

2017-18 Annual Report



RowanUniversity

WILLIAM G. ROHRER
COLLEGE OF BUSINESS

Momentum for Change

Cover: RCB continues to grow, drawing students such as (clockwise from top) Rachel DaGrosa and Gina Kiger and Alex Wollman.

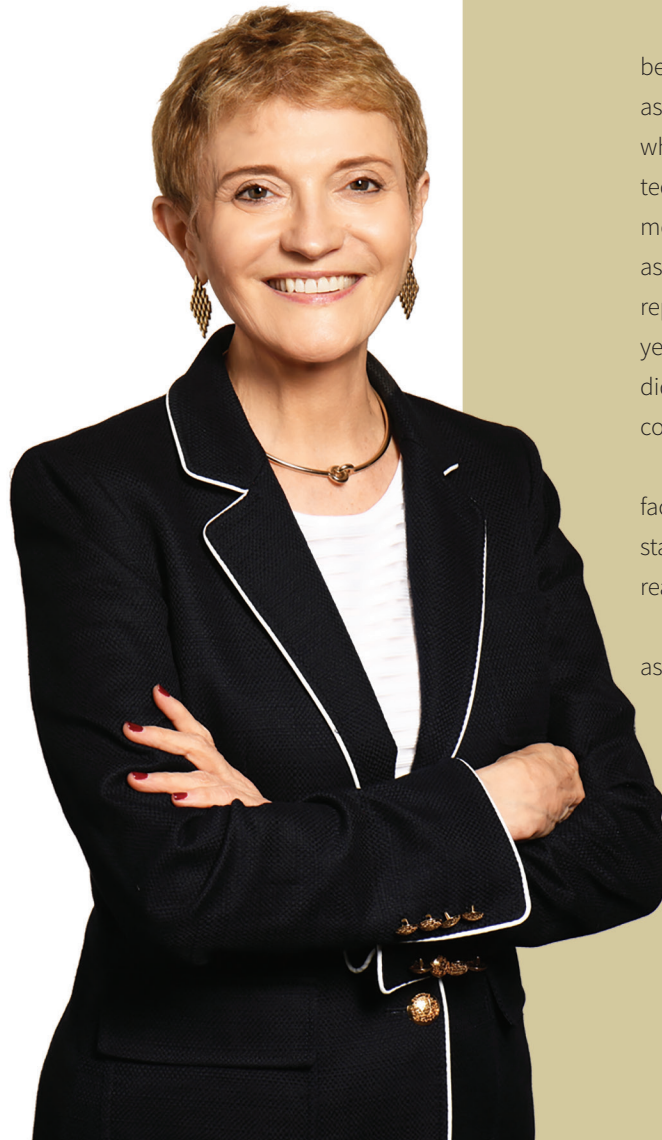
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Students like (clockwise from top) Jesse Repko, Jose Carranza, Ruta Savaliya, Joanna Yu and Xzavier Montgomery build business and leadership skills through internships, project-based learning, student organizations and networking activities.



Message from the dean



When you step into Business Hall, our new state-of-the-art home, you can appreciate the momentum propelling the Rohrer College of Business (RCB).

But it's more than a feeling. When we welcomed our 2017 freshman class in September, RCB enrollment had more than doubled compared with the fall 2012 freshman class. Moreover, the fall 2018 freshman class is nearly 40 percent larger than last year's class.

This year, we also experienced a series of new beginnings. We welcomed Dr. Morris Kalliny, our new associate dean. Kalliny replaced Dr. Daniel McFarland, who is returning to the faculty, where he will play a vital technology role in the Accounting and Finance Department. Meanwhile, Jennifer Maden joined our team as assistant dean of graduate studies and Karen Murtha replaced Assistant Dean Margaret Van Brunt. After 38 years with our college, Van Brunt retired in August, as did five RCB faculty members. We will miss their commitment to our students, alumni and faculty.

To meet the needs of RCB's rising enrollment, our faculty continues to grow. Most new faculty bring substantive business experience to the classroom, infusing real-world content and connections into our curriculum.

Dr. Eric Liguori, who joined Rowan in September 2017 as the Rohrer Professorial Chair in Entrepreneurship and

executive director of the Rowan Center for Innovation and Entrepreneurship, was elected to the prestigious role of president for 2019 of the U.S. Association for Small Business and Entrepreneurship Board of Directors.

Our Honors program also is increasing with support from the William G. Rohrer Charitable Foundation. The foundation generously committed \$5 million this year for a permanent endowment for scholarships for RCB students enrolled in the Thomas N. Bantivoglio Honors Concentration in the Honors College.

The Rohrer Center for Professional Development continues to expand its reach, offering countless services to help students rise head and shoulders above the competition in the career market.

This year, RCB also launched the Center for Responsible Leadership with a campus-wide symposium, reflecting our commitment to developing students' abilities to generate sustainable value for their employers and society.

As you read this issue of our annual report, I'm sure you will agree that this has been a tremendous year — thanks to many of you. Without the contributions of our advisory boards and councils and area business leaders who engage with the College, we would not be able to sustain this incredible momentum.

A handwritten signature in black ink that reads "Sue Lehrman". The signature is fluid and cursive, with a long horizontal line extending from the end.

Dr. Sue Lehrman
Dean

A group of four people, three women and one man, are posed in a modern office environment. One woman is seated in a tan armchair in the foreground, wearing a black blazer over a light-colored patterned top and a grey skirt. Behind her stand three other individuals: a woman in a bright red blazer and black dress on the left, a woman in a black blazer and patterned top in the center, and a man in a dark blue suit on the right. The background features large windows looking out onto a green landscape, and the office has contemporary decor including other armchairs and a low table.

New administrative team taking
RCB into the future

With the launch of innovative new programs, the Rohrer College of Business (RCB) continues to ride an exhilarating wave of progress since the opening of Business Hall.

As RCB heads into the future, a new administrative team will partner with Dean Sue Lehrman, taking the place of retiring and departing administrators who helped bring the College to this point.

Assistant Dean Margaret Van Brunt, Professor Kimble Byrd, Dr. Larissa Kyj, Dr. Harold Lucius, Dr. Linda Ross and Dr. Carol Welsh retired this year, having dedicated a combined total of nearly 200 years to RCB.

Dr. Daniel McFarland, former associate dean, is devoting his technological expertise to the Accounting and Finance Department as it intensifies its focus on data analytics and systems technology.

Lehrman praised their contributions. "When you lose so many people who have that depth of knowledge and understanding of the organization and its history, it's very hard to replace. They will be truly missed," Lehrman said.

Lehrman also looks forward to working with the new team. Dr. Morris Kalliny, associate dean, earned his doctorate from the University of Texas-Pan American. Since 2015, he served as associate dean at Eastern Washington University. Karen Murtha, assistant dean, earned her master's degree from Kansas State University and has worked at Rowan University for the last two years. Jennifer Maden, assistant dean of graduate studies, earned an MBA from Drexel University and served in academic leadership roles at several universities.

The administrators' skills and backgrounds will blend well. "We can look at the College with fresh eyes," Lehrman said.



Members of the Rohrer College of Business community came out en masse to congratulate outgoing Associate Dean Margaret Van Brunt (center) for receiving the University-wide Student-Centeredness Award at Rowan's annual Celebrating Excellence Awards ceremony. Joining her are (from left) Dr. Berrin Guner, chair of marketing and business information systems; Amie Ryno, director of the Rohrer Center for Professional Development; Karen Teller, marketing and events coordinator; and Dr. Daniel McFarland, former associate dean.

From left: Dean Sue Lehrman, Assistant Dean Karen Murtha, Assistant Dean of Graduate Studies Jennifer Maden and Associate Dean Morris Kalliny will combine their unique talents to steer the College into the future.

\$5 million Rohrer gift growing Honors program



Within weeks of arriving at RCB as a Rohrer Scholar, marketing student Emily Yanchuck, '18, was debating classmates and preparing case studies in an advanced course on capitalism and free enterprise.

When she entered the Thomas N. Bantivoglio Honors Concentration in the Honors College as a freshman, the advanced curriculum was just one of the perks of the program.

"Beyond academics, the Honors concentration opened up different leadership opportunities for me," said Yanchuck, who is from Lancaster, Pa.

Yanchuck served as a peer mentor for the Honors concentration for a year and as its public relations coordinator for three years.

"That gave me hands-on experience beginning my sophomore year that I might not have had and beyond that some professional development opportunities as well," said Yanchuck, who also was treasurer of the Zeta Lambda chapter of the Alpha Sigma Alpha Sorority and presented at the National Collegiate Honors Council conference during her junior and senior years.

Thanks to a \$5 million permanent endowment from the Rohrer Charitable Foundation, more RCB students will reap dividends from this program. The fund will help RCB attract even more top students to the College through targeted scholarships and recruitment and retention initiatives.

In addition to completing numerous internships, Yanchuck participated in the Honors Marketing Clinic, where Honors marketing students teamed with engineering students to develop a product and marketing plan.

"The beauty of this collaboration is that it engages very different minds," said Dr. Berrin Guner, professor and chair, Marketing and Business Information Systems, who designed and taught the clinic. "While engineering students focus on the supply side of product development, marketing students focus on the demand side to make sure the products that are being developed find great success in the marketplace. This collaboration gave students an opportunity to look at the same problem from two different perspectives."

Based on her experience, Yanchuck landed a position as a marketing communications specialist for Pennsylvania State University's Smeal College of Business. "Being in the Honors concentration, on the board, I got a taste for what it was like to market to current students and how to reach students best."

Emily Yanchuck's experiences through the Honors concentration primed her for success in the career market.

Tyler Burrell



Graduation: December 2017, Summa Cum Laude

Major: Management

Leadership and Involvement: Member of New Jersey Collegiate Business Administration Association; Councilman At-Large, Delran Township, one of the youngest in the state; Eagle Scout; owner of an entertainment and disc jockey business

Honors: Insider NJ 2018 Millennials on the Rise

Post-Graduation: Law clerk at McOmber & McOmber, P.C.; University of Pennsylvania Law School

Finding a home at the Rohrer College of Business

Small classes, active student clubs and a brand new building led sophomore Jaden Sinondon to choose the Rohrer College of Business.

One look at RCB's Business Hall won over Jaden Sinondon, '21, during his college search.

"I saw the campus for the first time and was shocked and amazed," said the Lakewood accounting and finance major. "The new business building opened the semester I did the tour, so I was able to go inside. They have very small classes — unlike other colleges I applied to that have really large classes — and that was probably the deciding factor."

Sinondon also was enthusiastic about RCB's clubs and extracurricular activities. During his freshman year, he participated in the student chapter of the Financial Management Association (FMA) and the Accounting Society. He also was certified by the Internal Revenue Service for the Volunteer Income Tax Assistance program. Through this service, students provide free help with federal and state income tax preparation for people fitting specified guidelines.

"I actually found taxes to be very fun because they're always a challenge," he said.

Sinondon has made vital connections while on his path to become a certified public accountant. He took part in a community service event with the Vanguard Group through FMA and networked with PwC employees during a career preview with the company in Florida, landing an internship for next summer.

Ironically, a passion for history drives his interest in accounting and finance, rather than only an attraction to decimal points and dollar signs. "Anything that happens in the world today translates back into finance," he said. "Anything that you see in the news has an impact on the stock market, and that interested me in finance."



Dr. Stephanie Weidman, chair of Accounting and Finance (right), speaks to participants during the Finance Mentorship Program Reception.

Jenny Tran



Graduation: May 2018

Major: Accounting

Leadership and Involvement: Beta Gamma Sigma business honor society, president; Beta Alpha Psi honor society, vice president; New Jersey Collegiate Business Administration Association; Accounting Society officer; Bureau of Business Associations

Honors: Recipient of the Management Institute Outstanding Business Student Medallion

Post-Graduation: BDO USA LLP



Rohrer Center for Professional Development grooming students for success

Junior marketing major Emily Mohnacs models business wear during the Dress for Success event.

Just outside the Rohrer Center for Professional Development (RCPD) in Business Hall, whiteboards are scrawled with hundreds of students' names. Behind each is a success story.

One belongs to Jehane Mzili, '18, a management major from Hillsborough, who began her senior year as an RCPD intern. By the end of the year, she landed a position with Goldman Sachs as an operations analyst.

Mzili, who has had internships with Red Bull North America and Wakefern Food Corp., credited RCPD with helping her achieve this goal. "I worked closely with employers, which helped me find the position I am so thankful to have, but it really helped make sure I was prepared for the real world," she said.

RCPD offers a complete range of services to prepare students for the career market, helping them polish their resumes and interview skills, update their LinkedIn profiles and strengthen their networking skills.

"We had an alumni networking night that was amazing," Mzili said. "They want you to grow not only as a student, but in your professional and work life in the future."

This year, RCPD expanded its hallmark Industry Nights. "For the Marketing Industry Night, for instance, we had 15 marketing professionals who talked to well over 100 students about their marketing careers in different industries," said Amie Ryno, RCPD director. The focus of the evening was speed networking, where students circulated throughout the room, meeting all 15 employers.

This year, Brooks Brothers sponsored a Dress for Success fashion show for students, showcasing attire for interviews and business events. Students modeling the clothes were able to keep them, courtesy of donations from Dare Living Associates Inc., the First National Bank of Elmer, Home Bridge Financial Services, Republic Bank and SureWay Property Management. After the show, Enterprise Holdings sponsored a Senior Sendoff Etiquette Dinner.

All of the services help students in their career search and beyond. "We've had success story after success story from many of these events," Ryno said.



From left: Members of the Alumni Advisory Council, Trish Perna; Scott Dare; Steffanie Lerch, president; and Angelo Pinti, former president, connected with students during the Dress for Success event and Senior Sendoff Etiquette Lunch.

Student Participation in Career Development 2017-18

Total student involvement 4,055

Career modules 2,092

Workshops 758

Drop-in hours 671

Industry Nights 356

Mocktails networking event 75

Mock Interview event 33 students, 94 interviews

Dress for Success/Senior Sendoff Etiquette Dinner 78

Employer Engagement 2017-18

Employers in Residence 30

On-campus interviews 37

Accounting mock interview employers 26

Employers at Mocktails networking event 29

Organizations represented at Industry Nights 62

Three career fairs 406



Students such as Jhonatan Dilan Espinosa and Jehane Mzili (center and left) learned the finer points of networking at Mocktails from Amie Ryno, director of the Rohrer Center for Professional Development, and many other business professionals.

Engaging with the business community



RCB serves as the vibrant hub of a dynamic regional network of businesses and organizations.

The Corporate Innovation Forum, jointly sponsored with TD Bank, is just one of many ways RCB helps develop these connections in the area.

"It's an opportunity to offer cutting-edge topics of interest to the business community," said Dean Sue Lehrman.

At this year's forum, keynote speaker Ray Rastelli, president of Rastelli Foods Group, spoke to a capacity crowd about his company's approaches to maximizing technology, human capital, marketing and financing.

Executives also engage with the College to advance education, serving as speakers and mentors and on RCB's advisory boards and councils. One of the College's newest groups is the Management Information Systems (MIS) Advisory Council.

"Our MIS Advisory Council's purpose is to expand students' academic experience through opportunities that develop practice-based involvement, promote fundraising for academic resources and provide guidance for a practice-influenced curriculum," said Dr. Michael Milovich, assistant professor, Marketing and Business Information Systems.

This year, RCB also established the Center for Responsible Leadership, advancing the values of responsibility, sustainability and ethics.

"We are signatories to the Principles for Responsible Management Education (PRME)," said Dr. Dilip Mirchandani, professor and chair, Management and Entrepreneurship. The principles focus on creating a sustainability mindset among students through curriculum, encouraging faculty to engage in sustainability-related research and the practice of sustainability.

"It has been a journey that has gathered momentum," Mirchandani said. "As an educational institution, if we can play a role in doing that for our students, alumni and other communities, that would be a win."

The Corporate Innovation Forum is one of the many events held at Business Hall where members of the business community strengthen their connections with each other and the College.



From left: Liz Thomas, CEO, Thomas/Boyd Communications; Dara Klein, managing director, Kaplan Partners Inc.; Greg Carlisle, SVP, regional vice president, TD Bank; and Joseph Constance, business advocate, New Jersey Business Action Center, New Jersey Department of State, offered insights during the Corporate Innovation Forum.

Kylie Kieffer



Anticipated Year of Graduation: 2019

Major: Management and Marketing

Leadership and Involvement: Society for Advancement of Management, president; Bureau of Business Associations, vice president; Rowan Women's Soccer; American Marketing Association; Rowan Athletics Outstanding Women Leaders Group; Student Athlete Advisory Council; Beta Gamma Sigma business honor society; soccer coach; incoming intern for the Rohrer Center for Professional Development team

Internships: KPMG, marketing development intern; Philadelphia Flyers/Comcast Spectacor, group sales intern; Keller Williams, marketing intern; Hotels Unlimited, catering sales intern

Honors: Dean's list; Outstanding Female Leader recipient from the Forum of Executive Women

Entrepreneurs spreading influence



OPEN



RCB's Entrepreneurship program is breaking new ground across campus and halfway around the world.

In June, RCB students flew to Taipei, Taiwan, to win first- and third-place awards in the student academy held during the International Council for Small Business (ICSB) World Congress.

Students also traveled to the Global Entrepreneurship Congress in Istanbul, the Collegiate Entrepreneurs' Organization Global Conference and Pitch Competition in Tampa, and the United Nations (UN) in New York for a day-long celebration of micro- and medium-sized enterprises, sponsored by ICSB.

Dr. Eric Liguori, Rohrer Chair of Entrepreneurship and executive director of the Rowan Center for Innovation and Entrepreneurship, spoke at the working session the day before the UN event, and Dean Sue Lehrman addressed the floor at the main event.

The program also continues to gather steam on campus, with the launch of Studio 231, an experiential learning lab and makerspace; graduation of the second cohort from the faculty certificate program; launch of a new accelerator program; and engagement of more than 20 entrepreneurs and other business leaders in the Entrepreneurship Advisory Council.

Furthermore, Liguori; finance major John Rondi, '18; Brandon Graham, '18, mechanical engineering major and supervisor of Studio 231; and alumna Melissa Schipke, M'14, were recognized as Innovators to Watch by the New Jersey Tech Council.

"Our focus has been and remains on growing entrepreneurship across the curriculum," Liguori said. Initiatives include a new certificate of undergraduate studies in entrepreneurial and independent media, a new faculty fellows program to advance research around interdisciplinary entrepreneurship education, growing the faculty certificate program and expanding co-curricular programming offerings across campus.

"We are trying very hard to ensure that students across campus who have interests in entrepreneurship or talents in making, building and creating have a chance to interact with our business students so meaningful interactions can occur and these innovative ideas emerge. We are working hard to make sure we have mentor networks, support systems and training programs in place to help nurture those ideas forward," he said.



Dr. Eric Liguori, Rohrer Chair of Entrepreneurship and executive director of the Rowan Center for Innovation and Entrepreneurship, is cultivating entrepreneurship connections across campus.



Entrepreneurship major Melvin Sheppard describes a concept to his classmates.

Sowing seeds for the future



While preparing current students for business careers of the 21st century, the College also reaches out to the next generation long before they arrive on campus.

One channel is through their teachers during the South Jersey Summer Institute for Educators, sponsored by the Chamber of Commerce Southern New Jersey and hosted by RCB.

"Rowan University and area companies are growing at a phenomenal rate. Very often high school and elementary school teachers are not aware of some of these changes, so we use this as an opportunity to update them about the many resources that are available at Rowan and in the region," said Stephen Kozachyn, director of experiential learning.

The Rowan Center for Innovation and Entrepreneurship also presents the eight-day Think Like an Entrepreneur Summer Academy, sponsored by TD Bank. Geared for rising high school juniors and seniors, the program helps students develop a business mindset and entrepreneurial skills as they work in teams to mold concepts into a viable business. Students completing the program earn three college credits.

Students in the Collegiate Entrepreneurs' Organization (CEO) help nurture future entrepreneurs by volunteering in area high schools, mentoring students on their ideas and helping them prepare for pitches. Pitman High School students were coached by CEO members and attended the 2018 Rohrer New Venture Competition, students from Our Lady of Mercy Academy in Newfield visited campus, and students from Kingsway Regional High School in Woolwich Township participated in a one-day entrepreneurship boot camp.

"Our K-12 partnerships are win-win-win. Rowan students get to give back while practicing their leadership skills firsthand, the K-12 students get added support they need to help move their ideas forward, and the community benefits from added connectivity and economic activity," said Dr. Eric Liguori, Rohrer Chair of Entrepreneurship and executive director of the Rowan Center for Innovation and Entrepreneurship.

The Rohrer College of Business nurtures an entrepreneurial mindset by encouraging students to experience an array of programs and activities long before they earn their high school diplomas.

Colin Cox



Anticipated Year of Graduation: 2019

Major: Finance

Leadership and Involvement: Full-time student serving in the U.S. Army National Guard as a crew chief on a Black Hawk helicopter; Bureau of Business Associations, secretary; Rowan Student Investment Group; Financial Management Association; Beta Gamma Sigma business honor society; Sigma Alpha Lambda leadership and honor society

Internships: Republic Bank Philadelphia and South Jersey, finance internship; RCB dean's suite, student worker

Honors: President's List

Dr. Robert Fleming helped students develop their strategic planning skills in a classroom decorated with merchandising materials from a popular brand.

Stepping up skills in an innovative course

During an intensive two-week period, students in RCB's capstone business course, "Business Policy," honed their strategic planning skills in a working environment designed to simulate that of a leading apparel brand.

VF Corp., manufacturer of Vans® apparel, footwear and accessories, provided a full array of point-of-sale merchandising materials for the Vans® product line. Items were displayed in a dedicated classroom, providing inspiration as student teams developed expertise in strategic management, including environmental scanning, strategy formulation and strategy implementation.

"This course is designed to equip students with the strategic management knowledge, skills and confidence that will enhance their success throughout their progressive business careers," said Dr. Robert Fleming, professor of management and course coordinator, who is a former dean of the College.

A pre-course briefing introduced students to the organization and the consulting project.

"Students quickly became engaged in researching this organization and completing the consulting assignments, given their familiarity with the popular Vans® brand," Fleming said.



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future dreams

WHILE ACHIEVING YOUR



Support Rowan University William G. Rohrer College of Business students by making a planned gift today. The following gift vehicles are some ways you may be able to meet your personal financial goals and leave a legacy of learning for future generations of Rowan students:

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