



## IACBE 2022 Great Lakes Conference Agenda

### *The Dynamic Environment of Higher Education*

**Conference Host:**

**FRANKLIN  
UNIVERSITY**



## SUMMARY

### IACBE 2022 Great Lakes Regional Assembly Conference Agenda

**Date:** **October 13-14, 2022**

**Hybrid Locations:** **Franklin University | Columbus, Ohio, and Zoom**  
Hybrid subject to guidelines in effect at the time of the Conference and limited to 50 in-person attendees in the conference hall

**Conference Host:** **Franklin University**

**Conference Theme:** **The Dynamic Environment of Higher Education**

**Contact Persons:** **Alan Cook, Great Lakes Region, President**  
**University of Rio Grande**  
[acook@rio.edu](mailto:acook@rio.edu)

**Kristin Martin, Great Lakes Region, Vice President**  
**Franklin University**  
[kristin.martin@franklin.edu](mailto:kristin.martin@franklin.edu)

**Contact Person-Host:** **Kristin Martin, Great Lakes Region, Vice President**  
**Franklin University**  
[kristin.martin@franklin.edu](mailto:kristin.martin@franklin.edu)

**Zoom Link for virtual attendance for Thursday, 10/13/22:**  
<https://franklin.zoom.us/j/93798318350?pwd=cDdnNVITL2lqNGhJUCtOSUM2Ly9EQT09>

**Zoom Link for virtual attendance for Friday, 10/14/22:**  
<https://franklin.zoom.us/j/95266322782?pwd=eDNJcjdZVE1YXRKcmwyZ25BRFdldz09>

**All times are listed in Eastern Standard Time**

## LODGING

*Please Note: Delegates are responsible for arranging their own transportation and lodging.*

### Home 2 Suites by Hilton - Columbus

- Location: 412 East Main Street, Columbus, Ohio, 43215
- Phone: 614.569.7760
- Contact Person: Craig Tremblay - 614-569-7760 opt 2.
- Hotel website: [https://www.hilton.com/en/hotels/lckcoht-home2-suites-columbus-downtown/?cid=&WT.mc\\_id=&dclid=&gclid=&AWC=](https://www.hilton.com/en/hotels/lckcoht-home2-suites-columbus-downtown/?cid=&WT.mc_id=&dclid=&gclid=&AWC=)

**CONFERENCE AGENDA**  
**Thursday – October 13, 2022**

- 8:30 - 9:25 a.m.**      **Registration and Breakfast**  
Location: Franklin University, Fisher Hall, Room 168
- 9:25 - 9:30 a.m.**      **Welcome to the Conference**  
*Alan Cook, Great Lakes Regional President*
- 9:30 - 10:10 a.m.**      **Session 1 – Fostering Greatness – Equipping Students and Graduates for the Dynamic Workplace**  
*Dr. Adrienne Elizabeth Ford – University of St. Mary (face-to-face or virtual)*
- 10:10 - 10:20 a.m.**      **Mid-morning break**
- 10:20 - 11:00 a.m.**      **Session 2 – Virtually Unprepared, Prepared for Virtual Delivery**  
*Brett Berger, M.S.M.: Chair & Assistant Professor of Sports Management*  
*Jonathan Farrell, M.B.A.: Chair & Assistant Professor of Marketing*  
*Lourdes University College of Business and Leadership (virtual)*
- 11:00 – 11:40 a.m.**      **Session 3 – Leadership Skills for Today**  
*Tim Reyman - Chair of the Doctorate of Business Administration Program, Franklin University*
- 11:45 - 1:15 p.m.**      **Luncheon**
- 1:15 – 1:55 p.m.**      **Session 4 – How to get students to show up and engage during online live class sessions – Panel Discussion**  
*Dr. Bruce Ramsey, Chair, Undergraduate Marketing Program, Franklin University; Dr. Doug Ross, Chair, Business Administration Program, Franklin University; Dr. Beverly Smith, Chair, Applied Mgmt, Leadership & Management, Energy Management & Entrepreneurship (F2F and virtual)*
- 1:55 – 2:05 p.m.**      **Early-afternoon break**
- 2:05 - 2:45 p.m.**      **Session 5 – An Update on Franklin University’s Doctoral Studies**  
*Dr. Wendell Seaborne, Dean, Doctoral Studies & Academic Research, Franklin University*
- 2:45 – 2:55 p.m.**      **Mid-afternoon break**
- 2:55 – 3:35 p.m.**      **Session 6 – The New Reality of Student Engagement**  
*Lois McWhorter, Vonda Moore, and Stephanie Thacker – University of the Cumberlands*
- 3:35 - 4:05 p.m.**      **Session 7 – Using Net Promoter Score and other Student Satisfaction Measures for Continuous Improvement in Business Schools: A case study**  
*K. Caleb Chan, Spring Arbor University*
- 4:05 – 5:00 p.m.**      **Networking**
- 6:00 p.m.**      **Dinner with the Group for Face-to-Face Participants**  
Location to be announced

**CONFERENCE AGENDA**  
**Friday – October 14, 2022**

**8:30 - 9:00 a.m.**

**Registration and Breakfast**

Location: Franklin University, Fisher Hall, Room 168

**9:00 – 10:00 a.m.**

**Session 8 – Intrapreneurialism**

*Dr. Irena Yashin-Shaw – Global Intrapreneurs Institute, Founder and CEO (virtual)*

	<div><b>Dr. Irena Yashin-Shaw</b><ul style="list-style-type: none"><li>- Founder &amp; CEO: Global Intrapreneurs Institute</li><li>- Visiting Global Professor: The Ohio State University</li><li>- Visiting Postgraduate Lecturer: Corporate Entrepreneurship &amp; Change, Griffith Uni.</li><li>- Editor-in-Chief: Intrapreneur Magazine</li><li>- Author: Intrapreneur AND Leading in the Innovation Age</li></ul><p>P: 0411 330 301 E: irena@drirenayashinshaw.com W: www.drirenayashinshaw.com</p></div>
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*You may purchase Dr. Yashin-Shaw's book using the following link:*  
<https://drirenayashinshaw.com/product/intrapreneur/>

**10:00 - 10:10 a.m.**

**Mid-morning break**

**10:10 - 10:50 a.m.**

**IACBE Update**

*Dr. Ted Collins, IACBE President (virtual)*

<https://franklin.zoom.us/j/95266322782?pwd=eDNJcjdZVE1YXRKemyZ25BRFdldz09>

**10:50 – 11:20 a.m.**

**Business Meeting**

*Great Lakes Region: Dr. Alan Cook, Regional President (onsite)*

<https://franklin.zoom.us/j/95266322782?pwd=eDNJcjdZVE1YXRKemyZ25BRFdldz09>

**11:20 - 11:30 a.m.**

**Closing Remarks**

Kristin Martin, Vice President, and Host

**11:30 a.m. – 12:00 p.m.**

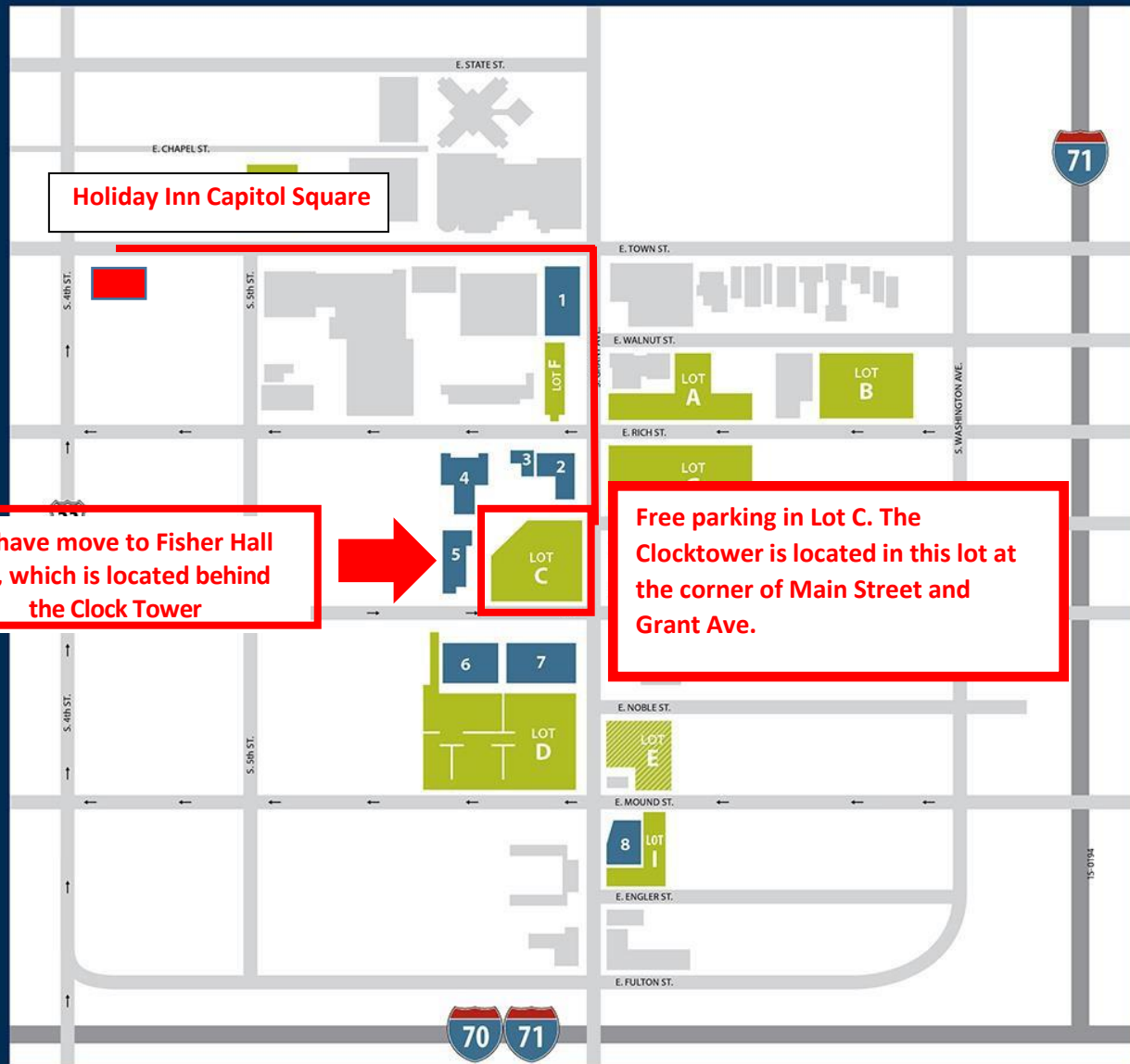
Box lunches are available for the face-to-face participants that need to travel, or you may stay and join others for an informal lunch!

*Thank you  
for  
Attending*



# Franklin University

## MAIN CAMPUS MAP



**Holiday Inn Capitol Square**

**We have move to Fisher Hall 168, which is located behind the Clock Tower**

**Free parking in Lot C. The Clocktower is located in this lot at the corner of Main Street and Grant Ave.**

- 1 FRASCH HALL ..... 201 S. GRANT AVE.
- 2 PAUL J. OTTE STUDENT SERVICES CENTER ..... 331 E. RICH ST.
- 3 PRESIDENT'S OFFICE ..... 321 E. RICH ST.
- 4 ALUMNI HALL AND ROSS AUDITORIUM ..... 301 E. RICH ST.
- 5 FISHER HALL ..... 300 E. MAIN ST.
- 6 285 E. MAIN ST.
- 7 PHILLIPS HALL ..... 303 S. GRANT AVE.
- 8 360 S. GRANT AVE.
- 9 236 E. TOWN ST. .... INTERNATIONAL INSTITUTE FOR INNOVATIVE INSTRUCTION (I4)

- Franklin University buildings
- Free parking for students and visitors
- Free parking for students and visitors after 5 PM