

6th Annual SCM Directors' Conference

Wednesday March 1st

05:30 – 07:30PM SCM Directors' Welcome Reception
USC DTLA
1150 S. Olive Street 9th Floor Los Angeles, CA 90015

Thursday March 2nd

08:00 – 08:30AM Registration - Davidson Conference Vineyard Room
Continental Breakfast

08:30 – 08:45AM Welcome Remarks Sandra Chrystal
Welcome Remarks Yehuda Bassok

08:45 – 09:45AM Keynote Address: Dr. Noel Hacegaba

09:45 – 11:15PM Roundtable 1: Importance of industry engagement!
How to start a SCM center and how to operate successfully?
How to build an industry advisory board and how to sell values to them?
What are the financial metrics?
How do you get faculty involved with IAB?
How to build partnership with local companies?
Moderators: Vidyaranya Gargeya
 Christopher Gopal

11:15 – 11:30AM Break

11:30 – 1:00PM Roundtable 2: Graduate program offerings
What are the best practices for marketing your program?
How to recruit local students?
How social media is being used?
Moderators: Subhro Mitra
 Joel Sutherland

01:00 – 02:00PM Lunch

02:15 – 03:45PM Roundtable 3: Certificates and Online Programs
How to build a marketable certificate program?
Online course?
How do you plan to use online certificate programs in SCM?
What would you need to accept credits from online programs?
How to implement a rigorous assessment in online courses?
What level of service offer in online courses?
Moderators: Eva Ponce
 Brian Gibson

04:00PM	Leave for Port of Long Beach
04:00 – 05:00PM	Bus ride to Port of Long Beach
05:15PM – 07:15PM	Appetizers and Drinks (Boat Ride)
07:30PM	Bus returns to Radisson USC
Friday March 3rd	Davidson Conference Vineyard Room
08:30 – 08:45AM	Continental Breakfast
08:45 – 10:30AM	RoundTable 4: Curriculum and courses What are the new innovative curriculum? What are the technology based courses? What changes you have made due to industry demand? Moderators: Murat Bayiz Burak Kazaz
10:45 – 12:00PM	Roundtable 5: Applied research (Nick to define) Digitalization of supply chain? Solving problem for industry? Moderators: Nick Vyas Paul Brown
12:00PM	Boxed lunch Closing Remarks (Nick and Shawn)

1. Importance of Industry Engagement

- USC Offers:
 - Lean Six Sigma
 - S&OP
 - Logistics Certifications
 - Intro to supply chain
- Cal State:
 - Business Analytics
- USF:
 - CSCMP certs through LINCs
- Killer Insights:
 - Build Based on the needs of industry
 - Staff dedication to CYR
 - Industry Advisory Boards
 - Projects
 - Research
 - Internships
 - Engage
 - Student/Alumni groups
- Amazing Insights:
 - Seed money
 - Build based on who hires from the school
 - Send out written reports
 - Staff Dedication
 - Board should include hiring managers
 - Board + Faculty + students – projects
 - Industry
 - Quid pro Quo
 - Sponsored research
 - Annual Subscriptions
 - Capstone
 - Access to students
 - Help/ sponsor faculty
- Value:
 - IF a school does not have a distinctive value proposition do not offer a certificate program.
 - Compete with: MIT<UM,MSU

2. Graduate Program Offerings

- Grad filter
- Work thru companies at center
- Word of mouth
- Branded: great experience

- CSCMP/APICS/ISM
- Coordinated message
- Reputation & network
 - Gartner Rankings
 - Alumni Network
 - Residency
- Students do not read e-mail
 - Use LinkedIn group
- Need full time person + being active
- Handshake program
- Masters of online / micro masters
- Vete: are good sources of recruiting
- Getting internships is problem
- Internships for credit (small Class)
- Define targets with value propositions
- Define value for students
- Respond to query MBA vs Master SCM
- Logistics of recruiting:
 - Social media
 - Testing groups
 - Alumni
 - Industry
 - Targeted mail
 - Sponsored content
- Domestic vs international
 - Target + geographically
 - Use relations as other universities
 - Difficulty: corporate retention due to visa issues
 - Recruit: use relationships
 - Advisory board with jobs
 - Alumni: refer recruits
 - Financial incentives: domestic scholarships
- Higher Enrollment rate
 - Strong: UG instruction
 - Show the value proposition
 - Department presentations
 - Search engine optimization
 - Sell the future
- High school boot camp

3. Certificates & Online Programs

- Unique international programs
- Online MBA with SCM concentration

- LSSS certifications
- Dual Degree
- Accelerated program
- LinkedIn pay per click
- ISM advertising
- Student ambassadors
- End to end experience/ study abroad Boston to China
- Video on end to end mfg process
- Soft skills:
 - a. Dress
 - b. manners
 - c. interviews
 - d. mentors
- Format: grad hybrid
- Clear definitions of certification goals/ value propositions
- Leverage instructional designers + LMS
- Meet students at all stages of lifecycle
- Certification program feeder
- Blended / Saturday residence
- Market to undergrad alumni
- Rhetorical
- Speaker series
- Regional needs
- Second major/minor
 - a. Analytics
 - b. International
- Ended to end
 - a. Focused on expertise of faculty needs of recruiters

4. Curriculum & Courses

- Applied courses
 - Projects with industry
 - Industry
 - Sustainability analytics
- Content is king
- Simulations, ERP
 - Active/ collaborative learning spaces
- Alumni Board, conferences
- Model Gartner

Spectacular Notions:

1. Research/ curriculum
2. Anchor company

3. Keep them engaged
4. EIR programs
5. Internship programs for credit
6. Joint research
7. CSCMP Collaborations

5. Applied Research

- Standardization of data
- ERP vendors
- EDI
- Legacy System
- Seamless transfer
- Big data
- DOT Applied Research
- Digitalization: end to end computerization and visibility
- Issues:
 - Standards security
 - Privacy
 - Data masking
 - Data shuffling
- Problem solving:
 - Be careful not to have the tail wag the dog.
 - White papers
 - Make menu of faculty expertise available to industry
 - Talk to faculty
- Centers great venues for applied research
 - Difficult to get faculty to engage in applied research
- Annual white paper on retail SCM
- Symposium on SCM in digital age
- Applied research vs consulting
- Sense of urgency imbalance
- Journal structure not conducive to company projects

First Name	Last Name	University / Organization	Title
Robert	Aboolian	Cal Sate San Marcos	Chair and Professor
Robert	Aboolian	California State University San Marcos	Chair and Professor
Hyun Soo	Ahn	University of Michigan - Ross School of Business	
Shawn	Alborz	UT Dallas	Associate Dean
Athena	Alimirzaei	University of Texas at Dallas	Director, Graduate SCM Program
Mary Ann	Anderson	University of Texas	Director, SCM Center
Anshu	Arora	Savannah State University	Chair - Department of Business
Marko	Bastl	Marquette University	Faculty
Marko	Bastl	Marquette University	Ass't Prof
Ali	Behnezhad	Cal State Univ., Northridge	Dept. Chair
Verda	Blythe	University of Wisconsin	Dirctor, Undergraduate Program, Grainger Center for SCM
Paul	Brown	Clark Atlanta University	Associate Professor
Paul	Brown	Clark Atlanta University	Associate Professor
Tim	Brown	Georgia Tech Supply Chain & Logistics Institute	Managing Director
James	Campbell	Univ. of Missouri - St. Louis	Professor and Chair
Dan	Carroll	IU/Kelley School of Business	Director, Supply Chain Academy
Sergio	Chayet	Olin Business School, Washington U in St Louis	Academic Director & Sr. Lecturer
Yong	Choi	California State University, Bakersfield Cali	Professor
Humberto	Coronado	University of Maryland	Associate Dir. MS in SCM
Jake	Dean	University of Wisconsin-Madison	Director, Grainger Center for SCM
Laurie	Denham	Transportation Intermediaries Association or TIA	Vice President of Education
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Steve	Dunlop	Purdue University - Dauch Center / GSCMI	Managing Director
Paljug	Eric	University of Pittsburgh	
Kamy	Farahbod	CSUSB	Professor
Stan	Fawcett	Weber State University	Center Director/Professor
Doug	Fisher	Marquette University	Ass't Prof - Dir, Center for SCM
Vidyaranya	Gargeya	The University of North Carolina at Greensboro	Professor and Head of the IS and SCM Department
Brian	Gibson	Auburn University	Executive Director - Center for Supply Chain Innovation
Christopher	Gopal	UCSD	Institute for Supply Excellence and Innovation
James	Haddow	Howard University School of Business	Director, Center for Excellence in SCM
Janet	Hartley	Bowling Green State University	Professor
David	Huff	Penn State University	Director, Online Graduate Programs in SCM
Chris	Imamura	University of Colorado	Executive in Residence, Leeds School of Business
Judy	Jacobs	Michigan State University	Director
John	Jensen	Unviersity of South Carolina	Managing Director, Global Supply Chain Center
Sara	Jones	University of Washington	Program Director
Burak	Kazaz	Syracuse University/The Franklin Center for SCM	The Steven R. Becker Professor of SCM
Joanne	Kazmierski	University of South Florida Center for SCM	Managing Director
JIAN-YU	KE	California State University Dominguez Hills	Assistant Professor
Jon	Kirchoff	East Carolina University	Assistant Professor
Mary	Long	University of San Diego	Managing Director
Ting	Luo	California State University Fullerton	Assistant Professor
Gregg	Macaluso	University of Colorado	Faculty Director - MS SCM
Dana	Magliola	NC State University - Supply Chain Resource Cooperative	Director
Dave	Malenfant	Texas Christian University	Director, Center for Supply Chain Innovation
Wade	Martin	California State University, Long Beach	Professor
Cindy	Minor	Saint Louis University	Director, Center for SCM
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Subhro	Mitra	University of North Texas at Dallas	Associate Professor
Krish	Muralidhar	University of Oklahoma	Professor
W.Rocky	Newman	Miami University	Prof. of SCM
David	Nowicki	University of North Texas	Dr.
Libby	Ogard	PFLLC	President
Awoyale Jacob	Olanrewaju	7B Speed Investment Ltd	Director
Eric	Olson	University of Michigan - Ross School of Business	Managing Director
Kraig	Paulsen	Iowa State University	Director of Supply Chain Initiatives
Eva	Ponce	MIT	Executive Director, MicroMasters in SCM

First Name	Last Name	University / Organization	Title
Hamid	Pourmohammadi	California State University, Dominguez Hills	Associate Professor
T. (Ravi)	Ravichandran	RPI	Associate Dean for Research
Dale	Rogers	Arizona State University	Chair, SCM
Nobendu	Roy	CTS	AD
Suresh	Sethi	University of Texas at Dallas	Professor of Operations Management
Jim	Stock	U of South Florida	Distinguished University Professor
Sherry	Su	California State University	Director, MS SCM
Joel	Sutherland	University of San Diego	Managing Director-SCMI
Nancy	Taylor	Michigan State University	Director, MSSCM Program
Jonnabhotla	Usha Rani	Bangalore University	Commerce/Management
Cindy	Wallin	Brigham Young University	Associate Professor
Tanya	Wooldridge	USC	Graduate Student
Zach	Zacharia	Lehigh University	Associate Professor and Director
Zach	Zacharia	Lehigh University	Associate Professor and Director
Amy	Zeng	Worcester Polytechnic Institute	Professor, Associate Dean and Director