



2009

# Annual Conference



Association of Collegiate  
Business Schools & Programs

Featuring Two Themes

*Celebrating Global  
Diversity*

and

*A Gathering of  
Minds in  
Challenging  
Economic Times*

San Antonio  
Marriott Rivercenter  
San Antonio, Texas  
June 26 – 29, 2009

[www.acbsp.org](http://www.acbsp.org)

# SAN ANTONIO



# Sí San Antonio

From the Alamo to SeaWorld to its world-famous River Walk, San Antonio, Texas has a lot to offer. The Association of Business Schools and Programs invites you to experience this beautiful city, full of Hispanic heritage and culture, while you attend the 2009 ACBSP Annual Conference, June 26-29. **Celebrating Global Diversity** is a conference theme that encompasses what ACBSP accomplishes through its business school accreditation worldwide.



**A Gathering of Minds in Challenging Economic Times** is a second theme that has emerged in light of the nation's continuing economic uncertainty and the impact that the economy is having on higher education. ACBSP urges

you to take advantage of this important conference to learn and share your experiences with others from around the world as we all move toward a more stable global economy.

Stroll the cobblestone pathways of San Antonio's **River Walk**, one level below the busy city above, or experience the historic **Alamo**, the #1 tourist attraction in Texas. Swim with the dolphins at **SeaWorld** or enjoy the **museums, shopping, and historic sites** of one of America's oldest cities. Plan to arrive early or stay late to enjoy all that San Antonio has to offer. The group rate of \$186 plus tax for single/double may or may not be available three days before and three days after the ACSBP conference at both the **Marriott Rivercenter** and the **Marriott Riverwalk**.



photo by Elizabeth R. Mitchell

## CLADEA International Relations Conference

Make plans to arrive early in San Antonio to attend the **CLADEA International Relations Conference**, June 24-26, immediately prior to the ACBSP conference. CLADEA is the **Latin American Council of Management Schools**. **International Relations** is the theme of this historic conference, which will give members from three different associations, **ACBSP, CLADEA** and **HACU**, the Hispanic Association of Colleges and Universities, colleagues on a global level. The **University of the Incarnate Word, Our Lady** and the **University of Texas at San Antonio** are hosts for the event.

Session topics include: *Teaching Business in a Global Economy, Using International Students and Global Education Surveys*. One-On-One Sessions

relationships between schools. For more information about the CLADEA International Relations Conference, please visit [www.cladeainternationalrelations.org](http://www.cladeainternationalrelations.org).

Fees for advance registration, through May 18, are \$350 per person for members and \$450 per person for non-members. This includes all meals, breaks, educational sessions and conference events. The special member rate is available to individuals affiliated with institutions having membership with CLADEA, ACBSP, or HACU. Anyone who registers for both the ACBSP and CLADEA conferences will receive a \$100 discount. Please use the following link to register for the CLADEA conference, <http://guest.cvent.com/i.aspx?4W,M3,a8424527-35c2-49f9-af6f-0c2f612d096b>.



a chance to connect with **of the Lake University**,

*Technology to Recruit* will foster long-term



# Preliminary Schedule

## Thursday, June 25

3:00 pm — 8:00 pm Registration

## Friday, June 26

7:00 am — 5:00 pm Registration  
 8:00 am — 9:30 am Committee Meetings  
 8:30 am — 9:30 am First Time Attendee Orientation  
 10:00 am — 11:30 am Annual Business Meeting  
 11:30 am — 5:00 pm International Lounge  
 12:00 pm — 2:00 pm Opening Luncheon sponsored by eCollege  
 2:00 pm — 5:00 pm Exhibits Open  
 2:00 pm — 2:30 pm Dessert in Exhibit Area  
 2:30 pm — 3:30 pm Associate Degree Institutions Meeting  
 2:30 pm — 3:30 pm Baccalaureate/Graduate Degree Institutions Meeting  
 3:30 pm — 4:00 pm Break in Exhibit Area  
 4:00 pm — 5:00 pm Regional Meetings  
 5:30 pm — 6:30 pm First Time Attendee Orientation  
 6:30 pm — 8:30 pm Networking Dinners  
 8:00 pm — 10:00 pm Welcome Reception

**Online Registration for the 2009 ACBSP Annual Conference is now available.**

**The Advance Registration fee is \$480 per person for members of ACBSP, CLADEA and HACU/\$630 for non-members.**

**A Two-day Registration fee for members is \$430/ \$580 for non-members.**

**Advance Registration ends May 18, so log on now for the best price — [www.acbsp.org](http://www.acbsp.org)**

**After May 18, Registration fees increase by \$50 to \$100 per person.**

**If you are unable to register online and prefer a printed version of the registration form, please contact ACBSP at [conference@acbsp.org](mailto:conference@acbsp.org) or by calling 913-339-9356.**

**Hotel reservations must be made through Passkey at 1-800-266-9432.**

## Saturday, June 27

7:00 am — 4:00 pm Registration  
 7:30 am — 4:00 pm Exhibits Open  
 7:30 am — 4:00 pm International Lounge  
 7:30 am — 8:30 am Breakfast in Exhibit Area  
 8:00 am — 9:30 am Concurrent Sessions  
 9:30 am — 10:00 am Break in Exhibit Area  
 10:00 am — 11:30 am Keynote General Session  
 11:30 am — 12:00 pm Break in Exhibit Area  
 12:00 pm — 1:30 pm Keynote Luncheon  
 1:30 pm — 2:00 pm Dessert in Exhibit Area  
 2:00 pm — 3:30 pm Concurrent Sessions  
 3:30 pm — 4:00 pm Break in Exhibit Area  
 4:00 pm — 5:30 pm Concurrent Sessions

## Sunday, June 28

7:00 am — 4:00 pm Registration  
 7:30 am — 4:00 pm Exhibits Open  
 7:30 am — 4:00 pm International Lounge  
 7:30 am — 8:30 am Breakfast in Exhibit Area  
 8:00 am — 9:30 am Accreditation Breakfast  
 8:00 am — 9:30 am Concurrent Sessions  
 9:30 am — 10:00 am Break in Exhibit Area  
 10:00 am — 11:30 am Concurrent Sessions  
 11:30 am — 12:00 pm Break in Exhibit Area  
 12:00 pm — 1:30 pm Salute to Regions Luncheon sponsored by ETS  
 1:30 pm — 2:00 pm Dessert in Exhibit Area  
 2:00 pm — 3:30 pm Concurrent Sessions  
 6:30 pm — 10:00 pm Accreditation Banquet

## Monday, June 29

7:30 am — 8:30 am Breakfast Buffet  
 8:30 am — 10:00 am Closing Session sponsored by LiveText

### Conference Attire:

Business casual or business attire is recommended for the conference. Business attire is preferred for the Sunday evening Accreditation Banquet.



## Opening Luncheon

Friday, June 26 — 12:00 pm - 2:00 pm

ACBSP kicks off its 21st annual conference, Celebrating Global Opening Luncheon featuring Matt Leavy, CEO of Pearson eCollege. His extensive experience in education technology and as a former Pearson Education Latin American Group, Leavy will offer his business of technology solutions in education. He will explore facing this rapidly evolving market, where it came from and the future it's headed toward.

In his keynote address, Leavy will cover the relationship between education and business, including business leadership in early private online education. He will also discuss the fast growth of for-profit online education, presenting case studies and identifying the successful attributes of leading institutions that traditional schools may emulate.

The success of education is driven by more than just technology. Leavy will explore the innovative methods that many institutions use to create quality programs while relying heavily on fundamental and standard educational practices, such as ACBSP's learning outcomes. He will also highlight other powerful tools, like academic analytics suites that place student performance and activity data in educators' hands.

Leavy will also discuss the use of proven content from publishers, including eTextbooks and other digital solutions. He will highlight an institution's use of interactive content solutions. Leavy will explore how these content solutions offer engaging instruction on campus or online.

With his extensive practical knowledge and personal insights, Matt Leavy will examine the evolution of technology in education and deliver compelling examples of growth and opportunity in the business of online education.



**Matt Leavy**  
Pearson  
eCollege

Diversity with an edge. Drawing on his experience as former president of the eCollege, Leavy will offer his perspective on the current challenges



## Keynote General Session

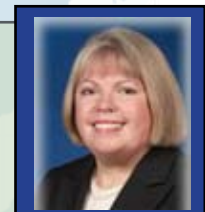
Saturday, June 27

10:00 am - 11:30 am

This Keynote General Session will focus on the two themes of this conference. The first 30 minutes will focus on *Celebrating Global Diversity*, as we introduce the content for a series of concurrent sessions to be held Saturday afternoon. ACBSP has established key partnerships with similar associations around the world. Representatives from each will be introduced for brief remarks and to describe the content for afternoon sessions. Speakers include: **Jorge Talavera**, executive director, Latin American Council of Management Schools; **Bryan Holden**, executive director, European Council for Business Education; and a representative from CIBT China. A representative from the Russian Association for Business Education may also be there.

The remaining hour will focus on *A Gathering of Minds in Challenging Economic Times*. A panel of deans from non-profit, for-profit, and community college institutions will discuss their experiences and leadership strategies for promoting teaching excellence in uncertain economic times.

Excellence in teaching is a defining cornerstone for business schools and program effectiveness. A wide range of leadership strategies must be used to help faculty excel, many of which are budget driven. This interactive session will identify strategies and offer suggestions. **Freda Hartman**, dean, John Sperling School of Business, University of Phoenix, will serve as moderator. Panelists include: **Bob Bisking**, dean, School of Business and Leadership, Our Lady of the Lake University; **Kim Donaldson**, dean, Ken Blanchard College of Business, Grand Canyon University; and **Blair Carruth**, dean, School of Business, Salt Lake Community College.



Panelists (top row, left to right): Jorge Talavera and Bryan Holden and Moderator Freda Hartman; and Panelists (bottom row, left to right): Bob Bisking, Kim Donaldson and Blair Carruth



## Keynote Luncheon

Saturday, June 27 — 12:00 pm - 1:30 pm

The Saturday Keynote Luncheon will feature Martin VanDerWerf, director, Chronicle Research Services, a new division of *The Chronicle of Higher Education Inc.* VanDerWerf will highlight the first report from Chronicle Research Services. The report, called *Financial Un-Admissions Class of Fall 2008*, was released in December. It is the first analysis of how the declining economy, falling housing values, and the shortage of student loans is affecting college admissions, and how increasing numbers of students are asking for more financial aid. He will discuss the response of others, as he has presented the report in a variety of forums since its release.

VanDerWerf will also discuss data gathered for three additional reports on the College of 2020. Chronicle Research Services has been putting together a series of reports, focusing on students, technology, faculty and facilities. The reports help illuminate the fundamental changes that colleges can expect to undergo in the next decade.

For 40 years, authoritative reporting and research has made *The Chronicle of Higher Education* the leading source of news, commentary and information in higher education. Chronicle Research reports examine important issues and perceptions in depth, providing a way for those in higher education to stay informed and engaged.



Martin  
VanDerWerf



certainty and the  
comprehensive

## Salute To Regions Luncheon

Sunday, June 28 — 12:00 pm - 1:30 pm

The Salute To Regions Luncheon on Sunday recognizes the efforts of each of the eight regions that make up the membership of ACBSP, and to honor recipients of the 2009 International Teaching Excellence Award. Recipients from each region will be honored from both associate and baccalaureate/graduate degree-granting institutions.

Each of the Regional recipients will be presented with a medallion and a \$100 check. They are also nominees for the International Teaching Excellence Award. Two recipients will be chosen for this award, one from an associate degree school and one from a baccalaureate/graduate degree school. They will each receive international recognition, a plaque, their name inscribed on a permanent honor roll plaque hanging in the ACBSP office and a \$500 check.

New to the Teaching Excellence Award Program this year are financial contributions to assist ACBSP in granting the regional awards and both international awards. This is made possible with the generous financial support of the University of Indianapolis-Athens Campus, in Athens, Greece, for baccalaureate/graduate degree level awards, and by an anonymous donor for the associate degree level awards. The associate degree level awards will be presented in memory of Lt. Col. Edward Ortowski. ACBSP is grateful for both of these generous donations.

The Teaching Excellence Award was established to recognize individuals who exemplify excellence in teaching. ACBSP recognizes the significance of the classroom teacher to the mission of degree-granting institutions.

A representative from Educational Testing Service, sponsor for this luncheon, will give an update of products and services that promote student learning assessment.



Steven Painchaud (top) and Cynthia Webb accepting their 2008 International Teaching Excellence Award. Both are pictured with David Ho, ACBSP president, 2007-2008.



## Accreditation Banquet

Sunday, June 28 — 6:30 pm - 10:00 pm

Fran Tarkenton, highly regarded athlete and entrepreneur, is the Sunday evening Accreditation Banquet. As one of the NFL's all time inducted into the NFL and Collegiate Football Halls of Fame. As Minnesota Vikings, he took his team to the 1973, 1974 and 1976 Super Bowls. He has also launched 15 companies over the last 25 years with revenues of

Tarkenton is often asked about the similarities that exist between sports and business. Here are his thoughts. "The relationship between success in sports and success in business is closely aligned. In football, I learned fast as a quarterback that I could throw the football. But that's not all it takes to win a game. As a team you share the onus of success. Nobody has all of the answers, so it's incumbent upon business leaders - the good ones - to assemble a team that brings together the best of everything. I'm talking about fashioning a team that's motivated by winning customer's respect, by answering their needs, and by providing the highest level of service and commitment possible."

Today, Tarkenton continues to advise and counsel businesses. He helps identify new opportunities in fast changing environments and develop innovative channels of distribution. His philosophy is that there is only one reason for a business to exist — to provide products and services that enhance and improve the quality of life of its customer.

Tarkenton created GoSmallBiz.com to share his experiences and lessons in creating small businesses by developing a toolkit focussed on starting and developing a small business. In 2009, he created the Tarkenton Institute to bring this toolkit into the classroom for those who will be the future small business owners. Tarkenton Institute is an exhibitor at the conference and Fran Tarkenton will be at the booth on Sunday afternoon to discuss his philosophy and for photo opportunities.



**Fran Tarkenton**  
Tarkenton  
Institute

speaker for the greats, he was quarterback for the Super Bowls. He has up to \$142 million.

## Closing General Session

Monday, June 29 — 8:30 am - 10:00 am

The President's Panel during the Closing General Session assembles largest regional accrediting bodies, who will share their insights process, how they view specialized accreditation, and their expecta-

tory and legislative issues. They current economy is impacting bodies and how schools in their

Dr. Belle Weelan, (top right) on Colleges of the Southern Schools, is the first African

serve in this capacity. Her career spans 35 years and includes the roles of president services officer, campus provost, college president and Secretary of Education. Dr. Sylvia Manning (middle right) serves as president of the Higher North Central Association of Colleges and Schools. The Commission accreditation agency for some 1,000 member institutions across 19 states. Her work has been marked by commitment to high academic standards, broad access, and scholarship, and civic engagement.

Dr. Elizabeth H. Sibolski (bottom right) is executive vice president of the Middle States Commission on Higher Education, the U.S. regional accrediting agency that serves member institutions in the Mid-Atlantic area, Puerto Rico, and the U.S. Virgin Islands, as well as some international institutions. Dr. Sibolski is a co-author of *Integrating Higher Education Planning and Assessment: A Practical Guide*.

For the second year, LiveText will sponsor the Closing General Session. Bob Budnik, president, LiveText, will give an update on the various activities underway as a valued partner with ACBSP.



### Presidents Panel

- Dr. Belle Weelan
- Dr. Sylvia Manning
- Dr. Elizabeth H. Sibolski



top leaders from the three on the regional accrediting bodies regarding federal regulations will also describe how the them as regional accrediting regions are being impacted. Dr. Weelan is president of the Commission Association of Colleges and American and first woman to of faculty member, chief student of Education.

Dr. Manning is the regional institutional Learning Commission of the states. Her work has been student achievement, research

of the Middle States Commission serves member institutions as well as some international



# Education Concurrent Sessions



## Global Diversity Track

*This track was created with the support of the Global Business Education Committee.*

- Four sessions will build on information presented during the Keynote General Session, as a panel of ACBSP members from several areas of the world describe how business education is conducted in Canada, Asia, Mideast Europe and Latin America.
- Three sessions will be presentations that have been previously presented at one of the eight regional meetings and were deemed to be a “Best of Regions” presentation.
- One session will feature the results of the Global Business Education Survey, a survey of ACBSP, HACU and CLADEA members.
- Other sessions focus on funding sources for international support, the global education focus of the Community College for International Development, and harmonization of global diversity as practiced in Europe.

## Teaching Excellence Track

*Up to three concurrent sessions are offered in this track. The following is a partial list of topics.*

- Mission Possible — Developing Your Measurable Outcomes
- Linking Academic Excellence, Assessment and Administration
- Analysis of Pedagogical Techniques in Teaching Business Ethics
- Measuring Learning Outcomes in a Business Ethics Course
- Developing Online Discussion Board Assignments
- Tools and Tips To Making Classes and PPTs More Engaging
- New Web Technology — Enhancing Learning in the Classroom
- The Attack on Teaching Excellence and a Prescription
- Helping Students Succeed in Quantitatively Challenging Courses
- Learning in a Business Ethics and Social Responsibility Class
- Use of Boyer Model of Scholarship
- A Second Life Primer — The Use of Virtual Worlds
- The Minute-Paper Vs. the Daily Quiz
- Expanding Your Business Programs to Europe
- Integrating Thinking Tools Into an e-Curriculum
- Using Content Analysis For Teaching
- Effective Practices for Learning Achievement
- Getting Started With an Online Course
- Portal for Courses and Material
- Virtual Learning Environment For Learners

Please go to [www.acbsp.org](http://www.acbsp.org) for a complete list of all sessions, content description of each, and a schedule with dates and times.

# Accreditation Concurrent Sessions

*These tracks have been prepared by the Associate Degree Board of Commissioners, the Baccalaureate/Graduate Degree Board of Commissioners and ACBSP staff, based on their experiences in working with schools seeking and maintaining accredited status. Some subjects that will be covered include:*

## Accreditation Standards Track — Associate Degree

- An Overview of the Outcomes Assessment Process
- Performance Results and Student Outcomes
- The Curriculum Standards
- Faculty Qualifications

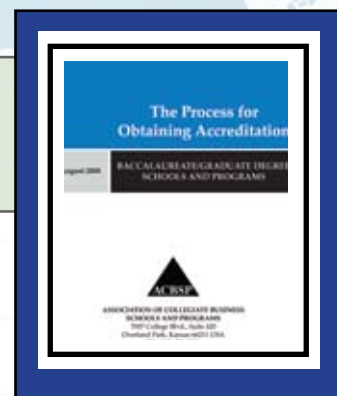
## Accreditation Standards Track — Baccalaureate/Graduate Degree

- Leadership in Higher Education: The University EAN Experience
- The Use of Comparative Data in the Accreditation Process
- Balancing Cultural, Economic and Assessment Needs
- Recruit, Train, Evaluate and Retain Outstanding Business Faculty
- Using Assessment to Achieve Excellence
- Leveraging Technology To Manage Student Learning Outcomes

## Accreditation Process Track

- Initial ACBSP Accreditation Challenges — Strategies for Success
- Feedback Sessions for Experienced Evaluators
- One-on-One Appointments With Board of Commissioners
- Initial Accreditation Process
- Reaffirmation and Accreditation Process
- Transforming Narratives into Visual Data

Please go to [www.acbsp.org](http://www.acbsp.org) for a complete list of all sessions, content description of each, and a schedule with dates and times.





# Networking Opportunities



*“For the first time in our recent history, there will be a second theme for our annual conference: ‘A Gathering of Minds in Challenging Economic Times.’ This theme will allow us to network and share strategies deployed by member schools that are successfully navigating these difficult challenges.”*

— Jack Egan

ACBSP President and 2009 Annual Conference Co-Chair

## First-Time Attendees Orientation — Friday, June 26 at 8:30 a.m. and 5:30 p.m.

ACBSP will hold two orientation sessions on Friday for all first-time attendees to the conference. These sessions will give an overview of the history and structure of ACBSP and offer suggestions for getting the maximum benefit from the conference. There will be time for questions and discussion. The sessions are open to anyone attending the conference, including those who have attended previous conferences and want to learn more about ACBSP.

## Regional Meetings — Friday, June 26 — 4 p.m.-5 p.m.

ACBSP currently has eight regions with a proposal to increase to nine regions. Each of the regions hold meetings in the fall-winter and at the Annual Conference. This is an opportunity to meet and network with individuals from your region. Announcements will be made regarding meetings planned for later in 2009, opportunities for involvement on ACBSP committees and in the regions, and introduction of officers.

## Welcome Reception — Friday, June 26 at 8:00 p.m.

The Welcome Reception is open to all conference attendees and exhibitors. Guests are invited to attend at a cost of \$30 per individual. This year, the Welcome Reception will be held at the Marriott Riverwalk on the Oaktree Terrace and River Terrace, both overlooking the historic River Walk. Desserts and a margarita bar will be offered.

## Networking Reception and Dinners — Friday, June 26 — 6:30 p.m.-8:30 p.m.

Networking dinners offer an opportunity to join with other attendees to share experiences in a social atmosphere. The dinners are geared toward individuals who are interested in learning pathways to becoming a dean (aspiring deans) and those new to the position (new deans). Attendance is open to anyone, including veterans who can share their experiences. The Networking Dinners will take place at the Marriott Rivercenter. The cost is \$70, and includes host beverages during the reception, dinner, gratuity and taxes. Registration is limited to 50 participants.

## International Lounge

The International Lounge is a tradition at the ACBSP conference. It has been expanded this year to provide a dedicated space. The International Lounge will feature table top displays by members from outside the United States. During selected hours, representatives from these schools will be available at their table to meet and discuss how to continue the discussion started in San Antonio.

## Guest Meal Tickets

Each conference attendee receives one meal ticket for each meal. Spouses and guests are welcome to attend any meal function by purchasing meal tickets. Tickets may be purchased in advance at the prices listed below when registering for this conference. Discounted tickets may be available on site from individuals attending the ACBSP conference.

Wednesday CLADEA Welcome Dinner.....\$ 70/person  
 Thursday CLADEA Luncheon.....\$ 50/person  
 Friday Luncheon (Closing CLADEA/Opening ACBSP)..\$ 50/person  
 Friday ACBSP Welcome Reception.....\$ 30/person

Saturday or Sunday ACBSP Luncheons....\$ 50/person  
 Sunday ACBSP Accreditation Banquet.....\$100/person  
 Monday ACBSP Closing Breakfast.....\$ 40/person



## Hotel Information

### *San Antonio Marriott Rivercenter*

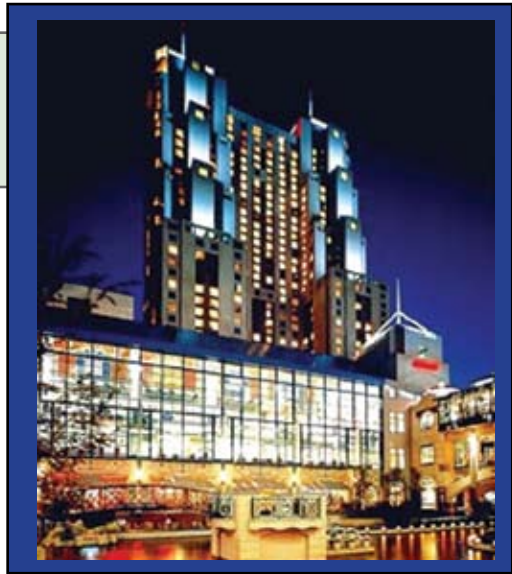
101 Bowie Street • San Antonio, Texas 78205 USA

The San Antonio Marriott Rivercenter, headquarters for both the ACBSP and CLADEA conferences, is a magnificent 38-story building that stands proudly over the legendary Riverwalk.

The Riverwalk, also known as Paseo del Rio, is a rare mix of San Antonio's rich Latin roots and contemporary attractions such as the Botanical Gardens, the IMAX Theater and the Tower of the Americas. Take a walk along the Riverwalk Barge and see all that this exciting area has to offer.

The **Marriott Rivercenter** offers 86 luxurious suites and 915 wonderfully appointed guest rooms. Each room comes equipped with cable and satellite television as well as high speed wireless internet access.

Make your reservations by May 18 to receive the group rate of \$186 plus tax for single/double. Rooms may or may not be available at the group rate for the three days prior (June 21-23) and three days following (June 29-July 1) the conference, as San Antonio is a very popular vacation destination and other conferences may be scheduled. Call 1-800-266-9432 for hotel reservations, or go online to [https://resweb.passkey.com/Resweb.do?mode=welcome\\_ei\\_new&eventID=80266](https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=80266).



### *San Antonio Marriott Riverwalk*

889 East Market Street • San Antonio, Texas 78205 USA



Accommodations are also available to ACBSP and CLADEA conference attendees at the beautiful San Antonio Marriott Riverwalk. Located across the street from the Marriott Rivercenter, the Marriott Riverwalk offers sweeping balcony views of the city and the famous Riverwalk.

The **Marriott Riverwalk** has captured the energy, history and culture of San Antonio, and channeled it into a contemporary, world-class hotel. With more than 500 rooms and 5 suites, guest accommodations offer everything you need for a refreshing, relaxing stay – from the LCD TV screen to the high-speed Internet access and the Marriott Revive bedding.

When the sun goes down, the Riverwalk comes alive with fantastic restaurants, exciting nightclubs and the gorgeous views of the moonlit river.

Make your reservation by May 18 to receive the group rate of \$186 plus tax for single/double. Rooms may or may not be available at the group rate for the three days prior (June 21-23) and three days following (June 29-July 1) the conference, as San Antonio is a very popular vacation destination and other conferences may be scheduled. Call 1-800-266-9432 for hotel reservations, or go online to [https://resweb.passkey.com/Resweb.do?mode=welcome\\_ei\\_new&eventID=80266](https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=80266).