
END-OF-YEAR REPORT ***(2013-2014)***

Our Vision: *We aspire to be the school of choice among our New York area competitors and known for excellence within the larger community of business schools*

Our Mission: *We prepare our diverse learning community for professional careers and active citizenship by providing a high quality education that inculcates the skills and global mindsets demanded by business, ethical business practices and a healthy respect for the intellectual traditions of Brooklyn College. Student learning is enhanced by the broad research activities that faculty integrates into their teaching and the sense of community created through student-faculty interaction*

Our Values ★ *Service* ★ *Encouragement* ★ *Respect* ★ *Valor* ★ *Integrity* ★ *Commitment*
★ *Excellence*

EXECUTIVE SUMMARY

Academic Year 2013-2014 was a successful year for the School of Business. Positive progress was made in the areas of assurance of learning/curricula development, student, and faculty development, preparing for AACSB initial accreditation, and friend/fund-raising. These positive aspects of AY 2013-2014 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 2013-2014. All of these goals were achieved. 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.

2013-2014 HIGHLIGHTS

School of Business faculty and staff were very productive during Academic Year 2013-2014 and engaged in activities that enhanced the reputation of Brooklyn College. The following highlights represent only a sample of these activities.

Students

- During spring semester 2014 the two advisors in the School of Business Advising Office advised well over 2,000 students!
- The School of Business hired a Writing Tutor to help our students improve their writing skills
- A Summer Finance Academy was developed, in conjunction with the Magner Center, and implemented for the Brooklyn College facility at 25 Broadway in Manhattan
- The Bloomberg terminals were fully implemented and are being heavily utilized by School of Business faculty and students
- Students from the School of Business, the School of Visual, Media and Performing Arts, and the School of Humanities and Social Sciences collaborated to create BIZ-e-NEWS and published two issues during academic year 2013-2014
- A high-tech student conference room was created on the 5th floor of Whitehead Hall
- The School of Business Student Leadership Council had a successful *Business Matters! 2013* event with over 900 students, faculty, staff, and New York business leaders in attendance.

Faculty

- Five tenure-track faculty were hired with a fall 2014 start date
- Faculty published 69 peer-reviewed articles, 6 book chapters, and 2 books, and made 99 presentations during calendar year 2013!
- Over \$24, 000 was allocated to faculty for professional development and research support during academic year 2013-2014
- Dr. Carol Connell was awarded the prestigious Tow Professorship
- Seven faculty offices were totally renovated
- A faculty network-printer room was created on 5th floor with two high-speed printers

- The annual Faculty & Staff Recognition Luncheon was held to recognize faculty and staff for their teaching, research, and service contributions. Photographs taken at the May 2014 luncheon are shown in this report.

Accreditation

- AACSB-required Strategic Plan for the School of Business was approved
- The Business School Questionnaire for AACSB was completed

Fund-Raising/"Friend-Raising"

- The School of Business received a \$5,000 matching gift to establish a Student Development Fund
- The School of Business received a \$7,500 gift for the Dean's Discretionary Fund
- The School of Business received \$27,000 of funding from the Magner Center to encourage students to participate in internships that promote entrepreneurship
- The School of Business received \$60,000 to establish a full-ride accounting scholarship
- The School of Business received \$75,000 to establish the Samuel N. Seidman Economics Department Enhancement Fund
- The School of Business received a \$1 million donation to establish a financial investment academy
- The Dean visited eight potential donors resulting in an outstanding "ask" of over \$600,000

Objectives Achieved during 2013-2014

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 2013-2014:

AACSB ACCREDITATION OBJECTIVES

Objective 1: *Complete and begin to implement Strategic Plan*

Outcome (Achieved) – The Strategic Plan was completed and approved by School of Business faculty and the implementation process has begun.

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

Outcome (Achieved) – During Academic Year 2012-2013 AACSB revised the accreditation standards and the AQ/PQ terminology is no longer used. However, the AQ/PQ policy was revised to conform to the new set of accreditation standards. The revision was completed and the new Faculty Qualification policies, along with several related policies, have been documented in the School of Business Policy and Procedures Manual.

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

Outcome (Achieved) – The following aspects of the AOL/Assessment plan were implemented:

- Four Learning Goals approved by faculty
- Procedure for assessment of the four initial learning goals was established
- A subcommittee for the written communications goal was established
- Data were gathered for the written communications goal
- Written communications goal was assessed and the “loop” closed by establishing a tutoring program through the Writing Fellows Program

Objective 3: *Complete syllabi review for at least one School of Business degree program*

Outcome (Achieved) – A syllabus review was completed for the Bachelor of Business Administration (BBA) degree program

Objective 4: *Complete and submit AACSB Business School Questionnaire (BSQ)*

Outcome (Achieved) – The BSQ contains information about every aspect of the School of Business, which will be available to the public on the AACSB website of member business schools.

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 2013-2014, long-term goals, representative strategies, and performance objectives associated with these strategic priorities were developed and are 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*

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

Objective 1: *Develop and implement a core curriculum for the School of Business*

Outcome (Achieved) – The core curricula of New York AACSB-accredited business schools were benchmarked and a core curriculum consistent with AACSB standards was derived for the School of Business. The core was approved by the faculty and will go into effect in the fall 2014 semester.

Objective 2: *Develop and implement a program that takes advantage of our proximity to Wall Street*

Outcome (Achieved) – The School of Business collaborated with the Magner Center and the Provost's Office to develop the Summer Finance Academy housed at 25 Broadway, located across from the Bull on Wall Street. The program was implemented during summer 2014.

Objective 3: *Develop and gain approval for a Bachelor of Business Administration concentration in Business Economics*

Outcome (Achieved) – This concentration was approved May 5, 2014, by the CUNY Board of Trustees

Objective 4: *Develop and gain approval for a Master of Science degree in Business Administration*

Outcome (Achieved) – This program was approved June 24, 2014, by the New York State Education Department

Objective 5: *Host a successful second annual Business Matters! event*

Outcome (Achieved) – The second annual *Business Matters! event* was held on October 22, 2013, with over 900 School of Business students, faculty, administrators, and Brooklyn College alumni in attendance. Selected photographs of the event are shown on the next few pages of this report.



Students and faculty listening to *Secrets of Success* panel



School of Business Student Leadership Council (seated) with Melissa Chapman (Vice President at Brooklyn Chamber of Commerce), *Secrets of Success* panelists (left to right: Myron Kandel, Founding Financial Editor, CNN; Stella Lagudis, Managing Director, BNY Mellon; Roy Furman, Vice Chair, Jefferies & Company), and Dean Hopkins and Associate Dean Scott



Students and faculty listening to *Keys to Your Business Future* panelists



School of Business Student Leadership Council (seated) with (back row, left to right: Janice Strain, HR Manager, Baker Tilly Virchow Krause; Serena Cohen, Senior Recruiter, Biolumina; Michelle Dubrovsky, Branch Manager/Vice President, Citibank; Edward W. Colello, Managing Partner, New York Life Insurance; Dean Hopkins; seated: Nicole Todd, Recruiter, Mitchell & Titus; Associate Dean Susanne Scott



Students and faculty listening to *Future Business Trends!* Speaker Marjorie Magner, Chair of Gannett, and Managing Partner, Brysam Global Partners



Ms. Magner giving business advice to students

Objective 6: *Host first annual School of Business Commencement Awards Ceremony*

Outcome (Achieved) – The first annual School of Business Commencement Awards Ceremony was held on May 29, 2014. Well over 200 graduating students, their family and friends, and School of Business faculty and staff attended the event. Selected photographs of the ceremony are shown on the next few pages of this report.



Graduates with family and friends (top right photo) and School of Business faculty (bottom photo) partake of the food (top left photo) that was prepared for the event





Dean Hopkins and Associate Dean Scott recognize the first of several School of Business students graduating Cum Laude, Magna Cum Laude, or Summa Cum Laude



Group photograph of graduating School of Business students that attended the ceremony

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: *Successfully recruit and hire five new tenure-track faculty members*

Outcome (Achieved) – The School of Business gained approval to fill five new tenure-track positions. Beginning fall 2014 semester: Dr. Anthony Crossman (Accounting: DBA, Nova Southeastern University); Dr. Mina Glambosky (Finance: Ph.D., Florida Atlantic University); Dr. Stanley Peterburgsky (Finance: Ph.D., Columbia University); Dr. Sunil Mohanty (Finance: DBA, Cleveland State University); Dr. Svetlana Vlady (Accounting: Griffith University).

Objective 2: *Create and staff a School of Business Advising Office*

Outcome (Achieved) – Two senior advisors were hired and the Office opened in August 2013

Objective 3: *Secure funding (\$1.2K per eligible faculty member) to support faculty development activities*

Outcome (Achieved) – The Provost, the Associate Vice President for Budget and Planning, and the Chief Financial Officer approved the allocation of funding to support faculty development at the level specified

Objective 5: Continue to promote a collegial and culture-building environment for faculty and staff

Outcome (Achieved) – The third annual Faculty & Staff Recognition Luncheon was held to recognize faculty and staff for their teaching, research, and service contributions. Photographs taken at the May 2014 luncheon are shown on the following pages of this report.

2013–2014 Faculty & Staff Recognition Luncheon

Excellence Award Recipients



Toby Birnbaum – Excellence in Teaching Award



Veronica Manlow – Excellence in Teaching Award



Hershey Friedman - Excellence in Interdisciplinary Research Award



Dov Fisher - Research Excellence in the Discipline Award



Veronica Manlow - Research Excellence in the Discipline Award



Moishe Zelcer – Excellence in Service Award



Business students recognize staff member Eileen O'Rourke for her service to students



School of Business students, faculty and staff wish Dr. Hyman Sardy well in his retirement after 56 years of teaching and holding various positions at Brooklyn College.



Pictured with Dr. Sardy are his wife Susan and son Dr. Marc Sardy

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: *Make at least five “friend-raising/fund-raising” contacts during Academic Year 2013-2014*

Outcome (Achieved) – During Academic Year 2013-2014 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. Seven new contacts were made and one existing relationship was strengthened (refer to table below). In addition to over \$600,000 in “asks” made to these eight community business leaders, they also agreed to contribute their time to participate in various student-oriented campus events and to consider School of Business students for internships in their organizations.

New and Continuing Business Community Contacts			
Contact	Title	Company	Date
Leonardo Rizzi	Vice President	Goldman Sachs & Co	12/13/13
Anthony Castellanos	Partner	KPMG	7/3/14 /
Mace Blicksilver	Managing Director	Marblehead Trading Group	7/21/14
Elliot Tannenbaum	Retired Managing Director	Ernst & Young	7/31/14
Lorraine Laighold	Senior Financial Advisor	United Bank of Scotland	8/4/14
Sam Schwartz	CEO	Sam Schwartz Engineering, PLLC	8/5/14
Joseph Rosenblum	Senior Municipal Credit Analyst	AllianceBernstein	8/11/14
Bruce Graber	Relationship Partner	Price Waterhouse Coopers (PwC)	8/20/14

SUMMARY AND CONCLUDING REMARKS

Academic Year 2013-2014 was a good year for 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 2013-2014.

Financial Strategy

Activity	Start Date	First Year Cost or Revenue	Continuing Annual Cost or Revenue	Source or Disposition of Funds
<i>Begin recruitment process for five tenure-track faculty members</i>	Sept. 2014	\$5K (recruiting costs)	\$400k	Tax Levy funding
<i>Host third annual Business Matters! event</i>	Oct. 2014	\$2K–\$3K	\$0	Tax Levy Funding
<i>Implement second phase of Assurance of Learning/Assessment plan</i>	Sept. 2014	\$2K–\$3K (to support reader)	\$5K–\$10K	Tax Levy Funding
<i>Implement new scheduling procedure</i>	Sept. 2014	\$0	\$0	