

## Impact Statement

**Market-Responsive Undergraduate Curriculum Revisions:** to develop a more market-sensitive curriculum in partnership with industry that prepares students for success in today's economy. **Results:** (1) Revised requirements for four degree programs and added selective admission criteria designed to increase rigor and develop deep specialists in Accounting, Finance, Marketing & Management; (2) Worked with local industry to develop and implement new Integrated Business Degree designed to develop strong cross-functional employees to work in the small and medium-sized employers that dominate Central Florida; (3) Restructured the College's Core Business Curriculum to place greater emphasis on professional development and data analysis; (4) Added a Bloomberg smart lab that allows students to become certified in high-demand analytic skills.

**An Engaging Student Experience that Emphasizes Post-Graduation Success:** to create a more transformative environment that helps students make good career choices, instills in them the proper mindsets and provides them with the professional polish needed to be career-ready day one. **Results:** (1) Transformed the CBA advising center into a professional development center, re-staffing the unit with career coaches; (2) Developed four one-credit hour courses that integrate career exploration, student competency and professional development activities throughout the business school experience. This new model has contributed to an 11% increase in the number of students graduating with a new full-time job offer in hand; (3) Created *The Exchange*, where, every day, at least 100 students have a conversation with a business or community leader about something important to their future. In its first year of operation *The Exchange* has hosted 170 speakers in more than 200 Exchanges reaching over than 16,000 students. (4) Promoted experiences like the Failure Competition, Welcome to the Majors, Case Competition, and Joust that are meant to help students develop important mindsets such as getting out of your comfort zone, taking smart risks, seeking out people who are different from you, and data-driven decision-making.

**Building and Promoting a Faculty of Visionary Thought-Leaders:** to attract, develop, and retain faculty who can help people see the world differently, position them as thought-leaders and broadcast their accomplishments in ways that improve and sharpen perceptions of the College among stakeholders. **Results:** (1) Attracted 24 new faculty to the school including four endowed chairs and several senior faculty while rebuilding the Finance Department; (2) Added 7 net new faculty and raised the percent of faculty in tenure earning positions from 56 to 62%; (3) Launched a "Dean Speakers Series" at the Citrus Club, featuring Ted-like talks by faculty each month. These events have drawn 70 to 100 attendees and have gained a corporate sponsor for the next five years. It also yielded a \$1 million estate gift; (4) Worked with faculty to create a new employee evaluation system that emphasizes innovation and impact over activity.

**Growing Partnerships with Other Units on Campus:** to become the cross-roads of campus. We seek to do this by creating opportunities for collaboration with people from across the university and in the community to build signature programs, commercialize ideas, and develop high-demand cross-disciplinary programs. **Results:** (1) Worked with the College of Sciences to design and launch a new Business Analytics track in our Professional Masters of Science in Management Program. (2) Opened the UCF Blackstone Launchpad and set the record for most student generated business ideas by any member of the Blackstone Launchpad consortium...we more than doubled the prior record. (3) Launched a daytime professional MBA program with a focus on STEM students and M.D.s in 2016 with the help of the College of Medicine.

**Creating a Sustainable Business Model:** to create a more diversified portfolio of revenue streams that lead to greater predictability in budgeting and financial self-sufficiency for the college. **Results:** (1) Worked with campus partners to create a new budget model for the 11 colleges that comprise UCF. The model automatically adds and reallocates resources based on changes in student credit hours, provides incentives for funded research, growth in endowment for faculty, and degree efficiency and sets aside resources for strategic investment; (2) Increased revenue from market-rate graduate programs, adding about \$500,000 annually to our college budget; (3) Created a corporate partnership program that has generated more than \$250,000 in annual funds to the college and connected our students with more than 50 of the top employers in Central Florida; (4) Raised about \$16 million in private philanthropy and corporate support including a \$7 million dollar estate gift to fund scholarships for students of single parents.