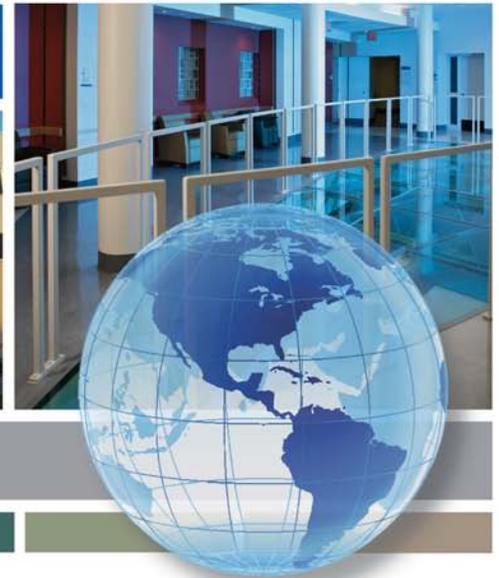


INSIDE MANAGEMENT



GLOBAL POSITIONING FOR A WORLD OF BUSINESS

March 2010 | Volume 1 | Issue 2

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Dean Addresses Budget Issues

It is no secret that New York state is in a severe budget crisis, and that UB, along with the entire SUNY system, has endured several rounds of budget cuts. The unrelentingly gloomy economic picture has many staff members wondering what effect these cuts are having on the School of Management and what the future may hold.

Inside Management spoke with Dean Arjang Assad to get his perspective.

"First of all, I want the staff to know that I am personally appreciative of all their efforts during this difficult time," he says. "I know that everyone is being asked to do more with less and I am grateful for all their hard work."

One bright spot, the dean explains, is the fact that the School of Management has faced smaller cuts than other schools at UB. "To date, we have been treated very well by the Provost's Office," Assad says. "The cuts they have passed on to us show they realize we can't cut as much as other units. Provost Tripathi understands we are already a very lean operation and he has been highly supportive of the school." For example, the school was originally asked to prepare for a 5

percent mid-year cut, yet in the end had to produce only 2 percent.

But even though the cuts may be smaller, they are still very real and have affected many areas of the school, Assad says. The impact has been felt in several ways, including delays in the hiring of new faculty, revisiting the timing of recruiting for senior positions, some cuts involving staff and non-tenure-track faculty, reduction in the administrative budgets, elimination of sections of classes and increased class sizes.

What does the future hold? "We are looking at another year of possible cuts at UB," Assad says. "But until we know what the cuts are and how much, we can't make specific plans." Assad says he is committed to protecting the school's core programs and priorities, including its research mission.

Budget woes are a fact of life at educational institutions across the country, not just in New York. [A recent article in BusinessWeek](#) stated, "at least 37 states have made cuts to public colleges or universities or hiked tuition because of insufficient state funding."

Did You Know?

BusinessWeek has ranked the School of Management's Professional MBA program as one of the country's top part-time MBA programs.

Tech Tips

By Julia Cohan

Making Outlook Work Better for You

In Microsoft Outlook, did you know you could book an appointment, add a contact or create a task entry simply by dragging an e-mail message to the Calendar, Contacts or Tasks bar?

Try it. While looking at the long list of messages in your Inbox, find one from someone you want to add to your address book. Point your mouse to it, click and hold on while you drag and drop it in your Contacts button on the left below the list of mail folders. After a few seconds, a Contact record window will open with the name and e-mail address filled in. Your full e-mail message will be in the notes section. You can keep any part of the note or delete all of it. Then save and close the contact record.

If you have an e-mail message open and you want to use the information in the message to create a calendar appointment, or any of the other functions, you can click on the Move to Folder icon, choose Other Folder and select the Calendar, Contacts, Notes or Tasks folder. Each will open its own new record window showing all the information from the e-mail message. You can cut and paste the information into the proper fields and delete anything you don't need. You will retain the original e-mail message so don't worry if you delete something you need.

Let me know if you find this helpful. I use it every day.

Spotlight on Information Technology (IT)

By Cathy Wilde

What would we do without our computers? It seems like ancient history to think of a time when people could actually get work done without their keyboards and CPUs. The School of Management's Department of Information Technology works to ensure we never have to go back to that B.C. (Before Computers) age.

Dave Costello is assistant dean and director of information technology (IT). As he explains, the IT department handles more than just that computer on your desk. The department is also responsible for several databases, the school's Web site and access to campus services such as the Internet, e-mail and telephone system.

In addition, IT is responsible for nine (soon to be 10) classrooms, ensuring that their technology remains operational. "That's our highest priority," Dave says. "The classrooms are why we're all here."

Dave's main responsibilities include managing his staff and addressing the multiple IT issues that present themselves daily, especially concerning the K drive and student databases. He also serves as the liaison to UB's central IT services.

Julia Cohan has been working in the School of Management for more than 20 years and has done nearly every IT job during her tenure here. Julia helps support the classrooms, provides certain desktop support and assists faculty and staff with e-mail and Microsoft Office issues, in addition to helping with various research software and databases commonly used by faculty.

Eugene Colucci and Marina Tarasova are primarily responsible for matters concerning the school's Web site and Web applications. Eugene's main focus is on the Web applications associated with research and coursework, along with the Virtual Grading Office. He also is responsible for the health and maintenance of the Web servers.

Marina focuses on training people in the use of QCMS (the authoring tool for the Web site), serves as the primary liaison to Algonquin, the company that provides QCMS, and also supervises the computer lab in Jacobs. Marina supports numerous Web applications as well.

Phyllis Rubino oversees all the administrative servers, works on scanning and patching of software for school-owned machines and assists with configuring of new equipment, especially for new faculty. She also supervises the IT department's graduate student workers who provide a majority of the desktop support for the school.

*With our computers serving as such an integral part of our work lives here at the School of Management, the IT department is a very busy operation, but the staff is always willing to help if you have a problem. The screen shot below shows you where to find a **work order** (or just click on this [link](#)). To get to this page, go to the School of Management home page and click on the "Internal Resources" link at the bottom left. You can also send an e-mail to the IT staff at mgt-it@buffalo.edu.*

The screenshot shows the UB School of Management website. At the top, there is a navigation bar with the school's name and a search bar. Below this is a menu with categories: About the School, Degree Programs, Executive Education, Career Resources, Faculty and Research, Community Engagement, and Entrepreneurship. The main content area is titled "Internal Resources" and includes a sub-header "Computing Services and Support". Under this, there are two columns of links. The left column is titled "School Computing Services" and includes links for "Internal computer/telephone service request", "Computer committee sharing request", "Plasma screen announcement request", and "FTP client software". The right column is titled "Computing Services at UB" and includes links for "Need help? Contact UB Help Desk", "Your UBIT user account", "UBMicro (sales, repair)", "University public computing sites", "MyUB", "CIT alerts", and "Software (Tech Tools site)". A red circle highlights the "Internal computer/telephone service request" link.



Staff Development Opportunity

Workshop: Tips for Effective PowerPoint Presentations

Looking for ways to improve the impact and effectiveness of your PowerPoint presentations? This workshop with Mary Ann Rogers, adjunct assistant professor in the Department of Organization and Human Resources, will teach you techniques to upgrade the construction of your presentation slides and contemporary approaches to presentation planning and design.

**2 - 3:30 p.m.
March 9
205 Alfiero**

Register [here](#).

*Sponsored by the Staff Development Committee:
Jaimie Falzarano
Carrie Gardner
Loreta Genco
Lucy Kierejewski
Marina Tarasova*

Points of Pride

By Mary Dahl

On January 29, School of Management staff was given a healthy dose of the concept of reputation management. The Rankings and Reputation committee presented their outline for “developing and communicating our story of excellence to positively influence perceptions and actions of stakeholders.” Afterward, staff members broke into groups to discuss the plan. Even in the short time allotted for this exercise, groups were able to come up with key attributes and concerns. The input was very helpful to the committee.

After the presentation, Ron Alsop, longtime reporter and editor for *The Wall Street Journal* and author of *The 18 Immutable Laws of Corporate Reputation*, shared many essential points regarding the importance of reputation in an organization.

Feedback is essential to building the school’s reputation, and the efforts of the School of Management staff have not gone unnoticed, as they were mentioned often by our customers in last year’s Points of Pride survey. An MBA student praised “the diversity of the students;

the proximity of the school to a cultural/industrial renaissance in Buffalo; and outstanding and supportive faculty and staff.”

A current accounting student was effusive about the undergraduate staff. “So far the advisement staff, Loreta Genco in particular, has been outstanding,” the student wrote. Local employers also share their praise: “Without the help of people like Melissa Ruggiero, my business simply would not participate in the intern program.”

Another MBA alumnus who went on to a leadership position with the School of Management Alumni Association summed up her feelings by writing, “I truly believe that I am the professional that I am today not only because of my MBA, but also because of the people I was so fortunate to meet during the time I spent in the program. I never once felt like a number or a statistic, but rather always as an individual and unique student.”

The positive effect that our staff contributes to the population we serve does not go unnoticed and will go a long way in establishing the reputation of the school.

Strengthening Our Sense of Community

By Mary Dahl

Last year many committees grew out of our spring staff retreat. By working together in these groups, we are getting to know each other a little better and earning a sense of accomplishment. The Strengthening Our Sense of Community Committee (SSCC) is doing it right...actively putting together programs to boost the community activity of staff with fabulous results.

To date, the SSCC has supported the 2009 UB Day of Caring and collaborated with GMA on the holiday gift drive for Compass House, collecting more than three carloads full of gift items for area youth. They also assisted GMA on the charity Date Auction for Dreams from the Heart Camp. This entertaining event, flawlessly auctioneered by the comedy team of Professors Ray Orrange and Frank Krzystofiak, was well attended by faculty and staff, raising more than \$4,200 for the camp.

SSCC is continually strengthening our internal community through new efforts such as promoting School of Management attendance at a UB Bulls football game day last October and the highly successful Holiday Office Crawl that our school employees raved about for days.

The tireless efforts of SSCC committee members Laura Amo, Kirk Voskerichian, Hailey MacDonald, Connie Rieck, Caitlin C. Logue and Cindy DeGeorge continue as they prepare for the upcoming Save a Life at Lunch event, a blood drive to benefit Roswell Park, on May 18. Watch for upcoming announcements.

As the SSCC works on strengthening the sense of the School of Management community, they wish to send out a message to staff: “Let us know what is important to you so we can help promote the School of Management.”

Calendar of Events

MARCH

Every Sat. (through March 20), [Entrepreneurship Training Program \(ETP\)](#) for high school students
9 a.m. to noon, Jacobs Management Center.

March 2, [Professional MBA Information Session](#)
6 p.m., Center for Tomorrow. Coordinated by the Executive Education Office.

March 3, [Distinguished Speaker Series: Margaret Atwood](#)
8 p.m., Center for the Arts.

March 4, [Country Forum: China and Taiwan](#)
4 p.m., 205 Alfiero Center. Coordinated by the Graduate Programs Office.

March 8 to 13, [Spring Recess for students](#)

March 9, [MoneySKILL® Mania 2010 \(financial literacy “bee” for high school students\)](#)
9 a.m., Screening Room, Center for the Arts. Coordinated by the Corporate and Community Relations Office.

March 9, [Workshop: Tips for Effective PowerPoint Presentations](#)
2 to 3:30 p.m., 205 Alfiero. Coordinated by the Staff Development committee.

March 10, [Center for Entrepreneurial Leadership Alumni Association Expo, Experts Roundtable and Tradeshow](#)
3 p.m., Marriott Hotel, Amherst.

March 17, [Smart Business Practices Seminar, “The Art of the Elevator Speech”](#)
6 to 8 p.m., Millennium Airport Hotel. Coordinated by the School of Management Alumni Association.

March 18, [China Trip Information Session](#)
5 p.m., 205 Alfiero Center. Coordinated by the Graduate Programs Office.

March 19 to 20, [George Washington University MBA Case Competition](#)
Washington, D.C. Coordinated by the Graduate Programs Office.

March 19, [First-Year MBA Steven C. Verney Case Competition](#)
102 Alfiero Center. Coordinated by the Graduate Programs Office.

March 26, [Sneak Preview Weekend Welcome Reception \(for accepted MBA 2012 students\)](#)
5:30 to 7:30 p.m., Shanghai Red's, Buffalo. Coordinated by the Graduate Programs Office.

March 27, [Sneak Preview Weekend On-Campus Event \(for accepted MBA 2012 students\)](#)
8 a.m. to 3 p.m., 102 Alfiero. Coordinated by the Graduate Programs Office.

March 27, [Spring Open House \(for accepted undergraduate students\)](#)
8 a.m. to Noon, Student Union. Coordinated by the UB Office of Admissions.

March 27 and 28, [Free Tax Preparation](#) (for individuals and families with annual incomes below \$49,000)
10 a.m. to 4:30 p.m., 106 Jacobs. Coordinated by Beta Alpha Psi.

March 31, [Distinguished Speaker Series: Neil deGrasse Tyson](#)
8 p.m., Center for the Arts.

EARLY APRIL

April 3 and 4, [Free Tax Preparation](#) (for individuals and families with annual incomes below \$49,000)
10 a.m. to 4:30 p.m., 106 Jacobs. Coordinated by Beta Alpha Psi.

Check the “Events” tab on the School of Management Web site home page for more information.
UB Calendar of Events: <http://www.buffalo.edu/calendar/calendar>
Employee and Supervisor Development Opportunities: http://hr.buffalo.edu/files/phatfile/Training_Class_Alert.pdf

To submit information to the Inside Management calendar of events, contact Jill Phinney at jmp8@buffalo.edu
or Craig Mathis at cmathis2@buffalo.edu.