



2014 EXECUTIVE
MBA
COUNCIL

WESTERN REGIONAL MEETING

JUNE 18 - 20, 2014

WELCOME
TO THE UNIVERSITY OF UTAH

Welcome to the University of Utah David Eccles School of Business and the 2014 Executive MBA Western Regional Meeting. We are privileged to host this year's meeting, which will provide you with many great opportunities to network and learn best practices to take back to your respective schools.

As in past years, 2014 meeting participants will enjoy learning from each other in an environment that encourages the sharing of ideas among those who might otherwise be considered competitors. Your colleagues have prepared sessions that will guide you through current trends, challenges, and growth opportunities and with your input, we will find the best practices for building the value of an Executive MBA.



TAYLOR RANDALL

Dean

David Eccles School of Business
University of Utah

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AGENDA

WEDNESDAY, JUNE 18

2:00 - 5:00 PM

Arrive and check-in at the Salt Lake Marriott Downtown at City Creek

[75 S. West Temple, Salt Lake City, UT 84101]

6:00 - 8:00 PM

Welcome reception at Squatters Pub Brewery

(Meet in the Marriott lobby from 5:45 - 6:45 PM, there will be guides walking you the 3 blocks to the reception)

[147 W. Broadway, Salt Lake City, UT 84101]

THURSDAY, JUNE 19

7:45 AM

Buses depart from the Marriott (south side) to the David Eccles School of Business

[1655 E. Campus Center Dr., Salt Lake City, UT 84112]

8:00 - 9:00 AM

Breakfast at the Spencer Fox Eccles Business Building

9:00 - 9:30 AM

Welcome and introductions | Dean Taylor Randall & Associate Dean Brad Vierig

9:30 - 10:45 AM

Session 1 | Admissions Analytics: No More Enrollment Surprises!

10:45 - 11:15 AM

Break

11:15 AM - 12:15 PM

Session 2 | Developing Dual Agenda Leaders: Innovative Assessment of Program Impact

12:15 - 1:00 PM

Lunch

1:00 - 3:00 PM

Session 3 | Performance Evaluations: The Consequences of Getting What You Ask For

3:00 - 3:30 PM

Updates from the Executive MBA Council |

Michael Desiderio

3:45 PM

Buses depart for Park City

4:30 - 5:45 PM

Leisure time in Old Town Park City

6:00 - 9:00 PM

Social hour & dinner at the St. Regis Deer Valley Resort

[2300 Deer Valley Drive East, Park City, UT 84060]

9:00 PM

Buses return to the Marriott

FRIDAY, JUNE 20

7:15 AM

Buses depart from the Marriott to the David Eccles School of Business

7:30 - 8:30 AM

Breakfast at the Spencer Fox Eccles Business Building

8:30 - 10:00 AM

Session 4 | Flipping the EMBA Classroom: Turn Your World Upside Down . . . Without Falling Flat on Your Face

10:00 - 10:15 AM

Break

10:15 - 11:15 AM

Session 5 | Open Forum: How Technology Can Facilitate Changing EMBA Format Trends

11:15 - 11:30 AM

Wrap-up

11:30 AM

Boxed lunches available, buses depart for the Marriott

12:30 PM

Buses depart from the Marriott to the Salt Lake City International Airport

[776 N. Terminal Dr., Salt Lake City, UT 84122]

SESSION DESCRIPTIONS & PRESENTER BIOGRAPHIES

ADMISSIONS ANALYTICS: No More Enrollment Surprises!

MARCI ARMSTRONG

ASSOCIATE DEAN, GRADUATE PROGRAMS
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GARY MANGIOFICO

ASSOCIATE DEAN
GRAZIADIO SCHOOL OF BUSINESS
PEPPERDINE UNIVERSITY

BRAD VIERIG

ASSOCIATE DEAN, EXECUTIVE EDUCATION
DAVID ECCLES SCHOOL OF BUSINESS
UNIVERSITY OF UTAH

Bigger and better data can give business school leaders more panoramic and granular views of each stage of the admissions funnel. In this session, we will share best practices for tracking data and applying key metrics and ratios to drive admissions objectives, strategy and tactics. We'll show how admissions analytics enable us to stay on track and to implement smart interventions when the data suggests an adverse trend, even eliminating end-of-season enrollment surprises. Whether you aren't sure how to get started, you want to reach new levels of analytic sophistication, or you simply want to sleep better at night, join us for an interactive discussion of data-driven admissions success.

Marci Armstrong is Associate Dean of Graduate Programs at the Cox School of Business. Her responsibilities include strategic leadership of 11 graduate programs -- the MBA, Professional MBA, Executive MBA, MA/MBA in Arts Administration, JD/MBA, MS in Management, MS in Entrepreneurship, MS in Accounting, MS in Finance, MS in Sport Management and MS in Business Analytics programs -- including oversight of admissions, student services, diversity, global programs and career management. Marci recently served five years on the Graduate Management Admission Council® (GMAC®) Board of Directors, and served seven years on the Executive MBA Council Board.

Gary Mangiofico joined Pepperdine University's Graziadio School in 2003. As Associate Dean he oversees several graduate degree programs, as well as Executive Education non-degree programs. Dr. Mangiofico is also responsible for Admissions, Financial Aid, and Student Accounts departments in the graduate school. He teaches courses in Organizational Theory and Management, Organizational Development, and Leadership. Prior to joining Pepperdine, Dr. Mangiofico served as a CEO, COO, and as a general management executive for both start-ups and Fortune 50 companies. He is an active member of the Academy of Management, and the American College of Healthcare Executives.

Brad Vierig is Associate Dean of the David Eccles School of Business. He is responsible for the Executive MBA, Professional MBA and MBA Online programs, and Executive Education. During his 14 year tenure, the Executive MBA program has grown to an enrollment of 130 students and is currently ranked #26 in the USA. In addition, the Professional MBA program has grown to over 300 students and is ranked #37 by Business Week. The Executive Education non-degree programs also serve over 400 new students per year. Brad teaches both Corporate Finance and Global Management.

DEVELOPING DUAL AGENDA LEADERS: Innovative Assessment of Program Impact

MARILYN GIST

PROFESSOR OF MANAGEMENT
ASSOCIATE DEAN, GRADUATE PROGRAMS
ALBERS SCHOOL OF BUSINESS & ECONOMICS
SEATTLE UNIVERSITY

CINDY HAMRA

ASSOCIATE DIRECTOR
CENTER FOR LEADERSHIP FORMATION

For over 10 years, Seattle University's executive education programs have included curricular components that develop dual-agenda leaders – those who demonstrate concern for both profit and contribution to society. The curriculum is built on experiential and service learning. It requires students to examine their values as they address challenging problems in unfamiliar domains. This session focuses on measuring the impact of the curriculum after students have left the program.

Dr. Marilyn Gist has more than 20 years' experience in the field of executive development. She is presently Professor of Management and Associate Dean for Graduate Programs at the Albers School of Business and Economics. In addition, she serves as Executive Director of the Center for Leadership Formation providing academic direction for the executive degree and certificate programs.

Prior to this, Marilyn held the Boeing Endowed Professorship of Business Management at the University of Washington, where she was also the Faculty Director for Executive MBA programs for many years. In addition to her academic roles, she has served in management positions in the public and private sectors, and had extensive consulting experience.

Marilyn is an internationally recognized scholar. Her research emphasized confidence-based factors in motivation and training and leadership assessment and development. She has over 25 publications in leading scholarly outlets.

Cindy Hamra has over fifteen years of experience in teaching and education management, including roles as a teacher, tutor, trainer, manager and regional director. She has a JD from the American University, Washington College of Law and a MA in International Affairs from the American University, School of International Service.

Following law school, she worked as a law clerk and attorney in Washington, DC. She is licensed to practice law in Washington, Oklahoma, Washington, D.C., and New York.

PERFORMANCE EVALUATIONS: The Consequences of Getting What You Ask For

BRIAN CADMAN

ASSISTANT PROFESSOR
DAVID ECCLES SCHOOL OF BUSINESS
UNIVERSITY OF UTAH

Sometimes our administrative processes for incentivizing employees by setting financial goals and budgets fall flat. This workshop will focus on how to set financial goals, and use these to provide incentives to employees. We will also discuss the problems associated with rewarding employees for obtaining their goals and find some solutions to the budgeting and incentive problem.

Dr. Brian Cadman, Assistant Professor of Accounting at the University of Utah's David Eccles School of Business, will lead an interactive workshop on how best to incentivize employees and meet budgetary goals.

Brian Cadman earned his undergraduate degree from Harvard University and his Ph.D. in Accounting from the University of Oregon. Before joining the faculty at the University of Utah, Professor Cadman was on the faculty at the Kellogg School of Management and the Wharton School.

Professor Cadman's research focuses on the use and implications of accounting information on compensation design as well as the role of external monitors and other governance mechanisms. His research on compensation consultants and CEO pay has been cited by the SEC in a recent ruling. His current research projects include studies on the Troubled Asset Relief Program, the role of venture capitalists in firms going public, and more recently, pension plans, severance agreements and the market for CEO talent.

Dr. Cadman teaches managerial accounting at the masters level, where his expertise on performance measurement and decision making brings great value to the classroom.

FLIPPING THE EMBA CLASSROOM:

Turn Your World Upside Down . . . Without Falling Flat on Your Face

DANIEL J. TURNER

ASSOCIATE DEAN, MASTERS PROGRAMS
FOSTER SCHOOL OF BUSINESS
UNIVERSITY OF WASHINGTON

In the most basic sense, “flipping the classroom” involves conducting more passive modes of learning (e.g., traditional lecture) outside of class time in order to create space for active student learning experiences (e.g., working problems, case discussion, and simulations) inside the classroom. This method of instruction has shown great promise in certain educational settings, but will it work for EMBA programs and the experienced, savvy, high-performance student populations we serve? What are the risks and rewards? What should you do—and not do—if you want to implement it in your program? What common—and not so common—mistakes should you be on the lookout for? Hear the insights of one faculty member who has used the flipped model in EMBA instruction . . . and lived to tell about it.

*Note that the session format will mirror that of the flipped classroom itself; you will explore basic content via pre-recorded video prior to the session (link to online video to be distributed). During the session, we’ll update a few content pieces with new results from the field and conduct Q&A . . . but, more importantly, we’ll also activate your learning experience with a small group exercise on implementing the flipped classroom in your programs.

Daniel “Dan” Turner is Associate Dean of Masters Programs and the Brix Endowed Fellow in Marketing at the University of Washington’s Foster School of Business. The focus of Dan’s academic work pertains to management of the marketing function, the critical interface between an organization and its customers.

Dan is a distinguished educator, curriculum architect, and consultant. He has received numerous teaching awards at Foster and at his Ph.D. alma mater, the Kellogg School of Management. For the past 8 years he has served as the Associate Dean for Masters Programs with full admissions, curriculum, fiscal, operations, placement, and alumni relations oversight for Foster’s 6 MBA programs and 3 technical Masters degrees. He has designed and executed leadership development programs for a host of other world-class organizations across the globe.

Prior to arriving at Foster, Dan taught at the Kellogg School, and—before entering academia—he worked as a consultant at Blattberg Cheney Associates, served as an analyst at the Federal Reserve Bank, and ran a business for Circuit City Stores.

OPEN FORUM: How Technology Can Facilitate Changing EMBA Format Trends

LED BY JON KAPLAN
EXECUTIVE DIRECTOR
MBA PROGRAMS FOR WORKING PROFESSIONALS
HAAS SCHOOL OF BUSINESS
UNIVERSITY OF CALIFORNIA - BERKELEY

Executive MBA program formats are trending towards a schedule that requires its students to physically meet together less frequently, whether it be a Friday/Saturday, every two weeks, or once a month for three days. As these formats are changing, technology solutions are becoming increasingly important to keep students in contact with their teams and faculty, and to make sure they stay engaged in the learning process.

Jon Kaplan, Executive Director of the MBA Programs for Working Professionals at the UC Berkley, Haas School of Business, will lead a forum discussion on what schools are doing now with technology to support these trending Executive MBA format changes.

Jon Kaplan is Executive Director for the MBA Programs for Working Professionals at the University of California Berkeley's Haas School of Business. In this role, he led the effort to create the new Berkeley MBA for Executives program, which was rolled out in May of 2013. Jon oversees both the MBA for Executives program as well as Haas' Evening & Weekend MBA program.

Previously, Jon served as the Assistant Dean of MBA programs at Chapman University's Argyros School of Business. He also worked for five years at UCLA Anderson, in both Admissions and Career Management. Jon is an MBA graduate with honors from the UCLA Anderson School of Management. Prior to getting his MBA, Jon earned a degree in Economics from UCLA and spent over a decade as Director of Operations for the UCLA Football Team.

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