

College of Business & Management retains accreditation, receives funding from state for new home

The College of Business & Management received a double dose of good news within the last month.

Lt. Gov. Brian Calley on Thursday, Dec. 28 signed into a law a bill committing \$9.8 million in state funding to support a \$25 million project for the college.

A 38,500 square-foot addition will be connected to the existing Malcolm Field Theatre for Performing Arts, near Curtiss Hall, where faculty offices for the College of Business & Management are located.

Less than one month later, the university received word that the college retained its accreditation by Association to Advance Collegiate Schools of Business International for six more years. The designation — considered the gold standard of business school accreditations — has been earned only by the top 5 percent of business schools worldwide.

University leaders were pleased with the good news and its prospects for both the students and regional business partners supported by the college.

After learning about the governor's support of the building expansion, SVSU President Donald Bachand



Proposed 38,500 square-foot addition for College of Business & Management.

expressed his excitement for the college's future.

"This is tremendous news for our enterprising business students and faculty, and for the regional business community," Bachand said. "Innovation drives business profitability, and this new facility will allow us to further innovate our strong business curriculum and promote the collaborative learning and problem-solving that fuels the modern economy."

The expansion is estimated to cost \$18.5 million, and \$6.5 million is allocated to cover renovations to Curtiss

Hall and other business school needs. The planned improvements for the new facility include:

- A Bloomberg Trading Room, that allows students to learn using financial technology
- An innovation lab, a cross-disciplinary space where students can develop products and market solutions
- A communications, big data and cloud computer lab to allow for the management of diverse sources of unstructured data and cloud computing
- A consumer behavior lab with observation rooms to study

what influences consumers' decisions and to allow faculty and students to conduct qualitative research

A groundbreaking ceremony is anticipated in the spring or summer 2018.

Meanwhile, the AACSB International reaccreditation reaffirms the strength of the academic college's 28 academic programs that draw upon the unique business resources of the Great Lakes Bay Region. SVSU also hosts the Dow Entrepreneurship Institute and the Stevens Center for Family Business.

"The reaccreditation of our program by AACSB International demonstrates the alignment of our mission, strategy and activities with the best in business education globally," said Dean Anthony Bowrin. "It also signifies our commitment to continuously improving the quality and value of our programs to positively impact economic development in the Great Lakes Bay Region and beyond."



THE CAMPUS COMMUNITY IS INVITED AS
**PRESIDENT DONALD J. BACHAND
DELIVERS THE 2018
STATE OF THE UNIVERSITY
ADDRESS**

THURSDAY, FEBRUARY 8 AT 4:00 P.M.
IN THE MALCOLM FIELD THEATRE FOR PERFORMING ARTS

A RECEPTION WILL FOLLOW THE ADDRESS

Danilo Sirias

Professor of Management

Danilo Sirias was familiar with the challenges that led to the long waiting periods for people seeking care at emergency rooms. But the problem became crystal clear — in a very personal way — the day his wife waited several hours to receive treatment for a cut on her hand.

“This wasn’t a problem with capacity,” said Sirias, professor of management. “This was an issue of timing.”

That experience — and the experience of many other would-be health care patients — is central to one of his academic pursuits. His plans to produce case studies regarding the management of patient flow in health care environments recently gained support through SVSU’s Braun Fellowship, which provides research funding up to \$37,500 over a three-year period.

Sirias plans to explore the effectiveness of health care facilities that employ systems to coordinate activity of the various departments that offer services under the same roof.

“For instance, in an ER, you have doctors, laboratories, x-rays, nurses and different specialists that might be put to use on one patient,” he said. “They have to work together in order to get the patient through the process in an efficient manner.”

To improve inefficiencies, many health care providers focus their efforts on strengthening each department individually, but this results in “silo thinking” that doesn’t always address the larger problem of slow patient flow. Sirias wants to create case studies that explore whether utilizing synchronization mechanisms —

aimed at coordinating the individual parts to work better as a whole — would provide better results.

Sirias is in the process of selecting a graduate student to begin the research necessary for the case study. After previous research gave him insight into emergency rooms, Sirias plans to study three additional areas of health care: primary or specialist care, admitted patients and operating rooms.

His other academic interest involves mathematics. He hopes to team with a peer in that field to create a curriculum to test the effectiveness of teaching math using his strategy known as “problem-solving maps.” The method adds visual elements to the traditional math equations posed in textbooks. Sirias has provided training on the method to K-12 teachers — in different countries — who have reported positive results when applying his approach in their classroom.

As was the case when his wife’s visit to the emergency room alerted him to the complexities of health care patient flow, another family experience provided him with evidence related to his math research interest. When they were elementary school students, his two daughters were taught the problem-solving method by their father. Two decades later, one of those daughters is studying for a Ph.D. at Harvard University while the other recently secured an engineering job at SpaceX.

“Maybe this (method) had a little bit to do with their successes so far,” he said.



Ted Lind

Associate Director of Admissions • January Staff Member of the Month

As the point person for events that welcome prospective students to SVSU's campus, Ted Lind has a lot of responsibility and details to coordinate. Fortunately, the associate director of Admissions is already accustomed to shouldering responsibility.

A former U.S. Army captain with time spent in Afghanistan during wartime, the Bay City native returned stateside in 2012, eager to find a new outlet for the leadership skills he utilized in the military. After spending time as an academic adviser in higher education, Lind joined SVSU's Admissions staff in hopes that he could mentor students seeking college degrees.

"I enjoy being able to connect with students and help them make decisions about what they're going to do next," said Lind, who is married to fellow Army veteran Jenna Briggs, SVSU's senior director of Advanced Studies & International Student Services.

Lind makes many of those connections during the prospective student events he helps organize on campus — Cardinal College Days and the Admissions Fall Open House, among others — as well as when he visits high schools in his designated region within Gratiot, Midland and Saginaw counties.

"We have a goal to get as many people on campus as we can," he said. "Once students get here, they see we have a beautiful campus and a lot of times they will tell their friends too. That's always very helpful."

Lind's effort to make students feel welcome extends to those with intellectual disabilities. Partnering with the national group Think College, Lind spearheaded the creation of Think Cardinal, both of which aim to offer more options in higher education for the disadvantaged. As a result, today four students with Down Syndrome are taking classes and involved in extracurricular activities on campus.

"It's a testament to the campus culture that those students have been embraced in the way that they have been embraced," he said. "They definitely have a place here at SVSU."

Lind also is involved in organizing campus activities that involve the surrounding community. He is one of the organizers of the annual 9/11 Heroes Run that has attracted runners and walkers to SVSU each September for the past five years. The event pays tribute to the military and first responders. Proceeds from the registration fees benefit the Travis Manion Foundation, a nonprofit that supports military families and leadership programs.

"It can be easy to forget that we still have service members who are deployed in hostile areas," he said.

"Events like the 9/11 Heroes Run are good because they remind people to say 'Thank you' for things we take for granted."



Professional Profile

- **Monika Dix**, associate professor of modern foreign languages, published an article titled "Water, Tradition, and Innovation: Flowing through Japan's Cultural History," in *Education About Asia*, vol. 22, (Fall 2017): 4851. In addition, she was also elected to a five-year term (2018-2023) on the executive committee of the forum LLC Japanese to 1900 for the Modern Language Association.
- **Julie Foss**, associate professor of modern foreign languages, served on the Michigan Department of Education's Seal of Biliteracy Workgroup, which wrote a policy to create and implement the Michigan Seal of Biliteracy. The policy was presented to the State Board of Education on Jan. 9. The Michigan Seal of Biliteracy is an award presented to students who have demonstrated proficiency in English and at least one other world language by high school graduation. This policy enables Michigan to join 29 other states in recognizing high school students' literacy in both English and a world language with a state-sanctioned credential.
- **Joey Koehn**, resident director, was selected to serve on the Communications and Marketing committee for the Great Lakes Association of College and University Housing Officers.
- **Eltaro Hooper**, associate director of Residential Life, was selected to serve a second term on the steering committee for the Leadership Midland Alumni Association.
- **Judith Kerman**, professor emerita of English, published two books of poetry in 2017: *Aleph, broken: Poems from My Diaspora* (Brookstone Books, Frankfort, KY) and *Postcards from America* (Post TraumaWc Press, Woodstock, NY).
- **Joseph Ofori-Dankwa**, H. R. Wickes Endowed Professor of International Business, was the lead coordinator for the two-day International Mathematics conference (January 10 and 11) held in Accra, Ghana, that brought some 300 math teachers from all over Ghana and Nigeria to learn about the Math Corp principles from Wayne State University. In addition, during fall 2017 he was the lead coordinator for the VSAP, an after-school mathematics program for Jesse Loomis Elementary School in Saginaw.
- **Thomas Renna**, professor emeritus of history, presented "Catholics and National Identity in America and Germany prior to World War I" at the American Historical Association, Jan. 6 in Washington, D.C. Also, Renna published a paper titled "Papal Approval of Holy Roman Emperors, 1250-1356" in *Expositions: Interdisciplinary Studies in the Humanities* (Villanova University).
- **Dave Rzeszutek**, associate professor of theatre, chaperoned and mentored students at the 50th Anniversary Kennedy Center American College Theater Festival Region III, January 9-14 in Indianapolis. While there, he was a Preliminary Round Responder for the Irene Ryan Acting Scholarship Competition. He was also a workshop presenter and offered two well-attended workshops: Mask & Movement: The Commedia Tradition, and Mask & Movement: Larvals and Puppets.
- **Scott M. Youngstedt**, professor of anthropology, and **Sara Beth Keough**, professor of geography, presented a paper titled "Cold Water for Sale on the Hot Streets of Niamey, Niger: A Value Chain Analysis" at 116th Annual Meeting of the American Anthropological Association in Washington, D.C., in December.

Briefly Speaking

SVSU welcomes **Bhushan Kulkarni** of Saline to the Board of Control. His appointment was announced Jan. 26 by Governor



Rick Snyder. Kulkarni is the founder and CEO of the software company InfoReady Corporation and the IT consulting firm GDI Infotech, Inc. He also serves on the board of directors for Ann Arbor SPARK and leads the organization's Foreign Direct Investment Committee. Kulkarni holds a bachelor's degree in mechanical engineering from Mumbai University in India and a master's degree in mechanical and aerospace engineering from West Virginia University. Kulkarni fills the vacancy on the Board created by the resignation of Patrick McInnis last year.

Condolences

- To **Maryann Gillette**, faculty secretary, whose mother-in-law, Cookie McMillen, passed away Jan. 22.
- To **James Hitt**, associate professor of philosophy, whose father, Donald Charles Hitt, passed away Jan. 20.
- To **Joseph Rousseau**, from SVSU's School & University Partnerships office, whose wife, Elizabeth Rousseau, passed away Dec. 15.
- To **Teresa Stackhouse**, faculty secretary, whose mother, Mae (Whitman) Brewster, passed away Dec. 29.

Transitions

- **Carolyn Wierda** has accepted a new interim, part-time assignment at SVSU as special assistant to the president for STEM initiatives. She has been instrumental in building STEM education at SVSU and the Great Lakes Bay Region.
- **Josh Ode**, associate vice president for Academic Affairs, will provide support for STEM outreach efforts, as needed.
- **Adrienne Cole** will assume all day-to-day STEM responsibilities.
- **Tamara Barrientos** will continue as the director of the Regional Mathematics & Science Center.

The Interior is published on the last Tuesday of each month for faculty and staff at SVSU. University departments sponsoring activities or events listed in the Interior will provide reasonable accommodations for persons with disabilities when contacted at least three days in advance.

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