

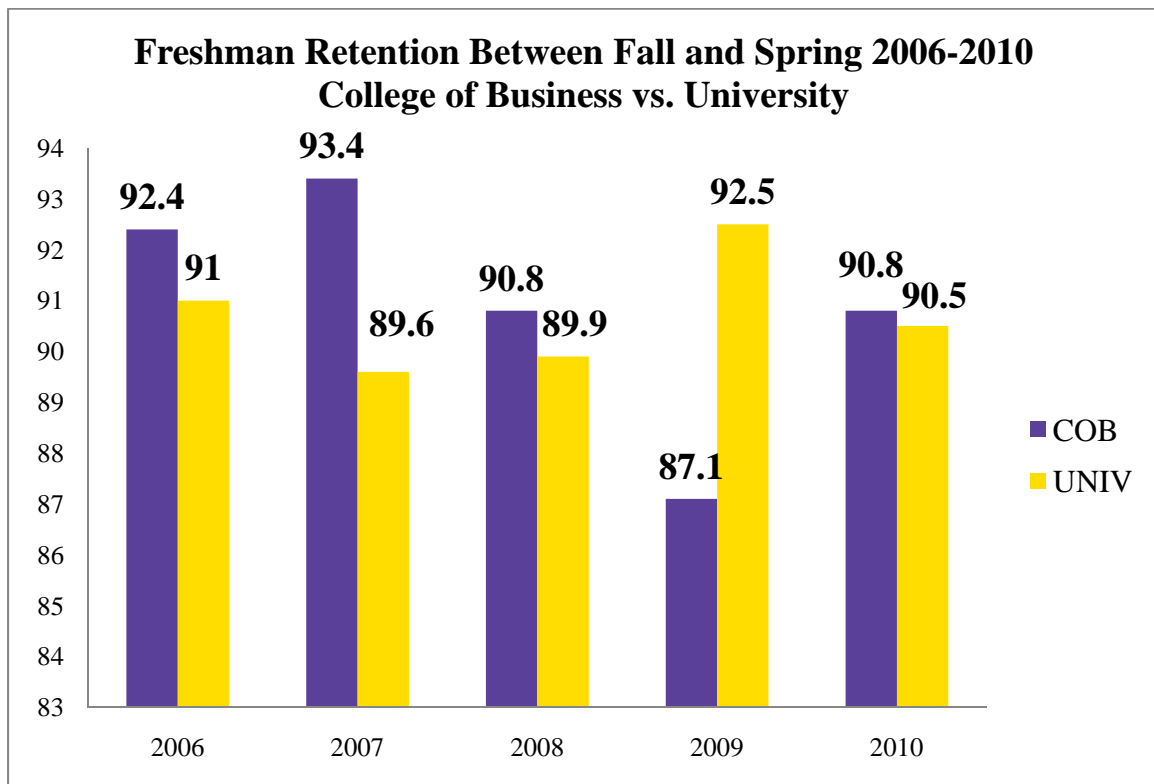
ANNUAL REPORT

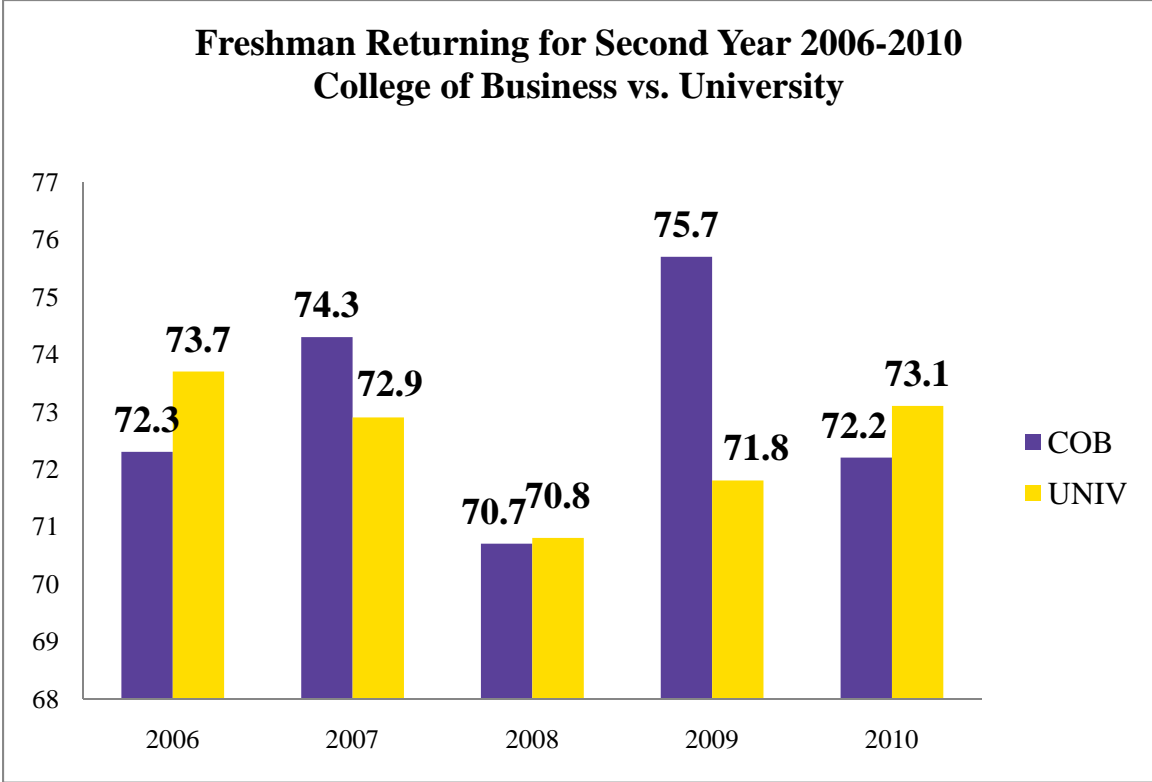
College of Business

AY 2010-2011

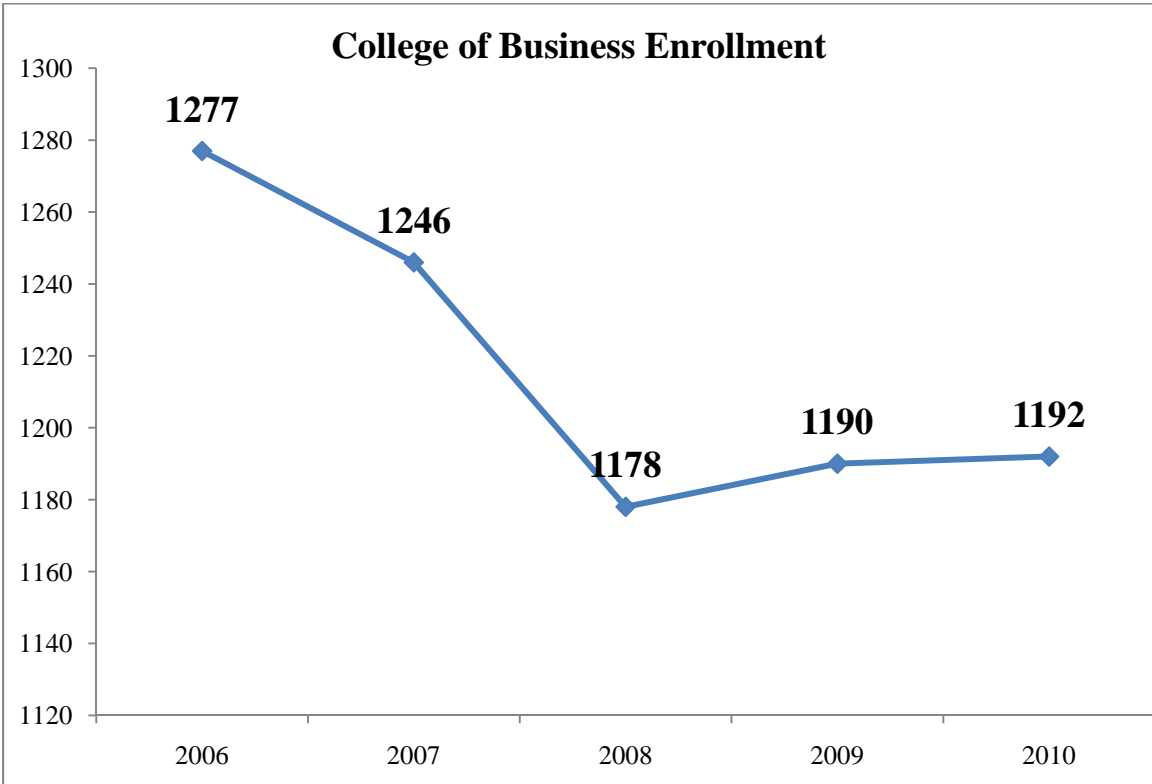
I. Retention

Retention percentages of first time freshmen returning from Fall to Spring semester and for first time freshmen returning for their second year have averaged above the overall University rates for much of the time period. These results are at least partly due to the one-on-one service students receive from the College of Business Student Success Center.



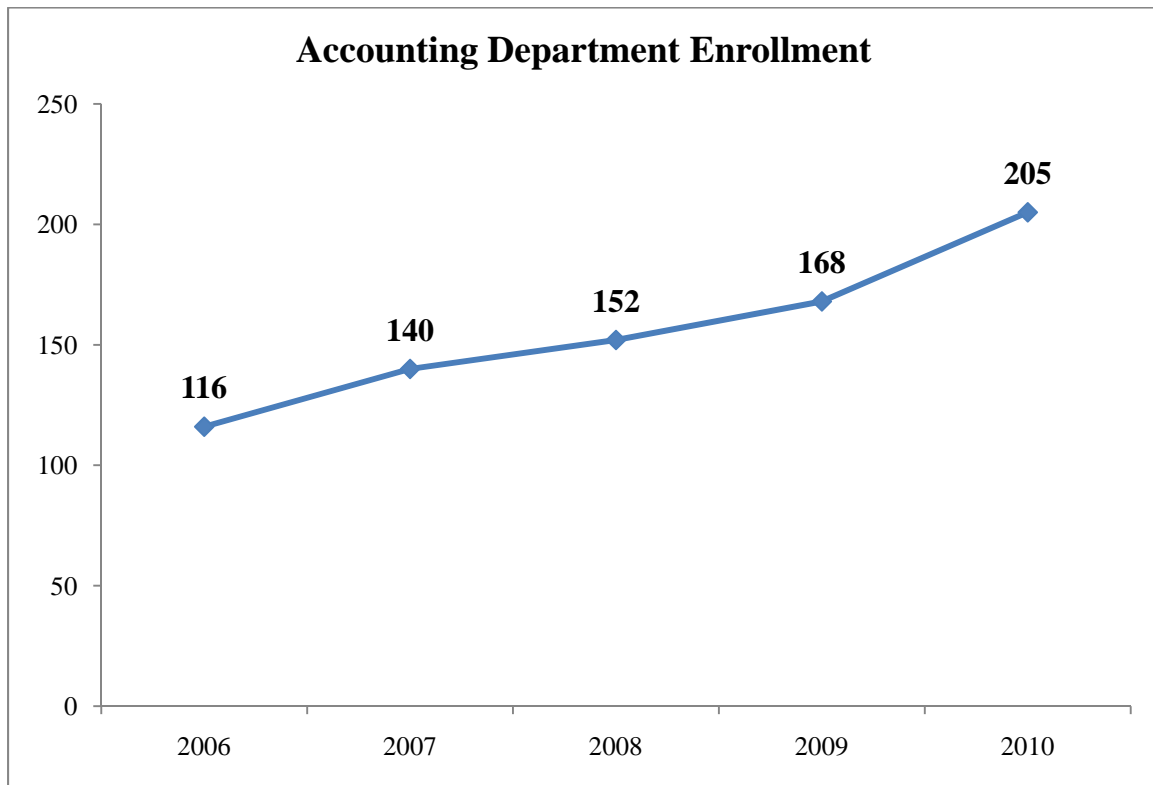


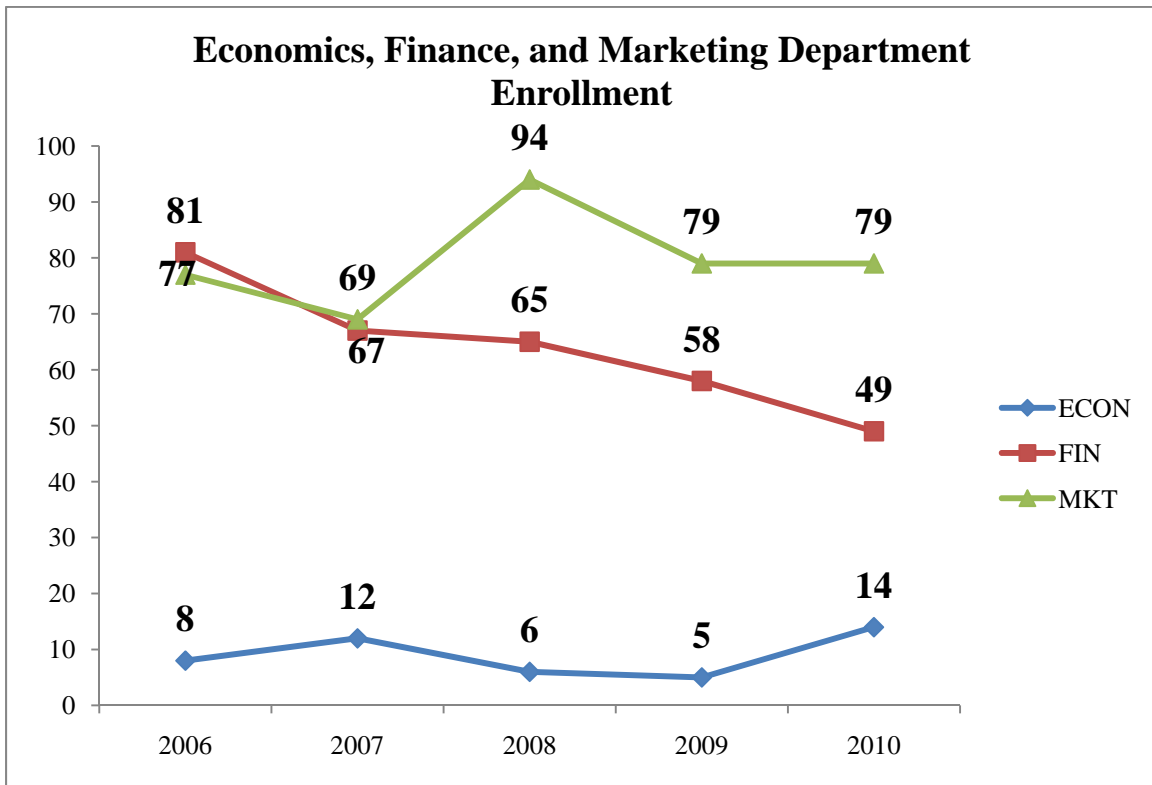
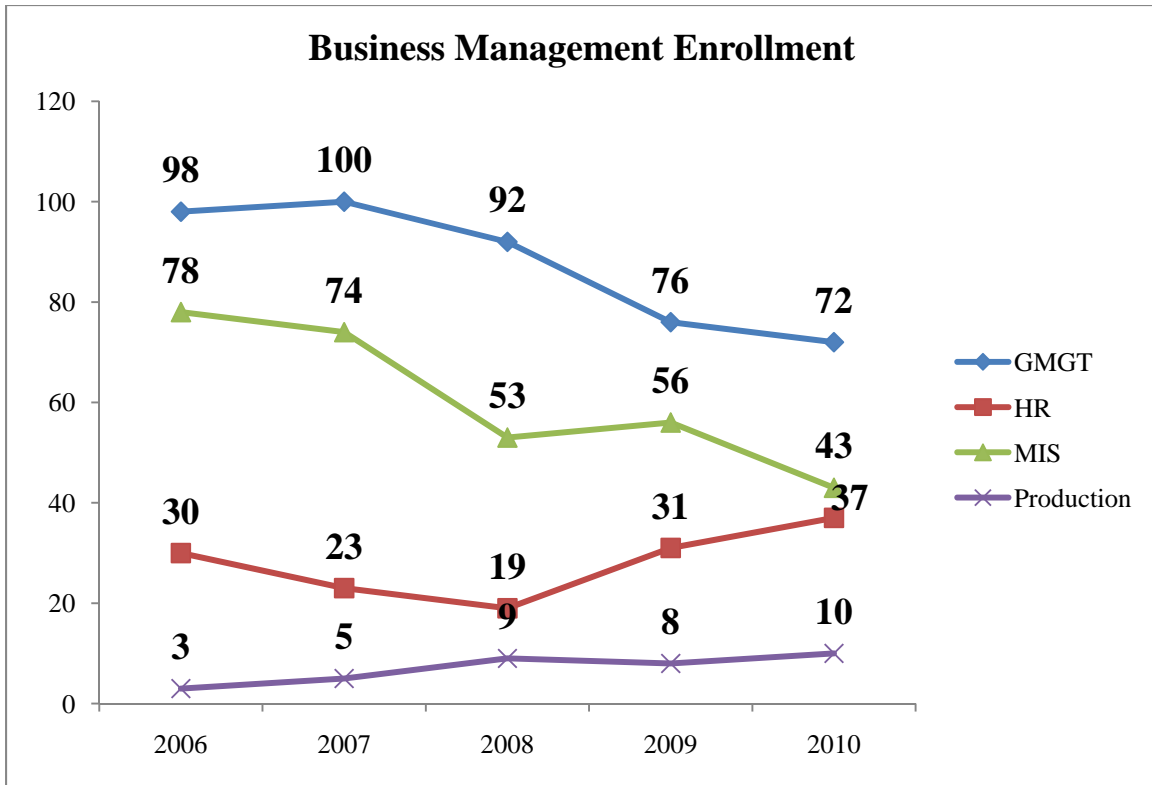
II. Enrollment

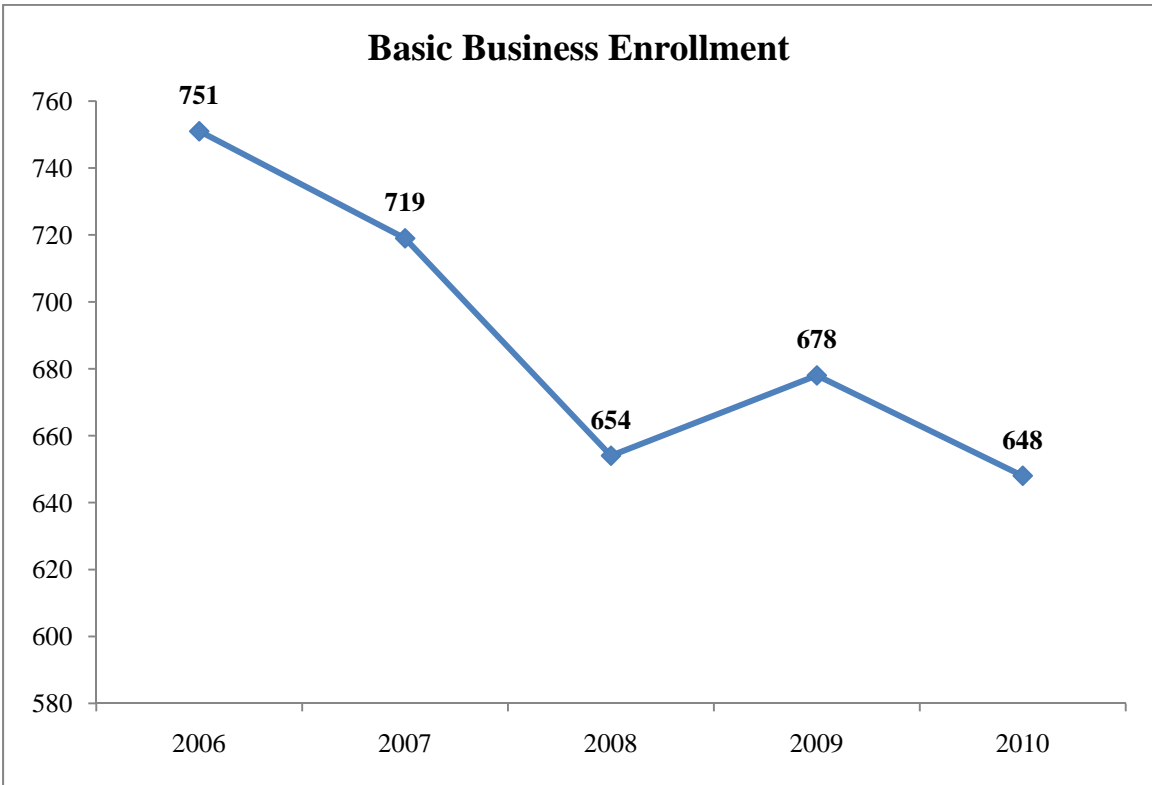
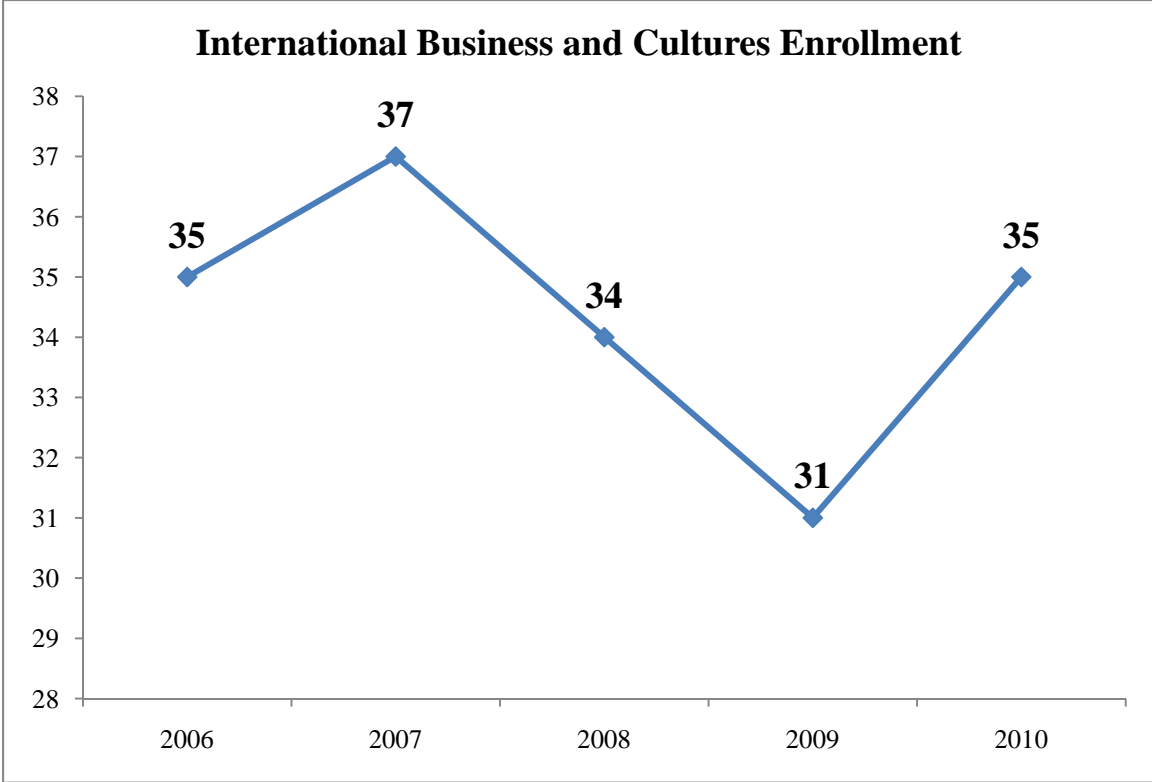


Undergraduate enrollment in the College of Business continued a decade-long decline through the first three years of the reporting period. In response, beginning in 2008 the College stepped up its recruiting efforts, revamped its advertising materials, and began programs of outreach to high schools and regional community colleges. The College of Business Ambassadors, accompanied by an administrator, visit high schools throughout the state with materials describing both TTU and College of Business programs. Some of the high schools on the contact list have never been visited by a Tech representative. We have also invited high school Future Business Leaders of America clubs to visit campus for tours and information.

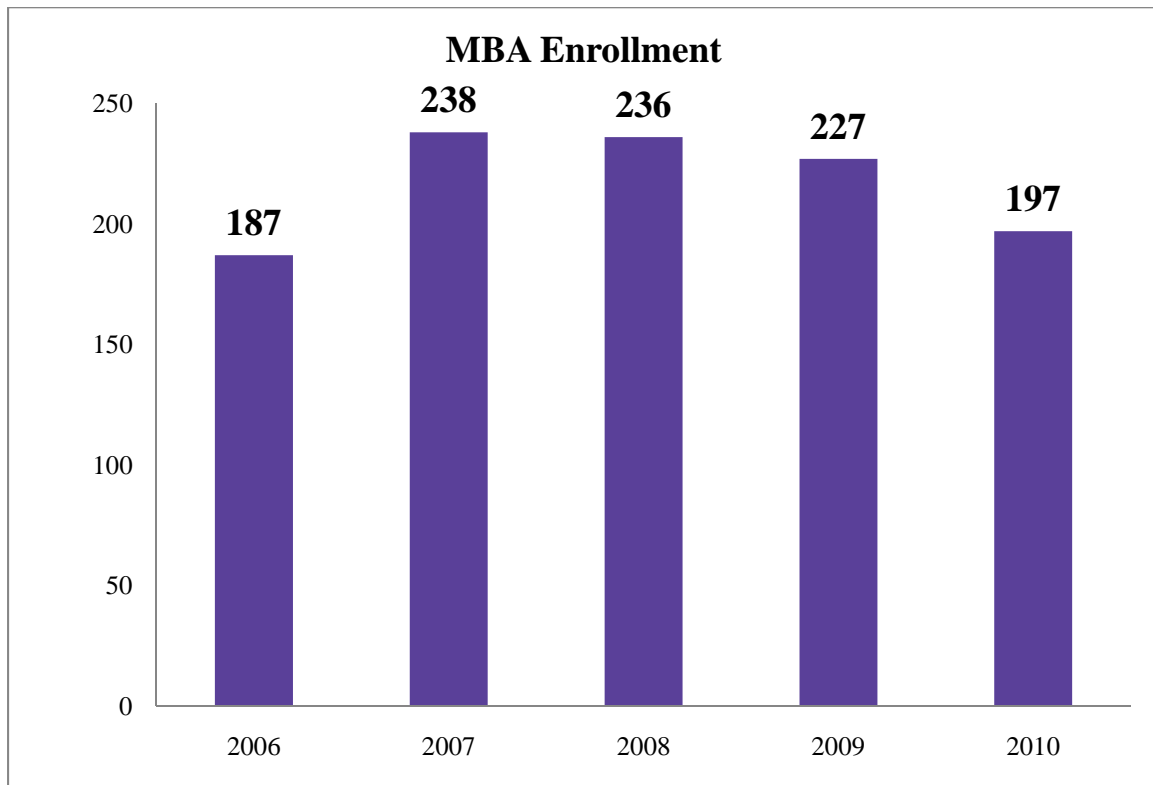
Inside the College of Business there has been a dramatic shift in student preferences, which is shown in the charts below. Accounting has experienced an enrollment increase of 76.7% over five years to become the largest major in the College, while General Management enrollment has declined by 26.5% and MIS has declined by nearly 45%. The decline in MIS enrollment is reflective of similar declines across the nation. The other major experiencing significant decrease is Finance, which has dropped by 39.5%, likely reflecting changing societal views of banking. The other majors and concentrations in the College of Business are roughly constant or showing small increases. Given the state of the job market it is likely that students are showing a preference for majors that carry additional certification of their skills, which is available in the College of Business in the form of eligibility for the CPA exam.







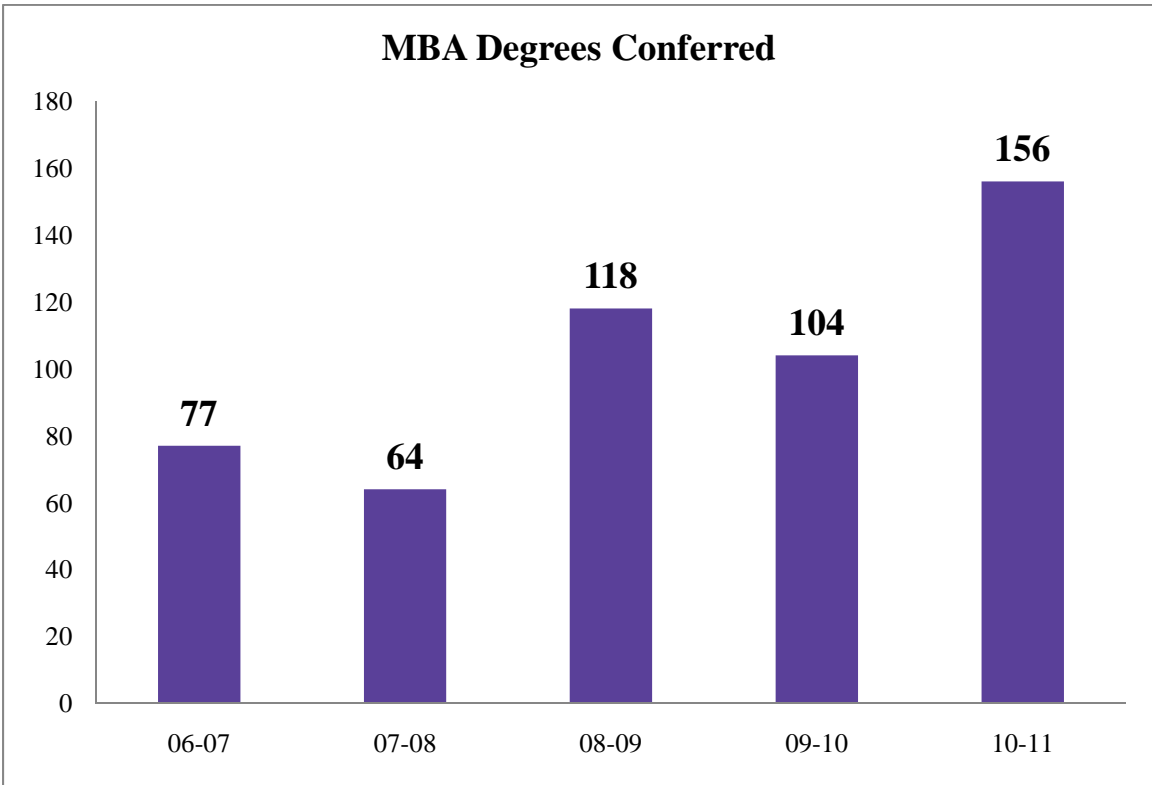
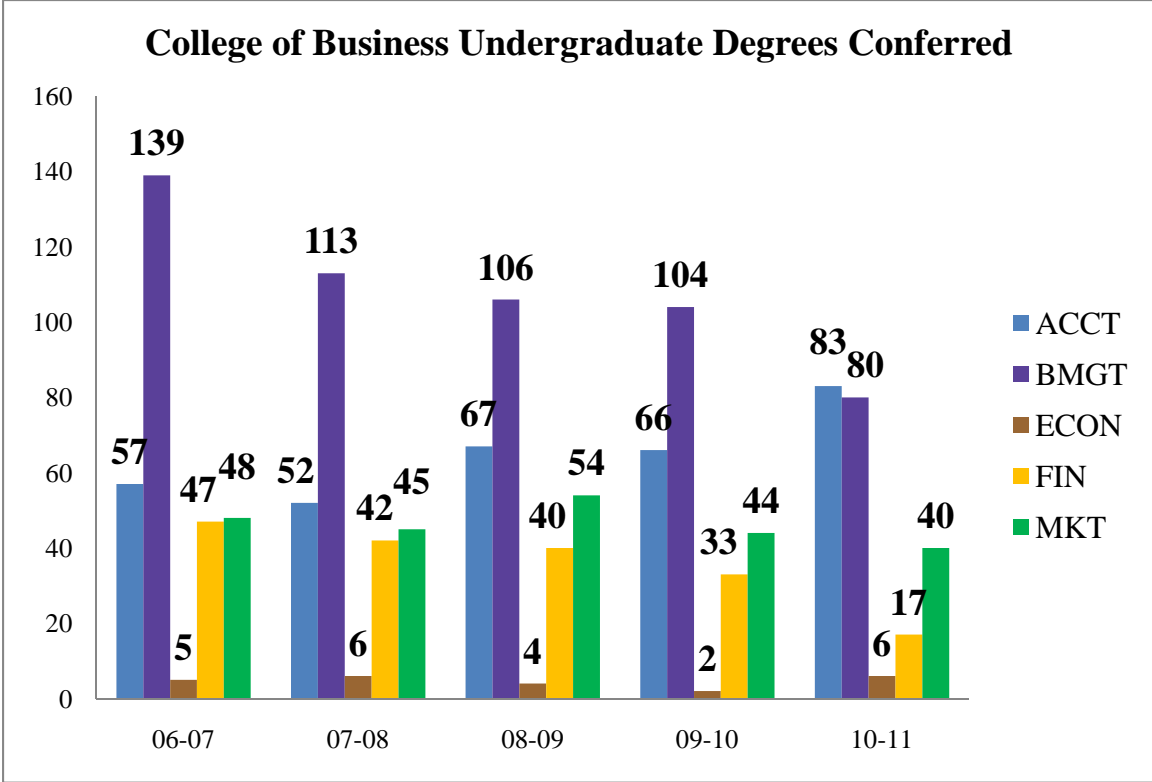
Basic Business enrollment continued to decline. The reasons are not immediately apparent given the changes in enrollment in the college, but may be due to students affiliating with a particular major earlier in their career.



Enrollment in the MBA program peaked in 2007 and has fallen since. There are several factors that have contributed to the decline. First, when the Distance MBA program started, more employers offered tuition reimbursement or assistance. Given the economy, many businesses have reduced or eliminated this benefit, reducing the number of nontraditional students seeking the MBA. Second, with declining state support for higher education, there has been a reduction in investment in the program. The MBA office is currently working with the Business Media Center to develop a new marketing strategy, which includes modernization of our billboards, new billboard locations, and new promotional material. The University has provided some additional funding to support these efforts.

III. Degrees Awarded

The number of degrees awarded mirrors enrollment in the various concentrations in the College.



IV. Degree Innovations

The College of Business completed work on a new dual degree program with RWTH Aachen University in Germany during the year, and the final signatures were obtained in June 2011. The program will welcome its first students in the Fall of 2011. The program will allow German students to complete a year of study at TTU, and Tech students to complete a year at RWTH Aachen, and receive credit toward the dual degree.

The College of Business partnered with the Department of Music to offer a degree in Music Management. Final approval was received in the Spring term of 2011, and the program will begin in the Fall of 2011. The program will be housed in Music and will include a significant Business content.

The Department of Accounting and Business Law offered its first International Experience class during the Spring of 2011.

V. Collaborative Efforts

The dual degree program with RWTH Aachen and the Music Management program were discussed above.

Window on the World, sponsored by the COB Globalization Committee, is a collaborative effort between the College of Business and several other departments on campus.

The Distance MBA Production group worked with the Business Media Center to develop and publish the Boys State Mobile App, which is the first App on campus.

VI. Faculty research

Dr. M. Meral Anitsal coauthored articles in *the Academy of Educational Leadership Journal* and *Current Trends in Marketing Theory and Practice*. She also had six papers included in the *Proceedings* of professional meetings. Dr. Anitsal is serving as Conference Chair for the Atlantic Marketing Association and Track Chair for the Association of Marketing Theory and Practice Conference. Dr. Anitsal attended the AACSB Assessment Conference.

Dr. Ismet Anitsal coauthored three manuscripts that were accepted for publication in the following journals: *Journal of Behavioral Studies in Business*, *Academy of Educational Leadership Journal* and *Current Trends in Marketing Theory and Practice*. He also had five papers included in the *Proceedings* of professional meetings. Dr. Anitsal attended the AACSB Assessment Conference.

Dr. Bonita Barger was published in *the Academy of Educational Leadership Journal*.

Drs. Bonita Barger, Rodley Pineda, and Linda Lerner were published in the *Proceedings* of the International Academy of Business and Public Administration Disciplines Conference.

Dr. Ferdinand DiFurio presented a paper at the American Institute of Higher Education – 4th International Conference.

Dr. Robert C. Elmore published in the *Academy of Educational Leadership Journal*.

Dr. Robert D. Fesler published in the *Tennessee CPA Journal* and produced "The Ledger" Newsletter for the TTU Accounting Department.

Dr. Tor Guimaraes, Chairholder of JE Owen Chair of Excellence, received the 2010 Highly Commended Award from Emerald LiteratiNetwork and the Best Paper Award from the Academic Business World International Conference 2010. Dr. Guimaraes presented at the Annual Conference on the State of Higher Education in Washington D.C., November 2010 and the Academic Business World Conference in Nashville, May, 2011. He is scheduled to present at the AAUP 2011 Annual Conference on the State of Higher Education in Washington D.C., June 2011. Dr. Tor Guimaraes published in the *Academic Business World Journal*. He has also been accepted for publication in *Information and Management* and in the *European Journal of Innovation Management*.

Dr. Mary E. (Beth) Howard published in the *Journal of Accountancy*.

Dr. Steven B. Isbell had two refereed journal publications and presented two papers at the Financial Education Association.

Dr. Jon Jonakin presented a paper at the XXIX International Congress of the Latin American Studies Association in Toronto, Canada.

Kevin Liska published in *Academy of Marketing Studies Journal*.

Dr. Deryl Martin presented a paper at the Financial Education Association

Drs. Christine Miller and Stuart Wells published twice in the *International Conference of Academic Business World*.

Dr. Nat Natarajan presented at the 41st National Annual Meeting of the Decision Sciences Institute (DSI), San Diego, CA, November 20-23, 2010. The paper was published in the conference *Proceedings*. Dr. Nat Natarajan presented a paper at the 3rd Doing Business in India International Conference, held at Institute for Financial and International Management, Bangalore, December 16-17, 2010. The paper was published in the conference *Proceedings*. Dr. Nat Natarajan published in the *Proceedings* of the 4th Conference of Indian Subcontinent Region of Decision Sciences Institute (ISDSI), Gurgaon, India, December 28-31, 2010.

Dr. Mary Pashley presented a paper at the 17th Annual Conference of the American Society of Business and Behavioral Sciences.

Dr. Julie Pharr had two papers included in the *Proceedings* of professional meetings. She presented a paper at the Association of Marketing Theory and Practice as well as at the Atlantic Marketing Association in Orlando.

Dr. Richard S. Rand published in the *Tennessee CPA Journal*.

Dr. Magdalena Rappl had a refereed journal publication in the *National Social Science Journal*. She also presented a paper for Timber and Transportation Systems.

Dr. Curt Reimann was the Keynote Speaker for the Asian Productivity Organization's (APO) Business Excellence Global Conference, in Singapore, November 9-10, 2010. While attending the APO Conference, Dr. Reimann also presented in two other Conference events.

Dr. Robert A. Seay published in *Sumnews*, *Today's CPA*, and *American Journal of Business Education*.

Dr. Tom Timmerman published in the *Journal of Human Resources Education* and *Psychological Science*.

Dr. Ken Wiant had refereed journal publications in the *Advances in Financial Education* and the *Journal of Economics and Economic Education Research*.

VII. Books published

Dr. Melanie J. Earles published the "Recent Rulings and Cases" with Kaye Sheridan, national Income Tax Workbook, published annually in October by Land Grant University Tax Education Foundation, Inc., College Station, TX, 2010 Edition.

Dr. Jon Jonakin has been offered a contract for a proposed book titled *Troubled Economic Narratives: Market Liberalization, Productive Structures, and Emigration from Latin America* by Lynne Rienner Publishers.

VIII. Innovation resulting in savings, efficiency, and/or improved outcomes

Amy Jo Carpenter, program manager for Student to Career program, led the second year of the Recruitment Caravan. Ms. Carpenter and several members of the College of Business Student Ambassadors visited business classes and student organizations in 12 high schools across Tennessee, meeting approximately 1,400 high school students and sharing information about Tennessee Tech and the College of Business.

The Student to Career Program is housed in the College of Business Student Success Center. Coordinated by Amy Jo Carpenter and in its fifth year, the Student to Career program saw increases in both programs offered and in student participation. Several of our programs are also tied to the College's accreditation in the Association to Advance Collegiate Schools of Business (AACSB) International by providing student learning and outcomes data for some of the goals of the College. Program activities and participation include: Professional Development Week (Fall 2010 – 70 students and 15 business and faculty speakers, and Spring 2011 – 113 students and 12 business and faculty speakers), College of Business Board of Trustees Etiquette Dinner (71 students and 39 business and faculty guests), Ticket 2 Ride/Nashville Career Fair (103 students), College of Business Professional Clothes Closet (15 student recipients and 11 clothing donors).

Twenty students enrolled in and completed the Accounting Department's new International Experiences course in spring of 2011. Students met weekly to present reports on sites to be visited during the trip. Professional visits included time at Lloyd's of London, the Institute of Chartered Accountants in England and Wales, PricewaterhouseCoopers, and a Mini-Cooper manufacturing facility. Cultural sites visited included Westminster Abbey, St. Paul's Cathedral, Changing of the Guard, the Globe Theatre, and the Tower of London.

The accounting department continued to offer accounting courses online, to enable students to sit for the uniform CPA exam. These courses offer a unique opportunity for non-traditional students wishing to enter professional accountancy to acquire the necessary academic preparation. Enrollments were strong throughout the period.

The College began the 2011 Distinguished Lecture Series by welcoming Dr. Michael Burry to campus on April 7th. Dr. Burry is featured in Michael Lewis' Book, the *Big Short*, because he forecasted the collapse of the subprime markets well before the financial crisis took hold of the world economy. On April 13th, Dr. M. Dianne Murphy, the Director of Intercollegiate Athletics and Physical Education at Columbia University, was the second lecturer in the series. The 2011 Series concludes in the Fall Semester with Paul DePodesta, Vice President of Player Development and Scouting for the New York Mets, and Kent Eastman, State President for Capital One Bank in Texas.

The newly renovated Jimmy and Shirley Mackie MBA Room (Johnson Hall Room 218) was dedicated in November and the Dr. Bruce and Virginia Throckmorton Room (Johnson Hall 318) was dedicated in January.

The Mayberry Advisory Board met on Tuesday, November 2, 2010. The board members also participated in a panel discussion organized by the MBA students. On November 1, they interacted with COB students during the reception and dinner.

Dr. Brian Huguenard attended a workshop on “Structural Equation Models and Latent Variables: An Introduction” at the Institute of Social Research, University of Michigan.

Dr. Magdalena Rappl generates the largest student credit hour in the college and second in the university.

IX. Faculty, Staff, and Student Awards

Accounting senior, Ms. Anna Boring won a Fall 2010 \$1,000 scholarship from the Nashville Chapter of the Construction Financial Management Association.

Ms. Rachel Randles Loflin received the top 2010 Tennessee Society of Certified Public Accountants (TSCPA) student scholarship award.

Senior HR major Teresa VonWert of Tullahoma earned certification as a Professional in Human Resources. The certification, awarded by the HR Certification Institute, signifies that VonWert possesses the theoretical knowledge and practical experience in human resource management necessary to pass a rigorous examination demonstrating a mastery of the field.

In early Spring 2011, accounting senior Kurt Zollner won one of only three national Becker CPA Review Scholarships (a value of approximately \$2,500.00). Mr. Zollner also won a Nashville chapter of the Financial Executives Institute Scholarship of \$1,500.

A group of business students outperformed Wall Street and other university groups to win TVA's Investment Challenge in 2010. By posting a 34.67 percent return, the TTU students beat the S&P 500 return by more than 19 percentage points, plus they topped the average return for competitors by almost 17 percentage points. In 1998, TVA allocated \$1.9 million from its Nuclear Decommissioning Fund to initiate the Investment Challenge. Originally, 19 universities received investment funds of \$100,000 apiece. The program has expanded to include 24 universities, and the funds total approximately \$10 million.

The College recognized 21 students for achieving a perfect 4.0 in their academic career.

The College of Business awarded almost \$145,000 in undergraduate scholarships for the 2011-2012 academic year. An additional \$27,000 will be awarded to graduate students.

The TSCPA has a statewide scholarship competition every year. In 2010, TTU rivals the much larger UT Knoxville accounting program in the number of scholarship awards and in the amount of scholarship money awarded. Here are the results for the State's top three schools for 2010:

INSTITUTION	No. of Awards	Amount of Awards
Tennessee Tech University	24	\$24,625
University of TN - Knoxville	28	\$25,500
Middle Tenn. State University	15	\$14,625

Drs. Meral Anitsal and Bonita Barger were named 2010-2011 College of Business Assurance of Learning (AoL) Spring 2011 Award co-recipients.

Dr. Bonita Barger was named the 2010-2011 College of Business Excellence in Research Award recipient.

Paula Caudill was named the 2010-2011 College of Business Outstanding Staff Award recipient.

Dr. Ferdinand DiFurio was named the 2010-2011 College of Business Curtis Kinslow Award Excellence in Teaching Award recipient.

Lelia Gibson was named the 2010 Tennessee Lion of the Year at the State Convention in Chattanooga.

Barbara Glasscock was named the 2010-2011 College of Business Excellence in Service Award recipient.

Each year, the Window on the World (WOW) international festival is dedicated to someone in the Upper Cumberland whose recognition of the world as one has led to international activism and friendship. This person receives the WOW Mandala Award. This year the award was presented to Katie Kumar.

Tammy Martin, Executive Aide in the Dean's Office, was named one of the 2010 University's Outstanding Support Staff Award recipients.

Dr. Tom Timmerman was named the 2010-2011 College of Business Excellence in Overall Performance Award recipient.

Julie Wiggins was named the 2010-2011 College of Business Assurance of Learning (AoL) Fall 2010 Award recipient.

Scott Maddux was named the College of Business Board of Trustees Outstanding Business Leadership Award recipient, and Ralph Hawkins was named the College of Business Board of Trustees Louis Johnson Outstanding Alumnus Award recipient.

Ann Massey was named one of the University's Outstanding Alumnus Award recipients.

X. Community Service Activities

Senior Jennifer Dyer helped to coordinate the packing party for the one millionth CD/DVDs for "Tunes for the Troops."

Zach Withers graduated from TTU in May 2011 with a degree in International Business & Cultures. In May 2009, following a volunteering term in Kenya and while he was a

study-abroad student in Germany, Zach Withers co-founded Kosmos Solutions International (KSI), a non-profit, non-governmental humanitarian organization in Kenya. The goal of KSI is to provide a well rounded and open volunteering service to those who are interested in serving in Kenya. Zach has led and developed KSI as the founding director of the organization, taking charge of overseeing the organization's development, including the procurement of new projects, the formation of focus initiatives, and guiding his team of five (from 3 countries) through the development process in Kenya and in the United States.

Members of the Student Chapter of Society for Human Resource Management completed a personnel survey for the Putnam County Board of Education Central Office. Part of the survey was to help rewrite outdated job descriptions.

Regional organizations collaborated with students in the capstone MBA Business Strategy course, serving as external reviewers and clients. 119 students in the course generated over \$70,000 in free services to the organizations. Represented organizations included: Upper Cumberland Regional Airport, Avalon Center, Monterey Historic Downtown, Clay County, One Hour Martinizing, TSSAA State High School Basketball Tournament, College of Business Board of Trustees, Cookeville/Putnam County, Chamber of Commerce, Cross Border Remittance venture, and Historic Home in Sparta, Tennessee.

Dr. Meral Anitsal is the advisor for the Marketing Club.

Dr. Ismet Anitsal is the current President of the Atlantic Marketing Association.

Dr. Curtis Armstrong worked on a web based application for the Tennessee Board of Regents.

Dr. Debbie Ballou is developing a new course in Healthcare Information Systems. She is also significantly revising content of DS 2810.

Dr. Ferdinand DiFurio was instrumental in organizing the Rural Development Conference, which is a two-day event in which there were close to 400 attendees.

Julie Galloway and Melissa Creek, College of Business Student Success Center, led a roundtable discussion session at the 2011 National Academic Advising Association Region 3 Conference, held May 18-20 in Knoxville, TN. Their session, titled "Voices From Abroad: A Collegial Conversation on Advising International Students," featured brief information about TTU's international student community, enrollments, activities, and academic supports followed by group discussion with colleagues from colleges and universities in the five-state region.

Lelia Gibson served as the President of the TTU Women's Club and the Cookeville Evening Lions Club. She also served as the Chair of the Gift of Life Walk (formerly the Kidney Walk) as well as the District 12-0 Lions Newsletter Editor. She helped to charter

the TTU Lions Club, the first campus club in the district and only the second one in the state of Tennessee. The club is being used as a model throughout Tennessee to start new campus clubs. She reactivated the Cookeville High School Leo Club.

Dr. Deryl Martin accompanied students to the RISE/TVA Investment Symposium in Dayton, Ohio, where they made a presentation. He also accompanied students to Chicago where they visited the Chicago Board of Trade. Dr. Martin is the advisor for the Society for the Advancement of Finance and Economics

Dr. Jack Matson served as Treasurer for the Upper Cumberland Broadcast Council (WCTE Public Television) and the Vice Chair of Leadership Putnam.

Dr. Christine Miller was Program Chair for the Southwest Academy of Management at the recent 2011 Conference of FBD in Houston.

Drs. Nat Natarajan and Curtis Armstrong facilitated a grant processing exercise at TTU to help streamline the grant process and make it more attractive for faculty to be involved in grants.

Dr. Nat Natarajan serves on the editorial board of the *Journal of Quality Management*.

Dr. Mary Pashley continues as faculty advisor and Secretary/Treasurer of the TTU chapter of Beta Gamma Sigma, the international honor society for business students enrolled at AACSB-accredited schools of business. Dr. Pashley serves as Chair of the COB Library Committee and volunteers with the Bryan Symphony Orchestra Association.

Dr. Curt Reimann serves as the Chair of the Quality Management Subcommittee of the Veterans Advisory Board of Dose Reconstruction (VBDR). VBDR, created by Congress, serves the Defense Threat Reduction Agency and the Department of Veterans Affairs. VBDR addresses veterans' compensation derived from exposure to radiation in WWII and in atomic testing following WWII.

Dr. Bruce Throckmorton is advisor to Omicron Delta Epsilon, the national honorary society in economics.

Dr. Ken Wiant completed his tenure as Director of the Technology Institute and now continues to experiment with and evaluate new technology in the classroom.

Dr. Stuart Wells continued his work in the Computer Forensics Initiative.

The accounting department sponsored or co-sponsored six continuing education events for licensed accounting professionals during 2010-2011 (average attendance over 40 at each).

On September 9, 2010, the accounting department held its annual Meet-the-Firms event. A total of 28 organizations took advantage of the opportunity to meet and interact with TTU's top-notch accounting students. As usual, interviews, internships and full time jobs resulted. Top job offered by a participating employer was at a starting salary of \$54,500.

The accounting department made presentations to 12 of the area's largest high schools during 2010-2011 with the purpose of making high school students aware of the opportunities in accounting, auditing, taxation, accounting systems, and other accounting related careers.

In 2010, accounting faculty published a total of seven newspaper columns in local and Upper Cumberland newspapers.

Business Media Center highlights include excelling on the implementation of a competitive request for proposal awarding total responsibility for marketing Tennessee Board of Regents – Regents Online Campus Collaborative (ROCC) campaign. The project included designing, developing and implementing 18 innovative marketing tactics for use with all 56 institutions.

With support from the Governors Highway Safety Office, the Ollie Otter's Seatbelt and Booster Seat Safety Program has now impacted over 329,986 children from 17,390 classrooms in schools representing all 95 counties in Tennessee. The Business Media Center coordinates this program.

TBR's Teacher Quality Initiative project involved designing and developing the statewide marketing web site for TBR's new Teacher Quality Project. Based on program success additional funding was secured. This new project will result in significant exposure and additional funding in 2012 with TBR's new "Ready-2-Teach" campaign. The Business Media Center will be responsible for this project.

A new project for the Business Media Center in 2011 was the creation of website supplements for Tennessee's 13 Community Colleges. This statewide campaign will pull together TBR's offering in environmental sustainability and "green energy" throughout the system with a consistent brand and image. The project opens doors to work with new solar, geothermal, and other green industries in Tennessee. A website will feature graphics, video, and other database driven content.

In a special effort to reach out to students the Business Media Center promoted and offered over 20 internships.

Building on success at the elementary school level with Ollie Otter, The Business Media Center developed and is in the process of launching a new statewide seatbelt/lifejacket program at the middle school level. Sammy Sturgeon has been endorsed by Tennessee Wildlife Resource Agency and Tennessee Coordinated School Health.

The Business Media Center has launched a comprehensive Internet marketing campaign for the new Cumberland Business Incubator Marketing, and Internet work has been completed for TTU's Tech-REDI Center.

Business Media Center 2011's highlight includes the conception of a very innovative approach to Entrepreneurial Training. The "Business Survival" project is aimed at meeting the needs of Tennessee's many entrepreneurs seeking small business training. Developed this year, the project will be marketing next year nationwide. The Business Survival project was designed, authored, developed and launched with funding from the SBDC. The project won a Horizon Interactive "GOLD" award.

In total, the Business Media Center implemented eleven funded research projects during this fiscal year representing the highest dollar amount in the Center's history. These projects included: TBR Marketing RODP Campaign 2009-2010, TBR Marketing RODP Campaign 2010-2011, Tennessee's Ollie Otter Statewide Booster Seat & Seatbelt Safety Campaign 2009-2010, Tennessee's Ollie Otter Statewide Booster Seat & Seatbelt Safety Campaign 2010-2011, TBR- RODP Television Commercials, Elearn Statewide Marketing Campaign, Tennessee Workforce Development, Green Jobs and Clean Energy Marketing 120000+, TBR-Tennessee Ready2Teach 2010-2011, TBR-Tennessee Ready2Teach 2011-2012, SBDC Business Survival Training, TBR/UT Transfer Path Project, American Region Boys State, Campbell County (ETDC) Tennessee Economic Development, and Tennessee Labor Management Center. In addition, the Center had significant 2010 Non-Research Category Projects including: State Marketing for Governor's Books from Birth Foundation, Putnam Chamber of Commerce Highlands Initiative (Dr. Robert Bell), Service Learning Project with Ada Haynes (Tenn Tech), CD-ROM yearbook for Tennessee Tech (TTU), Governors Conference, NSF/PBS Critical Thinking Pilot Project, Tech-REDI with Susan Elkins, MBA marketing with Tom Timmerman, Sammy Sturgeon with TWRA and Tennessee Coordinated School Health, Upper Cumberland Regional Airport, Community Anti-Drug Alliance, and Highlands Debate Website.

The Governor's School of IT Leadership received 95 applications for the program. 36 high school students from through the state participated. They received 6 hours of college credit and lived on campus for 5 weeks. Students are assigned to groups of six. Each group develops a complete business plan for a proposed business. At the end of the program, the groups present their plan to the other students and judges. Awards are given to students for the first, second and third place best business plan.

The Student to Career program staff supported TTU Career Services in promoting several career and professional workshops both in Johnson Hall and on campus, as well as partnering with our Development and MBA program leaders to host an MBA student networking event in Nashville this spring.

The TTU Small Business Development Center provided over 700 hours of client counseling, and conducted 18 training seminars and workshops during the year.

The SBDC Director participated in the “Creating a Rural Entrepreneurial System in Tennessee” (CREST) program at the Roane State campus in Crossville. The SBDC Director attended regular meetings at the Roane State Crossville Campus to work with Incubator personnel, representatives of ECD, and community officials toward development of a strategic plan for the CREST project and the CBI. As the year progressed, the Director and the TTU SBDC began to work with clients referred by the CBI, providing business counseling for the Incubator and the Crossville area, in conjunction with the Oak Ridge SBDC.

In November, SBDC hosted and co-sponsored the Tennessee Business Matchmaking Conference with the Tennessee Department of Economic & Community Development. The event targeted middle Tennessee suppliers for the aerospace industry in an effort to match them with GE Aviation and other potential buyers.

SBDC hired Jen Dangelo as Training Coordinator and continued to expand training offerings, developing several new workshops throughout the year. Topics such as “Five Steps to a Successful Web Presence,” “Social Networking,” and various Microsoft Software were especially well received by attendees. The “How to Start a Business” seminar was conducted regularly, both in Cookeville and in several other locations within the TTU SBDC service area.

SBDC initiated an email newsletter, which is sent to all new trainees who have expressed a desire to receive this information. The newsletter informs trainees of new initiatives, training events, and other current information of interest to small business. A blog has been established, and the Center utilizes Twitter and other social media to inform customers of upcoming events.

Beginning in July, the TTU SBDC accepted responsibility for the TSBDC Online Center, moving Ms. Jen Dangelo to full-time status and expanding her duties to include management of the Online Center. The Center Director participated in delivery and installation of Online Center workstations in the service area and proximity. Each participating location received a new Dell computer, monitor, printer, and headset/microphone. Computers were pre-loaded with the MS Office Suite, Skype, and other software necessary for client/trainee online service. The SBDC Director participated in a number of publicity photo shoots and events related to this roll-out. This project is fully funded by TSBDC external funds.

The college’s Globalization Committee sponsored the 13th Annual Window on the World International festival on April 16th. The festival started with the WOW symposium “The Middle East Now” on Friday, April 15th. The university welcomed over 6,000 attendees to the festival on April 16th. The event was coordinated by Melissa Creek after Katie Kumar resigned as coordinator last year after 11 years of service.

XI. General

Ben Burchfield was hired as Manager of the Distance MBA Production.

Amy Jo Carpenter, Manager of Student to Career, resigned from TTU to take a job at Mississippi State University.

Dr. Linda Lerner, Professor of Management, retired after many years of dedicated service to the College of Business.

Tom Timmerman was named Interim Director of MBA Studies.

The Department of Decision Sciences won the “Best Darn Major” Competition.