



# FLORIDA STATE UNIVERSITY

## *The COLLEGE of BUSINESS*

### Dean's Brief

100 Days  
June 22, 2006

Dean CARYN L. BECK-DUDLEY

#### Greetings from the College of Business:

I am the "new" Dean of the College of Business at Florida State University. I started this position on March 15, 2006 - about 100 days ago. Expounding on one of my colleague's communication tools, I have decided to implement the Dean's Brief as a way to keep faculty, staff, alumni, and friends updated about my activities as Dean. About every 100 days, I hope to communicate with each of you through this Dean's Brief (although this first one is not very brief!). The Dean's Brief will introduce you to my role as the Dean and give you an idea of where I spend my time on behalf of the College of Business. Future Dean's Briefs will focus on other aspects of the College, such as faculty, staff, and student accomplishments, alumni notes, happenings of the College Board of Governors, (formerly known as the College Alumni Advisory Board), curriculum changes, and fundraising updates. I hope that you will find the Brief informative.

#### Personal Information

Since March 15, 2006, I have bought a house, sold a house and moved across the country (Utah to Florida). My husband of 26-years, **Lynn Dudley**, moved to Tallahassee in June with our 15-year old daughter **Stacia** and her dog, **Sophie**. They, of course, missed the wonderful spring in Tallahassee and are now complaining about the heat and humidity, but it was their choice to wait until June so they are getting little sympathy from me. Lynn is a soil chemist and will be a professor in the FSU Geological Sciences Department. Stacia will be a 10<sup>th</sup> grader at Chiles High School, and our son **Michael** is a junior at the University of Utah and will visit when it gets cold. We are very excited about moving to Tallahassee and about becoming part of the FSU family. For those of you interested in my academic background, my vitae [www.cob.fsu.edu/deanbeckdudley\\_vitae.pdf](http://www.cob.fsu.edu/deanbeckdudley_vitae.pdf) and bio [www.cob.fsu.edu/carynbeckdudleydeanBIO.pdf](http://www.cob.fsu.edu/carynbeckdudleydeanBIO.pdf) are on our current COB web page.

#### College Activity

The last 100 days have been a whirlwind of activity. I have met with each of our 107 full-time faculty for 15 minute individual interviews in their offices, and I have met with the majority of our wonderful staff. I also had the opportunity to visit our Panama City campus on June 7. I spent some time with the new Dean of that campus, **George DuPuy** and was hosted by the faculty. These meetings gave me the opportunity to learn more about the College of Business from those who have spent their careers here. I am now in the process of synthesizing what I have learned. In my next Brief, I will provide you with my impressions, as well as a proposed roadmap for where we go from here.

#### 100 Alums in 100 Days: Fund Raising and Friend Raising

A major role of a business dean is to fund raise and to friend raise. I anticipate that over 60% of my time will be spent on these activities. The College is lucky to have two dedicated development officers, **Spence Sealy** ([sfsealy@cob.fsu.edu](mailto:sfsealy@cob.fsu.edu)) and **Jill Ashton** ([jcashton@cob.fsu.edu](mailto:jcashton@cob.fsu.edu)), and we have already been "on the road." My goal was to meet 100 alums, business leaders and friends of the College in 100 days. As of today, I have met 108! Nationally prominent business schools require the dedicated financial support of alumni and friends. In this light, I am pleased to report that last year the College raised \$12.6 million in gifts and pledges. Thank you to all who contributed, and congratulations to our development staff. We hope to continue this forward momentum this year.

Most recently, **Beth Azor** graciously hosted a private reception at her home in South Florida, which allowed me to meet with alumni and share the College message. We hope to hold several more receptions throughout the coming year. I want to personally thank all of you for taking the time to meet with me and for letting me share my vision for the College.

I have met with some of our major benefactors, including **Rick Noland** and **Tom Blanton** who represent the **JM Family Enterprises, Inc.** Rick and Tom came to Tallahassee to visit and share the history of the **Jim Moran Institute for Global Entrepreneurship (JMI)**. The Jim Moran family provided generous support to the College on several occasions and created JMI in 1995. I look forward to promoting the excellent work JMI achieves with entrepreneurs and students.

I flew to Dallas and met with **Robert Dedman, Jr.** and **John Beckert**, **ClubCorp** Board members and **John Longstreet** and **David Woodyard**, **ClubCorp's** Operations Committee. The **Dedman School of Hospitality's** endowment is funded by **ClubCorp** stock. We discussed the excellent job the Dedman School does in preparing students for the hospitality industry and ways in which we could enhance our national prominence.

Both of these major endowments resulted from the good work and personal relationships that my predecessor, **Mel Stiith**, developed. I look forward to working with these companies and individuals to further propel the programs to national prominence. In the upcoming years, we will continue to engage in providing naming opportunities for several other centers and institutes where we believe the College of Business can enhance its national prestige.

Finally, I am pleased to announce that **Mark Scott** has signed a Letter of Intent to create the **Bowden Center for Ethics in Leadership**, within the College of Business at Florida State University. This center will train, educate, and motivate students, teachers, and business and community leaders in ethically based leadership skills, including Bobby Bowden's leadership principles. The Center will serve as the leadership training hub, working in a collaborative fashion with other schools within the University. The activities of the Bowden Center for Ethics in Leadership will serve to enhance the teaching, research, and service components of the College of Business as well as other schools at FSU. You will be hearing more about this Center in the upcoming months.

## Ethics Initiative

I am passionate about Business Ethics education and research. My own research and teaching have focused on this area for over 20-years. I am very excited about the new proposed Bowden Ethical Leadership Center and I was thrilled to see that an Ethics Roundtable had been established last year in the College of Business by our MBA students. This initiative is funded through the generous support of **Clint Day** to honor the personal and professional legacy of Days Inn of America founder, **Cecil B. Day**. Members of the Ethics Roundtable met frequently and their hard work resulted in the crafting of an ethics motto and ethics code for the College. We will be asking the faculty to adopt the code during the coming year. The ethics motto is:

### We Choose Integrity.

Faculty members of the Ethics Roundtable included: **Robert Brymer, chair, Glenn Boggs, Pam Coats, Bruce Billings, Ceasar Douglas, Kevin Gallaher, Ron Goldsmith, and Joe Nosari**. I love this proactive theme, and we hope to capitalize on the "we choose" motto in other areas.

## Speaking to Constituency Groups

Another part of a Dean's role is to represent the College. Over the past 100 days, I have had the opportunity to represent the College at several events. They have included:

March 24	Real Estate Executive Committee Luncheon and Board Meeting
March 28	JMI Entrepreneurial Showcase
March 29	Scholarship/Donor Reception
April 7-8	COB Board of Governors Meeting
April 8	Hall of Fame Dinner and Induction Ceremony: <b>Mr. Daniel P. Dillon, Colonel (Ret.) Verle B. Hammond</b> and <b>Mr. Jim Seneff</b> were this year's inductees. <a href="http://www.cob.fsu.edu/alumni/hall_of_fame.cfm">www.cob.fsu.edu/alumni/hall_of_fame.cfm</a>
April 22-27	AACSB International Conference
May 3	New MBA Student Orientation
May 3	Tallahassee Rotary Club (thanked MBA mentors)
May 10	JMI Board Luncheon and Meeting
May 12	FSU Foundation Board Meeting Luncheon speaker
May 17	COB Retired Faculty Luncheon
June 3	COB Board of Governors Executive Council Meeting
June 15	South Florida Reception at <b>Beth Azor's</b>

At each event, my **key message points** have been to introduce myself and to make the following observations:

- Florida State's College of Business is poised to move to the next level.
- We seek to be a nationally prominent business school.
- All of our programs will be benchmarked against the best programs in the country.
- The way we will achieve national prominence is to focus on centers and institutes and to promote world class interdisciplinary programs.
- We have excellent faculty, many of whom are nationally prominent and are well known throughout the United States.
- We have excellent students who are in high demand in the marketplace.
- Our graduates are competitive with graduates from the best schools in the country and have exceptional careers.
- Our bragging points. For the current list visit, [www.cob.fsu.edu/cobfastfacts.pdf](http://www.cob.fsu.edu/cobfastfacts.pdf)

Here is a brief list of upcoming events, but please frequently check our website ([www.cob.fsu.edu](http://www.cob.fsu.edu)) for future events in your area as we are continually adding to our schedule.

Aug. 9	Tampa Alumni Luncheon and St. Pete Evening Reception
Sept. 2-4	Miami Alumni Event TBD during the Miami/FSU game weekend
Sept. 15	Dinner with Art Smith (author, television personality and Oprah Winfrey's personal chef)

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