Crossing the Streams:
Leveraging Engagement Across
MBA Platforms and the University Community

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Session Overview

• Common Challenges
  • Engaging Across “Silos” (programs, colleges, divisions)
  • Opportunities to Maximize Resources, Opportunities and Success
• Student Engagement Across Programs (Crystal and Pamela)
• Collaborations in Community Engagement (Debi and Deb)
• Exercise: Building Engagement
• Wrap Up
Student Engagement Across Programs

The University of Arizona

• Established in 1885
  • Research 1 – Land Grant Institution
• Campuses in Tucson, Phoenix, UA South, Yuma, Online, Micro-Campuses
• Total Enrollment: 44,831
• Graduate Enrollment: 8,106
• Mascot: Wildcats
• “Bear Down”
Eller College of Management

- Established in 1913
  - MBA AACSB Accredited: 1966
- Campuses in Tucson, Phoenix, Online
- Total Master’s Programs Enrollment: about 1,100
- MBA Enrollment: about 600
- Rankings
  - MIS #1 among publics (#3 overall)
  - Entrepreneurship Program #6 among publics (#10 overall)
  - Undergraduate Programs #11 among publics (#21 overall)
    - U.S. News & World Report Rankings

Evening MBA

- Established in 1980s
  - Started in Phoenix area in 2007
- Campuses in Tucson and Phoenix
- Total Enrollment:
  - 1st year: 71 (44 Tuc, 27 Phx)
  - 2nd year: 38 Tuc
  - Grad 2018: 71 (38 Tuc, 33 Phx)
- Time to Completion: 24 Months
- Rankings
  - 38 Public
  - 60 Overall
    - U.S. News & World Report Rankings
Online MBA

• Established in 2013
• Campuses Anywhere
• Total Enrollment:
  • 250-300
• Average Time to Completion: 30 Months
• Rankings
  • 24 Public
  • 33 Overall
    • U.S. News & World Report Rankings

Why Cross-Platform Engagement

• Student feedback across platforms
• Broader Network
• Leverage Budget
• Share program resources and time
• Maximize student exposure and opportunity
• Build Community
Examples of Engagement

Global Business Experience
- Mandatory for Evening MBA; optional for Online MBA
- Increased Online MBA enrollment each year
- Challenges: separate registration process for Online MBA; Online MBA additional cost

Examples of Engagement

Online MBA Electives
- Offering Online MBA electives to Evening MBA students
- Increases offerings and concentrations for Evening MBA
- Increases overall enrollments maximizing fixed costs
- Challenges: groups across platforms; faculty confusion; Evening MBA expectations of online classes
Examples of Engagement

Events: Convocation Breakfast; Holiday Graduation Celebration
• Invites to all platforms
• Leverages budget
• Increases networking opportunities
• Challenges: Team accountability; messaging to students; budget clarification

Examples of Engagement

Evening MBA-SA to Professional MBA-SA
• Representing all Professional students
• Challenges: engagement of EMBA and O-MBA
Lessons Learned

• Valuable for students to engage across platforms
• Increases opportunities for engagement, especially in Online MBA
• Still challenging to get students to attend
• Creating a culture takes time

Activity

Discuss with your group:
• What events could you incorporate across platforms to increase opportunities for student engagement?
• Are there other opportunities to connect students across platforms?

Record answers on poster paper provided.
Choose one person to share with group.
Collaborations in Community Engagement

California State University

• First campus founded in 1857
• Graduate instruction offered 1946
• 23 campuses
• Educates 484,000 students per year
• One of the most diverse student bodies in the United States
California State University, Northridge

• Founded in 1958
• Sited on a 356-acre campus in the heart of Los Angeles' San Fernando Valley
• A vibrant, diverse university community of 38,310 students and more than 4,000 faculty and staff
• 4,207 Grad students
• Mascot: Matador

David Nazarian College of Business & Economics

• Business programs offered since 1958
• Enrollment: 7,078
  • Graduated 2,068 in May 2018
  • 2nd largest in CA
  • 9th largest in U.S.
• Social mobility
  • 53% received Pell grants
  • Largest # recipients in CA
  • Most $ in CA
  • 50% 1st generation
Nazarian College Graduate Business Programs

• Evening programs designed for mid-career professionals

• Programs
  • MBA (123)
  • Master of Professional Accountancy (MPAcc) (53)
  • Master of Science in Taxation (MST) (39)
  • Graduate Certificate of Business Administration (GCBA) (64)
  • Master of Science in Real Estate (MSRE) (launching)
  • Master of Art in Music Industry Administration (joint) (33 x 2 cohorts)

• Administrative structure
  • Graduate Programs Office: complete responsibilities for MBA
    • Recruiting → Alumni Services
  • MS programs have Faculty Director and small support staff
  • One Graduate Committee (faculty) oversees all graduate curriculum

Part-time MBA

• Flexible: avg. 2 years
• Affordable
• Average admitted student
  • Work experience: ~5 years
  • GMAT: 600
  • GPA: 3.2

Pathways to the MBA

Assuming candidate meets all requirements of admission to the MBA, there are two options regarding the GMAT/GRE admission requirement.

Does well on GMAT/GRE and is admitted to the MBA

Has undergraduate non-business degree

Completes 15 units (5 courses) of MBA Foundation Courses. Tuition $10,688*

Has undergraduate business degree

24 units core
6 units electives
3 units culmination
33 units Total
Tuition $24,940*

GCBA
Take the 5 MBA Foundation Courses + one in the 18-unit, one-year GCBA program. With a “B” or better in each course, earn a GMAT waiver. If you don’t earn the GMAT waiver, and get a “C” or better in each course, you earn a certificate. Tuition $13,890**

*Based on taking 6 units at a time with fall 2018 tuition rates including business professional fees.
**Based on cohort 20
Community Engagement Defined

“Collaboration between institutions of higher education and their larger communities (local, regional/state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.” (Carnegie Foundation)

Community Engagement at a University

- Pedagogical benefits
  - High Impact Practices (Kuh)
- University role of anchor institution and goals of civic engagement, social justice and friend-making
  - Usually includes service learning, internships and community-engaged research
  - Most universities have one or more offices
  - Connections to Student Affairs, Economic Development, Community & Government Relations
Role of Business Schools in Community Engagement Efforts

• Historically, greater participation by Humanities, Arts, Social Sciences, Health & Human Development
• Debate about whether projects with small, minority-owned and women-owned businesses “count” as service
  • Presidential Honor Roll only includes unpaid internships and service to nonprofits
• AACSB’s emphasis on impact and engagement directly aligns with national CE efforts

University Initiatives at CSUN

Recognition and Awards
• APLU Innovation and Economic Prosperity designation
• Eddy Award by LAEDC
• Seeking Carnegie “Engaged Campus” classification

Resources to Leverage
• Faculty Grants
• Student scholars
• Conference and travel support
• International service learning
Nazarian College at CSUN

Bookstein Low Income Taxpayer Clinic 2017-2018

• Served nearly 254 low-income taxpayers by representing and advocating their case before the IRS, as well as preparing their tax returns.
• Provided 65 students with valuable clinical experience in the field of taxation.
• Facilitated 10 educational workshops educating over 237 taxpayers.
• Participated in 5 community events by offering tax information and consultation to over 35 low-income taxpayers.

• 20,292 Community service hours provided to the public in twelve locations throughout the San Fernando Valley
• Community Engagement grant for Spanish translation to support VITA preparers
• $3,533,070 claimed in Tax Credits
• $8.4 million brought in tax refunds
Consulting Projects

• Partnerships with SBDC, Chambers, VEDC
• MBA Consulting Project
  • About 10 per year
  • 4-5 students per team
• Resources
• Awards

Nazarian College at CSUN

Wells Fargo Center for Small Business and Entrepreneurship

• Since 2011 more than 1200 students provided consulting to 180 organizations
• Client’s satisfaction rated from very good to excellent
• Impact includes:
  • integration of theory and practice
  • experience
  • job offers and employment
  • further consulting internships
Activity

Discuss with your group:
• How do/can you contribute to your university’s CE efforts and recognition?
• What resources are offered by your university’s CE office?
• Other ideas?

Record answers on poster paper provided.
Choose one person to share with group.

Wrap-up

Sharing results