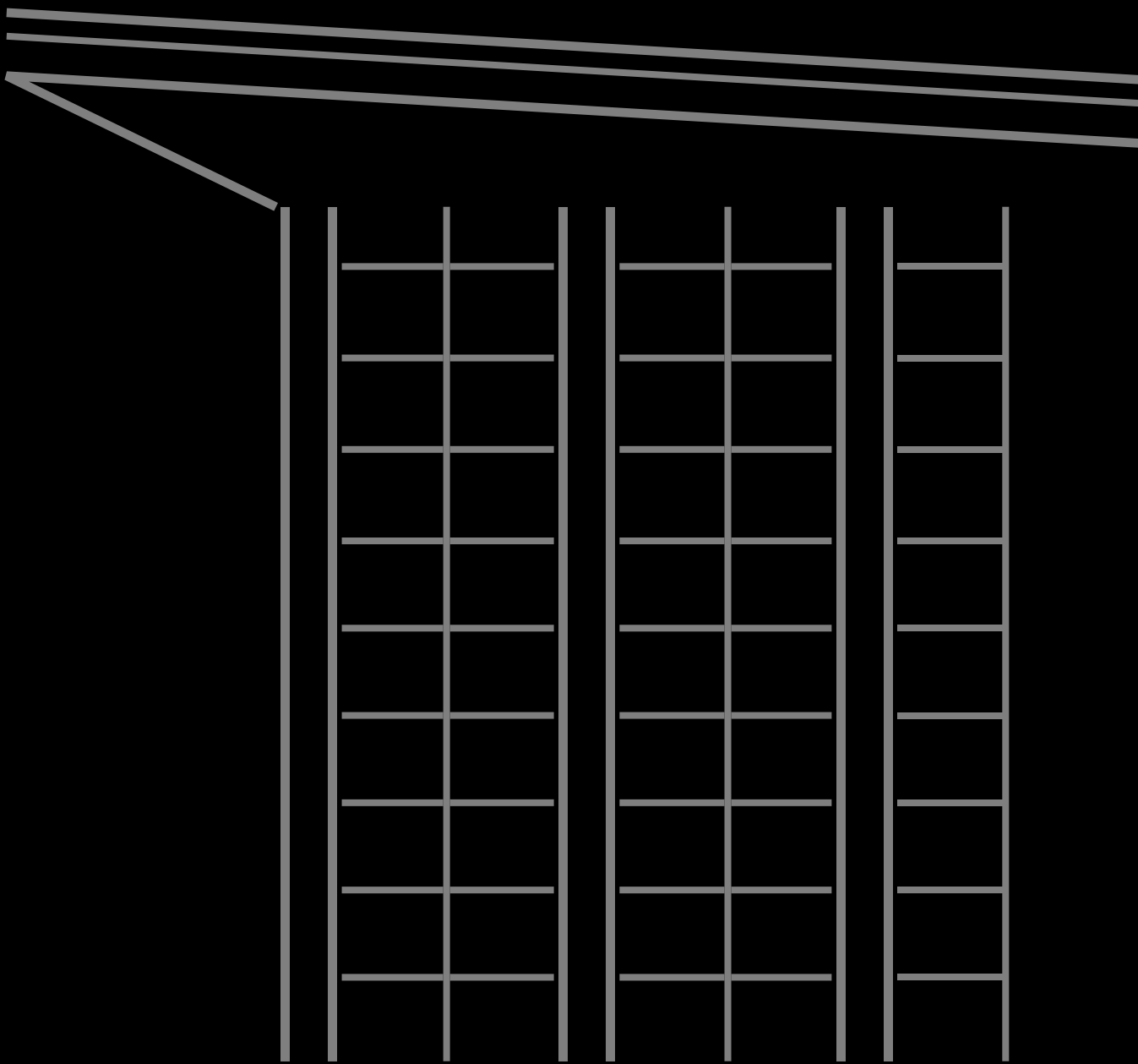


# ANNUAL REPORT 2019-20



# MESSAGE FROM THE DEAN



**WE ARE IN  
THE BUSINESS  
OF BUILDING  
SUCCESSFUL  
FUTURES™**

For over 50 years, the UCCS College of Business has been a leader in innovation and business education for the Pikes Peak Region. This year was no different. In many ways, the 2019-20 academic year was a remarkable demonstration of the College's mission to provide a vibrant, challenging, collaborative and responsive learning environment for students and the broader business community. Prior to my arrival as dean, UCCS moved to remote learning for the remainder of the spring 2020 semester out of safety for the campus community. Within days, the College of Business had shifted courses and work environments to an online format while maintaining the quality and integrity of each business program. Student success remained at the core of their efforts and they culminated a challenging semester with UCCS's very first virtual commencement ceremony to celebrate the Class of 2020.

The College of Business's response during these unprecedented times only reinforced my enthusiasm to serve as their new dean. Now that I begin my role as dean of the College of Business, I find myself reflecting on the many reasons I was drawn to UCCS and how we can maintain our momentum as we move forward. One particular reason I admire the College of Business is its people. The College is a product of the dedication from students, faculty, staff, alumni and community members, and they inspire every activity and accomplishment in this report. The 2019-20 Annual Report includes a few of those activities that reinforced our mission and exemplified engagement, impact and innovation.

The College of Business has been accredited by AACSB - the Association to Advance Collegiate Schools of Business - for over 30 years. We received notice this past semester that AACSB renewed the College of Business's accreditation for another five years. AACSB is the hallmark of excellence in business education and we are proud to offer this distinction to our students. We also celebrated the renewal of our Daniels Fund Ethics Initiative Collegiate Program at UCCS for another five years. The DFEI at UCCS ensures that we are producing ethical leaders in business through principle-based ethics education and resources.

There were many firsts for the College of Business this year that were accomplished in partnership with the business community. In fall 2019, we celebrated the launch of the R.O.A.R. program, which is a required career curriculum for all undergraduate students. At each phase of their college career, our students are seeking guidance, mentorship and experiential learning opportunities from local businesses and professionals. In October 2019, UCCS welcomed over 300 international attendees to discuss the challenges and integrity of world sport at the 2019 Play the Game Conference. This was the first time the Conference had been held in the U.S. and we were delighted to foster ethical discussions in sport management with leaders in the industry.

In February 2020, the College of Business received a grant from the U.S. Department of Labor to administer the Colorado Cybersecurity Apprenticeship Program, which will train workers for mid-level and advance-level cybersecurity roles. UCCS also hosted the Virtual International Business Information Systems Conference to engage in multidisciplinary discussions surrounding business computing applications. We are proud to offer a platform for thought-provoking and innovative research in the field of business analysis.

I encourage you to read through our 2019-20 Annual Report to learn more about our academic achievements and milestones, and how we can work together to strengthen the College of Business's vision, "We are in the business of building successful futures."

Best Regards,

Karen S. Markel  
Dean, UCCS College of Business



## UCCS COLLEGE OF BUSINESS

The UCCS College of Business was established in 1965 with a vision to build successful futures for students and the business community in the Pikes Peak Region and beyond. For over 50 years, the College of Business has offered innovative and industry-aligned curriculum to prepare professionals for a meaningful career in business. The College of Business is accredited by AACSB which ensures that our students receive a top quality business education.

A keystone of our College is the commitment to the Daniels Fund Ethics Initiative Collegiate Program at UCCS, which works to instill a higher standard of ethics in students. College of Business students receive personalized guidance from dynamic faculty with real-world experience in their field. The College of Business offers experiential learning opportunities at each stage of their academic journey, providing students with an immersive business education.

## OUR MISSION

As a College of Business serving Southern Colorado and beyond we provide a vibrant, challenging, collaborative and responsive learning environment. We offer comprehensive undergraduate degrees, select master's degrees and professional programs that emphasize principle-based ethical decision making. We support innovation and impact in our teaching, research and service.

## OUR VALUES

- STUDENT SUCCESS
- BUILDING RELATIONSHIPS
- EXCELLENCE, INTEGRITY AND PROFESSIONALISM
- INNOVATION

**30**  
**YEARS**  
OF AACSB ACCREDITATION



**25**  
**YEARS**  
OF ONLINE  
EDUCATION

**TOP 5**  
MILITARY FRIENDLY SCHOOL

**ONE OF**  
**8** **PGA & AACSB**  
**ACCREDITED**  
**PGA GOLF MANAGEMENT**  
**PROGRAMS**



**10** **YEARS**  
WITH THE DANIELS FUND  
ETHICS INITIATIVE  
COLLEGIATE PROGRAM

# ENGAGEMENT INNOVATION IMPACT



The College of Business is committed to continuous improvement and innovation. We are proud to offer events, programs and initiatives that serve our mission and provide educational and experiential learning opportunities for our students, faculty, staff alumni and the business community.

## R.O.A.R. Program Launches

In Fall 2019, the College of Business launched a mandatory career curriculum called the R.O.A.R. program. R.O.A.R., an acronym for Relationships, Opportunities, Acumen and Readiness, was developed by the College's Career Development Center after recognizing a mutual need from both students and the professional community for experiential learning opportunities, preparation and mentorship. The program is designed to prepare students for a seamless transition from college to career.



## International Play the Game Conference

UCCS hosted the 2019 Play the Game Conference in Colorado Springs, CO, which was the first time the international conference had been held in the U.S. throughout its 20-year history. Play the Game is an initiative run by the Danish Institute for Sport Studies, aiming at raising the ethical standards of sport and promoting democracy, transparency and freedom of expression in world sport. The conference was hosted by UCCS largely on the advocacy of the UCCS Sport Management Program and Dr. Spencer Harris. Several UCCS professors presented and 28 Sport Management students and alumni volunteered at the conference.

## Workforce Asset Map (WAM!)

WAM! is increasing their outreach by launching a new Applied Liberal Arts initiative that will increase UCCS enrollment, expand employment opportunities for students and fill critical job openings in the community. They have recently hired a "WAMBassador" who will be working to increase the visibility of WAM! in the local schools and business community. WAM! is a one-stop, free, online tool that helps job seekers, employers and students identify and easily access workforce-related resources within the Colorado Springs region. It was developed by UCCS Economic Forum, in partnership with other community leaders.



## NEW ACADEMIC PROGRAMS:

- BUSINESS ANALYTICS MINOR
- BS IN CYBERSECURITY MANAGEMENT
- COLORADO CYBERSECURITY APPRENTICESHIP PROGRAM (C-CAP)
- EXECUTIVE DOCTORATE IN BUSINESS ADMINISTRATION
- MBA IN CYBERSECURITY MANAGEMENT
- MBA IN SPORT MANAGEMENT
- R.O.A.R. PROGRAM

# ENGAGEMENT INNOVATION IMPACT

## UCCS receives \$6 million grant for C-CAP



The College of Business received a \$6 million grant from the U.S. Department of Labor to administer the Colorado Cybersecurity Apprenticeship Program, or C-CAP, to train workers for mid-level and advance-level cybersecurity roles. C-CAP will include five cybersecurity apprenticeship programs to align with industry needs for analysts, consultants, IT auditors, penetration and vulnerability testers and managers. Each program will require the completion of three courses and associated bootcamps for a total of 12 credit hours of college education that will bridge the gap between basic and mid-level cybersecurity skills. Students who complete the program will receive a minor in cybersecurity, a certificate in cybersecurity management and be eligible to take one of 10 industry-recognized certifications.

## Fuel Your Finances Fair with Ent Credit Union

The College of Business and Ent Credit Union partnered to offer the Fuel Your Finances Fair - an all-day event offering education, advice and tools to help UCCS students, faculty, staff, alumni and the business community take charge of their finances. Ent Credit Union employees offered walk-in style services including credit score analyses and coaching, student loan repayment consultations and TED-style talks about financial wellness. Attendees could also sign up for in-depth breakout sessions taught by Ent Credit Union professionals on a variety of money management subjects, including credit score overviews, investment fundamentals, car buying and retirement simulations.



## Mini-MBA generates over \$4.7M in financial impact

The UCCS Mini-MBA program celebrated its third cohort of graduates who each achieved more than \$75,000 in financial impact within their respective companies. The UCCS Mini-MBA is a 13-week, non-degree executive education program that offers professionals the opportunity to learn current business theory, research and best practices in an interactive environment. Participants then apply their new knowledge and skills in a capstone project that has a direct business impact of \$75,000 in a 75-day timeframe. The three cohorts of UCCS Mini-MBA program graduates have collectively achieved more \$4.7 million in financial impact for their companies, most of which are located in Colorado Springs.



## UCCS hosts Virtual International BIS Conference

UCCS hosted the 2020 Virtual Business Information Systems Conference June 8-10, 2020. The BIS Conference originated in 1997 to foster scientific discussions on the development, implementation and application of business information systems. It has since grown into a world renowned event that attracts a multidisciplinary audience of scientists, researchers and experts in business computing applications. The 2020 BIS Conference focused on the theme *Data Science and Security*. The sessions and workshops addressed the opportunities and implications of big data, the increasing threat to data security and how to utilize effective technology and practices to protect data assets.



# GUIDING STUDENTS THROUGH THEIR ETHICAL COMPASS

In January 2020, the Daniels Fund Board of Directors announced that UCCS will receive \$1.625 million over the next five years to support the Daniels Fund Ethics Initiative Collegiate Program 3.0 and the extension of the ethics champion program for schools of the Southern Colorado Higher Education Consortium. The Daniels Fund Ethics Initiative Collegiate Program at UCCS is a resource for principle-based ethics education, serving students, educators and the business community.

DFEI was launched at UCCS in 2010 as one of eight business schools of the Daniels Fund Ethics Initiative Collegiate Program. The program has since expanded to 11 institutions across Colorado, New Mexico, Utah and Wyoming. The program was incredibly successful at UCCS and the \$1.25 million grant was renewed by the Daniels Fund in 2015.

DFEI at UCCS was then expanded beyond the university in 2016, when the university received an additional \$120,000 to sponsor the inaugural Southern Colorado Higher Education Consortium (SCHEC) Ethics Champion program and lead a consortium of nine southern Colorado schools to promote principle-based ethics. Through this initiative, resources were offered for curriculum development, outreach and workshops with an opportunity for the selected Ethics Champions to be leaders for ethics education in southern Colorado. UCCS collaborated with nine partner institutions and served over 36,600 students across the southern half of the state.

DFEI at UCCS has a tremendous impact on students, faculty, staff and community throughout the region. Some other key successes of the initiative over the past five years include the launch of the Southern Colorado Education Consortium Summit, a business ethics case competition and sponsorship of numerous ethics speaker series, workshops, competitions and conferences including the internationally renowned Play the Game 2019 conference.



“We are deeply grateful for the renewal of the grant and the Daniels Fund’s enthusiasm and support for our program at UCCS that focuses on student learning in principle-based ethics across our campus and southern Colorado,” said Dr. Tracy Gonzalez-Padron, director of the Daniels Fund Ethics Initiative at UCCS and professor of marketing. “The continued support allows the College of Business to serve as a resource for ethics education and student experiential learning, while expanding our reach more broadly in southern Colorado, reinforcing the legacy of Bill Daniels.”

“**The continued support allows the College of Business to serve as resource for ethics education and student experiential learning, while expanding our reach more broadly in southern Colorado, reinforcing the legacy of Bill Daniels.**”

With the renewed grant in 2020, DFEI at UCCS plans to expand current initiatives and introduce several new programs including ethics integration into the Career Development Center’s Relationships, Opportunities, Acumen and Readiness (R.O.A.R.) program; the launch of a student ethics ambassadors program; and an expansion of the SCHEC Ethics Champions program to introduce an “Ethics on the Road” series and host additional conferences for students and educators throughout southern Colorado.

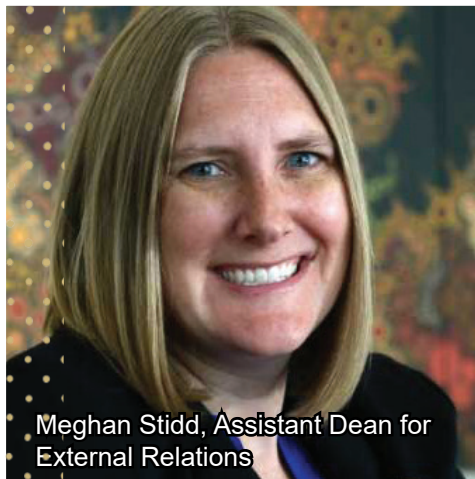
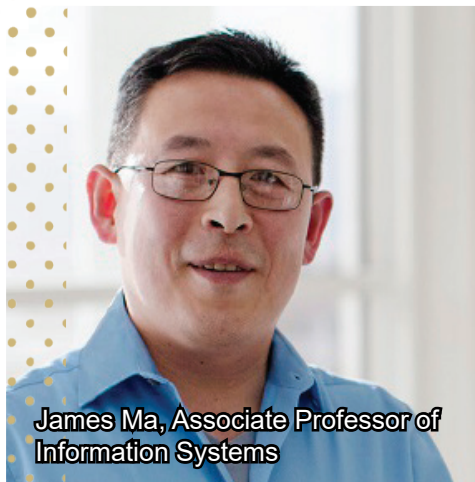
## DANIELS FUND ETHICS INITIATIVE COLLEGIATE PROGRAM AT UCCS

**10 YEARS**  
WITH THE DANIELS FUND  
ETHICS INITIATIVE  
COLLEGIATE PROGRAM

**UCCS REACH**  
(2018-19)  
**11,935 STUDENTS**  
**2,617 COMMUNITY MEMBERS**  
**962 EDUCATORS**

**55 UCCS ETHICS FELLOWS**

**SCHEC REACH**  
(2016-19)  
**36,600 STUDENTS SERVED**  
**9 PARTNER INSTITUTIONS**  
**28 ETHICS CHAMPIONS**



## INDUSTRY-LEADING FACULTY & STAFF

### MA RECEIVES PRESIDENT'S VOLUNTEER SERVICE AWARD

Dr. Jian "James" Ma received the Gold-level President's Volunteer Service Award. The award was founded by the President's Council on Service and Civic Participation to recognize volunteers in the U.S. who positively affect their communities through high-impact service work. Ma serves as the principal of the Denver Chinese School, which offers comprehensive language and cultural education to students from pre-k to high school.

### STIDD NAMED COLORADO SPRINGS BUSINESS JOURNAL RISING STAR

Dr. Meghan Stidd, Assistant Dean for External Relations, was named a Colorado Springs Business Journal Rising Star for her efforts in connecting the College to the local business community. In two years, she established 100 new connections with employers for business students. Stidd also serves as the Vice President for Region 6 of the Cooperative Education and Internship Association and sits on the national research committee. She also served as the President of the Winter Night Club.

### BRADLEY-GEIST RECEIVES OUTSTANDING INTELLECTUAL CONTRIBUTIONS AWARD

Dr. Jill Bradley-Geist was awarded the College's Outstanding Intellectual Contributions Award for multiple articles in the Journal of Business Ethics, International Journal of Organizational Theory and Behavior and the Journal of Vocational Behavior. She also presented "Emotional Intelligence, Affective Forecasting and Police Recruit Performance" at the Society for Industrial and Organizational Psychology in Washington D.C.

### GARDNER RECEIVES COLLEGE'S LIFETIME ACHIEVEMENT AWARD

Dr. Don Gardner received the 2020 Lifetime Achievement Award for 39 years of service to the College of Business. During his tenure, Don served as the Chair of the Management Department, Director of the Distance MBA Program and he became the College's first Associate Dean. Don ranks in the top 10 among all UCCS research-active faculty with over 40 peer reviewed journals, one book, three book chapters, over 30 presentations and 6,600 citations.

### GALLEGO-TOLEDO HONORED AS AN 'INSPIRING LATINO' BY AVANZA LATINO

Dr. Juan Gallego-Toledo was named an "Inspiring Latino" by Avanza Latino, an educational media organization that shares inspiring resources and shapes vital conversations around the Latino community. Dr. Gallego-Toledo was recognized for his professional experience and work in education. This year, he published his book "The Shadow of Bias on Leadership", which encourages readers to recognize and improve upon inherent biases.

### BACHELDOR EARNS HIGHEST PGA PROFESSIONAL DESIGNATION

Mark Bacheldor, Director of the UCCS PGA Golf Management program, earned the highest educational designation for a PGA member as a PGA Golf Master Professional in Teaching and Coaching. The prestigious designation is held by only 400 PGA Professionals among a network of 27,500 PGA Members. Bacheldor graduated from the UCCS PGA Golf Management program in 2008 and he became the program director in 2016.



## Richard Fierro's Atrevida Beer Co. wins Governor's Minority Business Award (MBA candidate)

Current MBA student and U.S. army veteran Richard Fierro and his wife, Jessica Fierro, won the Governor's first-ever Minority Business Award for their brewery, Atrevida Beer Co. According to the Colorado Office of Economic Development and International Trade (COEDIT), the award "recognizes for-profit businesses that have contributed to the economic diversity and success of minority communities across Colorado". Atrevida Beer Co. is the first Latin-owned brewery in Colorado run by a female Head Brewer. Their business slogan is "Diversity is on tap", which they prove through their commitment to diversity in business practices, community engagement, job creation, among many other efforts. In addition to owning Atrevida, Richard is the manager and deputy site lead of the Fort Carson Mission Training Complex.



## Astride advocating for foster youth (BS '19, MSA candidate)

Astride Mukabagula was born in the Democratic Republic of Congo and came to the U.S. in 2013 as a 17-year-old refugee, where she was placed with a foster family in Colorado Springs. Astride's goals were clearly defined: she would attend college and be the first in her family to earn her degree. In 2019, she earned her BS in Business from UCCS. Now, she is working toward another goal – becoming an influential voice for youth in the foster care system. Astride visited Washington D.C. as a delegate at the National Foster Youth Institute Shadow Day, an annual event giving current and former foster youth the opportunity to meet and speak with their members of Congress about child welfare issues. Astride hopes to establish a nonprofit supporting foster youth and she is currently pursuing her MSA at UCCS.



## Wendy graduates summa cum laude - with a degree 10 years in the making (BS '19)

Wendy Howe is a mom, a U.S. army veteran and a career professional at T. Rowe Price. In Fall 2019, she graduated summa cum laude with a business degree that she had been pursuing for a decade. Wendy is a successful business professional with a 16-year career at T. Rowe Price, but she had always felt a sense of inadequacy having never earned a college degree. So at 35 years old, Wendy went back to school on a personal journey to fulfill a lifelong goal. She began pursuing her Bachelor's of Business at UCCS in 2009 and for over 10 years, she dedicated herself to her courses, completing two classes at a time. While balancing work, school and family commitments, Wendy successfully earned her degree in 2019 and graduated at the top of her class.



## Lee launches startup, connecting communities together over a meal (BI '20)

Lee Haider knew he wanted to attend UCCS before he ever visited Colorado Springs. The North Dakota native packed his bags in pursuit of a startup culture with a degree that could support his passion for entrepreneurship: the Bachelor of Innovation program at UCCS. Lee learned firsthand the difficulties of meeting people when you come to a new city. He and a fellow student quickly recognized a need in Colorado Springs for an app that allows you to meet new people, face-to-face. By his junior year at UCCS, this concept became a reality. Utilizing resources such as The Garage at UCCS, his professors and local community professionals, Haider celebrated the launch of his company "Trof." Trof is an app that allows you to organize meet-ups at local restaurants to meet new friends and discover new food in your area. The app focuses on building community and supporting local businesses.

## SPECIAL THANKS

### DEAN'S STRATEGIC DEVELOPMENT BOARD 2019-2020

**Tom Arata**

Vice President Global Technology  
Platforms and Anchor Marketing at Ecolab  
MBA '87

**Kate Beatty**

Global Vice President, Learning and  
Organizational Development at Vertiv

**Vance Brown**

Chief Executive Officer at the  
National Cyber Security Center

**Steve Kaczmarek**

Owner/President at Borealis Fat Bikes

**Eric King**

Principal at Miles & Stockbridge  
MBA '96

**Becky Medved**

Chairwoman of the Dean's Strategic  
Development Board  
MBA '87

**Michael Murphy**

Group Vice President for Strategy at  
Centura Health

**Ray Nunn**

Chairman of the Board at  
Nunn Construction

**Dr. Eric Olson**

Interim Dean at the University of Colorado  
Colorado Springs College of Business

**Harry Salzman**

Broker at Salzman Real Estate Services

**Gene Sullivan**

BS '78

**Janet Suthers**

First Lady of the City of  
Colorado Springs  
MBA '89

**Wendel Torres**

Managing Partner at  
Reliant Construction

**Jane Young**

President and Chief Executive Officer at  
More Than Your Money, Inc.  
BS '82 MBA '89

### ALUMNI LEADERSHIP TEAM 2019-2020

**Garrett Gregg**

Alumni Association Co-Chair  
MBA '04

**Jane Hammoud**

MBA '98

**Becky Medved**

Chairwoman of the Dean's Strategic  
Development Board  
MBA '87

**Nicola Roark**

Alumni Association Co-Chair  
MBA '11

**Joan Schultz**

BS '81, MBA '85

### DEPARTMENT BOARDS 2019-2020

**Accounting & Finance**

[>> Board website](#)

**Business Analysis**

[>> Board website](#)

**Management**

[>> Board website](#)

**Marketing, Strategy &  
International Business**

[>> Board website](#)

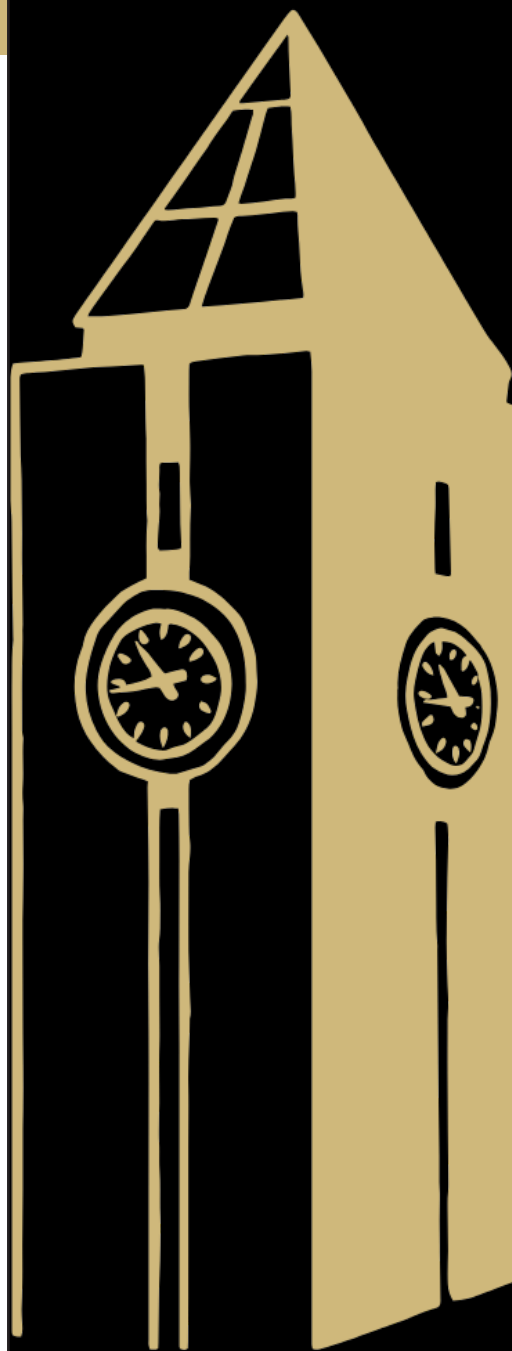
### EMPLOYER ADVISORY COMMITTEE

2019-2020

[>> Board website](#)

### R.O.A.R. PROGRAM ADVISORY COMMITTEE 2019-2020

[>> Board website](#)



**UCCS**  
**FUELS**  
**SUCCESS**



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus