Message from Dean Louis DeGennaro
Noel-Levitz Student Satisfaction Survey and the College of Management

In our last issue of the COM Connection, we promised to share with you some important information about what you and your colleagues thought of your learning experience here in the College of Management.

Back in 1996, the university commissioned an independent study by Noel-Levitz, Inc., a major consultant to higher education, to see how satisfied Lawrence Tech students were with the quality of their learning experience. A student satisfaction survey was then distributed to a sampling of students from each of the university’s four colleges including the College of Management.

The survey of over 90 questions was designed to see what was important to you and how well your needs were being met. The results were then tabulated and placed in eleven categories: academic advising, campus climate, campus life, campus support services, concern for the individual, instructional effectiveness, recruitment and financial aid, registration effectiveness, safety and security, service excellence, and student centeredness.

Here is how the information is analyzed. According to Noel-Levitz, there will always be a gap between what is important to students and how well their needs are being met. If the gap is less than one in each category, the students are generally satisfied with the quality of their educational experience.

Lawrence Tech participates in this survey along with other four-year private institutions throughout the nation. This allows us to compare ourselves within the university’s academic units as well as with similar schools. To date, almost 400,000 students have participated in this survey throughout the United States.

In the College of Management, we sample over two hundred students representing all of the college’s programs and off-campus education centers. (Some programs were 100% sampled.) Here in a nutshell are the results. Since 1998, in every category, the gap between what is important to students and how well their needs are being met has been less than one. (In some programs, scores even reached the negative one range, a truly remarkable achievement.) Our statisticians have told us that compared to the national average, since 1998 the College of Management has ranked in the top 5% in the country in terms of student satisfaction.
We, in the College of Management, are very proud of what our students think about us, their learning experience, and the service we provide them. But be assured, we would never rest on our prior accomplishments. We recognize that each day we must prove ourselves and improve ourselves. That is our on-going commitment to all of you. We will continue to strive to achieve the highest level of distinction to ensure that we remain the school of first choice in this region.

**Students leading through theory and practice!**

Robert Plotzke, student in the Bachelor of Science in Information Technology (BSIT) program has learned to combine classroom education and networking to enhance his career. His “leadership through theory and practice” is demonstrated in this recent commentary:

At the start of fall 2004, I took the INT3023, Information Technology Inaugural class offered by the BSIT program. During the opening class, we were given the opportunity by Professor Loran Walker to attend a dinner meeting of the Great Lakes Chapter of the Project Management Institute. This professional organization has a membership of project management leaders in industry who share ideas and experiences on leading edge topics such as information technology. The participants network and participate in gaining leadership experience and share “best practices” in the project management discipline.

The dinner meeting that I attended featured Rich Sheridan as guest speaker from the Menlo Institute located in Ann Arbor, Michigan. The Institute is a computer software development company with a unique method of obtaining goals and solutions for its clients. It is their belief and now mine that to interact effectively with each other, one has to open up the workspace environment. If programmers are left in individual offices or even cubicles, they develop a “territorial” attitude that can make projects unmanageable. If communication goals are not clear and straightforward the project becomes obscure and trying to put all the individual components together is almost impossible. The Menlo Institute’s solution was simple, move the workforce into a converted warehouse that was wide open. This produced easy collaboration, constant interaction and an abundance of energy that gave rise to a sense of fun, learning, and an increase in productivity that pervaded the workplace.

How did that affect the way I do business? I supervise the day shift patrol for a local police department. Administration has made it a priority for our officers to become more community-based and officer-friendly.

Shortly before my attendance at the PMI dinner meeting, officers were mandated to have two community policing stops per day along with their other regularly scheduled assignments. Using some of the techniques that I learned from the Menlo Institute, I encouraged a round table discussion and allowed officers to participate in a goal-oriented workshop. Several officers were initially reluctant to embrace this vision but after some
exchange of ideas, officers realized that there was potential to decrease some of the “undesirable” aspects of their workload. With implementation of ideas from the workshop, the department saw a 38% increase in productivity over the old way of doing business. After refining several layers of workload assignments we have continued to increase the overall production of the shift. As a result of this experience, the department has developed a better working relationship with the business community and project management is being recognized as a valuable management tool.

As a result of the learning from the INT3023 class, I am currently developing a startup business. I have already secured financial backing with total startup costs in the $200,000 range. This business will focus on creating a conduit to bridge an existing communication gap so that law enforcement can speed up the response time to serious crimes in the community. Certainly none of this could have happened without the information presented by Professor Walker, the College of Management, Lawrence Technological University, The Menlo Institute, and information technology professionals I encountered during the fall 2004 term. I look forward to even greater opportunities to enhance my career and serve the community as I continue to utilize the education provided in the BSIT program.

Success…you determine the degree!

The Bachelor of Science in Information Technology (BSIT) degree is designed with four goals in mind: provide students with the theoretical concepts necessary for success in industry; give students hands-on experience using current technologies; provide students with an employable skill set; and, provide industry with highly trained and competent IT professionals. Students experience coursework in general education and technical topics such as English Composition and History and coursework within the technical core. Students can develop careers in technical specialties such as systems analysis design, Web development, network administration, systems programming, and applications support. In addition to a challenging core curriculum, students may be eligible to take graduate level coursework within the Master of Science in Information Systems (MSIS) program. Admission to the College of Management’s BSIT program requires a high school diploma or GED equivalent, a GPA of 2.5 or higher in academic subjects, and a GPA of 2.00 in academic subjects that pertain to the desired program of study.

The BSIT program is a 132 credit hour program and is currently delivered at our main campus in Southfield and at our Macomb Education Center. In May 2003 the university entered into a unique Articulation Agreement with Macomb Community College that allows students to complete their general education requirements along with coursework in Computer Information Systems at Macomb. Students can then transfer up to 72 credit hours of coursework to Lawrence Tech as part of the BSIT. Professor Richard Bush, Director BSIT, is actively collaborating with other community colleges in the region that are interested in entering into similar agreements that will expand our reach throughout Michigan.
Location, location, location

Four courses with February start date available in Plymouth!

As mentioned in last month’s COM Connection, the Plymouth Education Center holds classes in the MBA and MSOM programs on Saturdays. Morning classes run from 8:30-11:30; afternoon classes, 12:00-3:00 p.m. Although students in Plymouth are generally part of a cohort program, many main campus students also take individual classes there when the day or the time of a class in Southfield is not convenient for their work schedule or personal life. Center Manager Cori Blanchard has announced that four courses will be starting in February at this location. Human Resource Management (HRM6023) and Strategic Management (MGT6063) will be delivered in the morning, Management Strategies in E-Commerce (MGT6233) and Leadership and Management (MGT6013) in the afternoon. The semester runs from February 19-May 21. HRM6023, MGT6233, and MGT6013 have no pre-requisites so this is a great opportunity to add some classes to your current schedule now that the spring semester has started. If you are interested in registering for these individual classes or applying for a program, please contact Cori at Plymouth@ltu.edu or call 888.414.6682, Extension 1111.

Northern Michigan students take a tour

The Northern Michigan MBA program is reaching out to the community in a number of ways. The most recent example is a site visit by the Management Information Systems class to the Wayne Wire Products plant in Kalkaska, about 20 miles east of Traverse City. The class is spending an evening with Wayne Wire executives to relate MIS theory to the practice of applying IT to real-life industrial environments. A business briefing, technology briefing, walking tour, and discussion of future IT initiatives are all planned for the students. Patricia Malone, Chief Financial Officer of Wayne Wire, is acting as host for the event. Patricia is also a DBA student at the College of Management, commuting from Kalkaska to Southfield for her weekend classes.

Faculty and staff in the news:

- Nick Schultz, President of Sealant Equipment and Engineering, Inc. in Plymouth invited Dr. Jackie Stavros and Professor Dan Saint to the Detroit Chamber of Commerce CEO Roundtable Meeting on January 18. Mr. Schultz requested that they deliver their presentation, “Appreciative Inquiry in Action: Discovering Your Organization’s Positive Core” to twelve CEOs from Plymouth and surrounding cities. When Mr. Schultz contacted Dr. Stavros he stated, “Each month we get together to discuss how we can better lead our organizations and get more productivity from our employees while at the same time raising the overall morale level. Last year, I heard you speak at the Michigan Manufacturing Technology Center Executive Roundtable and was intrigued about this approach called Appreciative Inquiry (AI). Any insights and wisdom you may have to offer about
AI would certainly be appreciated.” Dr. Stavros is a noted author and lecturer on *Appreciative Inquiry* and immediately accepted this tremendous opportunity to reach industry leaders and let them know about the College of Management and our *Plymouth Education Center*.

Following the meeting Mr. Schultz stated, “As a group we are always interested in obtaining additional knowledge that will help us in our day to day professional and personal life and your talk was right on the mark. We all came away with a much better ‘appreciation’ of how to communicate with others to accomplish one’s intended goals.”

- In March 2004, in support of a critical initiative to attract more young women to careers in science, math, and technology-related fields, AT&T awarded a $25,000 grant to Lawrence Technological University and the Michigan Council of Women in Technology (MCWT) to implement an AT&T Young Women in Technology Camp. **Professor Diane Cairns** led the initiative to secure this grant and coordinated the camp held on campus this past summer. The program, designed to introduce young women to computer and Internet technologies through exciting, hands-on activities, was attended by 40 Detroit-area fourth through seventh grade girls selected through an application process. Diane recently announced that based on the success of the 2004 AT&T Young Women in Technology Camp, AT&T has awarded an additional $25,000 to Lawrence Tech and MCWT for 2005. This year’s camp will focus on web page design. Each girl will be developing a web page during the weeklong camp in Southfield in June. The girls will attend classes in which a professor and college students studying technology will be working with them. Successful women in the field of technology will be volunteering in the classrooms daily. Professor Cairns can be reached at mcwt@cairnsmgt.com for information on the 2005 AT&T Young Women in Technology Camp.

- Please welcome the new adjunct professors who recently joined the COM: At the Macomb Education Center meet **Kevin Schiller** teaching Telecommunications, **Michael Kenney**, Marketing Management, and **Glenda Ward**, Project Management. **Stephen Chapman** will be sharing his knowledge in Operations Management at the Northern Michigan Education Center. **Cliff Holbeck** is the professor for a new course, Customer Relationship Management, **Lisa Eshbach** has joined the team teaching Leadership, and **Anthony Adams** brings his legal expertise to Advanced Law at the main campus in Southfield. We are pleased to have them join the COM since they have exceptional credentials and bring years of practical business experience in support of our motto of “leadership through theory and practice.”

- The Petoskey and Harbor Springs Chamber of Commerce sponsor a leadership program called *Leadership Little Traverse*. It is a nine-month program grooming future community leaders. The program is in its fifth year and currently has thirteen people selected for this year’s program. Sessions are held once a month and cover various topics related to the region: economic, environment, politics,
education and more. The Chamber has invited Laura Majewski, Executive Director Domestic School, to speak at the February 10 luncheon regarding education. Laura is currently active in the Petoskey area as she and Teri Goodman, Northern Michigan Education Center Manager, continue to expand our program offerings and locations in northern Michigan. Information regarding upcoming Open House events will be covered in future issues.

Dr. Barbara Kouskoulas, Academic Coordinator, MBA Program, has invited two Introduction to Finance students to join her at the next meeting of the Investment Analysts Society of Detroit luncheon on Wednesday, February 9. Wendy Lewis and Stefania Capaldi will hear featured speaker John Thompson speak on, “Searching for Diversification: The Role of TIPS and REITS in a Portfolio.” For those who haven’t taken FIN5022, this means he will discuss the role of Treasury Inflation Protected Securities and Real Estate Investment Trusts. Dr. K frequently invites students to attend such events and gain exposure to industry experts and a variety of topics.

Dr. David Allardice and Professor Steven Welsh recently made a presentation to the Chief Purchasing Officers Council of the Original Equipment Supply Association (OESA), regarding their work on the Detroit Purchasing Managers Index. The OESA is a trade association promoting the interests of automotive original equipment suppliers in North America and has over 280 member companies with global automotive sales exceeding $280 billion. These members do not currently contribute data for the purchasing managers index yet their decisions have a significant impact on the economy. Since David and Steven assumed coordination of this monthly report, they have been leading the initiative to expand participation in this key economic survey.

Special events:

The next workshop in the BoardWALK series will be held on Friday, February 11 from 9:00 a.m. – noon in M336 in Southfield. This series is presented in conjunction with United Way, Volunteer Accounting Service Team of Michigan, and Detroit Executive Service Corps. Learn how resource development enables nonprofit organizations to sustain programs and services through fundraising. Although you may not be employed in the nonprofit sector now, these workshops can enhance your understanding of firms where you volunteer your time and/or your money. Contact lindman@ltu.edu for further information.

The Young Engineers Council, in conjunction with the Engineering Society of Detroit (ESD), invite recent college graduates and college students to the 2005 Engineering and Technology Entry-Level Job Fair on Tuesday, February 15, from 2:00 p.m. – 7:00 p.m. at the Southfield Town Center Atrium, 2000 Town Center. This job fair has entry-level and cooperative education opportunities. There is a $12.00 participation fee, which includes a student membership in the Engineering Society of Detroit.
Lawrence Tech cordially invites you, your friends, family, or colleagues interested in pre-graduate degrees to attend the annual Meet the Deans on Saturday, February 26. Representatives from the Colleges of Architecture and Design, Arts and Sciences, Engineering, and Management will be in attendance that morning in the Buell Management Atrium. The program begins at 8:30 a.m. and includes breakfast, an overview of degree programs, and tours of the campus including housing. RSVP to admissions@ltu.edu or call 800.225.5588, extension 1.

The Office of Career Services invites you to the Detroit Job Fair on Wednesday, March 2, 2:00 p.m.-6:00 p.m. in the Don Ridler Field House. This job fair is the Lawrence Tech Spring career fair with entry-level, internship, cooperative education, and summer employment opportunities. Contact k_finn@ltu.edu to learn more about this event.

NPower Michigan, a leading nonprofit whose mission is to help nonprofit organizations with their computer and technical needs, is planning their first 2005 day of service event, Tech Inventory Day, on Saturday, March 12 from 9:00 a.m. - 5:00 p.m. This is a great opportunity for Lawrence Tech students to volunteer and get hands-on experience working with nonprofit organizations in Metro Detroit. Volunteers will be mobilized to help nonprofits assess the strength of their technology assets using NPower’s online planning tool, Tech Atlas. You will inventory their hardware and software, as well as evaluate staff technology skills. This assessment will help them to formulate a technology plan to address their nonprofit needs. Training and telephone support will be provided to all volunteers who feel comfortable with computer terms and know their way around desktops and/or networks. For more information on this exciting chance to contribute to the community while sharing your expertise, contact lindman@ltu.edu.

Save the Date: Monday, March 7, 8:30-11:30 a.m. “Best Practices from the Best Managed. What’s Working for Nonprofits Today” will be presented by the Center for Nonprofit Management, Alliance of Fundraising Professionals, and the Detroit Executive Service Corps. This event sponsored by Crain’s Detroit Business, DTE Energy Foundation, and Lawrence Tech will be held in the Buell Management Building. For more information email tonih@ameritech.net or call 248.478.6076.

Connecting with industry leaders:

“Globalization and standardization combined with more stringent financial reporting requirements means a continuum of change in practice, rules and regulations, ethics, and execution of accounting and financial strategy in all areas of operations.” These words are from the Institute of Management Accountants – Detroit Metro Chapter web site at www.imamichigan.org/detroit/. As MBA students in the college know, Management Accounting is included as part of the core coursework and has become increasingly important as firms tackle the reality of poor controls, lack of ethics, and corporate scandals. The current president of IMA is a proud graduate of the College of Management and pleased to spread the word about his professional organization. John
Edwards, BSBA’93, is the Controller of Fisher Corporation and recently invited COM faculty and students to attend a chapter meeting as his guests. John states that the IMA is committed to members with a “high ethical stance who serve as business partners in organizations. A good management accountant is far more than just a bean counter.” IMA’s mission is to “provide members with personal and professional development opportunities in management accounting, financial management and information management through education and association with business professionals and certification in management accounting and financial management.”

As a member of IMA you can take advantage of valuable career resources. Robert Half International, a leading industry staffing firm and IMA’s National Career Partner, offers personalized in-depth career counseling and other career resources. Careerbank.com powers IMA’s Job Bank, the premiere network of job postings and resumes for the managerial accounting and finance profession.

Network with your peers through a wide variety of community based forums: 265 local chapters throughout the U.S. and internationally, offering local and regional networking and professional development. Recent Detroit Metro Chapter events have included a presentation on fraud and white-collar crime by a forensics expert from accounting firm KPMG and a Special Agent of the Detroit branch of the FBI. Another meeting addressed Application Service Providers (ASP’s) and their impact on outsourcing accounting functions. Please contact kirkwood@ltu.edu if you are interested in attending an upcoming meeting as a guest of the college.

In response to your requests:

- The Office of Career Services is committed to assisting you in your career search. Kevin Finn, Director of Career Services recently stated, “The overall job market is showing signs of improvement. As a graduate or soon-to-be graduate of the College of Management, people should feel confident. The Office of Career Services is committed to assisting students and alumni in their career search. I invite them to schedule a meeting with our staff to review their job search. We have implemented a new Job Search Checklist, which pinpoints new areas for opportunity in the search process. Here are just a few of the items our staff can assist them with: starting salary expectations, employer expectations, networking basics, resume critiques and tips, mock interviews, navigating the hidden job market, keeping up-to-date on university, regional, and national career events, and a subscription to our Weekly Job Search Tip!” Please take the time to schedule a meeting today by contacting Career Services at 248.204.3140 or email ltuocs@ltu.edu.

- Attention New Students!!!! Students have inquired about the availability of discounts on software for use in the classroom. The COM is a member of the Microsoft Developer Network (MSDN) Academic Alliance Program. As a benefit of the MSDN Academic Alliance membership, COM students can obtain software development tools such as Visio, Visual Studio, and Fox Pro at no cost.
for use in their courses. Check out our IT Services site at www.ltu.edu/management/facilities_lab_msdeveloper.asp. Further information can be obtained by emailing wp_bo@ltu.edu.

➢ **Attention All Students!!!** Now that the semester has started you’re probably wondering how to get some professional assistance to fine-tune those papers and presentations. Fear not – the **Business Communication Resource Center** is just an email away! Email mdegennaro@ltu.edu or call 248.204.3050 to schedule an appointment. Assistance available includes help in understanding and perfecting the writing process, guidance in preparing reports and other business communications, and coaching on preparing and delivering effective business presentations. Take advantage of this free professional service now.

Copies of this newsletter are available at www.ltu.edu/management/newsletter.asp

Send questions, ideas for future issues, or requests to be deleted from this communication to:

kirkwood@ltu.edu.