
***END-OF-YEAR REPORT
(2012-2013)***

EXECUTIVE SUMMARY

The School of Business experienced a mixture of challenges and change during Academic Year 2012-2013. This mixture represents the continuation of a “cultural shift” taking place in the School of Business, a shift that began during Academic Year 2011-2012. While the challenges can be largely attributed to decisions that will result in more change (e.g., new department chairs, professional advisors, etc.) as we move forward, there are several positive aspects of this change that will hopefully result in a calmer climate, more collegiality and optimism, and a greater sense of direction for faculty, staff, and students in the School of Business. These positive aspects of change, along with several School of Business successes, are highlighted in this report.

Immediately following these highlights is a summary of the goals that were to be achieved by the School of Business during Academic Year 2012-2013. The School of Business exceeded, achieved, or made significant progress toward achieving these goals. The majority of this report is dedicated to describing the collective actions that were taken in the School of Business to achieve these goals. The Dean wishes to thank the Department Chairs, faculty members, and administrative staff members for their contributions toward helping the School of Business achieve these goals. It is your hard work and commitment that will help us to realize our shared aspirations. The Dean would also like to thank President Gould and Provost Tramontano and express sincere appreciation to them for generously supporting the School of Business.

SCHOOL OF BUSINESS HIGHLIGHTS & ACCOMPLISHMENTS 2012-2013

School of Business faculty and staff were very productive during Academic Year 2012-2013 and engaged in activities that enhanced the reputation of Brooklyn College. The following highlights and accomplishments represent only a sample of these activities.

- School of Business faculty published 43 refereed journal articles during calendar year 2012 (32 were published during calendar year 2011)
- Dr. Tomás López-Pumarejo received recognition in the international press for his research on telenovelas developed for Latino television networks
- Dr. Joshua Fogel received recognition in the international press for his research suggesting that college students who watch reality television beauty shows are at least twice as likely as nonviewers to use tanning lamps or tan outdoors for hours at a time
- Dr. Carol Connell received rave reviews for her new book that covers the topic of Reforming the World Monetary System
- Howard Davidoff received rave reviews for his 3rd Edition *The Everything Personal Finance in your 20s & 30s Book*
- Dr. Carol Connell received a \$5,000 grant from the Koch Foundation to fund a colloquium designed to encourage faculty to present and discuss their current research
- Dr. Robert Cherry was selected to be the Bernard H. Stern Professor for 2013-2015
- The School of Business Student Leadership Council successfully planned and executed the first annual *Business Matters!* event – Over 600 students, faculty, administrators, and community leaders attended the event!
- The annual Faculty & Staff Recognition Luncheon was held to recognize faculty and staff for their teaching, research, and service contributions. The inaugural luncheon was held in May 2012 – Photographs taken at the May 2013 luncheon are shown on the following pages of this report.
- The long awaited Bloomberg terminals have been installed in the library and are ready for use by faculty and students – remote access to the Bloomberg database is also available for faculty to use in “smart” classrooms
- Brooklyn College’s application to de-map a portion of Campus Road and rezone an area adjacent to campus to allow for the construction of a new building for the School of Business was recommended for approval by Borough President Marty Markowitz
- The School of Business received a \$1 million bequest to establish the Samuel N. Seidman ’55 Professorship in Economics

2012–2013 Faculty & Staff Recognition Luncheon

Excellence Award Recipients



From left to right: James Lynch (Excellence in Teaching Award); Stanley Sauber (Excellence in Service Award); Myles Bassell (Excellence in Service Award); Nadia Doytch (Emerging Scholar Research Award); Carol Connell (High Impact Research Award); Gary Testa (Excellence in Teaching Award); Joshua Fogel (Most Prolific Research Award)

School of Business faculty that published a peer-reviewed journal article in 2012



Standing (left to right): Howard Davidoff, Yehuda Klein, Mitchell Langbert, Jeremy Porter, Michael Weinstein, Hervé Queneau, Nakato Hirakubo, Tomás López-Pumarejo, Hong-Jen Lin, Myles Bassell, James Lynch, Robert Bell, Hershey Friedman, Jack Lachman, Carol Connell, Toby Birnbaum, **Sitting (left to right):** Veronica Manlow, Nadia Doytch, Gary Testa, Joshua Fogel, Chun Wang, Taiwo Amoo

Outcome of Academic Year Academic Year 2012-2013 Goals, Objectives, & Strategic Priorities

To ensure continued progress toward achieving the strategic goal of positioning the School of Business for AACSB accreditation, the following objectives were pursued during Academic Year 2012-2013:

AACSB ACCREDITATION OBJECTIVES

Objective 1: *Complete and begin to implement strategic plan*

Outcome (In Progress) – The strategic plan was completed. However, it was not implemented. School of Business faculty met during spring semester 2013 to discuss the completed plan. After much discussion, a preliminary vote was taken and 50% of the faculty voted to reject the plan as is. At the end of the meeting, the Strategic Planning Team was charged with the task of revising the plan using faculty comments and concerns as a guide. The revised plan will be presented to faculty at a special meeting during fall semester 2013.

Objective 2: *Complete AQ/PQ and related policies*

Outcome (In Progress) – The AQ/PQ policy was completed. However, during Academic Year 2012-2013 AACSB revised the accreditation standards and the AQ/PQ terminology is no longer used. Subsequently, the AQ/PQ policy that was completed must be revised to conform to the new set of accreditation standards. The revision will take place during fall semester 2013.

Objective 3: *Implement first phase of Assurance of Learning (AOL)/Assessment plan*

Outcome (In Progress) – Implementation of the AOL plan has been delayed until the recently hired Associate Dean (Dr. Susanne Scott) has had a chance to review it and bring it into alignment with the new AACSB standards.

BUILDING A STRONG SCHOOL OF BUSINESS OBJECTIVES

To ensure continued progress toward achieving the strategic goal of building a strong school of business, setting strategic priorities, long-term goals, performance objectives, and action plans for achieving these objectives are necessary. Strategic priorities most relevant to achieving this strategic goal include (1) **Students**, (2) **Faculty and Staff**, and (3) **Community Outreach**. For Academic Year 2012-2013, long-term goals, representative strategies, and performance objectives associated with these strategic priorities were developed and set forth in the next few pages of this report.

STRATEGIC PRIORITY 1 – STUDENTS

Long-Term Goal: Prepare students for success in a global business environment

Strategies: Offer high-quality and industry-informed programs/curricula and extracurricular learning opportunities

Objective 1: Sponsor a School of Business event that will help students better understand how to succeed in the global business environment

Outcome (Achieved) – *Business Matters!* That is the name of the School of Business event that was held on September 13, 2012. Over 600 School of Business students, faculty administrators, and Brooklyn College alumni attended the event. Post-event interviews with participants and students indicated that the event was a success. Selected photographs of the event are shown on the next few pages of this report.



Dean Hopkins welcoming students to *Business Matters!*



Provost Tramontano welcoming students to *Business Matters!*



Student Leadership Council welcoming students to *Business Matters!*



Students listening to Magner Center speaker Fred Balsam



“Secrets of Success” panel: **Jerrell Horton** (Director of Business Development – The Paul Carrick Brunson Agency); **Elon Johnson** (Emmy Award-nominated producer); **Anthony Lolli** (Founder/Chief Executive Officer, Rapid Realty)



“Rate My Professor” panelists (James Lynch, Nakato Hirakubo, Veronica Manlow, and Myles Bassell) share with students how to succeed in their business classes



School of Business students seeking advice from panelists

STRATEGIC PRIORITY 2 – FACULTY & STAFF

Long-Term Goal: *Ensure that faculty and staff are highly qualified and committed to excellence*

Strategies: *Recruit and retain high-quality faculty and staff, reward faculty and staff for contributing to student and School of Business success*

Objective 1: *Hire four new tenure-track faculty members*

Outcome (Achieved) – The School of Business gained approval to fill five new tenure-track positions. Beginning fall semester 2013: Dr. Hao-hsuan (Holly) Chiu (Ph.D., Rutgers University) will join us as an assistant professor in the Finance and Business Management Department; Dr. Satina Williams (Ph.D., Virginia Commonwealth University) and Dr. Dov Fisher (Ph.D., University of Colorado) will join us as assistant professors in the Accounting Department; Dr. Michael M. Grayson (D.B.A., Louisiana Tech University) will join us as professor and chair of the Accounting Department; and Dr. Susanne G. Scott (Ph.D., University of Cincinnati) will join us as professor and associate dean.

Objective 2: *Increase total AQ/PQ ratio by at least 5%*

Outcome (Abandoned) – During Academic Year 2012-2013 AACSB revised the accreditation standards and the AQ/PQ terminology is no longer used. There is a different methodology for determining the academic qualifications of faculty, which will be reflected in a revised version of this objective.

Objective 3: *Supplement Faculty PSC CUNY Travel Fund by at least \$5,000*

Outcome (Achieved) – Budgetary controls instituted during Academic Year 2012-2013 resulted in over \$10,000 in savings that were used to support faculty travel to academic conferences.

Objective 4: *Complete the upgrade/replacement of furniture in faculty offices*

Outcome (Achieved) – Budgetary controls instituted during Academic Year 2012-2013 resulted in savings that were used to upgrade/replace faculty office furniture.

STRATEGIC PRIORITY 3 – COMMUNITY OUTREACH

Long-Term Goal: *Contribute to the economic, educational, and societal advancement of Brooklyn*

Strategies: *Develop and foster positive relationships between the School of Business and the Brooklyn business and greater community, and develop programs and centers of excellence that contribute to the economic, educational, and societal advancement of Brooklyn*

Objective 1: *Form Advisory Boards for the Accounting and Economics Departments*

Outcome (In Progress) – The Dean and the Chair of the Economics Department contacted several potential advisory board members for that department. The names, title, and company in which these individuals work are listed in the table below. This table also indicates (Status) whether each individual has agreed to serve as a board member (Y-firm), is still considering becoming a board member (Y-tentative), or needs to be contacted via a follow-up phone call or e-mail message. Although we have a firm yes from one individual to serve as an advisory board member for the Accounting Department, attempts to identify additional members were temporarily suspended until the new Chair of that department arrived on campus in mid-August 2013. Attempts to identify members for this board will commence in the fall 2013 semester.

Potential Advisory Board Members: Economics Department			
Name	Title	Company	Status
Brian Blauvelt	President	Energy InfotechNYC	Y-firm
Nelson Braff	Executive VP	Perrin, Holden & Davenport Capital Corp	Y-tentative
Ann Goodman	President	Telesys – Voice Data Solutions	Y-tentative
Olivia Fussell	Founder	CINCS – Cloud Based Technology	Follow up
Mike Gordon	CEO	Joule Assets, Inc.	Follow up
Lewis Cohen	President	Intelligent Database Marketing, Inc.	Y-firm
Philip Plotch	Director	World Trade Center	Follow up
Christoopher Rohlf	VP	Stanley Morgan	Follow up

Objective 2: *Make ten or more “friend-raising” contacts during Academic Year 2012-2013*

Outcome (Achieved) – During Academic Year 2011-2012 the Dean worked closely with the Brooklyn College Development staff to identify high net worth individuals for the purpose of making “friend-raising” contacts and cultivating the contacts as potential donors. Fifteen contacts were made, one of which resulted in a \$1,000,000 bequest to establish the Samuel N. Seidman ’55 Professorship in Economics

Objective 3: *Prepare and submit a proposal to establish a federal-funded Small Business Development Center at Brooklyn College*

Outcome (Suspended) – Funding and other resource challenges lead to the decision to temporarily suspend efforts to achieve this objective until such challenges can be overcome

Academic Year 2013-2014

AACSB ACCREDITATION OBJECTIVES

During Academic Year 2013-2014, the School of Business will again seek to achieve the objectives listed in this report as *In Progress*.

Objective 1: *Complete and begin to implement strategic plan*

Objective 2: *Complete AQ/PQ and related policies*

Objective 3: *Implement first phase of Assurance of Learning/Assessment plan*

BUILDING A STRONG SCHOOL OF BUSINESS PRIORITIES & GOALS

During Academic Year 2013-2014 the following strategic priorities and long-term goals will again be the focus of our efforts. As in Academic Year 2012-2013, performance objectives will be formulated and appropriate action plans established.

STRATEGIC PRIORITY 1 – STUDENTS

Long-Term Goal: *Prepare students for success in a global business environment*

Strategies: *Offer high-quality and industry-informed programs/curricula and extracurricular learning opportunities*

STRATEGIC PRIORITY 2 – FACULTY & STAFF

Long-Term Goal: *Ensure that faculty and staff are highly qualified and committed to excellence*

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SUMMARY AND CONCLUDING REMARKS

Academic Year 2012-2013 was a good year for the School of Business. Although several challenges had to be overcome, change stimulated by these challenges is likely to be beneficial in improving the overall climate in the School of Business. Much progress was made and traction is being gained as we move toward achieving the goals of AACSB accreditation and building a strong School of Business. We look forward to the coming Academic Year and expect that it will be as successful as or more successful than Academic Year 2012-2013.

Financial Strategy

Activity	Start Date	First Year Cost or Revenue	Continuing Annual cost or Revenue	Source or Disposition of Funds
<i>Complete and begin to implement strategic plan</i>	Sept. 2013	\$0	\$0	N/A
<i>Complete AQ/PQ and related policies</i>	Sept. 2013	\$0	\$0	N/A
<i>Implement first phase of Assurance of Learning/Assessment plan</i>	Sept. 2013	\$2-\$3K (to support reader)	\$5-10K	Tax Levy Funding
<i>Sponsor a School of Business event</i>	Oct. 2013	\$2-\$3K	\$0	Tax Levy Funding
<i>Hire four new tenure-track faculty members</i>	Sept. 2013	\$5K (recruiting costs)	\$400k	Tax Levy funding
<i>Form advisory boards for departments</i>	Nov. 2012	\$0	\$0	N/A