

## **INNOVATION, IMPACT, AND ENGAGEMENT IN THE PAST FIVE YEARS**

### **INNOVATION**

#### **A. Curricular Innovations**

- Initiated CBA Scholars Academy, a cohort-focused program aimed at attracting the best high school students in the region to UNO CBA.
- Faculty from three different colleges collaborated to develop and implement a new Supply Chain Management undergraduate concentration, an MBA concentration, and a minor.
- Created four joint MBA degree programs: MBA/Master of Public Health, MBA/Medical Doctor, MBA/PharmD, and graduate business certificate for PhD biosciences students.
- Enhanced CBA's entrepreneurship programs by incorporating an entrepreneurial sales course, adding an entrepreneurship minor for non-business majors, providing business incubation facilities and support, hosting the Midwest Entrepreneur Conference, the Midwest Franchising Conference, and pitch and business plan competitions.
- Significantly restructured MBA program using an overarching theme of the triple-bottom-line (people, profit and planet) for the revisions.
- Partnering in the development of a data analytics program with the College of Arts and Sciences (mathematics) and the College of Information Science and Technology. A course in business analytics is a requirement in the MBA program.
- Jointly (with mathematics department) created and taught a business mathematics course for BSBA majors that emphasizes business applications.

#### **B. Technological Innovations**

- Designed Koraleski Commerce and Applied Behavior Research Laboratory to provide CBA faculty (and collaborating researchers) cutting edge first rate technology (e.g. EEG, eye-tracking capability, and galvanic skin response measurement) to enhance the study of leadership, decision making, and the marketing of extremist groups.
- Constructed the Advanced Collaboration Enterprise Service laboratory which supports collaborative behavioral research on leadership and decision making across multiple locations.
- Instituted technological innovation for information delivery and teaching support in the form of cloud computing and lecture capture capabilities.

#### **C. Student Support Innovations**

- Hired career development director to enhance student employment and internship opportunities.
- Instituted a peer advising program in undergraduate advising to enhance advising capacity.
- Hired an additional dedicated MBA Advisor and two new undergraduate advisors to better serve students.

#### **D. Financial Innovations**

- Diversified CBA's financial resources by broadening income sources including differential tuition, distance education tuition revenue, and building the unrestricted component of CBA's endowment.
- Hired marketing director for CBA to focus on branding, messaging, social media, and advancing the college's story to CBA's many constituencies.

## IMPACT

- Conferred 794 degrees in 2013-14. More than 90 percent of CBA graduates remain in the Omaha area and more than 90 percent of those graduates are employed at graduation.
- CBA's Nebraska Business Development Center assisted more than 2,500 clients in 2014 and added more than \$212 million to the Nebraska economy through a combination of loan packaging, federal and state contracts secured by clients, and jobs created or saved. Nearly 1,100 jobs were created or saved as a result of the work of NBDC.
- Graduates of CBA have been or currently are president and/or CEO of the following organizations: First National Bank, U.S. Post Office (Omaha), University of Nebraska Medical Center, Tenaska, Omaha Public Power District, Performance Auto Group, U.S. Bank, Methodist Hospital System, Immanuel Medical Center, Southwest Bank, UMB Bank, Noddle Development, N.P. Dodge Realty, Union Pacific Railroad, Sierra Club; Blyth, Eastman Paine Weber; Avis Rent-a-Car; Boston Edison; Hershey Pasta Group; K-Mart Corporation; Travelers Cheque Group (American Express); Vulcan Materials; and Alamo Rent-a-Car.
- Extended the impact of Mammel Hall's LEED certification on sustainability programming including an MBA sustainability concentration, a new BSBA sustainability course, the creation of UNO's Center for Urban Sustainability, sustainability speakers, and the creation of a student/staff/faculty CBA Green Team.
- CBA faculty are recognized international experts in public policy in China (Shuanglin Lin), in the study of leadership in extremist organizations (Gina Ligon), in developing a new financial database (Burch Kealey - DirectEdgar), in econometric methods (Mark Wohar), in creative destruction (Art Diamond), in competitive intelligence (Tej Adidam) and in business demography (Louis Pol).
- CBA faculty contribute to the security of the U.S. through the USSTRATCOM leadership fellows program (Gina Ligon) as well as studies that focus on understanding the leadership structure and recruiting efforts of extremist organizations (Gina Ligon, Leif Lundmark)
- Through the publication of research reports and newspaper articles, CBA faculty improve the understanding of the economic impact of immigrants in Nebraska (Chris Decker), the economic impact of the University of Nebraska at Omaha on the Omaha area (Chris Decker), commercial and residential real estate trends in the Omaha area (Steve Shultz), and economic trends in the Omaha area (Mark Wohar and Chris Decker).
- CBA faculty serve on 41 journal editorial boards, seven Omaha area non-profit advisory boards, and otherwise support regional and national professional associations as officers, manuscript reviewers, discussants for sessions at conferences, and as peer reviewers for federal grants and the Fulbright Scholars Program.
- CBA faculty research has been cited over 16,000 times (Google Scholar). Forty-six tenure-track faculty contributed to this total, averaging 354 citations per faculty member.
- CFA, CPA, and Project Management review classes offered by CBA or in Mammel Hall help prepare students and area professionals for certification examinations.
- Center for Economic Education prepares K-12 teachers to design and deliver economics classes.
- CBA awarded over \$645,000 in undergraduate merit-based scholarships in 2015.
- MBA and Executive MBA students completed more than 50 consulting projects for profit and non-profit organizations in 2015. The estimated value of these projects is \$325,000.
- Latino enrollment in CBA more than doubled (77 to 172) from Fall 2009 through Fall 2014.

## ENGAGEMENT

- The Nebraska Business Development Center (NBDC) is the lead engagement entity for the college. NBDC programs cover the entire state and in 2014, NBDC worked with over 2,500 clients in 87 of Nebraska's 93 counties.
- CBA faculty and collaborators developed and delivered a set of programs (e.g., The Genius of Warren Buffett course and The Value Investor Conference) that run the week prior to the annual Berkshire Hathaway shareholder meeting (first Saturday in May).
- NBDC created and delivered a Business Accelerator program that aims to grow targeted small businesses with a high potential for growth to become significant employers.
- Thirty-three percent of CBA students report volunteering for a nonprofit organization during their time at UNO. Members of the Accounting student organization, Beta Alpha Psi, contributed 750 service hours in 2014-2015 to organizations such as Youth Emergency Services, Children's Hospital, Volunteer Income Tax Assistance and Habit for Humanity.
- CBA Executive education programs trained over 1,000 participants from a variety of Omaha organizations.
- Mammel Hall is an engagement center for the Omaha community. The college averages more than one event per day held in Mammel Hall, and the events range in size from over 700 visitors to five and six person meetings. Event examples from 2015 include Artventure for the Girl Scouts that attracted nearly 900 Girl Scouts, parents of girls, and event patrons and the Value Investor Conference which drew nearly 250 persons from 25 countries during Berkshire Hathaway week.
- CBA faculty are highly engaged with local and national businesses through executive education programs (e.g. Union Pacific Railroad, Performance Auto Group and Blue Cross/Blue Shield).
- CBA hosted two career fairs, 22 employer-of-the-week events, and 15 employer site visits in 2014-15.
- Faculty and staff in relatively large numbers serve on boards and are committee members throughout the community including the Girl Scouts, Omaha Business Ethics Alliance, Rotary chapters (more than one), Down Syndrome Alliance (fundraising), Goodwill Industries, Boys and Girls Clubs of the Midlands, and Mosaic, among others.
- Business, government and nonprofit community members serve on advisory boards for CBA including the Dean's National Advisory Board (see Appendix 14), as well as the accounting, finance and banking, real estate and innovation, entrepreneurship and franchising advisory boards.
- CBA IT staff engaged with the Omaha business community (e.g., Omaha Steaks and Metropolitan Utilities District), with business schools nationally (e.g., Auburn, Baylor and Kansas) in conversations about building design, cloud computing, and other information technology areas.
- CBA faculty are engaged in their professional communities as conference paper and journal article reviewers, members of boards, presidents of regional organizations, reviewers of federal grant proposals, and as members of accreditation teams.
- CBA faculty, staff and administrators serve as judges for a variety of community awards including those given out by the Better Business Bureau, the Women's Center for Advancement, and ICAN.