

**2018 Spring Graduate Studies Advisory Council (GSAC)  
Meeting Summary**

First, I would like to inform you of the date of our **Fall 2018 meeting: 9:30 am, November 30<sup>th</sup> (Friday)**. Please mark your calendars and plan to attend.



There were twenty council members in attendance at the spring meeting. Spring meeting is usually short with a focus on program updates and student-member networking. I was pleased with the turnout. Following is a summary of meeting discussions/activities.

**(1) New Members**

- Trice Alford, Chief Marketing Officer, DH Pace Company, Inc.
- Carl Goossen, Chief Marketing Officer, Spray Equipment, Inc.
- Kirt Leyda, Director Supply Chain Management, Stormont Vail Health

As of today, we have a total of 29 *active* members.

**(2) Professional Development Presentation: From Innovation to Blockbuster, by Dr. Lynn Y.S. Lin**

Dr. Lin is the developer of the Lin Model and BASES New Product Sales Forecasting systems and co-founder of the BASES Company. In his presentation, Dr. Lin highlighted key factors required to predict the success of new product & service innovations, and provided many good examples. The attendees seemed to appreciate and benefit from this professional development presentation. Dr. Lin is a renowned speaker, and I thank him for taking the time to share his expertise with us.



**(3) MBA Capstone Project Presentations**



Every MBA student must take the capstone course and work on a consulting project, supervised by faculty members. In the spring of 2018, 26 students were assigned to 7 projects, solving for various business problems as below.

| Projects                         | Students                             | Faculty              |
|----------------------------------|--------------------------------------|----------------------|
| #1. SPS: Central routing         | R Henderson, N Sneath, Y Xu, K Chang | M Kim, J Yoon        |
| #2. SPS: HR/Compensation         | B Koucher, M Smith, B Parker, A Zerr | K Bradley, V Barnett |
| #3. AIB: Travel agent evaluation | Y Chou, P Kendall, O Reed, J Song    | J Morris             |

|                                    |                                  |              |
|------------------------------------|----------------------------------|--------------|
| #4. Waggoners: MKTG/Church chair   | B Carter, B Sanders, K Jackson   | Sungha Jang  |
| #5. JD Edwards: ERP installation   | D. Meier, R. Petrie, M. Claussen | R McHaney    |
| #6. DeBruyn: Museum Feasibility    | K Stucky, S Preston, T Paul      | S. Kovar     |
| #7. TrenDesks: Marketing/Sale plan | T Lin, F Peng, D Phan,           | Chad Jackson |

I would like to thank those council members who offered capstone projects and provided the students with a great learning opportunity. I am also happy to report that all of the projects were completed successfully. The clients confirmed the value of the results to their organizations and expressed enormous interest in continuing this partnership next year.

#### (4) Member-Student Networking

The council members were paired with students and offered their career and work experience with the students. This networking event is always favored by the students, providing them with the opportunity to learn from and interact with the council members. You should know that you are having an impact on their career. The discussion went very well and continued into the lunch.



#### (5) Need Your Support

Moving forward, I would like to ask for your support for the following:

- Recruitment of advisory council members, especially female members. Also, with the new MS-Data Analytics degree program, I will need some members with IT backgrounds.
- Provide Capstone projects. I have to begin searching for capstone projects in September/October.

#### (6) Program Update

Please see the attached program update, including curriculum (new MS-Data Analytics degree program, Concurrent BS-Comp Sci + MBA program, etc.), Awards (new PMBA ranking: 36<sup>th</sup> in the nation, Big12 MBA Case Competition, CSCMP Scholarship, etc.), Student activities (study abroad, internships, etc.)