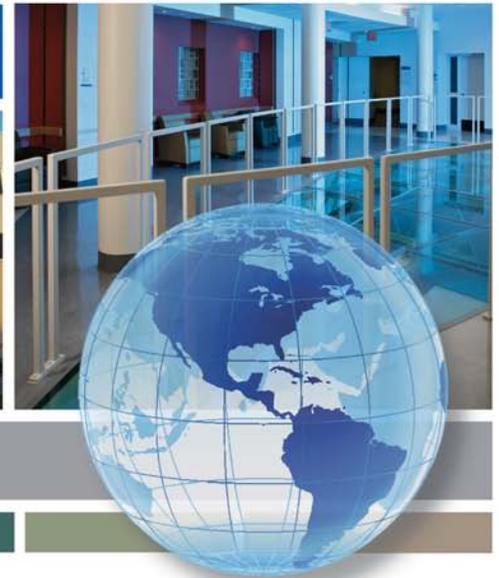


INSIDE MANAGEMENT



GLOBAL POSITIONING FOR A WORLD OF BUSINESS

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School of Management Continues Strong Support of UB's Campaign for the Community

By Cathy Wilde

School of Management employees certainly "walk the walk" during this season of giving.

Once again, the School of Management is among the top participants in UB's Campaign for the Community, which raises money for more than 600 health, human service, educational, environmental and cultural organizations.

"The School of Management has demonstrated strong, campus-wide leadership in this campaign for many, many years and we continue to do so," says Cynthia Shore, senior assistant dean for alumni and external relations. Cynthia serves on the campaign steering committee and is the School of Management liaison to the campaign.

The school ranks in the top two among all UB units for both percentage of donors and meeting its goal.

Sixty-nine percent of School of Management faculty and staff have pledged to the campaign, more than double the campus-wide average of 30 percent.

In addition, the school surpassed its monetary target, reaching 107 percent of its goal.

Within the school itself, there also were significant increases. The number of donors from the School of Management rose by 17 percent and the total dollars raised increased 11 percent.

*Don't
forget...*

Nominations for the
Chancellor's Award
for Excellence in
Professional Service
are due Jan. 16.
Contact Anna
Kedzierski at
kedziers@buffalo.edu.

Tech Tips

By Julia Cohan

Delegate your email

I've often thought how nice it would be to delegate someone else to read and respond to my email messages! Well, many of you can do just that. Because our mailboxes are on an Exchange server, we have the ability to name a delegate to send mail on our behalf, check for important messages when we are unable to get email and respond to meeting requests. This short video explains how easy it is to set up a delegate:

<http://www.brainstorminc.com/microsoft-office-com-help.aspx?file=outlook14%5F20>

Tools of Engagement Project (TOEP)

This pilot project is designed to help faculty learn to use new instructional technology tools to fully engage students in the learning process. The project provides instruction and hands-on tips to set up and use blogs, wikis, podcasts and more. Staff also are invited to take part if they are interested in a self-paced online learning environment. Visit

<http://www.suny.edu/toep>.

UB Mobile

On December 12, UB released an update to the UB Mobile app. This app is available for Android and Apple iOS. Alternatively, the website <http://m.buffalo.edu> will work on most Web-enabled devices. This gives you the look and feel of the mobile app.

Try it on your PC now. The mobile app provides smartphone and tablet users instant access to campus maps, dining facilities information, libraries, transportation routes and schedules, athletics, special events and news.

If you do not currently own a smartphone, there is a Phone Lab Project that will give you a smartphone for free for a year. After that, the discounted rate is \$44 per month. Details are at <http://www.phone-lab.org/info/>.

Realizing UB 2020 – Moving Forward

On November 27, Kate Ferguson, associate dean for academic programs, hosted a meeting to bring staff up to date on exciting new developments at UB and how they may affect the School of Management.

Kate gave a PowerPoint presentation that provided an overview of several university and statewide initiatives to advance education at UB (see more about these initiatives below).

The key points of Kate's presentation were:

- New York and SUNY have a new budget model that is driven predominantly by enrollment.
- This new budget model is expected to be favorable for UB.
- It will be increasingly difficult for UB to meet its undergraduate enrollment goals in light of demographic considerations.
- Enrollment drives the budget which drives faculty hiring, which in turn leads to research expansion and economic impact.
- UB's new provost is leading a process called **Realizing UB 2020** to develop a well-articulated statement of institutional direction, focusing on what makes UB distinctive, that will lead the university's strategy for the next five to 10 years.

All of these factors will impact the School of Management as we strive to increase undergraduate enrollment. Kate noted that recent increases in our staff numbers are part of the plan to recruit and retain School of Management students, as customer service will be a key issue in achieving our enrollment goals.

"Each of us plays a key role in recruitment and retention, and we need to be more aware of that than ever before," Kate says.

Visit Kate's PowerPoint [presentation](#) for details.

What's the difference between UB 2020, Realizing UB 2020 and NYSUNY 2020?

UB 2020 is the university's long-range strategic plan to enhance educational opportunities for our students, advance research discoveries that improve life for people throughout the world and increase UB's economic impact on our region and New York State.

Realizing UB 2020 is an initiative led by our new provost, Charles Zukoski, to help determine how UB can achieve the ambitious goals of UB 2020.

NYSUNY 2020 Challenge Grant program is a joint endeavor between the state and SUNY for rational enrollment and tuition increases that will provide financial support for increasing faculty numbers, student support and research funding.

To learn more about these university and statewide programs, click on the links above.



Relax, Have Some Fun at Happy Hour

Join your School of Management colleagues for **Happy Hour** on the last Thursday of each month next semester.

Happy Hours will be held on
Jan. 31
Feb. 28
March 28
April 25

5 to 7 p.m.
Santora's Pizza
Pub & Grill
1402 Millersport
Highway (across from
the Marriot)

Light fare and drink specials will be available.

Sponsored by the
Strengthening Our Sense
of Community
committee.

Welcome Julia Braun to Graduate Programs



Julia Braun is a new addition to the Graduate Programs Office, where she will be responsible for our MS in Finance program. Julia will assist students from the time we welcome them through graduation. Additionally, Julia will work with our Summer Finance Institute and our Singapore EMBA program, coordinating admissions through graduation.

Julia comes to us with nine years of experience in higher education at Bryant & Stratton College. While there, she has served in admissions, instruction and, most recently, as an academic advisor. She has a Bachelor of Arts in sociology from SUNY Fredonia and a Master of Science in leadership from St. Bonaventure University.

Etiquette Lessons for Undergraduates

By *Caitlin Rush*

Nearly 400 undergraduate students donned their best business attire this fall as they participated in the GEICO Etiquette Breakfast at the Buffalo Niagara Marriot. This is the second time GEICO has sponsored the event.

Students enrolled in the "Career Planning and Strategies" course had the opportunity to learn proper dining etiquette from the area's leading authority on the subject, John Bourdage of Bourdage Consulting, who was trained at the internationally renowned Ivor Spencer School for Butler Administration and Personal Assistants in London.

Bourdage used his vast experience to lead the students through their meals, including instructions on which utensils to use, how to



hold a wine glass, how to eat soup without slurping, and where to place your napkin.

We have received tremendously positive feedback on this event. As one student said, "The experience has provided me with valuable assets that I will use not only in the business environment but also in my social life as well."

Writing Tips: Dates and Times

The School of Management follows AP guidelines for writing dates and times in news releases, on the Web or in general correspondence. Here's a quick refresher.

For dates, use cardinal numbers vs. ordinals.

This means eliminating numeral suffixes ("th" "st," "rd" and "nd").

December 8 (correct) **August 3 (correct)**
December 8th (incorrect) August 3rd (incorrect)

For times, follow AP punctuation guidelines.

8 a.m. (correct) **9 to 11 a.m. (correct)**
8:00 a.m. (incorrect) 9 a.m. to 11 a.m. (incorrect – for efficiency
8 AM (incorrect) purposes, eliminate the first "a.m.")

A Festive Time Was Had by All at Our Holiday Party



Barbara Mielcarek, Beth Ranney and Tim Paul



Dave Costello and Jaimie Falzarano



Hailley MacDonald and Caitlin Rush



Meghan Felser, Julia Braun and Malinda Stulba



Julia Cohan and Nick Battaglia



Julie Farrell, Carrie Gardner and Dave Frasier

