

ROWAN UNIVERSITY

Rohrer College of Business

Driving Innovation Into the Future

2016-2017 Annual Report



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Message From the Dean

‘Innovation in business education and research is fast becoming synonymous with the William G. Rohrer College of Business.’

In our last annual report, we described progress on construction of the new home of the Rohrer College of Business (RCB) and our vision for the future. This year we are delighted to walk you through Business Hall, which opened in January.

In several short months, the College has hosted high-profile events, welcomed an outpouring of interest from the business community and introduced dynamic new programs for students, revolutionizing their experiences.

Business Hall features classrooms located in close proximity to faculty offices, student services, collaboration rooms and informal spaces for spontaneous interaction.

It also houses two centers of excellence — a business accelerator and the Rohrer Center for Professional Development. We will open the third this coming year: the Center for Responsible Leadership.

A year after we launched Entrepreneurship Across the Campus in partnership with the Henry M. Rowan College of Engineering and College of Science & Mathematics, we established a vibrant business accelerator that is exploding with students’ concepts and creative energy.

At the Rohrer Center for Professional Development, students take advantage of career-building services ranging from resume creation to

student mentoring by business leaders.

The upcoming Center for Responsible Leadership will support research, instruction and programming emphasizing the triple bottom line — people, planet and profit — with an emphasis on corporate responsibility.

Business leaders are flocking to Business Hall to collaborate with RCB students, hire them as interns, serve as mentors and share their talents and their big ideas for the betterment of our region.

Innovation in business education and research is fast becoming synonymous with the William G. Rohrer College of Business.

If you haven’t visited Business Hall, contact us to arrange a personalized tour. You will quickly understand the excitement of our students, staff and faculty in their new home.



Dr. Sue Lehrman
Dean

Fueling the Future of Business

Since opening the doors of its long-awaited new home in January, the Rohrer College of Business (RCB) has released a tide of new potential that will flow far beyond its campus.

Within the new four-story building located on Route 322, the College will increase enrollment, expand programming and empower students, faculty and collaborators to grow new opportunities, businesses and much more.

This business-centric ecosystem touts an array of resources and programs. One of the most notable is Entrepreneurship Across the Campus, a partnership between RCB, the Henry M. Rowan College of Engineering and the College of Science & Mathematics. The interdisciplinary program fosters entrepreneurial thinking among students in all majors. As part of this initiative, RCB established a business accelerator where students will conceptualize and launch their own ventures.

“We are working to make the accelerator a vital resource for all students as it develops innovative approaches, commitment and

persistence — skills that translate into all fields,” Dean Sue Lehrman said during the opening ceremony to a capacity crowd that included government officials and members of the business and Rowan communities. “Our new facility means that the accelerator offers the space where students can learn with — and from — one another.”

As students stream through Business Hall, they easily access the Rohrer Center for Professional Development for resources that help them develop the poise and professionalism they need to rise above the competition in the job market.

Graduate students now have a home of their own in the RCB Graduate Center, where they study and collaborate with classmates.

Programs will continue to expand in the building. This coming year, RCB will establish the Center for Responsible Leadership, emphasizing corporate responsibility and research focused on the triple bottom line — people, planet and profit.





With 98,300 square feet of space, Business Hall offers the ideal ecosystem to promote student, faculty and corporate engagement.

“This state-of-the-art facility reflects the first-class education this College and our professors provide for our students,” said Linda Rohrer, Rowan University Board of Trustees chairman. “Thanks to this new building, we will be able to welcome even more students. Thanks to this new building, we will be able to develop even more programs to meet the needs of our society.”

“We expect South Jersey business leaders to call this building their home as well,” Lehrman told the audience. “We want you on campus regularly to collaborate with students on projects and internships, to serve as mentors, to share your talents with our students and to share your big ideas for the betterment of our region.”





Forum for Change

Since January, Business Hall has hosted numerous events for the business community.

In March, Jeanette Franzel, a member of the Public Company Accounting Oversight Board, met with leaders in the accounting field in Business Hall and spoke to students and accounting faculty.

The Corporate Innovation Forum, presented by Rowan University and TD Bank in May, featured Karen Dougherty Buchholz, senior vice president of administration, Comcast Corp., and a panel discussion with noted business leaders. During this event, executives from the region revealed how they manage emerging challenges and use innovation to drive their businesses.

The College also presents Executives-in-Residence for the Day, who speak to student groups, faculty and staff and offer informational group interviews.

“This program is a great way for RCB to leverage executives’ expertise and knowledge,” said Amie Ryno, director, Rohrer Center for Professional Development.

Business Hall at a Glance

Facility:

Four stories
98,300 square feet

Features Include:

3 computer labs
14 classrooms
23 collaboration rooms
7 conference rooms
70 faculty offices

Project Cost:

\$63.2 million (nearly \$46 million funded through the Building Our Future Act)

Public Art:

Sculpture by artist Ed Carpenter





Students develop their networking skills with business leaders during an annual event, Mocktails: The Art of Networking.

Honing Career Readiness Skills for a Dynamic Business World

No matter how hard students hit the books, if they lack professional polish, their efforts may go unnoticed.

Whether they seek advice during weekday drop-in hours, sharpen their skills in career-readiness workshops or network at employer events, students are refining their professional expertise at the Rohrer Center for Professional Development (RCPD).

“The center exists to help students become career ready and provide them with the tools to successfully obtain internships and full-time jobs,” said Amie Ryno, RCPD director.

In the glass-walled center prominently located off the Business Hall lobby, students fine-tune their resumes and cover letters and engage in mock interviews, networking events and many more activities.

Career Development Modules featuring these activities are embedded in the RCB undergraduate curriculum.

Jason Stephens, '17, a management and human resource management major from Ocean City, has met with recruiters and polished his resume and LinkedIn profile at the center. “I can always trust them to give me recommendations and help me with my resume,” he said.

“Having the new physical space that includes a workshop room and four interview rooms has been huge because we host employers frequently,” Ryno said. “It’s such a great space to welcome them to, and employers know that they can attract business students all in one place.

“I think the new building has been an enormous attraction for

employers who already engage, as well as new employers,” Ryno said. “It is elevating the profile of the College because we have a beautiful space dedicated to business.”

Engaging With Employers and More

Students easily integrate RCPD resources into their schedules by registering for mock interviews, career readiness workshops and employer-engagement opportunities.

Workshops

RCPD holds an array of career workshops, helping students network more effectively, secure job interviews, create top-notch resumes and cover letters, and learn other career-search skills.

Employers-in-Residence

Employers-in-Residence brand their organizations on campus and recruit students for internships and other positions.

Julie Johnson, '18, an accounting major from Mount Ephraim, learned about a summer leadership program during the KPMG Employer-in-Residence event. “KPMG is a huge firm and I would love to work there, so it exposed me to what they would like and what to look forward to,” she said.

Students appreciate these face-to-face meetings, rather than relying on email exchanges. “You want to meet in person, show them who you are and build an impression,” said Joshua Fulds, '17, an accounting major from East Brunswick.

When John Cini, '18, an accounting major from Sewell, spoke this spring with Michelle Tetley, senior associate, Campus Recruiting, from KPMG, she encouraged students to contact her as a future resource.

“It is definitely very helpful to have these large companies come in and be accessible,” said Cini, who also met with a PwC recruiter during a previous event.

Executives-in-Residence

Last year, RCB welcomed Jerry Maginnis as its accounting Executive-in-Residence. Maginnis mentors RCB students and develops connections between RCB and the business community.

RCPD also hosts Executives-in-Residence for a Day. Ric Edelman, renowned financial expert, philanthropist and alumnus, shared professional insights with the campus Financial Management Association chapter and RCB Student Investment Group, held small-group informational interviews with students and presented a Brown Bag Lunch and Learn on

retirement investments for the University community. Joseph Bottazzi, past chair of the Rowan University Foundation Board, founder and owner of Summit Group Consulting LLC, and alumnus, provided small group informational interviews and spoke to the campus chapter of the American Marketing Association and a sales force management class.

Additional Resources

RCPD also holds industry nights, where students network with professionals, as well as industry-specific mock interview nights.

“I’m excited about these events because bringing more employers directly to the students is one of the major areas of focus for me in the new building,” Ryno said. “I want the students to have opportunities to network in person and to make connections.”



As an Executive-in-Residence for a Day, Ric Edelman, financial expert and alumnus, shared his expertise with RCB students.



Michelle Tetley, a senior associate with KPMG, talks with RCB students about career-related opportunities with the firm.



RCB Student Career Development: 2016-17

During the 2016-17 academic year, RCB students engaged in RCPD activities 3,349 times:

- 1,783 participating in career modules
- 665 participating in RCPD career workshops
- 610 attending drop-in hours
- 116 participating in industry nights
- 82 participating in Mocktails networking event
- 50 students participating in 85 mock interviews during the accounting mock interview event
- 43 participating in RCPD mock interviews

RCB Employer Engagement: 2016-17

RCB continues to draw area business leaders and employers. During the 2016-17 year, RCB featured:

- 15 Executives-in-Residence
- 16 Employers-in-Residence
- 20 professionals for on-campus interviews
- 20 professionals at annual accounting mock interview event
- 30 professionals at annual Mocktails networking event
- 31 organizations represented at two inaugural industry nights
- 426 employers at four career fairs
- Many more professionals and businesses through RCB clubs and department events



Assistant Dean Margaret Van Brunt talks with a student during the Mocktails event, which helps students refine their networking skills.

Building a Resume



The experience he gained as an intern and many other professional attributes helped Wayne Sellers land a position with Goldman Sachs.

While RCB students brush up their career-search skills at the center, others are building experience as RCPD interns.

In these positions, they track student progress, schedule mock interviews, facilitate workshops and contribute in other areas.

Camila Mies, '17, a marketing and human resource management major from Montgomery, built and refined the Career Development Modules.

"We have a lot of responsibility and flexibility in what we do," she said. "I think that's definitely going to help me to be a more independent worker when I graduate and begin my career."

Wayne Sellers, '17, a human resource management major from Somerset, created interactive RCPD workshops and recruited employers.

He believes the services he provided to students parallel the skills he will need in the human resources field. He was hired as an analyst in the Human Capital Management Division of Goldman Sachs in Salt Lake City.

"In a full-time role, you're collaborating with hiring managers, employees and executive leadership to make sure employees have everything they need to maximize their performance, which in turn maximizes organizational performance," he said.



Kimble Byrd teaches students in one of the many state-of-the-art classrooms in Business Hall.

Inspiring Entrepreneurs Across Disciplines

On the second floor of Business Hall, white board-covered walls are brimming with financial projections, diagrams and other germs of ideas just waiting to jump into action within RCB's business accelerator for student and faculty startups.

"Students populate it at all hours of the day and night, particularly to work on nascent ventures," said Kimble Byrd, professor of management and entrepreneurship. "They also receive mentoring and support, and it gives them a place and a space where they can engage with one another."

Business Hall offers many more entrepreneurship-promoting features. "Students have access to state-of-the-art technology, video conferencing equipment and other resources that enable them to better craft their narratives and develop their business models to compete in an ever-changing business world," said Dr. Eric Liguori, who joined RCB as the Rohrer Professorial Chair in Entrepreneurship and executive director of the Rowan Center for Innovation and Entrepreneurship.

"The new building serves as a catalyst for action, and I think it sends a very clear message to the campus community that business and entrepreneurship are important," Liguori said.

Last year, RCB introduced the Entrepreneurship Across the Campus initiative in partnership with Rowan's College of Science & Mathematics and the Henry M. Rowan College of Engineering. Almost 400 students and 40 faculty from throughout the campus have joined this network.

More than two dozen faculty members from all campuses have earned innovation and entrepreneurship faculty certificates, learning to integrate entrepreneurship concepts into their classrooms.

"Faculty are very engaged. They're excited and doing a lot of hands-on activities," said Dr. Cheryl Bodnar, Rowan Center for Innovation and Entrepreneurship assistant director for faculty programs and assistant professor of experiential engineering education, Henry M. Rowan College of Engineering. "You can tell that they're

Liguori Joins RCB as Rohrer Professorial Chair

It's all about pursuing a passion for Dr. Eric Liguori, who was named the Rohrer Professorial Chair of Entrepreneurship and executive director of the Rowan Center for Innovation and Entrepreneurship.

Before joining Rowan, Liguori served on a team that opened the Lowth Entrepreneurship Center at the University of Tampa, which was chosen as the 2016 National Model Undergraduate Program by the U.S. Association for Small Business and Entrepreneurship. Previously, he helped expand student entrepreneurship programming at California State University, Fresno, which was named the number-one college in the country for campus E-diffusion by the Collegiate Entrepreneurs' Association.

"I found that working with the students to build out their companies was my greatest passion," Liguori said.

"I think Rowan is poised to take off in terms of facilitating entrepreneurship on campus," Liguori said. "From an ecosystem perspective, you have a strong College of Business, two medical schools, a leading engineering program, a supportive community, students who are both intelligent and driven, and highly respected faculty."



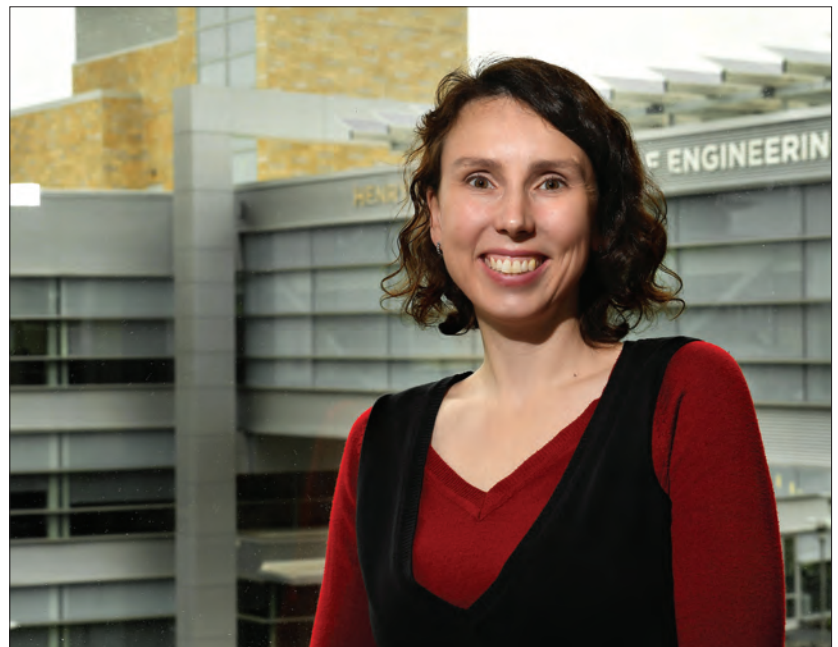
Dr. Eric Liguori has a passion for helping students build their own companies.

passionate about using this in their classrooms."

Dr. Emily Blanck, an associate professor who teaches history and American Studies in Rowan's College of Humanities & Social Sciences, earned an innovation and entrepreneurship faculty certificate. She explained that some students begin with a narrow focus of what they can do in their careers. "I wanted to start getting them to think about themselves in new ways, and I felt like this offered a lot of opportunities to do that," she said.

An entrepreneurship background will be invaluable to students regardless of whether they choose to start businesses, Liguori said.

"As a society we're facing some of the greatest social and economic challenges we've faced in generations. Entrepreneurship is one of the key factors that's going to help us continue to thrive. Every day we see examples of student ventures and university technology empowering and improving the lives of people around the globe. Entrepreneurial activity is a key driver of the global economy."



Dr. Cheryl Bodnar is helping professors integrate entrepreneurial concepts in their classrooms.



During the Executive Advisory Council meeting in Business Hall, (from left) Dr. Patrick Barbro, Dr. Camron Casper, Dr. Eric Liguori, Dr. Amy Lysak and Dr. Michael Milovich discussed why they left industry to share their knowledge in the classroom.

Bringing Corporate Expertise to the Classroom

RCB students develop invaluable real-world skills from project-based learning, internships and other experiences. But their professors are also rich sources of corporate experience.

“We have gone out of our way to identify people who bring solid work experience to the table,” said Dean Sue Lehrman, who entered academia with experience in healthcare administration.

In the spring, RCB showcased several faculty who are also seasoned business professionals during the first meeting of the Executive Advisory Council in Business Hall: Dr. Patrick Barbro, assistant professor, Marketing and Business Information Systems; Dr. Camron Casper, assistant professor, Management and Entrepreneurship; Dr. Eric Liguori, who joined RCB as the Rohrer Professorial Chair

in Entrepreneurship and executive director of the Rowan Center for Innovation and Entrepreneurship; Dr. Amy Lysak, assistant professor, Accounting and Finance; and Dr. Michael Milovich, assistant professor, Marketing and Business Information Systems.

As a long-time information technology executive, Milovich observed the evolution of business and the impact of technology on emerging generations. “I want to help business understand how future generations fit into the business world and help students understand the expectations of business,” said Milovich.

Lysak, an auditor for a Big Four public accounting firm for 12 years, appreciated the opportunity to pass on her experience in the classroom. “I can’t think of a better way to share the time I’ve invested in public accounting than to connect with students, to bring that into the classroom and to help them realize the opportunities that are out there,” she said.

Customizing Space and Opportunities for Graduate Students

Graduate students have unique needs and goals, often balancing professional responsibilities with their academic requirements. Recognizing these challenges, RCB offers them a dedicated space to call their own in Business Hall.

“It’s a Rowan space where graduate students can come to collaborate with each other and professors, to relax before class or to grab a cup of coffee,” said Daniel McFarland, associate dean, noting the card-entry center even includes a kitchenette to assist working professionals on the go.

RCB’s graduate programs offer many benefits to students. Brian Carlin, ’16, M’17, began pursuing his MBA with a specialization in management information systems immediately after earning his RCB bachelor’s degree in accounting last year.

“I felt like that would make me a more well-rounded person, and then if I had the CPA, that would be the double threat,” said Carlin, a Washington Township resident who will begin working for PwC in October.

To meet students’ varied needs, RCB graduate programs feature classroom, online and hybrid courses, as well as certificates of graduate study and certificates of advanced graduate study.

The College launched the hybrid MBA program at Rowan College at Burlington County (RCBC) in the spring.

“The RCBC collaboration is attractive in that it is closer to many employers,” McFarland said. “There are more students who live in that area. Also, the hybrid format allows students to have the best of both worlds — the flexibility to be online while still getting to know their professors and peers face to face.

“The advantage of RCB graduate programs is that they are within a university that is on an upward trend,” McFarland said. “We’re growing by leaps and bounds, making a significant impact on the region.”



Welcoming New Faculty

Four new faculty members began inspiring RCB students during the 2016-17 year:

- **Dr. Nina Krey, assistant professor, Marketing and Business Information Systems**
- **Dr. Jennifer Espinosa, assistant professor, Marketing and Business Information Systems**
- **Dr. Amy Lysak, assistant professor, Accounting and Finance**
- **Dr. Michael Milovich Jr., assistant professor, Marketing and Business Information Systems**



Southwest Airlines

Presented By:

- Mark Dieckmann
- Adam Ferrara
- Craig Foltz
- Chris Milano
- Heidi Olszewski
- Bryan Smith
- Joseph Trevis

Goal 3: Increase revenue

YEAR 1

- Conduct research in new demographics to service
- Survey customer experience & satisfaction
- Assess levels of available seat miles (ASM)
- Research methods to improve load factor
- Brainstorm incentives for people who fly more often

Maximize base year revenue passengers carried (RPM)

Building 500-based people rather than...

Class model...

Business...

Shaping the RCB Education

Gary Banks, president and founder of Banks Industrial Group, is well aware of RCB students' skills. For the last three years, these budding professionals have assisted his industrial maintenance company with marketing projects.

Seeking an additional role in guiding students, Banks recently joined the Executive Advisory Council (EAC), which helps shape RCB programs.

"If you look at the cross-section of industry in America, small family businesses are still a large, large employer," he said. "As the owner of a family business, I hope to share my experiences to allow today's students to be better positioned as they enter the workforce or start a business of their own."

The EAC also welcomed the following new members in the last year: Jan Blazeski, managing director, Raymond James & Associates Inc.; Brian Hanrahan, vice president, Aon Risk Solutions; Diane Larzelere, senior vice president, Guy Carpenter; Christine Miles, founder and chief architect, CI Squared LLC; Anthony Mongeluzo, president, pilotLight Studios, and president and CEO, PCS LLC; John Parker, director, Business Process Improvement, Independence Blue Cross; Mike Tracy, vice president of servicing management, Fannie Mae; Jon Singer, CFO and COO, Spirit Music Group; Rene Quinn, vice president of Fresh Blooms at Delaware Valley Floral Group; and Stan Woodland, CEO, CMI/Compass.



Gary Banks is one of the newest members of the Executive Advisory Council, which offers input from the business community to help mold the RCB education.

Class of 2017 Making History

The first RCB seniors to attend classes in Business Hall also were the first to walk across the stage as 2017 Rowan University graduates, opening a whirlwind Commencement Week in May.

"In our short time in Business Hall you have done so much to make it not just a building, but a living, breathing space brimming with your enthusiasm and your activities," said Dean Sue Lehrman.

Among the class's many accomplishments, eight MBA and 68 undergraduate students were inducted into Beta Gamma Sigma, the honor society of AACSB-accredited business schools, and six were inducted into the New Jersey Collegiate Business Administration Honor Society, for the top 1% of business graduates in the state. More than 200 earned academic credit for internships, and dozens traveled, presented or competed at conferences throughout the country.

Linda Rohrer, Rowan Board of Trustees chairman, proudly recognized their achievements. "Today I see a group of remarkable graduates, some heading to Big Four firms, some entering prestigious graduate schools, some starting their own businesses."

Commencement speaker David Cohen, senior executive vice president, chief diversity officer and senior counselor to the CEO for Comcast/NBC Universal in Philadelphia, described the graduates' challenges ahead, as corporate America works to close the economic and social gaps dividing society.

"It's clear that your generation has a well-founded reputation for social responsibility, which makes you a great fit with the growing ethos in today's corporate America," he said. "You will be adding to and building upon today's momentum of social responsibility. By putting your education, your ethics and your energy to work in business, you can indeed help to change the world and at the same time you will build your own careers."



Commencement speaker David Cohen of Comcast/NBC Universal encourages RCB's 2017 graduates.

INVEST IN OUR

future dreams

WHILE ACHIEVING YOUR



Support Rowan University William G. Rohrer College of Business students by making a planned gift today. The following gift vehicles are some ways you may be able to meet your personal financial goals and leave a legacy of learning for future generations of Rowan students:

GIFTS ANYONE CAN MAKE

- Cash
- Retirement plan assets
- Appreciated securities
- Will or living trust (bequest)
- Life insurance policies
- Real estate
- Tangible personal property

GIFTS THAT PAY INCOME

- Charitable gift annuity
- Charitable remainder unitrust/annuity trust

GIFTS TO PROTECT YOUR ASSETS

- Retained life estate
- Charitable lead trust

For more information or to request a brochure that outlines gift planning options, please contact:

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