how Generation NeXt students differ from previous generations and explore how MindTap helps us zoom in on improving learning for a new generation of students.

Stop by our booth for a flashdrive that includes the conference materials and for a chance to win a raffle prize!
EXHIBITORS

Alliance for Performance Excellence
Amazon Education
Anderson University DBA Program
Bloomberg for Education
Campus Labs
Capsim Management Solutions
CarringtonCrisp
Cengage
CRSP | The Center for Research in Security Prices
Delta Mu Delta Honor Society
Eduvantis LLC
ETS (Educational Testing Service)
Future Business Leaders of America (FBLA) -
    Phi Beta Lambda Inc.
Helix Education
Interpretive Simulations
Ivy Software
Kappa Beta Delta Honor Society
Liberty University: School of Business
MBTN | Management by the Numbers
Peregrine Academic Services
PlanningShop
Project Management Institute (PMI)
Rise Display
S & P Global Market Intelligence
Securities Training Corporation
Sigma Beta Delta Honor Society
Stock-Trak Inc.
Stukent, Inc.
The Transnational Journal of Business

The Alliance for Performance Excellence
baldrigepe.org/alliance
The Alliance for Performance Excellence is a non-profit organization dedicated to enhancing the growth and sustainability of Baldrige focused programs by serving our membership. The members of the Alliance include over 30 state and regional Baldrige-affiliated programs and industry serving associations such as the Accreditation Council for Business Schools and Programs. ACBSP and the Alliance have entered into a collaborative agreement to enhance the benefits of accreditation by supporting business schools and programs through the Baldrige and EFMQ excellence processes.

Amazon Education
kindleeducation@amazon.com
Amazon Education enables educators to publish, discover, and distribute digital materials so students can learn for less on any device. Our team is committed to providing what Amazon.com customers already experience — competitive pricing, selection, convenience— for institutions to realize their educational goals. Contact us at kindleeducation@amazon.com for more information, or visit https://whispercast.amazon.com/edu to learn about our digital services.

Anderson University Doctor of Business Administration Program (DBA)
www.anderson.edu/dba
The Anderson University DBA program focuses on the development of business faculty for colleges and universities. The program is fully accredited by ACBSP and utilizes a hybrid design that blends focused on-campus residency weeks with a directed study/online delivery format. Since its beginning in 2001, the Anderson DBA program has approximately 70 current students and more than 100 graduates currently serving as faculty at over 100 different colleges and universities.

Bloomberg for Education
646.324.2131, bloomberg.com/education
Bloomberg for Education partners with university clients globally to bring the excitement of the markets into the classroom through the Bloomberg Terminal and Bloomberg Market Concepts (BMC). BMC is an 8 hour self-paced e-learning course that provides a visual introduction to the financial markets. BMC consists of 4 modules – Economics, Currencies, Fixed Income and Equities – woven together from Bloomberg data, news, analytics and television.

Campus Labs
716.270.0000, campuslabs.com
Campus Labs empowers institutions to make valuable connections with their data. We offer a complete set of integrated solutions for areas such as assessment, retention, teaching and learning, student engagement, and institutional effectiveness. We’re proud to serve more than 1,000 public and private colleges and universities.

Capsim Management Simulations
312.477.7200, capsim.com
For more than 30 years, Capsim® has been a global leader in business simulations, services, and assessments designed to develop future business leaders in any learning environment. Research shows people learn best by doing, which is why more than 1 million Capsim participants have enhanced their business acumen, team building, and critical thinking skills in academic institutions and Fortune 500 companies around the world. Capsim tailors programs to fit the learning
objectives of your course or program and offers unmatched support to professors and their students.

**CarringtonCrisp**
*Philadelphia - 1.215.538.2609, London +44 (0) 20 7229 7373, carringtoncrisp.com*
CarringtonCrisp works with business schools, colleges and universities to grow enrollments, engage alumni, develop programs, recruit internationally, enhance marketing and build stronger brands. Our market research, strategy, consultancy and creative services have provided more than 130 institutions in 30 countries with insight, analysis and actionable outcomes to deliver for the future.

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cengage.com
Welcome to a world where every student is propelled by the power of education. A world where students get smarter with every question, sharper with every lesson and stronger with every challenge. A world of acceleration, advancement and ambition. Where learners have the opportunity to reach their goals and dreams. Cengage creates learning experiences that build confidence and momentum toward the future students want. Serving the higher education, K-12, professional, library and workforce training markets worldwide, we welcome every student and design tools that make learning accessible to all.

**CRSP | The Center for Research in Security Prices**
*312.263.6400, crsp.chicagobooth.edu*
CRSP | The Center for Research in Security Prices, at the University of Chicago Booth School of Business, has been the recognized authority since 1962 for historical U.S. databases; including, stocks, indices, treasury, mutual funds and REIT’s. CRSP's global subscriber base relies on our research-quality data to achieve superior results.

**Delta Mu Delta Honor Society**
deltamudelta.org
Delta Mu Delta is a business honor society that recognizes and encourages academic excellence of students at qualifying colleges and universities to create a DMD community that fosters the well-being of its individual members and the business community through lifetime membership.

**Eduvantis LLC**
eduvantis.com/
Our data-driven analysis and strategy setting process, based on extensive work with business schools around the world, aligns your institution’s unique market conditions, program types, delivery models, marketing and down-funnel lead management to produce a winning strategy for sustainable enrollment growth.

**ETS (Educational Testing Service)**
*609.921.9000, ets.org/highered*
At nonprofit ETS, we advance quality and equity in education for people worldwide by creating high-quality assessments based on rigorous research. Institutions of higher education rely on ETS to help them demonstrate student learning outcomes and promote student success and institutional effectiveness. Visit us at ets.org/highered.

**Future Business Leaders of America (FBLA) - Phi Beta Lambda Inc.**
*fbla-pbl.org*
Make sure your graduates are job-ready. Start a Phi Beta Lambda chapter and give your students access to the latest business-oriented academic competitions, networking events with the business community, and unparalleled leadership opportunities. Future Business Leaders of America-Phi Beta Lambda is the largest business student organization in the U.S. Visit fbla-pbl.org for more information.

**Helix Education**
*800.279.9335, helixeducation.com*
Helix Education provides colleges and universities a comprehensive suite of technology and services to power enterprise enrollment growth 8x faster than the industry average. Its enrollment growth solutions are powered by a proprietary technology ecosystem that aggregates data across the adult student lifecycle to better understand an institution’s best-fit students’ journey, and implements actionable intelligence to improve outcomes for students and institutions alike.

**Interpretive Simulations**
*434.979.0245, interpretive.com*
Interpretive Simulations offers realistic business experiences for the undergraduate and graduate business school classroom. Our business simulations compliment the concepts taught in marketing, strategy, and management classes. All of our business simulations are fully administered — we take care of all technical support and set up.

**Ivy Software**
*800.342.5489, ivysoftware.com*
Ivy Software's focus is quality prereq courses for MBA programs. Courses consist of a text and interactive software and are available for all CPC areas. The courses are self-paced, online and are approved by ACBSP as meeting all the requirements for a CPC. In addition, Ivy Software offers online tests. The tests are: (1) MBA test, (2) CPC test, (3) Community College test, and (4) Major tests in Accounting, Marketing, Management and Finance.

**Kappa Beta Delta Honor Society**
kappabetadelta.org
Kappa Beta Delta encourages and recognizes scholarship and accomplishment among students of business, management and administration pursuing associate degrees, and encourages and promotes personal and professional improvement and a life distinguished by honorable service to humankind. KBD member institutions are accredited through ACBSP. Kappa Beta Delta membership is available exclusively to students enrolled at schools accredited by ACBSP.

Learn more at: acbsp.org
Liberty University: School of Business
434.592.7321, schoolofbusiness@liberty.edu liberry.edu/academics/business

The School of Business at Liberty University serves over 23,000 students residentially and online. A focus on commitment, excellence, service, and learning is a joint effort between faculty, students, and the God they serve. The Doctor of Business Administration program emphasizes academic, professional, and practical competence within a Biblical worldview. The three-year program is designed to maximize practical and real-world applications in both course work and the dissertation. The School of Business is looking for qualified adjunct faculty members who share in the vision and mission of Liberty University and the School of Business: training Champions for Christ.

MBTN | Management by the Numbers
management-by-the-numbers.com

MBTN is an online instructional system with interactive modules in marketing, finance, strategy, statistics and operations. Each module consists of an introductory tutorial and four multi-question problem sets that serve unique values to each student. Instructors are able to track student progress in real time and also have access to the original PowerPoints for modules they adopt. New this semester is our Marketing Metrics Certification available free to students who complete required modules. Cost per student for the semester ranges from $9.95 to $29.95 depending on the number of modules adopted, and we also offer several discounted bundles. However, you can mix and match the modules to create a set that is right for your particular situation.

Peregrine Academic Services
877.260.1555 or 307.685.1555, PeregrineAcademics.com

Peregrine Academic Services is the globally recognized leader in providing online exam services for colleges and universities related to program-level assessment, academic leveling, academic writing competency, and eProgrammes. We also provide leadership development, strategic planning, and academic consulting services for higher education institutions and academic organizations. Programmatic assessment exams are available for Business Administration, Global Business Education, Accounting and Finance, Early Childhood Education, Healthcare Administration, Criminal Justice, and Public Administration academic degree programs and General Education requirements. Using an Inbound Exam/Outbound Exam assessment construct (programmatic pre-test/post-test) to determine initial knowledge levels and assess retained student knowledge allows academic officials to benchmark student performance against specific aggregate pools and determine the value-added by the institution based upon the student's academic experience.

PlanningShop
650.364.9120, planningshop.com

PlanningShop is the leading academic publisher specializing in business planning, entrepreneurship and small business management. Our books, ebooks, and software are used by more than 1,000 business schools, including in 22 of the top 25 entrepreneurship programs. Our flagship book, Successful Business Plan: Secrets & Strategies, and accompanying software program, “Business Plan Financials” are widely adopted for MBA and Bachelor’s capstone courses. In 2016, PlanningShop introduces a new, cloud-based business planning and accounting program, “BizGear.”

Project Management Institute
610.356.4600, pmi.org

Project Management Institute is the world’s leading not-for-profit professional membership association for the project, program and portfolio management profession. Founded in 1969, PMI delivers value for more than 2.9 million professionals working in nearly every country in the world through global advocacy, collaboration, education and academic research.

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Rise Display has been providing digital signage to universities across North America for over 20 years. Our Complete Display Solutions enable schools to deliver their messages via LED Tickers, Digital Signs and Video Walls using our web-based software platform and financial market data. Our approach to providing a Complete Display Solution ensures the displays are installed correctly and have unique attention getting content designed to attract attention for your lobby or finance lab.

S&P Global Market Intelligence
marketintelligence.spglobal.com/academics

S&P Global Market Intelligence, formerly S&P Capital IQ and SNL Financial, provides academic institutions with essential data and analytics tools to fortify their research and enhance their finance-based curriculum. Our solutions, like Compustat fundamental data, the S&P Capital IQ platform, NetAdvantage, and SNL Sector Intelligence, give staff and faculty members the resources they need to build academic credibility, contribute to institutional prestige, and engage students in real-life scenarios.

Securities Training Corporation
stcus.com

For the past three years, Securities Training Corporation has been working with 35 plus universities and nine corporate sponsors to implement a three-credit elective Program for Colleges and Universities course. This Program is taught by university professors and prepares college students for the Series 7 Exam post-graduation. The course material is based on the outline to FINRA’s Series 7 Exam and provides an overview of the securities industry. In addition, we are now offering an one-credit Introduction to the Securities Industry (ISI) course that uses the same high-level materials but takes less time to complete and offers more autonomy for professors.

Sigma Beta Delta, the International Honor Society for Business, Management and Administration
888.723.7181, sigmabetadelta@umsl.edu, sigmabetadelta.org

Sigma Beta Delta is an International Honor Society for Business, Management, and Administration scholars. Sigma Beta Delta partners with ACBSP, baccalaureate and graduate degree member institutions and members in candidacy, to recognize
and honor high achieving students. Since its inception 23 years ago, Sigma Beta Delta has recognized more than 100,000 lifetime memberships at 450 collegiate chapters. If you are interested in learning more about the society or how you can start awarding your top scholars with Sigma Beta Delta lifetime membership by establishing a chapter at your institution – come join us! If you have a Sigma Beta Delta chapter and are interested in learning more about tips, tricks, best practices and overall chapter management – come join us! Sigma Beta Delta has a lot of new and exciting programs, initiatives, and opportunities being planned for our members and chapters that we want to share - come join us! We look forward to seeing you.

Distinguishing … Wisdom, Honor and Aspirations

Stock-Trak
514.871.2222 x232, stocktrak.com, treti@stocktrak.com
For the past 28 years Stock-Trak.com has been the world’s leading provider of educational and challenging multi language stock simulations for colleges, high schools, and the investing public. The company’s virtual trading platforms are currently in 72% all trading rooms in the United States and can also be white labeled for universities, corporations and financial websites.

Stukent, Inc.
Stukent.com
Stukent is a digital courseware provider used by over 700 instructors in over 40 countries. We developed the world’s #1 digital marketing courseware along with additional courseware that covers social media marketing, mobile marketing, visual media marketing, media planning, business data analytics, and digital marketing analytics. We update our texts and simulations multiple times per year and load them full of instructor resources like lecture slides, lesson plans, quiz review slides, test banks, sample syllabus, hands-on projects, and more!

The Transnational Journal of Business
acbsp.org/journal
The Transnational Journal (TJB) of Business is an annual interdisciplinary business journal. It is the Scholar-Practitioner Publication of the Accreditation Council for Business Schools and Programs (ACBSP). The TJB welcomes authors to submit their original research papers and case studies for review and consideration for publication. Due to its mission to provide a forum for a dialogue to advance teaching excellence through research, the TJB maintains an open call for manuscripts policy, and welcome manuscripts from all ACBSP individual members. Manuscripts submitted for review should not be under consideration for publication or published with any other scholarly journal.

The Wall Street Journal
404.426.4120, wsjuniversity.com
The Wall Street Journal is a global news organization that provides leading news, information, commentary and analysis. Published by Dow Jones, The Wall Street Journal engages readers across print, digital, mobile, social, and video. Building on its heritage as the preeminent source of global business and financial news, the Journal includes coverage of U.S. & world news, politics, arts, culture, lifestyle, sports, and health. The Wall Street Journal is an easy and affordable way to enhance your school’s curriculum and empower your students with the real-world knowledge they need.

Turning Technologies
330.746.3015, TurningTechnologies.com
Turning Technologies interactive solutions are designed to support proven learning theories and help enhance learning outcomes. Seamlessly poll with PowerPoint®, over any application, on the web or conduct self-paced assessments. Collect student responses through the use of web-enabled mobile devices or clickers and gather detailed reports. The global leader for learning engagement and assessment solutions, Turning Technologies was founded in 2002 in Youngstown, OH, and began with the development of response technology to connect learners to learning. Today, more than 20 million response devices have been delivered to K-12 schools, universities and businesses worldwide.

WorldStrides
worldstrides.com/capstone
WorldStrides’ Capstone division partners with educators to design travel experiences that go beyond classroom walls into the world at large. Together with our business school partners, we’ve designed travel programs in more than 100 countries that explore the intricacies of the global economy through face-to-face interactions in board rooms, factories, and markets. In our 50 years in the field, WorldStrides has become the largest and most trusted educational travel provider in the U.S. Today we partner with more than 400 universities to help more students become global citizens.

Consider Sponsoring or Exhibiting with ACBSP

1 Faculty at ACBSP schools frequently enter the classroom from the world of business rather than academe. They are looking for tools offered by exhibitors.

2 The location for our exhibits provide maximum visibility as attendees gather for networking and refreshment breaks.

3 Your company or campus will have a noticeable presence not only at the conference, but on the ACBSP website in a listing of conference sponsors and exhibitors, in ACBSP publications, and through mentions on ACBSP's social sites.

Upcoming events include:

• ACBSP Deans Symposium • Sept. 8-10, 2017 | Chicago, IL

• Global Conference & Accreditation Forum • Nov. 8-11, 2017 | Toronto, Ontario

• ACBSP Conference 2018 • June 8-11, 2018 | Kansas City, MO

Contact conference@acbsp.org or 913-339-9356

Learn more at: acbsp.org
Learn More from your Outcomes Assessment

You are already conducting learning outcomes assessment, but what are you learning from it? If your assessment efforts – whether focused on accreditation, program delivery or even course-level achievement – don’t result in clear opportunities for continuous improvement, then you need a more effective approach.

Simplify the process of outcome documentation, assessment, and reporting, and make a greater impact on student learning by gaining visibility into curricular alignment and performance across your programs.

Learn more at www.campuslabs.com/outcomes
ACBSP GREATLY APPRECIATES THE SUPPORT OF OUR CONFERENCE SPONSORS

Platinum Sponsor

Gold Sponsor

Silver Sponsors

Bronze Sponsors

Learn more from your Outcomes Assessment

You are already conducting learning outcomes assessment, but what are you learning from it? If your assessment efforts – whether focused on accreditation, program delivery or even course-level achievement – don’t result in clear opportunities for continuous improvement, then you need a more effective approach. Simplify the process of outcome documentation, assessment, and reporting, and make a greater impact on student learning by gaining visibility into curricular alignment and performance across your programs.

Make Your Outcomes Meaningful, Measurable, and Manageable

CAMPUS LABS OUTCOMES

Learn more at www.campuslabs.com/outcomes
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 AM</td>
<td>Registration <em>(closed 12:30 PM - 1:30 PM)</em></td>
<td>Marquis Registration</td>
</tr>
<tr>
<td>7:00 AM</td>
<td>Exhibitor Set-up</td>
<td>Marquis South</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Standards and Criteria Workshop *(English) - Part 2</td>
<td>Elite 3</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Standards and Criteria Workshop *(Español) - Part 2</td>
<td>Salon K</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Evaluator Training - Part 2</td>
<td>Orange County 2-3</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Pre-Conference Workshop • Janice Stoudemire <em>Best Practices in Assessing Student Learning Outcomes</em></td>
<td>Platinum 8</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Pre-Conference Workshop • D. Thompson &amp; A. Negbenebor <em>Introduction to Strategic Planning and Leading Accreditation</em></td>
<td>Orange County 4</td>
</tr>
<tr>
<td>9:00 AM</td>
<td>Committee Meeting: International Teaching Excellence Award</td>
<td>Gold Key I-II</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>Committee Meeting: Strategic Planning</td>
<td>Salon A</td>
</tr>
<tr>
<td>11:00 AM</td>
<td>Exhibitor Marketplace <em>(closed 12:00 PM - 2:00 PM)</em></td>
<td>Marquis South</td>
</tr>
<tr>
<td>12:00 PM</td>
<td>Opening Keynote Luncheon • Dr. Judith Eaton</td>
<td>Marquis Center &amp; North</td>
</tr>
<tr>
<td>2:00 PM</td>
<td>Accreditation Governance Board <em>(AGB) Meeting</em></td>
<td>Gold Key I-II</td>
</tr>
<tr>
<td>2:00 PM</td>
<td>First-time Attendee Orientation</td>
<td>Salon E</td>
</tr>
<tr>
<td>2:15 PM</td>
<td>Concurrent Sessions — Educational Tracks</td>
<td>Salon B-K; Platinum 7-10</td>
</tr>
<tr>
<td>2:15 PM</td>
<td>Accreditation Appointments <em>(Self Study or Mentor)</em></td>
<td>Elite 3</td>
</tr>
<tr>
<td>2:15 PM</td>
<td>Committee Meeting — Global Business Education</td>
<td>Gold Key I-II</td>
</tr>
<tr>
<td>3:00 PM</td>
<td>Refreshments &amp; Networking in Exhibit Area</td>
<td>Salon E</td>
</tr>
<tr>
<td>3:30 PM</td>
<td>Concurrent Sessions — Educational Tracks</td>
<td>Salon B-K; Platinum 7-10</td>
</tr>
<tr>
<td>3:30 PM</td>
<td>Accreditation Appointments <em>(Self Study or Mentor)</em></td>
<td>Elite 3</td>
</tr>
<tr>
<td>4:30 PM</td>
<td>Regional Council Meetings</td>
<td>Salon B-K; Platinum 7-10</td>
</tr>
<tr>
<td>4:30 PM</td>
<td>Region 9 Meeting</td>
<td>Salon A-B</td>
</tr>
<tr>
<td>6:00 PM</td>
<td>New &amp; Aspiring Deans Networking Reception and Dinner <em>(separate registration required)</em></td>
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<tr>
<td>6:00 PM</td>
<td>Committee Chairs &amp; Vice Chairs Networking Dinner <em>(by invitation)</em></td>
<td>Restaurant Off-site</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>Professional Field of Study Reception</td>
<td>Marquis Center &amp; North</td>
</tr>
<tr>
<td>8:00 PM</td>
<td>Welcome Reception</td>
<td>Marquis Center &amp; North</td>
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</tbody>
</table>
PRE-CONFERENCE WORKSHOPS

Standards and Criteria Workshop (English) - Part 2.................Elite 3
Friday — 7:00 AM - 8:00 AM (registration) 8:00 AM - 5:00 PM (training)
Saturday — 8:00 AM - 11:30 AM (training)
**Presenters:** Diana Hallerud, Associate Director of Accreditation | ACBSP
Members of the Associate & Baccalaureate/Graduate Degree Boards of Commissioners
This workshop is designed for ACBSP member schools in candidacy, preparing for reaffirmation of accreditation, or those who are new to ACBSP and want to increase their understanding of the ACBSP Standards and Criteria. ACBSP accreditation staff and commissioners will provide a tour of the standard and criterion requirements for each standard. Following the review of the standard, participants will use their own information to respond to a specific criterion and can enter their information on the online reporting portal with opportunities for feedback for the accreditation staff and Commissioners.

Taller sobre Estándares y Criterios (Español) - Part 2............Salón K
Viernes — 7:00 AM - 8:00 AM (registro) 8:00 AM - 5:00 PM (entrenamiento)
Sábado — 8:00 AM - 11:30 AM (entrenamiento)
**Expositores:** Wilfredo Giraldo, Director of Latin American Operations | ACBSP
Myrna Pinto | Universidad de Puerto Rico | Evaluadora y Mentora
Rosilda Miranda | UNAPEC–República Dominicana | Evaluadora, Mentora y Comisionada
Felice Policastro | Gardner-Webb University–USA | Evaluador y Mentor
Este taller está diseñado para todas las instituciones miembros de ACBSP que son candidatos para la acreditación o que se están preparando para la reacreditación, así como para aquellos que desean mejorar su entendimiento sobre los estándares y criterios del modelo de acreditación de ACBSP. Los presentadores harán una explicación de los requisitos y principios de cada estándar y sus criterios. Tras la revisión de los estándares, los participantes utilizarán su propia información para responder a los criterios específicos, introduciendo su información en el portal de información en línea (CAMPUSLAB) para recibir la retroalimentación de los expositores. **Nota:** es recomendable llevar su computador portátil.

Evaluator Training - Part 2.......................................................Orange County 2-3
Friday — 7:00 AM - 8:00 AM (registration) 8:00 AM - 5:00 PM (training)
Saturday — 8:00 AM - 11:30 AM (training)
**Presenters:** Ron DeYoung | Accreditation Governance Board (AGB) | Emeritus Member
Larry Zachrich | Accreditation Governance Board (AGB)
Tim Anderson | Chadron State College | AGB
Von Plessner | Northwest State Community College | AGB
ACBSP is offering this in-person training for site team evaluators. This sold-out event is geared toward:
• Individuals desiring to be part of accreditation site teams;
• Individuals who would like a refresher course.

Best Practices in Assessing Student Learning Outcomes........Platinum 8
8:00 AM - 11:30 AM
**Presenter:** Janice Stoudemire, President | Palmetto Academic Consulting Services, Inc.
To ensure continuous improvement, part of your formal assessment plan of student learning should include a periodic review of the assessment process. This workshop will provide some of the best practices in the designing and deploying student learning outcomes that you may want to consider implementing as part of your review process. Special emphasis will be placed on the alignment and correlation of institutional, department, program and course-level SLOs, the use of “assessment” curriculum maps, as well as the triangulation of indirect and direct assessment results. The workshop will include a brief introduction to assessing student learning, so it is perfect for the novice or experienced assessment person. Participants are asked to bring a copy of their institutional outcomes/goals, department or School of Business SLOs, one business program’s SLOs and course-level SLOs from at least one course that applies to the program selected.

Learn more at: acbsp.org
Introduction to Strategic Planning & Leading Accreditation...Orange County 4
8:00 AM - 11:30 AM

Presenters:
• Dewayne Thompson, Chair, Department of Business | Lee University; ACBSP Board Chair  
• Anthony Negbenebor, Professor of Economics and International Business, Dean Emeritus, Gardner-Webb University School of Business; ACBSP Past President and AGB Chair-Elect

As a leader of your business school, you face an ever-increasing list of responsibilities often combined with a decreasing amount of resources. At the forefront of these responsibilities is strategic planning and leading accreditation. With the landscape of business education continually being reshaped by globalization and new technologies, how can we redefine ourselves and move from good to great? This session will include an overview of the strategic planning process, including mission statement, objectives, analysis, and implementation as well as coordinating and developing a thorough accreditation strategy. This informative session, led by two renowned leaders, will help you learn proven strategies so you reach your highest potential. Those serving as deans, including associate and assistant deans, deans with responsibility for internal operations, department chairs, and those aspiring to be deans are invited to attend. ACBSP Champions and Co-champions are also encouraged to attend.

ACBSP COMMITTEE MEETINGS

International Teaching Excellence Committee
9:00 AM - 10:00 AM.................................................................Gold Key I-II

Strategic Planning Committee
10:00 AM - 11:30 AM.................................................................Salon A

ENHANCE LEARNING WITH

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There are unprecedented challenges facing accreditation. This presentation will share some of the key questions for accreditation and its major constituents and examine what space accreditation might occupy going forward and what constituent needs can realistically be met.

Dr. Judith S. Eaton is president of the Council for Higher Education Accreditation (CHEA), the largest institutional higher education membership organization in the United States. A national advocate and institutional voice for self-regulation of academic quality through accreditation, CHEA is an association of 3,000 degree-granting colleges and universities. CHEA works with the presidents and chief academic officers of colleges and universities, accreditors, policy makers and higher education leaders around the world, providing authoritative information and leadership on issues related to accreditation and quality assurance, the federal government-accreditation relationship and enhancing public confidence in accreditation. CHEA is the only private sector body in the United States that “recognizes” U.S. institutional and programmatic accreditors for quality, scrutinizing these organizations and affirming that they meet CHEA’s quality standards. At present, 60 accreditors are CHEA-recognized, including ACBSP.

The First-time Attendee Orientation will give an overview of what to expect from ACBSP Conference 2017 and offer suggestions for getting the maximum benefit from the conference. There will be ample time for questions and discussion. This orientation is open to anyone attending the conference, including those who have attended previous conferences and want to learn more about ACBSP.
CONCURRENT SESSIONS

2:15 PM - 3:00 PM

Concurrent sessions are offered Saturday, Sunday and Monday. Each concurrent session is 45 minutes in length. Five tracks of content are offered during each concurrent session. This includes tracks focused on the conference theme, “Preparing Students for Career Success;” Teaching Excellence; Best of Regions; Accreditation; and Going Beyond Accreditation. Biographical information on each speaker and presenter can be found beginning on page 60.

PREPARING STUDENTS FOR CAREER SUCCESS TRACK

When Business Conflicts with Moral Conscience
2:15 PM — 3:00 PM..........................................................................................................................Salon B

Presenter: David Smartt | Lee University

Business professionals may face complex ethical dilemmas when their moral conscience conflicts with professional business responsibilities. This presentation explores how one may maintain moral values without compromising convictions, violating other’s civil rights, or sacrificing one’s career.

BEST OF REGIONS TRACK

Best of Regions • Region 9
Real Innovation: The Ideal Transformation in Business School
2:15 PM — 3:00 PM.........................................................................................................................Platinum 7

Presenter: Liliana González García & Daniela Ozorio | Universidad Regiomontana

Universidad Regiomontana implements a real life learning program based on real life problems and authentic solutions. We are implementing the model that integrates four basic elements: application of knowledge, innovation to transform, balanced human development and transferable skills. We search for projects in companies, NGO’s and government that help our student understand what happens in our society, perfecting in them the soft transferable skills we have identified as indispensable for their professional development as executives.

Best of Regions • Region 8
Three Scenarios for Student Career Success
2:15 PM — 3:00 PM.........................................................................................................................Salon G-K

Presenter: Jeremy Cripps | University American College Skopje

Today’s business curriculum informs students about yesterday’s corporate decision-making. Today’s employers seek graduates familiar with today but focused on tomorrow. Today’s curriculum, resistant to change, needs classroom scenarios that prepare students for market place uncertainty. Three such scenarios are presented.

TEACHING EXCELLENCE TRACK

Is Less More? Comparing Student Performance in Traditional, Hybrid, and Online Courses
2:15 PM — 3:00 PM.........................................................................................................................Platinum 8

Presenter: Areerat Kichkha | Lindenwood University

We report the experiences of a business school that offers the same courses in various formats. We assess students’ performance across educational methods, semesters, and instructors. We supplement our statistical analysis with student course evaluations and instructor feedback.

ACCREDITATION TRACK

Accreditation Standards • Baccalaureate/Graduate Degree
ACBSP Public Information Reporting Requirements
2:15 PM — 3:00 PM.........................................................................................................................Platinum 10

Presenters: Freda Hartman | Capella University • Bruce Stetar | Southern New Hampshire University

Confused about the public information requirements for CHEA and ACBSP? Clear up any confusion by listening to the Baccalaureate/Graduate Degree Commissioners to learn what reporting is required and see best practice examples for quality assurance reports and self-studies.

Accreditation Standards • Associate Degree
ACBSP Public Information Reporting Requirements
2:15 PM — 3:00 PM.........................................................................................................................Salon F

Presenters: Michelle Byrd | Greenville Technical College • Ed Vineyard | Northern Oklahoma College

Confused about the public information requirements for CHEA and ACBSP? Clear up any confusion by listening to the Associate Degree Commissioners to learn what reporting is required and see best practice examples for quality assurance reports and self-studies.

Learn more at: acbsp.org
ACCREDITATION TRACK
Accreditation Appointments
Self-study Review Appointments — Associate Degree Schools
2:15 PM — 3:00 PM.................................................................Elite 3

Representatives: Associate Degree Commissioners
Appointments for business schools due for initial or reaffirmation in Fall 2017 or Spring 2018 have an opportunity to meet individually with a Commissioner to review their self-study. Commissioners will not be able to review an entire self-study, but they will be able to focus on areas where there are questions or standards that business schools have difficulty addressing.

ACBSP COMMITTEE MEETING

Global Business Education Committee
2:15 PM - 3:00 PM.................................................................................................Gold Key I-II

CONCURRENT SESSIONS

3:30 PM - 4:15 PM

PREPARING STUDENTS FOR CAREER SUCCESS TRACK
A Holistic Approach to Preparing Students for Career Success: From Program Design to Career Readiness
3:30 PM — 4:15 PM.................................................................Salon B

Presenters: Kevin L. Wilhelmsen & Alisa Fleming | University of Phoenix
Businesses have identified a gap between workforce needs and the skills that recent graduates possess (Casserly, 2012). To address this growing demand, one business school shares a student-centered approach that integrates employer feedback, career resources, and student performance outcomes.

BEST OF REGIONS TRACK
Best of Regions • Region 7
Killing Two Birds with One Lesson: Using a Matrix Model to Create Synergistic Positive Externalities
3:30 PM — 4:15 PM.................................................................Platinum 7

Presenter: Doug Rice | Notre Dame de Namur University
Using a matrix model to weave career-based skill-building into course content makes it easier for instructors to create synergy between learning outcomes and career skills by increasing learning productivity that results in externalities viewed as positive by potential employers.

Best of Regions • Region 6
From Academia to Industry – Combating Negative Career Effects
3:30 PM — 4:15 PM.................................................................Platinum 8

Presenter: Christopher Davis | Harding University
To create an adequate transition from academia to career, academic institutions must combat negative career effects through the inclusion of a more holistic educational framework incorporating both cognitive and other intelligences, specifically emotional intelligence.

ACCREDITATION TRACK
Accreditation Process
All You Need to Know About Separate Accounting Accreditation for Baccalaureate/Graduate Degree Schools
3:30 PM — 4:15 PM.................................................................Platinum 10

Presenter: Ray Eldridge | Lipscomb University
Do you often find yourself wondering how does separate accounting accreditation differ from the business program accreditation? What are the requirements and benefits of pursuing this accreditation? This session will answer all of your questions.
**CONCURRENT SESSIONS**

3:30 PM - 4:15 PM

**ACCREDITATION TRACK**

Accreditation Process

**Using Excel to Display Assessment Data in Tables, Charts, and Graphs**

3:30 PM — 4:15 PM.........................................................................................................................Salon E

**Presenters:** Gary Mrozinski | Luzerne County Community College • Ed Vineyard | Northern Oklahoma College

Dr. Ed Vineyard and Dr. Gary Mrozinski will cover dos and don'ts of graphing, guidelines for collecting, analyzing, and reporting assessment results, and a step-by-step demonstration of creating charts from tables of assessment data. Bring your laptop and follow along!

Accreditation Standards • Associate Degree

**Standard 1 – Leadership and Standard 2 – Strategic Planning**

3:30 PM — 4:15 PM.........................................................................................................................Salon F

**Presenters:** Don Carlson | Metropolitan Community College (NE) • Carol Ricke | Pratt Community College

Associate Degree Board Commissioners will take you on a tour of Leadership and Strategic Planning standard and criterion requirements with time allowed for questions from the audience.

Accreditation Standards • Baccalaureate/Graduate Degree

**Standards 1 – Leadership and Standard 2 – Strategic Planning**

3:30 PM — 4:15 PM.........................................................................................................................Salon G-K

**Presenters:** Freda Hartman | Capella University • Phil Lewis | Oklahoma Christian University

R. Nandagopal | PSG Institute of Management (PSG College of Technology)

Baccalaureate/Graduate Degree Board Commissioners will take you on a tour of Leadership and Strategic Planning standard and criterion requirements with time allowed for questions from the audience.

Accreditation Appointments

**Self-study Review Appointments — Baccalaureate/Graduate Degree Schools**

3:30 PM — 4:15 PM.........................................................................................................................Elite 3

**Representatives:** Baccalaureate/Graduate Degree Commissioners

Appointments for business schools due for initial or reaffirmation in Fall 2017 or Spring 2018 have an opportunity to meet individually with a Commissioner to review their self-study. Commissioners will not be able to review an entire self-study, but they will be able to focus on areas where there are questions or standards that business schools have difficulty addressing.

**REGIONAL MEETINGS**

4:30 PM - 5:30 PM

ACBSP membership is divided into 10 geographical regions. Each of the regions holds a meeting in the fall or winter, and at the Annual Conference. This is an opportunity to meet and network with individuals from your region. Announcements will be made regarding meetings planned later in 2017, opportunities for involvement on ACBSP committees and in the regions, and introduction of officers. Refer to page 53 for a regions map.

Region 1.................................Northeastern Council.................................Platinum 8
Region 2.................................Eastern Council.................................Salon C
Region 3.................................Southeastern Council.................................Salon G-K
Region 4.................................Great Lakes Council.................................Salon F
Region 5.................................Midwestern Council.........................Platinum 10
Region 6.................................Southwestern Council.................................Platinum 9
Region 7.................................Western Council.................................Platinum 7
Region 8.................................International Council.................................Salon E
Region 9.................................Latin American Council.................................Salon A-B

*(Please note: Region 9 will meet from 4:30 PM - 6:30 PM)*

Region 10.................................South Asia Council.................................Salon D

Learn more at: acbsp.org
NEW & ASPIRING DEANS NETWORKING DINNER
nFuse Private Dining
6:00 PM - 8:00 PM

Are you a new dean with insights to share or gather from others? Are you a faculty member wondering what is required to become dean of a business school? This networking event is designed with both parties in mind. Attendance is open to anyone, including veterans who can share their experiences. This event is hosted by: Craig Brewer, Dean of the School of Business and Management, Notre Dame de Namur University; and Scott Freehafer, Associate Professor of Business, The University of Findlay. The cost is $85 and includes host beverages during the reception, dinner, gratuity and taxes. Space is limited to 50 participants. Visit the Registration Station to secure your spot.

PROFESSIONAL FIELD OF STUDY RECEPTION
Marquis Center & North
7:00 PM - 8:00 PM

At the suggestion of Board Chair Dewayne Thompson, we are introducing a new networking opportunity immediately prior to the Welcome Reception. Join colleagues in your professional field of study or visit another group for insight and collaboration. Earl Godfrey, Professor of Accounting in the Godbold School of Business, Gardner-Webb University, as well as Treasurer, ACBSP Board of Directors, and Kim Wong, Instructor of Business & Information Technology, Central New Mexico Community College, and a member of the ACBSP Board of Directors, will serve as hosts. This event is open to all conference attendees and exhibitors.

WELCOME RECEPTION
Marquis Center & North
8:00 PM - 10:00 PM

Sponsored by:

LEE UNIVERSITY
School of Business

The ACBSP Board of Directors, Annual Conference Committee, staff, and representatives from the colleges that make up the Host Committee welcome you to Anaheim and to ACBSP Conference 2017. Please join us for a Welcome Reception in your honor in Marquis Center & North. Desserts and beverages will be served. The Welcome Reception is open to all conference attendees and exhibitors. Guests are invited at a cost of $30 per individual.

Learn more at: acbsp.org
## SCHEDULE OF EVENTS

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 AM</td>
<td>Registration <em>(closed 12:30 PM - 1:30 PM)</em></td>
<td>Marquis Registration</td>
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<tr>
<td>7:00 AM</td>
<td>Breakfast in Exhibitor Marketplace</td>
<td>Marquis South</td>
</tr>
<tr>
<td>7:00 AM</td>
<td>Exhibitor Marketplace <em>(closed 12:00 PM - 2:00 PM)</em></td>
<td>Orange County 4</td>
</tr>
<tr>
<td>7:30 AM</td>
<td>Council of Regional Chairs Meeting (CRC)</td>
<td>Salon E-K; Platinum 4</td>
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<tr>
<td>8:00 AM</td>
<td>Concurrent Sessions — Educational Tracks</td>
<td>Elite 3</td>
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<tr>
<td>8:00 AM</td>
<td>Accreditation Appointments (Self Study or Mentor)</td>
<td>Gold Key I-II</td>
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<tr>
<td>8:00 AM</td>
<td>Committee Meeting — Bylaws</td>
<td>Marquis South</td>
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<tr>
<td>9:15 AM</td>
<td>Concurrent Sessions — Educational Tracks</td>
<td>Platinum 4</td>
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<tr>
<td>9:15 AM</td>
<td>Accreditation Appointments (Self Study or Mentor)</td>
<td>Orange County 4</td>
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<tr>
<td>9:15 AM</td>
<td>Committee Meeting: Articulation</td>
<td>Salon E-K; Platinum 4</td>
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<tr>
<td>10:00 AM</td>
<td>Refreshments &amp; Networking in Exhibit Area</td>
<td>Gold Key I-II</td>
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<tr>
<td>10:30 AM</td>
<td>Ecumenical Service</td>
<td>Elite 3</td>
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<tr>
<td>10:30 AM</td>
<td>Concurrent Sessions — Going Beyond Accreditation</td>
<td>Gold Key I-II</td>
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<tr>
<td>10:30 AM</td>
<td>Concurrent Sessions — Educational Tracks</td>
<td>Saloon A-D</td>
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<tr>
<td>10:30 AM</td>
<td>Committee Meeting — Scholar-Practitioner Publications</td>
<td>Marquis Center &amp; North</td>
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<tr>
<td>10:30 AM</td>
<td>Accreditation Appointments (Self Study or Mentor)</td>
<td>Salon E-K; Platinum 4</td>
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<tr>
<td>10:30 AM</td>
<td>Thought Leader Session • Kevin Byrd <em>Innovation Education + Skills and Technology = Success</em></td>
<td>Gold Key I-II</td>
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<tr>
<td>12:30 PM</td>
<td>Impact Luncheon</td>
<td>Elite 3</td>
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<tr>
<td>12:30 PM</td>
<td>Concurrent Sessions — Educational Tracks</td>
<td>Gold Key I-II</td>
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<tr>
<td>2:15 PM</td>
<td>Concurrent Session — Kappa Beta Delta Honor Society</td>
<td>Salon A-D</td>
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<td>2:15 PM</td>
<td>Accreditation Appointments (Self Study or Mentor)</td>
<td>Marquis South</td>
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<td>2:15 PM</td>
<td>Committee Meeting — Member Relations</td>
<td>Platinum 8</td>
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<tr>
<td>3:15 PM</td>
<td>Concurrent Sessions — Educational Tracks</td>
<td>Elite 3</td>
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<tr>
<td>3:15 PM</td>
<td>Committee Meeting — Membership Task Force</td>
<td>Gold Key I-II</td>
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<tr>
<td>4:00 PM</td>
<td>Refreshments &amp; Networking in Exhibit Area</td>
<td>Marquis South</td>
</tr>
<tr>
<td>4:30 PM</td>
<td>Associate Degree All Member Meeting</td>
<td>Salon A-D</td>
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<tr>
<td>4:30 PM</td>
<td>Baccalaureate/Graduate Degree All Member Meeting</td>
<td>Salon E-F</td>
</tr>
<tr>
<td>5:30 PM</td>
<td>Committee Meeting — Best of Regions</td>
<td>Gold Key I-II</td>
</tr>
<tr>
<td>6:30 PM</td>
<td>ACBSP Excursions: Disneyland at Night <em>(separate registration required)</em></td>
<td>Lobby for departure</td>
</tr>
</tbody>
</table>
CONCURRENT SESSIONS

8:00 AM - 8:45 AM

Concurrent sessions are offered Saturday, Sunday and Monday. Each concurrent session is 45 minutes in length. Five tracks of content are offered during each concurrent session. This includes tracks focused on the conference theme, “Preparing Students for Career Success;” Teaching Excellence; Best of Regions; Accreditation; and Going Beyond Accreditation. Biographical information on each speaker and presenter can be found beginning on page 60.

PREPARING STUDENTS FOR CAREER SUCCESS TRACK
Incorporating a Geocultural Dimension in Classroom Education
8:00 AM — 8:45 AM..........................................................................................................................Platinum 4

Presenter: Rutherford Card. Johnson | University of Minnesota Crookston
This presentation builds on existing research of the author and others to demonstrate ways in which incorporation of geospatial distribution of cultural diversity can be incorporated into classroom instruction to help students be more competitive in the global marketplace.

BEST OF REGIONS TRACK
Best of Regions • Region 5
Preparing Students for Success: The Use of Global Virtual Teams
8:00 AM — 8:45 AM.........................................................................................................................Platinum 7

Presenter: Shelly Daly | Lindenwood University
This presentation gives compelling evidence, practical ideas and support for greater use of Global Virtual teams (GVTs) in the classroom to better prepare business students for the corporate reality of a global market.

TEACHING EXCELLENCE TRACK
Faculty Personality as a Factor of Student Retention
8:00 AM — 8:45 AM.........................................................................................................................Platinum 8

Presenters: Cassandra Shaw & Kathleen Irwin | American Public University System
The purpose of this research was to update the literature and provide support to faculty, curricula, students, and the general public interested in online teaching. This research offers knowledge as to what faculty personality types impacted student retention.

ACCREDITATION TRACK
Accreditation Process
Lessons Learned During the Initial Accreditation Process
8:00 AM — 8:45 AM.........................................................................................................................Platinum 10

Presenter: Michael Scharff | Limestone College
This session will focus on the process and lessons learned of gaining ACBSP accreditation by a very small school with limited budget and resources while giving time for session participants to ask questions.

Accreditation Process
Rubric for the Accreditation Process
8:00 AM — 8:45 AM.........................................................................................................................Salon E

Presenter: Pablo Ignacio Palladino | Universidad Argentina de la Empresa (UADE)
A specially designed rubric for the final research works will be presented. This instrument focuses on the assessment of professional competencies of future graduates, while serving as a platform for fulfillment the Standard 4 in the accreditation process.

Accreditation Standards • Associate Degree
Standard 3 – Student, Stakeholder and Market Focus
8:00 AM — 8:45 AM.........................................................................................................................Salon F

Presenters: Don Carlson | Metropolitan Community College (NE)
Germain Pichop | Oklahoma City Community College
What are the requirements for reporting student and stakeholder satisfaction? What are some ways your business programs can address whether or not stakeholder needs are being met?
CONCURRENT SESSIONS
8:00 AM - 8:45 AM

ACCREDITATION TRACK
Accreditation Standards • Baccalaureate/Graduate Degree
Standard Three – Student and Stakeholder Satisfaction – Requirements and Best Practices
8:00 AM — 8:45 AM.........................................................................................................................Salon G-K
Presenters: Alejandro Cheyne | Universidad del Rosario • Rosilda Miranda Cruz | Universidad Apec: UNAPEC
Brad Kleindl | Park University
What are the requirements for reporting student and stakeholder satisfaction? What are some ways your business programs can address whether or not stakeholder needs are being met? Baccalaureate/Graduate Degree Commissioners will walk you through the requirements and Alejandro Cheyne, Universidad del Rosario, will share how his business programs implemented best practices methods to address this standard.

Mentor Appointments
An Opportunity for Schools in Candidacy to Meet with Your Assigned Mentors
8:00 AM — 8:45 AM.........................................................................................................................Elite 3
Representatives: Available Mentors and Schools in Candidacy
If you are a school in candidacy and would like to meet with your mentor, this room is available during this time on a first-come, first-served basis.

ACBSP COMMITTEE MEETING
Bylaws Committee
8:00 AM - 9:00 AM.........................................................................................................................Gold Key I-II

CONCURRENT SESSIONS
9:15 AM - 10:00 AM

PREPARING STUDENTS FOR CAREER SUCCESS TRACK
Preparing Students for Career Success
9:15 AM — 10:00 AM.........................................................................................................................Platinum 4
Presenter: Rajesh Khajuria | C. K. Shah Vijapurwala Institute of Management
We prepare Graduate Students by offering Global MBA Program with three characters: Innovative, Skill-based, and Global. So, we developed 4+6 New Specialization Tracks and 16 Electives like WTO and Global Country Studies for Gujarat’s 69 Business Schools. Result: 90% Jobs.

BEST OF REGIONS TRACK
Best of Regions • Region 1
Defining Success for Business 3.0: How Students are Creatively Applying Business Skills to Create New Economic, Social, and Environmental Value
9:15 AM — 10:00 AM.........................................................................................................................Platinum 7
Presenter: Kevin Martin | New England College
Discover how a dedicated group of students has embraced the challenges of the modern economy to re-define success and creatively apply business skills to foster new economic, social, and environmental value through the creation of a “Carbon Endowment.”

Learn more at: acbsp.org
ACCREDITATION TRACK
Accreditation Process
Progress, Not Perfection: Conditions, and Notes, and OFIs... Oh my!
9:15 AM — 10:00 AM.........................................................................................................................Platinum 10
Presenter: Pam Braden | West Virginia University at Parkersburg
QAR or reaffirmation visit coming soon? The pressure is on to “fix” the issues that Commissioners identified as “conditions,” “notes,” or “OFIs.” Learn to craft the narrative and create evidence files that make the case that process improvement has occurred.

Accreditation Process
Teamwork: Developing a Successful Accreditation Process
9:15 AM — 10:00 AM.........................................................................................................................Salon E
Presenter: Eva Ropero & Belén Murillo | Universidad Europea de Madrid
After having achieved ACBSP accreditation, we have realized that the involvement of the whole university has been one of the most determining factors. We present here the main clues that have led us to success in this process.

Accreditation Appointments
Self-study Review Appointments — Baccalaureate/Graduate Degree Schools
9:15 AM — 10:00 AM.........................................................................................................................Elite 3
Representatives: Baccalaureate/Graduate Degree Commissioners
Appointments for business schools due for initial or reaffirmation in Fall 2017 or Spring 2018 have an opportunity to meet individually with a Commissioner to review their self-study. Commissioners will not be able to review an entire self-study, but they will be able to focus on areas where there are questions or standards that business schools have difficulty addressing.

Accreditation Standards • Associate Degree
Standard Four – Measurement, Analysis, & Knowledge Management
9:15 AM — 10:00 AM.........................................................................................................................Salon F
Presenters: Dennis Brode | Sinclair Community College • Michelle Byrd | Greenville Technical College
Gary Mrozinski | Luzerne County Community College
Associate Degree Board of Commissioners will explain the standard and criteria requirements for reporting your student learning outcomes and assessment process.

Accreditation Standards • Baccalaureate/Graduate Degree
The MSM Standard Operating Process: Case Study of Developing and Maintaining Faculty, Staff and Administration Support Systems Meeting ACBSP Standards 5 and 6 in Multiple Delivery Systems
9:15 AM — 10:00 AM.........................................................................................................................Salon G-K
Presenter: Katalin Kovacs | Maastricht School of Management
Institutions venture into cross-continental and multiple delivery modes but are unsure how to develop a system meeting and maintaining the ACBSP Standards 5-6. MSM developed a well working system in order to centralize its processes, ensuring smooth and efficient delivery.

GOING BEYOND ACCREDITATION TRACK
Best Practices in International Student Enrollment
9:15 AM — 10:00 AM.........................................................................................................................Orange County 4
Presenter: Lorinda Grogg | World Education Services
WES is a not-for-profit organization with 40+ years of expertise in reviewing academic credentials earned outside the U.S. Discover how WES tools and resources can be utilized to assess institution accreditation, degree equivalencies, document authenticity, and mitigate risk.

ACBSP COMMITTEE MEETING
Articulation Committee
9:15 AM — 10:00 AM.........................................................................................................................Gold Key I-II
ECUMENICAL SERVICE

10:30 AM — 11:15 AM

Led by: Dewayne Thompson | Lee University | Chair, ACBSP Board of Directors
Anthony Negbenebor | Gardner-Webb University | Chair-elect, Accreditation Governance Board
Janice Stoudemire | Palmetto Consulting Services | ACBSP Past-President and Emeritus Member

Dewayne Thompson invites you to join him for an ecumenical service prior to the Salute to Regions Luncheon. Janice Stoudemire will be leading the opening prayer and call to worship; Anthony Negbenebor will deliver the sermon; and Devyn Byrd and Savannah Bryant, seniors at Clover High School (South Carolina), will be singing praise and worship songs. This service is open to all who would like to attend.

CONCURRENT SESSIONS

10:30 AM - 12:00 PM

Concurrent sessions are offered Saturday, Sunday and Monday. Each concurrent session is 45 minutes in length. Five tracks of content are offered during each concurrent session. This includes tracks focused on the conference theme, “Preparing Students for Career Success;” Teaching Excellence; Best of Regions; Accreditation; and Going Beyond Accreditation. Biographical information on each speaker and presenter can be found beginning on page 60.

BEST OF REGIONS TRACK

Best of Regions • Region 4
Preventing Students for Career Success: Launching Graduates with a Professional Marketing Plan
10:30 AM — 11:15 AM
Presenter: Nabarun Ghose | The University of Findlay

Academic to workforce transition can be the most stressful and turbulent for a recent graduate (Piróg, 2016). Just as a company utilizes a marketing plan to compete (Palevski & Rusiti, 2014), the MBA graduate can do the same in marketing his or her competitive advantage for successful career advancement. This presentation directly applies strategy and tactics in a personal marketing plan for a successful career. The approach includes experiential learning in effective teaching.

Best of Regions • Region 3
MENTORVISING: The Synergistic Process of Guiding Students into Career Success
11:15 AM — 12:00 PM
Presenter: Edward D. Brown | Alabama State University

The study examines the synergistic process created by combining mentoring and advising in the educational environment. This process is referred to as Mentorvising; the consistent sharing of personal and professional knowledge, skills, experiences, and abilities to encourage a successful outcome.

TEACHING EXCELLENCE TRACK

Sponsor Session
Why Build a University Finance Lab and What You Can Do With It
11:15 AM — 12:00 PM
Presenter: Rob Langrick | Bloomberg for Education

Today, there are over 800 finance laboratories on university campuses worldwide. Rob Langrick, the Head of Bloomberg for Education, will be sharing some of the best tips and tricks that he has observed to measure and maximize value from finance laboratories. He will also be providing an overview of a forthcoming enhancement to Bloomberg Market Concepts (BMC) for the next academic year.

ACCREDITATION TRACK

Accreditation Process
Explanation of the Accreditation Process and Using the Online Reporting Portal to Complete the Self-study
10:30 AM — 12:00 PM
Presenter: Steve Parscale | ACBSP Chief Accreditation Officer

Are you new to the ACBSP accreditation process? Do you need tips and suggestions for using the online reporting portal to complete your preliminary questionnaire and self-study? Join ACBSP accreditation staff for answers.

Learn more at: acbsp.org
**ACCREDITATION TRACK**

**Accreditation Process**

**Quality Assurance Reporting: A Tool to Certify Value and Communicate Excellence**
10:30 AM — 12:00 PM.................................................................Salon E

**Presenters:** Alfred Miller | Higher Colleges of Technology (HCT) • Diana Hallerud | ACBSP

How can business schools, including large multi-campus institutions, structure their quality assurance report, including how to manage working with the online reporting portal, approach probation level offenses, conditions and notes as well as opportunities for improvement? Diana Hallerud will provide additional details and a demonstration on the use of the online reporting portal.

Accreditation Standards • Associate Degree

**A Window into How Quality Assurance Reports are Reviewed During a Board Meeting**
10:30 AM — 12:00 PM.................................................................Salon F

**Presenters:** Associate Degree Board of Commissioners

Have you ever wondered how Commissioners review quality assurance reports? Attend this session to learn how Commissioners work in teams and what they look for so you can be better prepared for your next report.

Accreditation Standards • Baccalaureate/Graduate Degree

**Standard 4 – Measurement and Analysis of Student Learning and Performance**
10:30 AM — 12:00 PM.................................................................Salon G-K

**Presenters:** Brad Kleindl | Park University

What are the requirements for measuring student learning outcomes by program? What types of assessment instruments are typically used? What are examples of a systematic process for this standard? Learn all this and more from Commissioners serving on the Baccalaureate/Graduate Degree Board of Commissioners.

Accreditation Appointments

**Self-study Review Appointments — Baccalaureate/Graduate Degree Schools**
10:30 AM — 12:00 PM.................................................................Elite 3

**Representatives:** Baccalaureate/Graduate Degree Commissioners

Appointments for business schools due for initial or reaffirmation in Fall 2017 or Spring 2018 have an opportunity to meet individually with a Commissioner to review their self-study. Commissioners will not be able to review an entire self-study, but they will be able to focus on areas where there are questions or standards that business schools have difficulty addressing.

**GOING BEYOND ACCREDITATION TRACK**

**You Too Can Host an AWESOME Regional Conference that is Financially Profitable and Attracts a Record Number of Attendees**
10:30 AM — 11:15 AM.................................................................Orange County 4

**Presenters:** Helen Vallee | Kwantlen Polytechnic University • Lori Becker | British Columbia Institute of Technology

Region 7 had a record attendance of 70 people at the 2014 Regional Fall Conference. The co-chairs will share their planning tips and checklists as a resource for other regions.

**Strengthening the Pillars of ACBSP — Your Call to be a Regional Officer**
11:15 AM — 12:00 PM.................................................................Orange County 4

**Presenters:** Augustine A. Boakye | Essex County College
Lakshmy Sivarathnam | Kansas City Kansas Community College
Cindi Bearden | LaGrange College

The strength of ACBSP dwells on its 10 regions, which serve as pillars of the organization. Undoubtedly, the effectiveness and growth of the regions depends heavily on the regional leaders. This session is designed to provide an overview of the roles of the regional officers, and share some best practices one may need to succeed in his/her position.

**ACBSP COMMITTEE MEETING**

**Scholar-Practitioner Publications Committee**
10:30 AM — 12:00 PM.................................................................Gold Key I-II

Learn more at: acbsp.org
The Easiest Way to Assess & Develop Soft Skills

CapsimInbox is a simulation-based behavioral assessment that measures the key soft skills employers look for in job candidates while providing the critical feedback needed for individual development.

Try CapsimInbox for Free
Want to get hands-on with CapsimInbox?
Visit go.capsim.com/inbox-beta and register for our Closed Beta.
Going Beyond Accreditation
Innovative Education + Skills and Technology = Success
❖
Salon A-D
10:30 AM - 12:00 PM

Greenville Technical College Center for Manufacturing Innovation (CMI) provides an engaging environment that gives students and industry the tools needed to succeed in advanced manufacturing careers and employers the skilled workforce required for commercial success. By bringing together interested students, respected faculty, and motivated employers, CMI offers the opportunity to change people’s lives.
IMPACT LUNCHEON
Marquis Center & North
12:30 PM - 2:00 PM

Sponsored by: CAPSIM®

Educational Impact Award

ACBSP welcomes Tami Bui, representing Edison International, recipient of the 2017 Educational Impact Award. The ACBSP Board of Directors and Marketing Committee established this award to be given each year to an executive from a company based in the conference host city who has positioned his/her company to benefit students or further education in the community.

Edison International was selected because of its partnership with “Educating Young Minds,” a non-profit designed to reduce dropout rates, with program participants at 100% graduation rate from high school and 92% graduation rate from a four-year college. Edison International’s dedication to science, technology, engineering and math (STEM) crosses all levels of education including middle school, high school, college and includes tutoring, enrichment, scholarships and college access programs. Edison also partners with African American Male Achievement to support low-income minorities in math, science and technology and has donated approximately $20M to educational causes.

ACBSP Chair’s Award

Shirly Kleiner

In the spirit of The Year of the Member, a theme he announced at the beginning of his term, Dewayne Thompson, Chair, ACBSP Board of Directors will present the first Chair’s Award to Shirly Kleiner, ACBSP Past President and Emeritus Member, during the Impact Luncheon.

“I realized that we didn’t recognize the singular work of our members who demonstrate an unusual commitment to both the philosophy and the practical goals fostered by ACBSP,” said Thompson. “We, the volunteers, are essential to ACBSP’s success in global education; consequently, we should celebrate those individuals who categorically go above and beyond with selfless service to the organization.”

“Shirly was selected by a committee who considered all nominees based on their relevant past and present service to the organization. Shirly, not only held the highest office in the organization, serving as President of ACBSP in 2011-12, but she continues to illustrate what it means to have a servant’s heart with continued service whether behind the scenes or publicly. Her experience in the organization extends over two decades of service with the most recent service as a member of the Personnel Committee. She is a perennial host, presenter, or panelist for ACBSP conferences and events.”
#ACBSP4Change

BENEFITING THE ANAHEIM UNION HIGH SCHOOL DISTRICT (AUHSD)

During the Impact Luncheon, ACBSP will present a representative from the Anaheim Union High School District (AUHSD) with a check for $2,500 to help fund events and activities in support of P21 Partnership for 21st Century Learning/Science Technology Engineering Arts Mathematics (STEAM), including the P21 Summit, the P21 Corporate Mentoring Program, P21 Sustainability Showcase, MESA (Mathematics, Engineering, Science Achievement) programs, tutors for the Advancement Via Individual Determination (AVID) Program, and the AUHSD College and Career Fair.

P21, or the Partnership for 21st Century Skills, was founded as a coalition bringing together the business community, education leaders, and policymakers to help students prepare for 21st century careers. “To successfully face rigorous higher education coursework, career challenges, and a globally competitive workforce, it is clear that schools must align classroom environments with real world environments. That means not only emphasizing core content, but other academic subjects such as foreign languages, the visual and performing arts, civics, government, economics, history, and geography. P21 also emphasizes emotional and social intelligence (students being able to collaborate and exhibit good leadership and team skills), literacies in the use of media/technology, financial, civic, and environmental literacy, and global awareness/competence.”

ACBSP Career Center
Connecting Talent with Opportunity
careers.acbasp.org
CONCURRENT SESSIONS

2:15 PM - 3:00 PM

Concurrent sessions are offered Saturday, Sunday and Monday. Each concurrent session is 45 minutes in length. Five tracks of content are offered during each concurrent session. This includes tracks focused on the conference theme, “Preparing Students for Career Success;” Teaching Excellence; Best of Regions; Accreditation; and Going Beyond Accreditation. Biographical information on each speaker and presenter can be found beginning on page 60.

PREPARING STUDENTS FOR CAREER SUCCESS TRACK
What Do Employers Really Want?
2:15 PM — 3:00 PM..........................................................................................................................Platinum 4
Presenter: Stacy Bolin | East Central University
Learn what skills employers expect recent college graduates to know when they start to work and what to do about it in your program.

BEST OF REGIONS TRACK
Best of Regions • Region 2
How to Provide “IT” so your Students will Listen to “IT”
2:15 PM — 3:00 PM.........................................................................................................................Platinum 7
Presenter: Susan Conrad | Marymount University
This presentation will address what students and instructors perceive as helpful feedback for learning in asynchronous online environments by providing data on feedback types, delivery methods for providing feedback and definitions of timely feedback by assignment type.

TEACHING EXCELLENCE TRACK
Honor Society Session
Kappa Beta Delta: Teaching Excellence Through Honor Societies
2:15 PM — 3:00 PM.........................................................................................................................Platinum 8
Presenter: Kappa Beta Delta Board
Kappa Beta Delta is an ACBSP affiliated honor society for accredited associate degree institutions. This is a meeting for chapter advisors. Institutions wishing to create a KBD chapter may attend as guests.

ACCREDITATION TRACK
Accreditation Process
Our Finest Hour: How the University of Redlands Successfully Navigated the ACBSP Accreditation Process from Preliminary Visit Questionnaire, to Self-Study and Culminating with the Site Visit
2:15 PM — 3:00 PM.........................................................................................................................Platinum 10
Presenter: Marcus Castro | University of Redlands
Workshop provides practical strategies focused on how the University of Redlands School of Business completed the Preliminary Visit Questionnaire, Self-Study, and Site Visit accreditation stages. Topics include organizing, faculty engagement, administrative leadership, staffing and budget.

Accreditation Standards • Associate Degree
Standard 5: Faculty and Staff Focus
2:15 PM — 3:00 PM.........................................................................................................................Salon F
Presenters: Don Carlson | Metropolitan Community College (NE) • Germain Pic | Oklahoma City Community College
Get the facts from Associate Degree Board of Commissioners as they explain the requirements of Standard 5, including staffing plans, faculty qualifications, faculty development and scholarly productivity.

Accreditation Appointments
Self-study Review Appointments — Associate Degree Schools
2:15 PM — 3:00 PM.........................................................................................................................Elite 3
Representatives: Associate Degree Commissioners
Appointments for business schools due for initial or reaffirmation in Fall 2017 or Spring 2018 have an opportunity to meet individually with a Commissioner to review their self-study. Commissioners will not be able to review an entire self-study, but they will be able to focus on areas where there are questions or standards that business schools have difficulty addressing.

Learn more at: acbsp.org
ACCREDITATION TRACK
Accreditation Standards • Baccalaureate/Graduate Degree
Standard 5 with an Emphasis on Faculty Qualifications
2:15 PM — 3:00 PM.........................................................................................................................Salon G-K
**Presenter:** Teresa Gillespie | Northwest University
Join Teresa Gillespie, Baccalaureate/Graduate Degree Board Commissioner as she explains the requirements for Standard 5 with an emphasis on faculty qualifications.

Sponsor Session
Solving the Prereq Dilemma
2:15 PM — 3:00 PM.........................................................................................................................Salon E
**Presenter:** Rob Holt | Ivy Software • Bill Hambley | Troy University
This session discusses the prereq dilemma and how it can be solved using the Ivy Software prereq courses. Also, assessment testing prior to and following course completion is discussed.

ACBSP COMMITTEE MEETING
Member Relations Committee
2:15 PM — 3:00 PM.........................................................................................................................Gold Key I-II

CONCURRENT SESSIONS
3:15 PM - 4:00 PM

PREPARING STUDENTS FOR CAREER SUCCESS TRACK
What Do They Say Our Students Need and What to Do About It
3:15 PM — 4:00 PM.........................................................................................................................Platinum 4
**Presenter:** Scott Freehafer | The University of Findlay
CEO and HR Professionals have a lot to say about what knowledge, skills, abilities, and competencies of business school students need in order to be successful. Are we really preparing our students for career success?

BEST OF REGIONS TRACK
Best of Regions • Region 10
The Application and Impact of Gamification on Education and Adult Learning
3:15 PM — 4:00 PM.........................................................................................................................Platinum 7
**Presenters:** Manu Melwin Joy | SCMS Cochin
The gamification of learning is an educational approach to motivate students to learn by using video game design and game elements in learning environments. This presentation deals with the ways in which gamification can enhance adult learning process.

TEACHING EXCELLENCE TRACK
Increasing Team Effectiveness in The Virtual Classroom
3:15 PM — 4:00 PM.........................................................................................................................Platinum 8
**Presenter:** Ilene Ringler | Kaplan University
Virtual teams have become a major component in the delivery of online courses in higher education but are the source of student and faculty complaints. The workshop will present the results of research completed on this issue with recommendations.
Accreditation Process
We're Accredited! Now What? Moving Towards the QA Report
3:15 PM — 4:00 PM Platinum 10
Presenter: Aaron Glassman | Embry-Riddle Aeronautical University
During this session key faculty from ERAU will share their trials and tribulations that led to a successful and meaningful ACBSP update within a distributed network. This presentation will include how specific standards were addressed and our thinking evolved.

Accreditation Standards • Associate Degree
Standard 6 – Process Management
3:15 PM — 4:00 PM Salon F
Presenters: Carol Ricke | Pratt Community College • Amy Ross | Walters State Community College
Associate Degree Commissioners will explain the requirements for Standard 6, including meeting the Professional, General Education, and Business Major Components for the curriculum criterion.

Accreditation Standards • Baccalaureate/Graduate Degree
3:15 PM — 4:00 PM Salon G-K
Presenter: Ray Eldridge | Lipscomb University
Learn the requirements for Standard 6, covering educational design and delivery, discussion of the Undergraduate Common Professional Component (CPC) and Graduate Program requirements.

Use of the Online Reporting Portal for Completing the QA Report for Schools in Mongolia
3:15 PM — 4:00 PM Elite 3
Presenters: Diana Hallerud | ACBSP • Alimaa Jamiyansuren | Peregrine Academic Services
This session is specifically designed for accredited Mongolian schools who are completing the QA report using the online reporting portal. Using a translator, we will review the requirements and explain how to use the portal to enter the information.

Career Success for Generation NeXt: Adjusting our Lens
3:15 PM — 4:00 PM Salon E
Presenter: Shawn Orr | Ashland University
Keeping up with the dizzying pace of new technology can seem overwhelming to even the most innovative instructor, yet the desire to connect with our students and increase their engagement and success pushes us to consider how digital solutions can impact our classrooms. Join us as we discuss how Generation NeXt students differ from previous generations and explore how MindTap helps us zoom in on improving learning for a new generation of students.
ASSOCIATE DEGREE
ALL MEMBER MEETING
Salon A-D | 4:30 PM - 5:30 PM

All conference attendees from associate degree schools are encouraged to join this meeting to celebrate member schools that have entered candidacy for accreditation in the past year. The Associate Degree Board of Commissioners works with the ACBSP accreditation team to help member institutions achieve accreditation. The Board meets to review applications for candidacy, accreditation and reaffirmation. In addition to honoring new candidates for accreditation and recognizing institutions receiving initial accreditation and reaffirmation of accreditation, the Board will share a report on accreditation activities and elect Commissioners for the coming year. ACBSP members who are not accredited are eligible to vote; nonmembers and exhibitors are not eligible to vote, but are welcome to attend.

BACCALAUREATE/GRADUATE DEGREE
ALL MEMBER MEETING
Salon E-F | 4:30 PM - 5:30 PM

All conference attendees from baccalaureate/graduate degree schools are encouraged to join this meeting to celebrate member schools that have entered candidacy for accreditation in the past year. The Baccalaureate/Graduate Degree Board of Commissioners works with the ACBSP accreditation team to help member institutions achieve accreditation. The Board meets to review applications for candidacy, accreditation and reaffirmation. In addition to honoring new candidates for accreditation and recognizing institutions receiving initial accreditation and reaffirmation of accreditation, the Board will share a report on accreditation activities and elect Commissioners for the coming year. ACBSP members who are not accredited are eligible to vote; nonmembers and exhibitors are not eligible to vote, but are welcome to attend.

ACBSP COMMITTEE MEETING

Best of Regions Committee
5:30 PM — 6:15 PM.................................................................Gold Key I-II

ACBSP EXCURSIONS: DISNEYLAND AT NIGHT

Since ACBSP Conference 2017 is taking place in the land of Disney, we want to explore Disneyland Park®... together. Sunday evening, after a full day of conference activities, change into some comfortable shoes and join your colleagues for a fun evening at Disneyland Park®. This discounted pass is good for Sunday night only and includes park admission and a shuttle pass to the park. Dinner options are available throughout the park, or you can eat at the hotel prior to departure.

Plan to meet in the hotel lobby at 6:30 PM. A shuttle will take our group to the entrance of Disneyland Park®. Then you are on your own to explore all that this magical kingdom has to offer. You can sail with pirates, explore exotic jungles, meet fairy-tale princesses, dive under the ocean and rocket through the stars — all in one evening. Disneyland Park® offers eight themed lands: Main Street, U.S.A., Tomorrowland, Fantasyland, Mickey’s Toontown, Frontierland, Critter Country, New Orleans Square and Adventureland.

Sunday, June 25 — 6:30 PM until... | $85 per person

This is an optional event. Guest tickets are also available. Visit the Registration Station for details.
## SCHEDULE OF EVENTS

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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<td>7:00 AM</td>
<td>Registration <em>(closed 12:30 PM - 1:30 PM)</em></td>
<td>Marquis Registration</td>
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<td>7:00 AM</td>
<td>Breakfast in Exhibitor Marketplace</td>
<td>Marquis South</td>
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<tr>
<td>7:00 AM</td>
<td>Exhibitor Marketplace</td>
<td>Marquis South</td>
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<tr>
<td>7:45 AM</td>
<td>Accreditation Honorees Breakfast <em>(by invitation)</em></td>
<td>Marquis Northeast</td>
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<tr>
<td>8:00 AM</td>
<td>Concurrent Sessions — Educational Tracks</td>
<td>Salon E-K; Platinum 4, 7-10</td>
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<td>8:00 AM</td>
<td>Concurrent Session — Sigma Beta Delta Honor Society</td>
<td>Salon G-K</td>
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<td>8:00 AM</td>
<td>Committee Meeting: Risk Assessment &amp; Management</td>
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<tr>
<td>9:15 AM</td>
<td>Concurrent Sessions — Educational Tracks</td>
<td>Salon E-K; Platinum 4, 7-10</td>
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<td>9:15 AM</td>
<td>Meet the Accreditation Governance Board (AGB)</td>
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<td>11:15 AM</td>
<td>Concurrent Session — Student Showcase</td>
<td>Salon F</td>
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<td>12:30 PM</td>
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<td>2:15 PM</td>
<td>Committee Meeting: Business &amp; Industry Relations</td>
<td>Elite 3</td>
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<tr>
<td>3:00 PM</td>
<td>Annual Business Meeting</td>
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<td>4:30 PM</td>
<td>Candidacy Photos</td>
<td>Platinum 10</td>
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<td>5:15 PM</td>
<td>Associate Degree Accreditation Photos</td>
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<td>5:30 PM</td>
<td>Baccalaureate/Graduate Degree Accreditation Photos</td>
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<td>6:30 PM</td>
<td>Accreditation Cocktail Reception and Gala</td>
<td>Marquis Center &amp; North</td>
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CONCURRENT SESSIONS

8:00 AM - 8:45 AM

Concurrent sessions are offered Saturday, Sunday and Monday. Each concurrent session is 45 minutes in length. Five tracks of content are offered during each concurrent session. This includes tracks focused on the conference theme, “Preparing Students for Career Success;” Teaching Excellence; Best of Regions; Accreditation; and Going Beyond Accreditation. Biographical information on each speaker and presenter can be found beginning on page 60.

PREPARING STUDENTS FOR CAREER SUCCESS TRACK

Bridging the Gap: Blending Industry and University Programs for Career Readiness
8:00 AM — 8:45 AM..........................................................................................................................Platinum 7
Presenter: Aaron Glassman | Embry-Riddle Aeronautical University
This presentation explores how one university bridges the gap between traditional university curricula and hands-on IT training and skills. The focus of this new program is career readiness and employment informed by the needs of the IT industry.

Deploying Innovative Capstone Course Designs, Experiential Learning and Active Mentoring
to Drive Graduate Job Opportunities and Placement Rates
8:00 AM — 8:45 AM..........................................................................................................................Platinum 8
Presenter: James Norrie | York College of Pennsylvania
This presentation illustrates a possible best practice for a capstone course designed with measurable self-described student impact on job opportunities and post-graduation placement rates.

TEACHING EXCELLENCE TRACK

Validating Assessment of Student Learning: Using External Sources to Test Alternative Assessments
8:00 AM — 8:45 AM.........................................................................................................................Platinum 9
Presenter: Thomas C. Boyd | Kaplan University
Kaplan uses Peregrine to assess the validity of their student assessment system. The process for mapping course outcomes to Peregrine test topics is explained along with the findings of our analysis. Suggestions for next steps and alternative measures are discussed.

Integrating Liberal Arts and the Professions
8:00 AM — 8:45 AM.........................................................................................................................Platinum 10
Presenter: Elizabeth Faunce | Immaculata University
Seeking to achieve teaching excellence in the classroom, Immaculata University Business Faculty are revising key courses within the program curriculum to intentionally integrate the liberal arts. The goal of this research is to educate business students through a multi-disciplinary lens.

Honor Society Session
Sigma Beta Delta: Teaching Excellence Through Honor Societies
8:00 AM — 8:45 AM.........................................................................................................................Salon G-K
Presenter: Peter Banholzer | Sigma Beta Delta
Sigma Beta Delta is an ACBSP affiliated honor society for baccalaureate/graduate degree institutions. This is a meeting for chapter advisors. Institutions wishing to create a SBD chapter may attend as guests.

GOING BEYOND ACCREDITATION TRACK

The Four Keys to Competitive Advantage
8:00 AM — 8:45 AM..........................................................................................................................Salon E
Presenter: Tim Westerbeck | Eduvantis LLC
Accreditation is a key quality marker – but what are other critical steps to gaining competitive advantage? This session presents a framework, with current examples drawn from top business schools, for helping your institution grow.
CONCURRENT SESSIONS
8:00 AM - 8:45 AM

GOING BEYOND ACCREDITATION TRACK
The Transnational Journal of Business
8:00 AM — 8:45 AM..............................................................................................................................Salon F
**Presenter:** Justin Matus | Wilkes University | Co-managing Editor of The Transnational Journal of Business

The Transnational Journal of Business – TJB provides a venue for ACBSP members to present their research and findings, engage in scholarly research and inquiry, and support and improve classroom teaching in the various academic disciplines of business. Join the TJB co-managing editor, Justin Matus, Ph.D., for this informative session which includes an overview on the submission of articles and how to become a reviewer.

ACBSP COMMITTEE MEETING
Risk Assessment Committee
8:00 AM — 9:00 AM..........................................................................................................................Elite 3

CONCURRENT SESSIONS
9:15 AM - 10:00 AM

PREPARING STUDENTS FOR CAREER SUCCESS TRACK
Engaging with Employers through Collaborative Applied-Learning Projects: Creating a Multi-Beneficial Experience
9:15 AM — 10:00 AM.........................................................................................................................Platinum 4
**Presenters:** Heather Carpenter & Deborah Calhoun | Notre Dame of Maryland University

This hands-on session discusses how to set up and use collaborative applied-learning projects within business and business affiliated courses. Presenters provide a review of collaborative and applied-learning literature, then share best practices and tools to increase student and employer success.

4Rs of Career Success
9:15 AM — 10:00 AM.........................................................................................................................Platinum 7
**Presenter:** David Dyson | Oral Roberts University

Four fundamental pillars support career success: Relationships, Research, Rhetoric and Reality. The fabric woven from these four key threads produces a durable and colorful product that prepares students for successful careers in the highly competitive and constantly changing global economy.

Coimbatore India: A Case Study of Social Entrepreneurship to Create Sustainability through Microbusiness Models
9:15 AM — 10:00 AM.........................................................................................................................Platinum 8
**Presenter:** Tara Peters | Northwood University

Under faculty supervision, undergraduates travelled to India to leverage their business knowledge to identify micro-businesses for communities where acute poverty is prevalent. Presentation highlights outcomes and how these learning experiences prepare students for career success through “learning by doing.”

TEACHING EXCELLENCE TRACK
Student Success Using Student Learning Data (SLD)
9:15 AM — 10:00 AM.........................................................................................................................Platinum 9
**Presenters:** Ruth Ann Murray | Southern New Hampshire University

This presentation examines how Southern New Hampshire University uses Student Learning Data (SLD) to identify and analyze trends and patterns in course outcome achievement to support its mission of increasing student success.

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Learn more at: acbsp.org
TEACHING EXCELLENCE TRACK
Implementation of a Teaching Portfolio to Evaluate Teaching Effectiveness
9:15 AM — 10:00 AM
Presenter: Sue K. Stockly | Eastern New Mexico University
Evaluation of teaching effectiveness often relies primarily on results of student surveys. Business faculty developed a more accurate and holistic assessment that consists of a portfolio of teaching activities, coupled with self-reflection and mechanisms that foster continuous improvement in teaching.

ACCREDITATION TRACK
Accreditation Process
Meet and Greet Session with Members of the Accreditation Governance Board (AGB)
9:15 AM — 10:00 AM
Presenters: Accreditation Governance Board Members
Take this time to meet with the members of the Accreditation Governance Board and receive an update of what they have been working on over the last year.

Accreditation Process
Why are Your Students Selecting Wrong Answers? Let’s Talk About Assessment Result Response Distractors
9:15 AM — 10:00 AM
Presenter: Olin Oedekeven | Peregrine Academic Services
Institutions of higher education conduct programmatic assessments of student learning and use the results for improving the quality of academic programs/curriculum content. Understanding why students select incorrect responses aids program/course managers with additional information to make any needed program/course adjustments.

Accreditation Process
Assessing Leadership with Simulations
9:15 AM — 10:00 AM
Presenter: Randy Sealy | Capsim
Can we leverage our Accreditation processes to better meet the needs of our students and our partners in the business world? Learn how Capsim’s Leadership Suite can help you develop, measure, and report on skills like: leadership, problem solving, decision making and communication.

GOING BEYOND ACCREDITATION TRACK
Career Success or Career Greatness
9:15 AM — 10:00 AM
Presenter: José Manuel Restrepo | Universidad del Rosario
Higher education today should not focus on success but on greatness. It is necessary to rediscover the value of holistic education and bring back teaching foundations such as education in citizenship, happiness, humanistic and ethical values.

ACBSP COMMITTEE MEETING
Marketing Committee/Digital Media Communications Committee — Joint Meeting
9:15 AM — 10:45 AM
PREPARING STUDENTS FOR CAREER SUCCESS TRACK

The Impact of the MBA on Career Achievements of Graduates
10:30 AM — 11:15 AM..........................................................................................................................Platinum 7

Presenters: Michelle Weiser | St. Catherine University

This presentation reveals findings from a large study on the business school experience and career impact of obtaining an MBA, including intrinsic and extrinsic career outcomes, collaboration with career services, and the link between student characteristics and career success.

Preparing Students for Career Success in Accounting: The SCIL-based Model with a Focus on Content Analysis
10:30 AM — 11:15 AM..........................................................................................................................Platinum 8

Presenter: Alfred Miller | Higher Colleges of Technology - Fujairah Women’s College

Study demonstrates how program and learner outcomes have motivated readiness for career success, in accounting. The proposed model includes factors for stakeholder satisfaction, credential recognition and integrated learning. Triangulated evidence from these factors validated accounting student's readiness for career success.

TEACHING EXCELLENCE TRACK

Enrollment Growth through Program Development
10:30 AM — 11:15 AM.........................................................................................................................Platinum 9

Presenters: Jacob I. Fait | Lincoln Memorial University

This presentation will discuss Lincoln Memorial University’s growth of over 55% in the past two years through a matrix of market place analysis, trend data and progamatic development.

Honor Society Session
Delta Mu Delta: Teaching Excellence Through Honor Societies
10:30 AM — 11:15 AM..........................................................................................................................Salon F

Presenter: Delta Mu Delta Board

Delta Mu Delta is an honor society for ACBSP accredited baccalaureate and graduate degree business programs. The mission of DMD is to “recognize and reward” outstanding business students. The session focuses on how to initiate a DMD chapter and how best to make the chapter a base for serving students and the campus. Deans and faculty from newly accredited ACBSP schools are especially encouraged to attend.

ACCREDITATION TRACK

Accreditation Appointments
One-on-One Appointments with Board of Commissioners and ACBSP Staff
10:30 AM — 12:00 PM.......................................................................................................................Orange County 3

Representatives: Associate Degree and Baccalaureate/Graduate Degree Boards of Commissioners

This session offers schools individual appointments with the opportunity to meet with Commissioners to address questions or concerns specific to your institution. ACBSP accreditation staff will also be available for appointments.

Accreditation Process
Creating your Personal Accreditation Roadmap and Implementation Plan
10:30 AM — 12:00 PM.......................................................................................................................Orange County 1-2

Presenter: Clarice Tate | Coppin State University

Under the direction of Clarice Tate, Coppin State University was able to achieve full accreditation with no notes. She will share her 10-step plan with examples to assist you in navigating the accreditation process, whether you are pursuing initial or reaffirmation of accreditation.
GOING BEYOND ACCREDITATION TRACK

NEW: Poster Session
The Business of Branding: Ideas for Marketing Your Business School or Program
10:30 AM — 11:15 AM........................................................................................................................................Platinum 4

**Presenters:** Faculty representing nine member colleges and universities have submitted a poster for consideration

Faculty members from nine ACBSP member campuses highlight best practices in marketing their business school and programs, providing the results of how the marketing efforts impacted outcomes in terms of generating new students, retention or created greater awareness of your business program. Discover new marketing advances that have proven successful at other schools; and assist us in determining the winning poster. During the session, you’ll have an opportunity to select the poster that you believe best answers the criteria provided by the Marketing Committee. The member with the winning poster will receive a certificate during one of the general sessions.

Articulation Panel Session
Managing Articulation Issues
11:15 AM — 12:00 PM........................................................................................................................................Platinum 4

**Presenters:**
- Dennis Brode | Sinclair Community College
- Carol Ricke | Pratt Community College
- David Dyson | Oral Roberts University
- Ahmed Eshra | Monroe College

A panel discussion to explore the impact of articulation agreements on students and institutions of higher education.

Robert’s Rules of Order/Chairperson’s Governance Tips
10:30 AM — 11:15 AM........................................................................................................................................Platinum 10

**Presenter:** Mickey Metcalf | Gardner-Webb University

Presented by the Immediate Past Chair of the ACBSP Bylaws Committee. Roberts Rules of Order is the Gold Standard for people who need to chair medium to larger meetings and help keep smaller meetings under control. Most bylaws of organizations prescribe Roberts Rules as the procedural guidance for their committee and membership meetings. A working knowledge of RRO will also help academics who participate in ACBSP and university committees. The knowledge is especially helpful for chairs and vice chairs of ACBSP committees. This session will review the basics of RRO in a primer fashion with coverage of most important general areas of RRO.

Improving Financial Literacy & Student Retention
10:30 AM — 11:15 AM....................................................................................................................................Salon E

**Presenter:** Rhonda Abrams | PlanningShop

Understanding business financials is critical but, often, having to first learn the tools (such as spreadsheets) keeps students from understanding fundamental concepts. This session explores methods to enable students to master business financial concepts first, then master tools to increase student retention and success.

Unlock Learning Potential
10:30 AM — 11:15 AM....................................................................................................................................Salon G-K

**Presenter:** Katrina Byrd | Turning Technologies

Want to fully unlock the teaching potential of student response technology? By the end of this session, attendees will understand how research-supported learning strategies, including Peer Instruction and Game-Based Learning, can be applied in a learning environment using TurningPoint.
CONCURRENT SESSIONS
10:30 AM - 12:00 PM

GOING BEYOND ACCREDITATION TRACK
Marketing Committee Panel Session
Developing International Linkages and Partnerships
11:15 AM — 12:00 PM .................................................. Salon G-K

Presenters: Tilokie Depoo | Metropolitan College of New York | U.S.A.
           Thierry Kirschstein | Global Education Corporation | Switzerland
           N.R. Parasuraman | SDMIMD Institute for Management Development | India
           Beena Salim | Higher Colleges of Technology | UAE
           Alla Wilson | Arcadia University | U.S.A.

An opportunity exists at ACBSP accredited business schools globally to provide students and faculty with a global business immersion. This panel discussion will explore the value of partnerships across the globe capitalizing on the existing wide network of ACBSP accredited undergraduate and graduate business programs. The structural foundation of these partnerships rest on the shared quality outcomes by virtue of ACBSP accreditation. The panel will identify mechanisms on to share information amongst U.S.-based business schools with their international counterparts and perhaps develop linkages to realize these partnerships. Outcomes of such partnerships can impact diversification of curriculum, enrollment growths, alternate sources of shared revenues and achieving an international footprint of member schools. The panel will also focus on how these international partnership opportunities can be realized without major expenditures required of branch campuses and/or accreditation costs resulting from projection of curriculum. Specifically, this panel discussion will explore interest and possible mechanisms on how to effectively develop these partnerships including (1) student exchanges; (2) faculty exchanges; (3) short-term study abroad; (4) curricula projects; articulation agreements, and other arrangements.

ACBSP Global Conference & Accreditation Forum
November 8-11, 2017
Toronto Marriott Downtown Eaton Centre
Toronto, Ontario

“Global Collaboration: Reducing the Distance Through Innovation”
acbsp.org
LaGrange College students will discuss how simulations, skills classes, and internships are effective strategies to prepare students for career success. The benefits of each learning strategy will be demonstrated using LaGrange College’s curriculum. Our presentation will showcase three vital components of an effective college experience. It will display how colleges can use a variety of methods to ensure that students are ready for their careers. This is important because it highlights the resources, both in the classroom and in the real world, that help students prepare for success in their careers.
The Salute to Regions Luncheon is a time to recognize the efforts of each of the 10 regions that make up the membership of ACBSP and to honor recipients of two important awards — the 2017 International Teaching Excellence Award, and the 2017 International Best of Regions Excellence Award.

**International Teaching Excellence Award**
Recipients from each region will be honored from both associate and baccalaureate/graduate degree-granting institutions. Each of the regional recipients will be presented with a crystal medallion and a $250 check. Two will receive the International Teaching Excellence Award, one from an associate degree school and one from a baccalaureate/graduate degree school. They will each receive international recognition, a crystal award, their name inscribed on a permanent honor roll plaque hanging in the ACBSP office and a $500 check.

**2016 International Teaching Excellence Awards**
Dennis Sullivan (associate degree) from Region 2, and A. Dale King (baccalaureate/graduate degree) from Region 3, are both pictured with Jeffrey Alderman, ACBSP President/CEO (left) and Dewayne Thompson, Chair, ACBSP Board of Directors 2016-17 (right).

**International Best of Regions Excellence Award**
The International Best of Regions Excellence Award program allows us to recognize the best presentations from among our members. Presentations are first made at regional meetings. Once a presenter is awarded “Best of Regions,” he or she is guaranteed a concurrent session spot at the annual conference. A selection committee will sit in on those sessions and select an International Best of Regions Excellence Award recipient. That individual will receive a $500 check and a crystal award.

**2016 International Best of Regions Excellence Award**
Maria Schellhase (right) from Region 7 was honored in 2016 for her presentation titled: Classroom Inc. Applying Effectuation Principles to Inspire Students and Classroom Innovation. She is pictured with Freda Hartman, who helped establish the award in 2012.

Learn more at: acbsp.org
The membership of ACBSP is represented in 10 geographical regions. Involvement in your respective region is a key benefit to your ACBSP membership. Regional Fall Conferences provide networking and educational opportunities. The Teaching Excellence Award Program and International Best of Regions Excellence Program are held each year for eligible candidates from each region, with a chance to compete for international awards, announced each year at the Annual Conference. Many regions have committees that provide an opportunity to be involved in important issues affecting business education in your area. Also, nominations for ACBSP committees come from each region, providing access to leadership positions on the national stage.

**REGIONAL CHAIRS**

Northeastern Council (Region 1)..................................................Augustine A. Boakye/ Joseph Cappa
Eastern Council (Region 2)..............................................................Jane Mattes
Southeastern Council (Region 3)......................................................Aliquippa Allen
Great Lakes Council (Region 4)......................................................Kristina Collins
Midwestern Council (Region 5)......................................................Lakshmy Sivaratnam
Southwestern Council (Region 6)....................................................Barbara Lacefield
Western Council (Region 7)............................................................Craig Brewer
International Council (Region 8)...................................................Alfred Miller
Latin American Council (Region 9).................................................Caroline Mendoza Leclere
South Asia Council (Region 10).....................................................Pramod P. Thervanooor

Learn more at: acbsp.org
Congratulations to the following members who were selected as a “Best of Regions” presenter during the Regional Fall Conferences. As the presenters conduct their sessions in Anaheim, the presentations will be judged again. At the Salute to Regions Luncheon, one presenter will receive the “International Best of Regions Excellence Award.”

**Region 1**
Kevin Martin  
New England College  
**Title:** Defining Success for Business 3.0: How Students are Creatively Applying Business Skills to Create New Economic, Social, and Environmental Value

**Region 2**
Susan Conrad  
Marymount University  
**Title:** How to Provide “IT” so Your Students will Listen to “IT”

**Region 3**
Edward D. Brown  
Alabama State University  
**Title:** MENTORVISING: The Synergistic Process of Guiding Students into Career Success

**Region 4**
Nabarun Ghose  
University of Findlay  
**Title:** Preparing Students for Career Success: Launching Graduates with a Professional Marketing Plan

**Region 5**
Shelly Daly  
Lindenwood University  
**Title:** Preparing Students for Success: The Use of Global Virtual Teams

**Region 6**
Christopher Davis  
Harding University  
**Title:** From Academia to Industry — Combating Negative Career Effects

**Region 7**
Doug Rice  
Notre Dame de Namur University  
**Title:** Killing Two Birds with One Lesson: Using a Matrix Model to Create Synergistic Positive Externalities

**Region 8**
Jeremy Cripps  
University American College Skopje  
**Title:** Three Scenarios for Student Career Success

**Region 9**
Liliana Gonzales Garcia presenting with Daniela Ozorio  
Universidad Regiomontana  
**Title:** Real Innovation: The Ideal Transformation in Business School

**Region 10**
Manu Melwin Joy  
SCMC Cochin  
**Title:** The Application and Impact of Gamification on Education and Adult Learning

Learn more at: acbsp.org
CONGRATULATIONS TO OUR 2017 TEACHING EXCELLENCE AWARD RECIPIENTS

Associate Degree Recipients

Laura Angerame  
SUNY Orange County Community College  
Region 1

Sherri Mack  
Butler County Community College  
Region 2

Karen Lynden  
Rowan-Cabarrus Community College  
Region 3

Janet Velazquez  
Kansas City Kansas Community College  
Region 5

Jill Harmon  
Northern Oklahoma College  
Region 6

Baccalaureate/Graduate Degree Recipients

EunSu Lee  
New Jersey City University  
Region 1

Matthew Carroll  
West Virginia State University  
Region 2

Edward D. Brown  
Alabama State University  
Region 3

Adolfo (Al) Gorriaran  
Capella University  
Region 4

Edward L. Morris  
Lindenwood University  
Region 5

Michael Scott  
East Central University  
Region 6

Marsha D’Angelo  
Kwantlen Polytechnic University  
Region 7

Beena Salim Saji  
Higher Colleges of Technology - Abu Dhabi Men’s College  
Region 8

Amalia Novoa Hoyos  
Universidad EAN  
Region 9

Vo Minh Hieu  
FPT University  
Region 10

Learn more at: achsp.org
ACBSP COMMITTEE MEETING

Business and Industry Relations Committee
2:15 PM — 3:00 PM..........................................................................................................................Elite 3

ALL BUSINESS MEETING

Annual Business Meeting
3:00 PM — 4:00 PM..........................................................................................................................Salon A-D

All members are urged to attend. Guests are also welcome to attend and learn more about the work of ACBSP, but will not be eligible to vote.

NEW! Mobile App & Engagement Program

We merged our mobile app and social media contests into one. Here’s all that you need to know.

Step 1: Download the App.
Search for “ACBSP” in Google Play or the App Store to gain instant access to details about ACBSP Conference 2017. Once you have downloaded the app, setup your profile. Then, start exploring the agenda, set your personal schedule, and begin engaging with others.

Step 1: Start Earning Points.
Post a status update, like comments or posts by others, upload a photo, take a survey, tag your location, check-in to a session, and complete session evaluations to earn points. Share newsworthy items directly to your social media accounts, using the hashtag #ACBSP2017. Certain activities may also unlock an achievement badge! Check your progress via the leaderboard to see how you measure up against the competition.

Step 3: Ready, Set, Go!
It’s game time! For every 100 points that you earn within the app, you will gain 1 entry into a drawing to win a prize. Attendees who have downloaded the app will automatically earn 1 FREEBIE entry into the drawing. There are certain bonus activities that will be announced via the app that can get you anywhere from 2-10 extra entries! Pay close attention to the app, so you don’t miss out. Grand prizes include: 48” Vizio TV, a 43” SONY 4K Smart TV, an Apple Watch, Garmin Vivofit, Tickets to Disneyland®, & Anaheim Resort Transportation passes, and a free registration to ACBSP Conference 2018 to help us kick-off our 30-year anniversary. Daily prizes will also be awarded. Now...ready, set, go!
Fifty-five institutions will be honored at the Accreditation Gala Monday evening. Thirty have been granted initial accreditation and 25 have been granted reaffirmation of accreditation.

Among those honored will be Danube University Krems in Krems, Austria, the first in their country to receive specialized accreditation for their business programs. Instituto Superior San Ignacio de Loyola S.A. (ISIL S.A.) in Lima, Perú, is the first accredited associate degree program in their country. University of Hawaii - West Oahu in Kapolei is the first accredited baccalaureate/graduate degree program in Hawaii. And Universidad Argentina de la Empresa in Buenos Aires is the first university in Latin America to achieve reaffirmation of ACBSP accreditation for their business programs.

ACBSP thanks you for your membership, for realizing the value of ACBSP accreditation and for your determination to achieve this level of excellence. Congratulations!
INSTITUTIONS BEING HONORED FOR ACBSP ACCREDITATION

Please join ACBSP in congratulating the following institutions for achieving accreditation of their business school and programs.

INITIAL ACCREDITATION

Associate Degree-Granting Institutions
- Bates Technical College (Washington, USA)
- Central Ohio Technical College (COTC) (Ohio, USA)
- Chippewa Valley Technical College (Wisconsin, USA)
- Instituto Superior San Ignacio de Loyola S. A. (ISIL S.A.) (Lima, Perú)
- Northeast Wisconsin Technical College (Wisconsin, USA)

Baccalaureate/Graduate Degree-Granting Institutions
- Bethune-Cookman University (Florida, USA)
- California State University Channel Islands (California, USA)
- Danube University Krems (Krems, Austria)
- Evangel University (Missouri, USA)
- Konrad Lorenz Fundación Universitaria (Bogotá, Colombia)
- IFM University, Institute of Finance and Management (Geneva, Switzerland)
- Independent University, Bangladesh (IUB) (Dhaka, Bangladesh)
- International Technological University (ITU) (California, USA)
- Limestone College (South Carolina, USA)
- Madonna University (Michigan, USA)
- Notre Dame of Maryland University (Maryland, USA)
- Palm Beach State College (Florida, USA)
- Pfeiffer University (North Carolina, USA)
- Rajagiri College of Social Sciences Society (Kerala, India)
- Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD) (Karnataka, India)
- Sustainability Management School (Vaud, Switzerland)
- Taylor University (Indiana, USA)
- The National University of Economics (Ulaanbaatar, Mongolia)
- Thomas Edison State University (New Jersey, USA)
- United International Business Schools (UIBS) - Multiple Campuses (Zurich, Switzerland)
- Universidad del Rosario (Bogotá, Colombia)
- Universidad Europea de Madrid (Madrid, Spain)
- University Canada West (British Columbia, Canada)
- University of Hawaii - West Oahu (Hawaii, USA)
- University of Puerto Rico - Mayagüez - Office Systems & Business (Puerto Rico, USA)

REAFFIRMATION OF ACCREDITATION

Associate Degree-Granting Institutions
- Atlanta Metropolitan State College (Georgia, USA)
- Jackson State Community College (Tennessee, USA)
- Lawson State Community College (Alabama, USA)
- NHTI - Concord’s Community College (New Hampshire, USA)
- Normandale Community College (Minnesota, USA)
- Queensborough Community College - CUNY (New York, USA)
- South Texas College (Texas, USA)
- Stark State College (Ohio, USA)

Baccalaureate/Graduate Degree-Granting Institutions
- Alvernia University (Pennsylvania, USA)
- Arcadia University (Pennsylvania, USA)
- Biola University (California, USA)
- Business School Lausanne (Vaud, Switzerland)
- Gardner-Webb University (North Carolina, USA)
- Grand Canyon University (Arizona, USA)
- Morris College (South Carolina, USA)
- Northcentral University (California, USA)
- Our Lady of the Lake University (Texas, USA)
- Saint Vincent College (Pennsylvania, USA)
- The College of Saint Rose (New York, USA)
- The University of West Alabama (Alabama, USA)
- Universidad Argentina de la Empresa (Buenos Aires, Argentina)
- University of Bridgeport (Connecticut, USA)
- University of the Incarnate Word (Texas, USA)
- Virginia Union University (Virginia, USA)
- York College of Pennsylvania (Pennsylvania, USA)
## SCHEDULE OF EVENTS

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:00 AM</td>
<td>Closing General Session and Light Breakfast</td>
<td>Marquis Center &amp; North</td>
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<tr>
<td>8:00 AM</td>
<td>Associate Degree Board of Commissioners</td>
<td>Elite 3</td>
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<tr>
<td>9:00 AM</td>
<td>Baccalaureate/Graduate Degree Board of Commissioners</td>
<td>Elite 2</td>
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<tr>
<td>10:00 AM</td>
<td>Board of Directors</td>
<td>Elite 2</td>
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### Closing General Session

#### LOOKING AHEAD: ACBSP CONFERENCE 2018

**June 8-11, 2018 • Kansas City, Missouri**

- **Marquis Center & North**
- **8:00 AM - 9:00 AM**

“We’re going to Kansas City...Kansas City, here we come!” The lyrics from the famous Fats Domino song ring true for ACBSP next June, when the home office staff and ACBSP member campuses from the Kansas City area welcome you home to where it all began in 1988. ACBSP celebrates its 30th Anniversary in 2018 and ACBSP Conference 2018 is one you won’t want to miss.

The theme for ACBSP Conference 2018 is “Transforming Student Success Through Recruitment, Retention, and Reentry.” Get a headstart and begin brainstorming ideas for next year’s presentation. Look for an official call for presentations in January.

Learn more at: acbsp.org
Rhonda Abrams is an author, entrepreneur, and USA Today columnist, and is widely recognized as one of the nation’s foremost experts on small business, entrepreneurship, and business planning. Her book, Successful Business Plan: Secrets & Strategies is America’s bestselling business plan guide and has sold more than a million copies. She has been named one of the Top 100 Small Business Influencers every year and was named one of the 100 Most Influential Women in Silicon Valley. Rhonda was educated at UCLA and Harvard University.

Dr. Timothy E. Anderson is professor of business at Chadron State College (northwest campus-Nebraska State College System). He has been actively involved in ACBSP for over 20 years. Dr. Anderson has served in the organization in the following leadership positions: Current Member-Accreditation Governance Board; Past Chair & Member-Baccalaureate/Graduate Degree Board of Commissioners; Past Chair and Member of Site Evaluation Teams; Past Member-Strategic Planning Committee; Past Chair and Member-Articulation Committee; Past President-Region 5.

Jeffrey Arnold is Executive Director at Delta Mu Delta International Academic Honor Society in Business and Managing Principal at ACS.

Peter Banholzer is Executive Director of Sigma Beta Delta International Honor Society for Business, Management and Administration.

Cindi Bearden is an Associate Professor of Business at LaGrange College. A 27-year veteran in college accounting education, she has been honored as “Accounting Teacher of the Year” at the University of North Alabama and “Delta Mu Delta Teacher of the Year” at Birmingham-Southern College. She just finished her 16th year with LaGrange College, where she serves as Delta Mu Delta faculty adviser and holds the 2007 title of “Faculty Adviser of the Year” with that organization. Cindi is the ACBSP Champion for LaGrange and the current secretary of ACBSP Region 3. She is active at Cedarcrest Community Church as a Sunday school teacher and officer.

Lori Becker, BA, MAL, LLB, CEC is the Chair-elect for ACBSP Western Region and co-chaired with Helen Vallée the 2014 Western Regional conference in Vancouver, BC. She is a member of faculty at the British Columbia Institute of Technology and co-chaampion for ACBSP accreditation at the school. Lori has taught a number of different law courses for the School of Business as well as Organizational Behaviour and Principles of Management.

Dr. Stacey Bolin directs East Central University’s Smith Center for Entrepreneurship and Oklahoma Business Week programs in addition to teaching. Dr. Bolin began her career in education after a professional career that included starting and selling two businesses, managing sales for a six-store agricultural business, and web development for a NYSE company. Bolin earned the 2015 Da Vinci Fellow Award and 2016 Teaching Excellence Award from ECU and ACBSP Region 6.

Dr. Augustine A. Boakye is the Chairperson of the Business Division and an Associate Professor of Economics at Essex County College, Newark, NJ. Having served as an educational leader for many years, and as an ACBSP Region 1 Chair-Elect/Chair for three years, Dr. Boakye has exemplified a true leadership in his career and loves to share educational best practices. He earned his Ph.D. from the University of Dundee, Scotland, U.K.

Dr. Thomas C. Boyd has a Ph.D. in Marketing from the University of North Carolina at Chapel Hill and has been a tenured faculty member at Miami (OH) and California State University Fullerton prior to his arrival at Kaplan. He is interested in how we validate learning and believes that the key to true innovation in higher education is in finding a common “currency” for tracking and validating learning.

Dr. Pamela Braden has taught at WVU at Parkersburg for over 36 years. She serves as the Business Programs/Accreditation Coordinator and prepared for initial ACBSP accreditation and HLC reaffirmation. ACBSP experience includes site visit team chair and evaluator, secretary for the Scholarly Practitioner Publication Committee, and Region 3 Chair-Elect. Pam completed coursework for an Ed.D. in EdAd from WVU and holds BA and MA degrees in Business Education from Marshall University.

Dennis Brode is a professor of Management, and Chair of the Management/Marketing Departments at Sinclair Community College in Dayton, Ohio. Before coming to Sinclair, Dennis spent 23 years in industry working for both large, Fortune 100 firms, as well as smaller mid-sized corporations. In 2008, Dennis was appointed by the U.S. Secretary of Commerce to the Board of Examiners for the Malcolm Baldrige National Quality Award. He has also served as an examiner for the Ohio Partnership for Excellence for 10 years, an Evaluator for ACBSP, and a past president of ACBSP Region 4. He currently serves as Chair of the Associate Degree Board of Commissioners and as Immediate Past President of Kappa Beta Delta. He has received the National Institute for Staff and Organizational Development (NISOD) Teaching Excellence Award, ACBSP Region 4 Teaching Excellence Award, as well as being recognized by Ohio Magazine as an Outstanding Educator.
Dr. Edward D. Brown is Assistant Professor of Management at Alabama State University. Brown is an entrepreneur who teaches management courses in undergraduate and graduate programs. He serves as an advisor for Delta Mu Delta, Collegiate 100 student organizations. He is a Board member for several professional organizations and is a recognized mentor, lecturer, and business consultant in a variety of local and national organizations.

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Jeremy Cripps is a Chartered Accountant (U.K.) and CPA (Ohio) with a Ph.D. from the Union Institute and University, Cincinnati. His experience includes International Tax with PriceWaterhouseCoopers, European Controller for an American multi-national, consultancy in the Middle East, and now academia. Fulbright Scholarships in Zimbabwe and Bulgaria, U.S. Aid consulting in East Europe, have complimented the classroom where I enjoy students as Professor of Accounting. Research includes accounting history, human capital valuation and classroom curriculum.
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Teresa Gillespie is Dean of the College of Business at Northwest University. Teresa oversees the undergraduate business programs and MBA. She began teaching at Northwest University in 2000 and has taught courses in Business law, Business ethics, Negotiations, Leadership, Constitutional law, American Government, and others. Teresa also serves as one of the Baccalaureate/Graduate Degree Commissioners for ACBSP. Before coming to Northwest, she spent 17 years as an in-house litigation attorney for a Fortune 500 company. Teresa received her J.D. from the University of Washington. Specialties: Business law, Commercial Litigation, Mediation, Negotiation, Ethical Decision-making, Conflict Resolution, Leadership.

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Dr. Brad Kleindl is Dean of the College of Management at Park University. Dr. Kleindl is an ACBSP Commissioner for undergraduate and graduate programs. He has authored or co-authored seven books and has over 60 other publications as well as receiving two Fulbright Specialist Program awards. Over his career as a dean at two universities, he has negotiated international relationships with over fourteen global programs in a dozen countries.
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Dr. Ilene Ringler has been teaching in the MBA program at Kaplan University for over 10 years, focusing on business and leadership courses. She has over 30 years of experience in the field of business and individual growth and supported many leading edge companies. Dr. Ringler is faculty adviser to National Association of Women MBA (NAW MBA).

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Randy Sealy is Senior Exec. Academic Sales for Capsim Management Simulations.

Michael Scharff After graduating from The Citadel, Dr. Scharff entered the US Army. While in the military, he was selected to attend graduate school at Syracuse University. After leaving the military, worked in several management positions at MCI. In 2005, he left MCI to become a professor at Limestone College. Professor Scharff has twice been awarded the Fullerton award for teaching excellence and is currently the Chair, Department of Business and Economics.

Dr. Cassandra S. Shaw received a Bachelor’s degree from Florida State University, a Master’s degree from University of Phoenix, and a Ph.D. from Capella University. Dr. Shaw has also completed education to receive Certificates in Irish and American Genealogical Studies and Methodology from the National Institute of Genealogical Studies in Toronto, Canada.

Lakshmy Sivaranam is a full-time faculty member at Kansas City Kansas Community College and the Program coordinator for the A.S. in Accounting and A.A. in Pre-Sports Management bringing with her industry experience in Accounting, Information Systems, and Operations Management. Lakshmy earned her Bachelors of Science in Management/Finance from Park University; Masters of Science in Accounting from the University of Missouri, Kansas City; and, completed 72 doctoral hours with the University of Kansas. Lakshmy came from Malaysia in 1993 and obtained her citizenship in 2004. She is has been active with ACBSP for the last 9 years, serving in the capacity of an Internal Audit Committee member, Region 5 Treasurer for 4 years, and Region 5 chairperson for the current year. At her college, she was the recipient of the 2014 You are a Shining Star Award (Awarded by KCKCC Enrollment Management Division); 2010 NISOD Excellence Award recipient (National Institute for Staff and Organizational Development); and, 2009 TAASU Award of Excellence Nominee (Awarded by KCKCC - The African American Student Union).

David Smartt served as Colonel in the US Army at the Pentagon as Director of Resource Management in the Office of the Chief of Chaplains, also served as Commandant of the US Army Chaplain Center and School. Holds a M.BA. from Syracuse University, M.S. in Strategic Studies, M.Div, and a Ph.D. in Management from Northcentral University. Teaches Principles of Management, Organizational Behavior, Organizational Theory and Business Ethics at graduate and undergraduate levels.

Sue K. Stockly is an Associate Professor of Economicsm, Eastern New Mexico University, College of Business in Portales. Currently she is ACSBP Champion coordinating the process of Reaffirmation for her College and a site evaluator. She is also active in the American Association of Hispanic Economists, the National Economic Association and the American Economic Association. Her research topics include economics education, evaluation of student performance in higher education and stratification economics.

Janice Stoudemire, CPA, CGMA, ABA, ATA, president of Palmetto Academic Consulting Services, Inc., is recognized as a national leader and advocate for outcomes assessment and student learning outcomes. In 2010, when she retired from Midlands Technical College after 25 years of teaching as well as serving as the co-director of MTC’s Assessment Institute, Janice was awarded ACBSP emeritus status. She has actively served ACBSP over the past 26 years and held numerous leadership positions including President (2009-10), member of the Board of Directors (2005-11), member the Associate Degree Commission (2003-08; Chair in 2005-06 and 2007-08), member of the Strategic Planning Committee (2007-12; Chair 2010-12), and Chair of the Audit Committee (2007-09). Janice has served as a site evaluator and mentor for ACBSP, as well as a past evaluator and consultant for the Southern Association of Colleges and Schools (SACS).

Ms. Clarice Tate is the Director of Accreditation and Special Projects at Coppin State University College of Business specializing in accreditation, assessment, strategic planning, and operations. She holds degrees in Business Administration and Education. She is a strategic thinker and mobilizer for her organization in the implementation of sustainable strategies across the academic and business units.

Dr. Dewayne Thompson serves as Chair of the Department of Business at Lee University where he has worked as both a full-time faculty member and as an administrator over the past 33 years. Having served as a faculty member in business administration with a focus in management and ethics courses for 18 years, he moved to administrative positions for the past 15 years. He is also a professor of management teaching both undergraduate and graduate students. Thompson taught or led seminars in Paraguay, Ukraine, and China. Other professional obligations required his travel to Italy, Germany, Austria, France, Cambodia, and Switzerland. He is involved in his local community serving on various boards and committees; moreover, he serves on the local Chamber of Commerce Board of Directors. He served as Secretary, Vice President, and President of ACBSP Region 3. Other involvement with ACBSP includes serving as a site evaluator, mentor, committee membership, and committee chair. He completes his term as chair of the ACBSP Board of Directors at the conclusion of ACBSP Conference 2017.
Helen Vallée, FCPA, FCMA, CPCC is an accounting faculty member at Kwantlen Polytechnic University. As vice-chair of Faculty Council, Helen oversees the Long-Range Planning Committee as well as the Standing Committee on Educational Quality. At every opportunity, she advocates the benefits of accreditation to deans, associate deans and faculty at Canadian Business Schools. Helen has mentored Canadian schools and has served as an evaluator overseas. At the national level, Helen is currently serving her second year on the Strategic Planning Committee. Previously, Helen was a member of the Industry Relations Committee and chaired the Global Business Education Committee. At the regional level, she has been chair twice of Region 7 and has co-chaired two regional conferences.

Ed Vineyard, Ed.D. is the Vice President for the Enid campus of Northern Oklahoma College. His 30 year career in higher education also includes roles such as adjunct professor, full-time professor, division chair, Dean of Students, and Vice President for Development. Dr. Vineyard has 24 years of experience with ACBSP as an evaluator, team leader, Regional President, Board of Directors member, and his current position as an Associate Degree Commissioner.

Dr. Michelle Weiser is the MBA Director at St. Catherine University where she leads all aspects of the MBA program, including pursuit of ACBSP accreditation. She recently completed her Ph.D. in Higher Education from the University of Minnesota where her research focused on the impact of the MBA on women and men. Her comprehensive study included a broad set of top business schools from around the globe.

Tim Westerbeck is President of Eduvantis, the market leading strategic growth consulting firm for business schools. For more than 20 years, he has advised institutions such as the Chicago Booth School of Business, The Wharton School, The Kellogg School of Management, The Cheung Kong Graduate School of Business in Beijing, the Graduate Management Admission Council and many others. He is widely regarded as one of the foremost experts on management education. He has served as a columnist for Business Week, a frequent commentator in The Wall Street Journal, The New York Times and other global media, and a regular presenter at global industry forums such as the Indian Management Conclave, AACSB International, The European Foundation for Management Development and others.

Michelle Wicmandy is a seasoned marketing professional with an emphasis in digital marketing. Currently, she serves at the University of Houston-Downtown as a marketing lecturer. Under her guidance, students have been recognized and won awards for projects they entered in contests sponsored by Halliburton and America’s Natural Gas Alliance. In her spare time, she volunteered as a co-advisor for the American Marketing Association collegiate chapter and helped create four marketing conferences that broke attendance records.

Dr. Kevin L. Wilhelmsen is Program Dean for the University of Phoenix School of Business. He joined the University in 2002. Regularly engaging with industry associations and employers, Kevin ensures the University’s curriculum is updated and industry-aligned. He also plays a strong role in the assessment of student learning outcomes, scholarship and academic policy development for academic programs/education in industries such as hospitality, retail, healthcare and supply chain.

Dr. Alla L. Wilson has been the dean, School of Global Business since June 1, 2014. Wilson previously served as the founding dean, College of Business and Management at East Stroudsburg University for seven years. At East Stroudsburg University she headed several initiatives for the College of Business and Management, the largest academic unit at the university. Wilson previously held faculty positions at East Stroudsburg University, University of Wisconsin-Green Bay and the University of Wisconsin-Whitewater. She also held leadership positions at Holy Family Memorial, Colorado Springs Medical Center, American Hospital Association and Maggie Springer and Associates. She has extensive experience and background in global business. She received her Executive MBA and Ph.D. in Management Science from the University of Wisconsin-Milwaukee, where she majored in Strategic Management and minored in International Business. Her Bachelor of Science was from Illinois College of Optometry in Visual Science.

Dr. Larry Zachrich has taught at Northwest State Community College since 1978, also serving as Dean of Business and Dean of Engineering. He currently manages educational partnerships with electrical training centers. Dr. Zachrich served as Associate Director of Accreditation and liaison to the Associate Degree Board of Commissioners for ACBSP since 2006. As a site evaluator and mentor since 1991, he has helped accredit colleges throughout the United States and beyond.
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2017 ACBSP Deans Symposium
September 8-10
Chicago, Illinois, USA
Chicago Marriott Downtown Magnificent Mile
acbsp.org/symposium

2017 ACBSP Global Conference & Accreditation Forum
November 8-11
Toronto, Ontario, Canada
Toronto Marriott Downtown Eaton Centre
acbsp.org/global

ACBSP Conference 2018
June 8-11
Kansas City, Missouri, USA
Kansas City Marriott Downtown
acbsp.org/conference