



# FLORIDA STATE UNIVERSITY

## *The COLLEGE of BUSINESS*

### Dean's Brief

200+ Days  
September 18, 2006

Dean **CARYN L. BECK-DUDLEY**

This is my second Dean's Brief since becoming the Dean of Florida State University's College of Business on March 15, 2006. I can not describe how fast the last 200 days have gone. It has been an exhilarating experience and one that I am enjoying immensely. I have now attended my first graduation where the College of Business welcomed 417 eager new summer graduates into our alumni ranks. This means that during the 2005-2006 academic year, the College graduated 1,585 students.

Students returned to campus on August 28, 2006. Of the 40,000 students attending FSU, 5,503 are self declared undergraduate business majors. We also are home to 356 full, part time and online MBA students, 66 Master's of Accounting students, 10 online Master's of Management Information Systems and 45 online Master's of Risk Management students. In addition, we have 92 eager and bright PhD students. As you can see, the College is educating a good portion of the FSU total student body. There is nothing quite so invigorating as to see the new students descend on campus each year. The beginning of the academic year always helps us focus on what we do as a College and how important everyone is to each student's success.

#### **A New Strategic Direction**

The College is now engaged in a comprehensive strategic planning process. We have prepared a proposed new vision and mission statement as well as draft value statements. The proposed new vision and mission make it clear that we want to be a nationally preeminent business school. The strategic plan sets out goals, tasks and deadlines for completion. A College-wide faculty strategic planning committee has been formed to evaluate and refine these drafts. In addition, each department and center has been tasked with drafting their own strategic plans. We will be conducting focus group sessions with faculty, alumni, students, employers and the College of Business Board of Governors to gain feedback from our stakeholders and encourage participation in the process. I have given each group a deadline of December 15, 2006 as a completion date. Once these plans are in place, we will have an excellent idea of where we are now, where we are headed, and the steps necessary to fulfill our goals.

#### **Rankings**

Speaking of strategic planning, it is rankings season, and we were gratified to find in *U.S. News and World Report*, the College of Business moved up three spots. We are currently listed as 42<sup>nd</sup> among private and public institutions and as one of the top 25 public business schools in the country. Our insurance program was ranked at 7 and our real estate program was ranked at 10. One of the questions I am frequently asked is how can we position ourselves to move up further in the rankings. I believe there are two areas where we can improve in a short period of time. The major criterion used by the magazine is the reputation of the school. Twenty-five percent of the score is determined by the "votes" cast by other deans. We are significantly upgrading our efforts to reach out to this group and ensure they know about the quality of our students and programs. We will also be increasing our efforts to fund a series of nationally prominent centers. You will be hearing more about these initiatives in future Dean's Briefs. The other area where everyone can help is in alumni giving. This category is also part of the weighted score and measures the percentage of our alumni that give back to the College each year. The amount that each person gives is not important to this measure. Instead, we need many more annual givers. Our current percentage of alumni giving back each year to the College is 6%. Our ambitious goal is to increase this to 9% for the upcoming year. The annual phonathon is set to begin in November. If you would like to donate now, please go to our website at <https://www.fsufoundation.org/main/GiveOnline.asp>.

#### **Alumni Update**

I have had a wonderful time meeting alumni. In July, **William G. Smith** of Capital City Bank and **John Lewis**, former faculty member and local entrepreneur, hosted a luncheon to introduce me to many of the local business leaders in Tallahassee. I have also attended Seminole Alumni Clubs in Chicago, Southern California, Tampa and Atlanta. These clubs hosted "Meet the Dean" receptions. Special thanks to **Dave Meehan**, St. Petersburg, and **Chris Borders**, Atlanta, for hosting private receptions at their businesses. These receptions are opportunities for me to meet interested alumni, get our message out and to answer questions. Thanks to all who attended. Since the last brief, besides meeting alumni and attending club functions in these cities, I have met alumni in San Diego, Charlotte, Jacksonville, New York City, West Point, Orlando, Sarasota and Dallas. We have alumni events scheduled for Washington D.C., Baltimore and Pensacola this month. I have had the opportunity to share the College's message with two Rotary clubs, and I was the dinner keynote speaker for the Academy of Legal Studies in Business. I have now met with over 250 alumni and friends! When in town for a game, pleasure or business, please come by for a visit if your schedule permits.

### New Web Site and New Alumni Site

We are pleased to announce the completion of our new web site at [www.cob.fsu.edu](http://www.cob.fsu.edu). I hope that everyone will take a look. Along with the new College web site, we will be launching a new alumni web site in October. This site will allow alumni of the College to post jobs, both for entry level positions as well as positions that require more experience. Our goal is for FSU alumni to hire FSU alumni and anything we can do to help you match your position with the perfect FSU alumnus/alumna we will try to do. The site will also provide opportunities for alumni to mentor and network with existing students and other alumni. Stay tuned for the announcement.

### Charles A. Bruning Series

It is my pleasure to announce **Jeff Rohr**, CFO of Deloitte Touche, USA LLP and Deloitte Touche Tohmatsu will give the [Charles A. Bruning Lecture](#) on October 19, 2006. Jeff is a 1972 graduate of the College of Business and has held numerous leadership positions in the accounting industry. This lecture series honors the memory of alumnus Charles A. Bruning, former President & CEO of Amerimark Capital Corporation, and is designed to provide aspiration building opportunities for our students.

### SunTrust Visiting Professor Chair Series

We are announcing this year the [SunTrust Visiting Professor Chair in Finance](#) is being used to host several of the most nationally respected finance professors in the United States. These professors will visit the College of Business during the year, giving presentations, meeting with our students and working with our faculty. This program gives us an opportunity to showcase our talented faculty and students to other renowned faculty and professionals. It helps improve our national reputation and also gives faculty and students access to the nation's best.

### Development Update

Just last Friday, we hosted *Dinner with Art Smith*, benefiting the Ashby Stiff Scholarship Fund. Over 250 individuals met at the FSU Alumni Center to enjoy conversation, friendship and a meal. **Art Smith**, chef to politicians and celebrities, author, television personality, philanthropist and Oprah Winfrey's personal chef, attended FSU in the 1980s and credits **Ashby Stiff**, a beloved retired professor in the Dedman School of Hospitality, with fueling his passion for cooking and generating the opportunities essential to his continued success. We also honored **Dr. Cyd Bougae** as the Dedman School of Hospitality Alumna of the Year. Cyd has a distinguished career in the hospitality industry and is the current Senior Vice President for Professional Development for Club Managers Association of America.

We are also pleased to announce the following major gifts received in the last 100 days. The **Harold and Barbara Chastain Eminent Scholar Chair** is now fully funded and will support a distinguished professor in Real Estate. We also received an endowment gift from **Crossman and Company** of Orlando for scholarships for students majoring in Real Estate and a \$100,000 gift from **Jim Rudnick** and **Don Carrigan** which is eligible for a state match to endow a scholarship to be split between Real Estate and Urban and Regional Planning in the College of Social Sciences. In addition, we received a \$149,000 gift from the estate of **Robert Bruce** for the MBA program. Thanks to all who financially support the College.

### College News

If it is fall, it is time for the Real Estate Conference hosted by our Department of Risk Management/Insurance, Real Estate and Business Law. The conference will be held at FSU on October 19-20, 2006 ([www.fsurealestate.com](http://www.fsurealestate.com)). **Lee Corso** with ESPN opens the event on Thursday evening. Friday sessions feature, among others, CEOs **Shelley Broader**, Sweetbay Supermarkets; **Ed Burr**, LandMar Group; **Bruce Mosler**, Cushman & Wakefield; and **Peter Rummell**, St. Joe Company. The annual Real Estate Conference is a crown jewel for the College of Business, bringing together faculty, students and members of the business community.

We are pleased to announce the addition of nine new faculty this year: Accounting - **Dr. Jessen Hobson**, University of Texas-Austin; Finance - **Dr. Don Autore**, Virginia Tech, **Dr. Irena Hutton**, City University of New York, Baruch College, **Dr. Danling Jiang**, The Ohio State University; Management - **Dr. Randy Blass**, Florida State University, **Jennifer Bowers**, Florida Atlantic University (ABD); Marketing - **Dr. Ruby Lee**, Washington State University, **Jeffery Smith**, University of South Carolina; and RMI - **Dr. Greg Smersh**, University of Florida.

We also have two new department heads. **Dr. Robert A. Brymer**, the Robert H. Dedman Professor of Hospitality, has assumed the directorship of the Dedman School of Hospitality. Dr. Brymer replaces **Dr. Robert Bosselman** who has returned to the faculty. **Dr. Michael Hartline**, the Charles A. Bruning Professor of Business Administration, has assumed the position as the chair of the Marketing Department. He replaces **Dr. Dennis Cradit** who became the Dean of the School of Business at Southern Illinois.

The College of Business is proud of its outstanding, nationally renowned faculty and great students. Please check out our [faculty and student award site](#) for the details.

### Pathways of Excellence

One of the reasons I chose to move to Florida State University was the [Pathways of Excellence](#) initiative. For those of you who are unfamiliar with this initiative, FSU is boldly taking the steps necessary to move us to the top tier of all U.S. and Canadian universities. One of the ways this will be accomplished is through the hiring of 200 additional top rated faculty in a variety of disciplines. Each unit competes for these positions through a series of "cluster hiring" proposals. The College is busy preparing such proposals for this year's round of competition.

### **College of Business Board of Governors**

As I reported in my last Dean's Brief, the College of Business Alumni Advisory Board has been reinvented and renamed the [College of Business Board of Governors](#). After several conference calls and face-to-face meetings, the Board has launched a new mission and vision, closely aligning with the College direction. Their values of giving, advising and advocating will truly help us achieve our ambitious goals. Their next meeting is November 4, 2006.

### **Homecoming and Alumni Weekend**

FSU's Homecoming is planned for Saturday, November 18<sup>th</sup>. The theme is "University of Champions." Please join me in celebrating Homecoming 2006 under our tent at the FSU Alumni Center. For more information, please contact Rebecca Bonfanti, Director of Alumni Affairs, at (850) 645-7162.

Have a wonderful fall!

A handwritten signature in cursive script, appearing to read "Camp".