

Crossing the Streams: Leveraging Engagement Across MBA Platforms and the University Community

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Session Overview

- Common Challenges
 - Engaging Across “Silos” (programs, colleges, divisions)
 - Opportunities to Maximize Resources, Opportunities and Success
- Student Engagement Across Programs (Crystal and Pamela)
- Collaborations in Community Engagement (Debi and Deb)
- Exercise: Building Engagement
- Wrap Up

Student Engagement Across Programs



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The University of Arizona

 Eller MBA

- Established in 1885
 - Research 1 – Land Grant Institution
- Campuses in Tucson, Phoenix, UA South, Yuma, Online, Micro-Campuses
- Total Enrollment: 44,831
- Graduate Enrollment: 8,106
- Mascot: Wildcats
- “Bear Down”



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2018 MBA Conferences

Eller College of Management



- Established in 1913
 - MBA AACSB Accredited: 1966
- Campuses in Tucson, Phoenix, Online
- Total Master's Programs Enrollment: about 1,100
- MBA Enrollment: about 600
- Rankings
 - MIS #1 among publics (#3 overall)
 - Entrepreneurship Program #6 among publics (#10 overall)
 - Undergraduate Programs #11 among publics (#21 overall)
 - U.S. News & World Report Rankings



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Evening MBA



- Established in 1980s
 - Started in Phoenix area in 2007
- Campuses in Tucson and Phoenix
- Total Enrollment:
 - 1st year: 71 (44 Tuc, 27 Phx)
 - 2nd year: 38 Tuc
 - Grad 2018: 71 (38 Tuc, 33 Phx)
- Time to Completion: 24 Months
- Rankings
 - 38 Public
 - 60 Overall
 - U.S. News & World Report Rankings



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Online MBA



- Established in 2013
- Campuses Anywhere
- Total Enrollment:
 - 250-300
- Average Time to Completion: 30 Months
- Rankings
 - 24 Public
 - 33 Overall
 - U.S. News & World Report Rankings



Why Cross-Platform Engagement



- Student feedback across platforms
- Broader Network
- Leverage Budget
- Share program recourses and time
- Maximize student exposure and opportunity
- Build Community



Examples of Engagement



Global Business Experience

- Mandatory for Evening MBA; optional for Online MBA
- Increased Online MBA enrollment each year
- Challenges: separate registration process for Online MBA; Online MBA additional cost

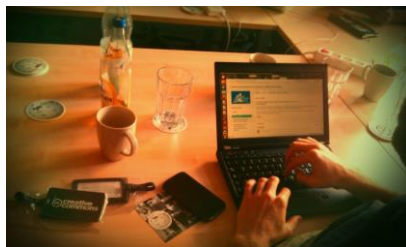


Examples of Engagement



Online MBA Electives

- Offering Online MBA electives to Evening MBA students
- Increases offerings and concentrations for Evening MBA
- Increases overall enrollments maximizing fixed costs
- Challenges: groups across platforms; faculty confusion; Evening MBA expectations of online classes



Examples of Engagement



Events: Convocation Breakfast; Holiday Graduation Celebration

- Invites to all platforms
- Leverages budget
- Increases networking opportunities
- Challenges: Team accountability; messaging to students; budget clarification



Examples of Engagement



Evening MBA-SA to Professional MBA-SA

- Representing all Professional students
- Challenges: engagement of EMBA and O-MBA



Lessons Learned



- Valuable for students to engage across platforms
- Increases opportunities for engagement, especially in Online MBA
- Still challenging to get students to attend
- Creating a culture takes time



Activity



Discuss with your group:

- What events could you incorporate across platforms to increase opportunities for student engagement?
- Are there other opportunities to connect students across platforms?

Record answers on poster paper provided.

Choose one person to share with group.

Collaborations in Community Engagement



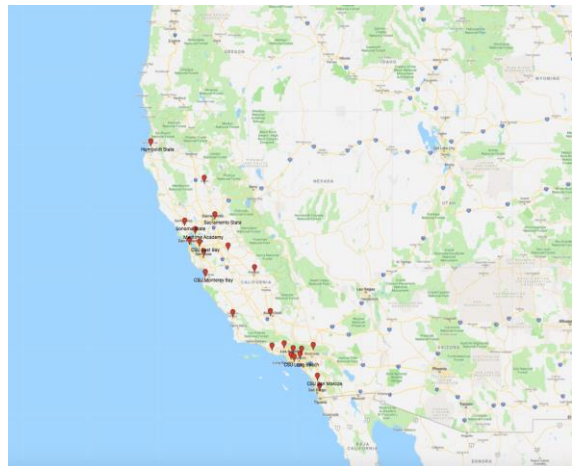
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California State University

- First campus founded in 1857
- Graduate instruction offered 1946
- 23 campuses
- Educates 484,000 students per year
- One of the most diverse student bodies in the United States

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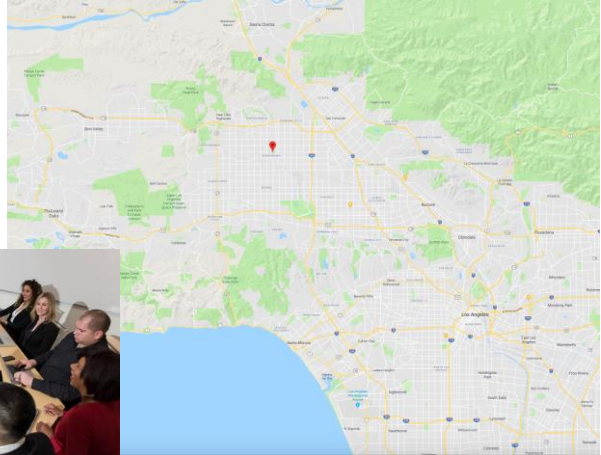
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California State University, Northridge

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- Founded in 1958
- Sited on a 356-acre campus in the heart of Los Angeles' San Fernando Valley
- A vibrant, diverse university community of 38,310 students and more than 4,000 faculty and staff
- 4,207 Grad students
- Mascot: Matador



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David Nazarian College of Business & Economics

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- Business programs offered since 1958
- Enrollment: 7,078
 - Graduated 2,068 in May 2018
 - 2nd largest in CA
 - 9th largest in U.S.
- Social mobility
 - 53% received Pell grants
 - Largest # recipients in CA
 - Most \$ in CA
 - 50% 1st generation



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Nazarian College Graduate Business Programs



- Evening programs designed for mid-career professionals
- Programs
 - MBA (123)
 - Master of Professional Accountancy (MPAcc) (53)
 - Master of Science in Taxation (MST) (39)
 - Graduate Certificate of Business Administration (GCBA) (64)
 - Master of Science in Real Estate (MSRE) (launching)
 - Master of Art in Music Industry Administration (joint) (33 x 2 cohorts)
- Administrative structure
 - Graduate Programs Office: complete responsibilities for MBA
 - Recruiting → Alumni Services
 - MS programs have Faculty Director and small support staff
 - One Graduate Committee (faculty) oversees all graduate curriculum

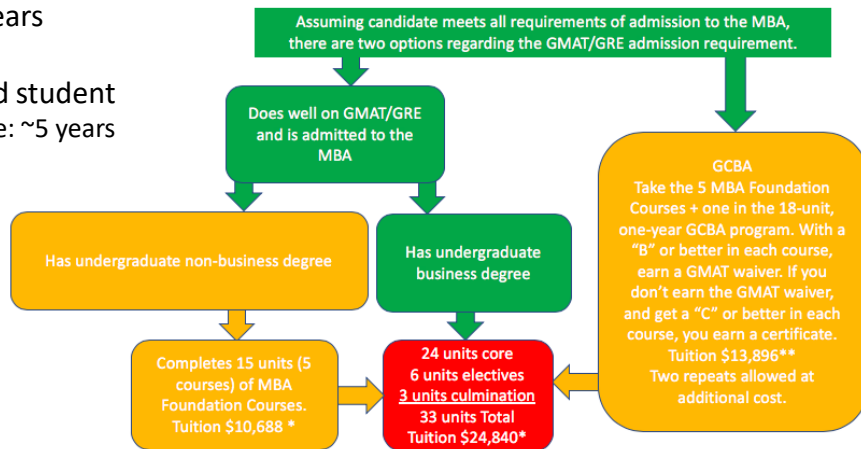


Part-time MBA

- Flexible: avg. 2 years
- Affordable
 - Work experience: ~5 years
 - GMAT: 600
 - GPA: 3.2



Pathways to the MBA



*Based on taking 6-units at a time with fall 2018 tuition rates including business professional fees.
 **Based on Cohort 24

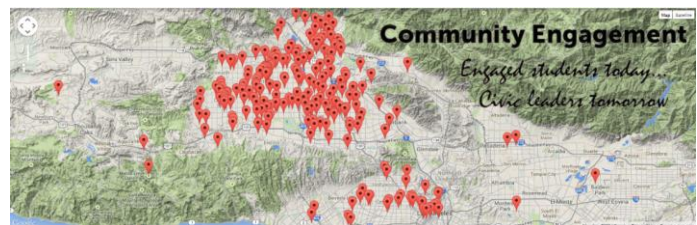


Community Engagement Defined

“Collaboration between institutions of higher education and their larger communities (local, regional/state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.”
(Carnegie Foundation)



Community Engagement at a University



- Pedagogical benefits
 - High Impact Practices (Kuh)
- University role of anchor institution and goals of civic engagement, social justice and friend-making
 - Usually includes service learning, internships and community-engaged research
 - Most universities have one or more offices
 - Connections to Student Affairs, Economic Development, Community & Government Relations

Role of Business Schools in Community Engagement Efforts

- Historically, greater participation by Humanities, Arts, Social Sciences, Health & Human Development
- Debate about whether projects with small, minority-owned and women-owned businesses “count” as service
 - Presidential Honor Roll only includes unpaid internships and service to nonprofits
- AACSB’s *emphasis on impact and engagement directly aligns with national CE efforts*



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University Initiatives at CSUN

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Recognition and Awards

- APLU Innovation and Economic Prosperity designation
- Eddy Award by LAEDC
- Seeking Carnegie “Engaged Campus” classification

Resources to Leverage

- Faculty Grants
- Student scholars
- Conference and travel support
- International service learning



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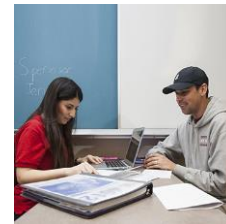
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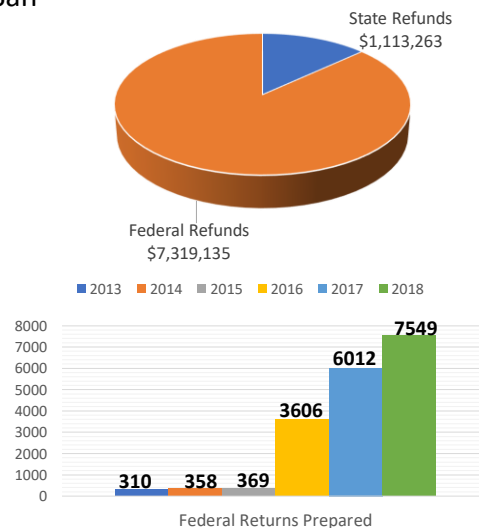
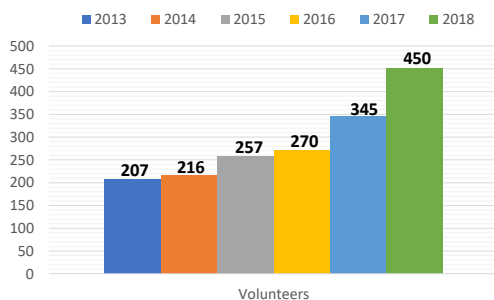
Bookstein Low Income Taxpayer Clinic 2017-2018

- Served nearly **254** low-income taxpayers by representing and advocating their case before the IRS, as well as preparing their tax returns.
- Provided **65** students with valuable clinical experience in the field of taxation.
- Facilitated **10** educational workshops educating over **237** taxpayers.
- Participated in **5** community events by offering tax information and consultation to over **35** low-income taxpayers.




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- **20,292** Community service hours provided to the public in twelve locations throughout the San Fernando Valley
- Community Engagement grant for Spanish translation to support VITA preparers
- **\$3,533,070** claimed in Tax Credits
- **\$8.4 million** brought in tax refunds




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Consulting Projects

- Partnerships with SBDC, Chambers, VEDC
- MBA Consulting Project
 - About 10 per year
 - 4-5 students per team
 - Resources
 - Awards



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Wells Fargo Center for Small Business and Entrepreneurship



- Since 2011 more than 1200 students provided consulting to 180 organizations
- Client's satisfaction rated from very good to excellent
- Impact includes:
 - integration of theory and practice
 - experience
 - job offers and employment
 - further consulting internships



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Activity

Discuss with your group:

- How do/can you contribute to your university's CE efforts and recognition?
- What resources are offered by your university's CE office?
- Other ideas?

Record answers on poster paper provided.

Choose one person to share with group.

Wrap-up

Sharing results