

Cotsakos College of Business

Advisory and Advancement Council

Annual Report 2021

The Cotsakos College of Business Advisory and Advancement Council (AAC) helps advance the College's mission and strengthen the College's competitive position among public institutions of higher education in New Jersey and beyond. Members generously invest their time, talent, and treasure to help the College develop and implement strategies, programs, and activities to better serve students and the University community.

Membership consists of alumni and friends of William Paterson University across various business sectors ranging from financial institutions, investment firms, food service, real estate and management. Members include consultants and entrepreneurs.

Dean's Message

Thank you to the members of the AAC for your commitment to the success of our students. This is exemplified by you generously sharing your expertise, time, financial resources and social capital to advance the mission of the college.

During 2020-2021 AAC members invested tremendous time to engage with a range of university leaders on a variety of issues aimed at enhancing their understanding of the needs, challenges and opportunities of our students and university community. University leaders included:

Provost, Joshua Powers provided a primer on the current higher education landscape, innovative initiatives implemented by WP to address the emerging higher education paradigm, and shared ideas about the post-pandemic challenges and opportunities facing WP.

VP Institutional Advancement, Pamela Ferguson provided an update on her unit's accomplishments which included completion of a scholarship campaign 60% above goal, raising \$8.61 million in cash and commitments to advance the University's mission, and awarding 600 donor-funded scholarship worth approximately \$1.06 million.

CCOB department chairs, Professors Alexandros Panayides, Rajiv Kashyap and Sia Nassiripour shared information about the financial model of their departments, recent curricular innovations e.g., MBA Sales Strategy, Analytics, and Healthcare Economics and Management, and the on-going review of the BS Accounting program.

Director of Corporate and Foundation Relations, Rebecca Kalejaye provided an overview of the unit's proactive pursuit of relationships with corporations and foundations to support WP's priorities; shared examples of CCOB relationships with corporations and foundations; and highlighted current opportunities for corporations and foundations to partner with the CCOB.

Interim Director, Career Development Center, Mary Alice Barrows shared information about the new Handshake Student Career Management platform and the University internship program.

Also, during 2020-2021 AAC members actively participated in the Foundation's Annual Legacy Gala and Golf Outing, provided \$15,000 of scholarship for the COIN 2020 Boot Camp participants, and supported the College's Student Emergency Fund with \$2,300.

A special thank you to Messrs. Vlad Zherenovskiy and Jeff Hipschman for their dedicated and committed service to our students through the AAC. Their service is greatly appreciated by all members and partners of the University. As they depart the AAC wish them continued success in their future endeavors.

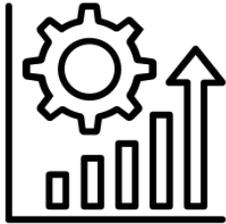
Advisory and Advancement Council Roster

First Name	Last Name	Company	Title
Marlon	Addison	Eastern Dental Management	Vice President of Growth and Payor Relationships
Justin	Black	Valley Bank	Executive Vice President/Chief Experience Officer
John	Cina	Lakeland Bank	Vice President - Asset Recovery
Maureen	DeCicco	WithumSmith+Brown, PC	Partner/CPA
Gregory	Makowski	CFS Investment Advisory Services, LLC	Registered Investment Advisor-Partner/Managing Member
William	Mayo	Wakefern Food Corporation	Chief Administrative Officer
Michael	Mendillo	FirstService Residential	President - MidAtlantic
Jeffrey	Millar	MUFG Bank	Managing Director - Global Subsidiary Banking
Brad	Muniz	Sobel & Company LLC	Partner, Accounting and Auditing
Gary	Nazare	COGG Advisors LLC	Managing Partner
Funke	Olayinka	Grace Healthcare IT Consulting Inc. Co-owner of Nothing Bundt Cake (Wayne, NJ)	CEO
Robert	Paz	Railroad Construction Company	Chief Financial Officer
Maria	Rollins	KRS CPAs, LLC	Managing Partner
Mary Kay	Scucci		Retired SIFMA Managing Director
Raymond	Zachmann	Zachmann Alternative Concepts, LLC	Self Employed
Richard	Miller*	Williams, Caliri, Miller & Otley	President & Senior Member
* Honorary Member Alumni are highlighted in bold			

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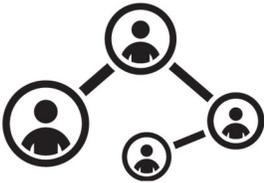
2020-2021 Accomplishments

Strategic Goal-Setting and Advancement



- The AAC increased efficiencies and strengthened its governance by updating the Bylaws, Committee Structure, and operating procedures, and developing goals for the committees.
- It laid the foundation for improved advancement initiatives by cleaning up and expanding its list of potential council members, donors, sponsors, and partners for the Cotsakos College of Business.

Purposeful Connections



- The Council assisted in the enhancement of the Professional Enrichment program and opportunities for students by recommending the restructuring of the program as a degree requirement for Business majors.

Diversification of Council



- Established a plan to recruit 3-5 new members to the Advisory and Advancement Council based on diversity in all its aspects to better reflect the diversity of our student body and their career interests.
- Two new members will be on boarded AY 2022. Their first meeting will be September 23, 2021.

Expert advice and insight



- Assisted with the development of a new Executive-in-Residence program to encourage more meaningful engagement in the life of the College by senior executives and emerging business leaders whose perspective can enhance the educational experience of students by helping them to connect theory to practice, providing career advice, industry insights and trends, and access to their business connections.
- Provided advice for restructuring the College's Accounting program and helped the CCOB connect with professional and regulatory leaders in NJ and nationally.

2022 Dean's Funding Priorities

Goals for Success

- **Affordability, Student Success:**

- ◊ Need-based scholarships to fund books, laptops computers, calculators, tuition, and classroom supplies.

Impact: Allows the students that most need to devote substantial-high-quality time to make satisfactory academic progress to do so rather than choosing to take on more debt and/or working more hours.

- ◊ Develop and implement Open Educational Resources (OER) for core business courses.

Impact: This will facilitate the development / upgrading of instructor and student resources and adaptive learning technologies.

- **Timely Graduation, Career Readiness:**

- ◊ Supplemental instruction and peer mentoring program to improve student performance in core business courses.

Impact: This will be piloted in 2021-2022 with students in six CCOB high enrollment core courses with consistently high failure rates.

- ◊ Enhancing Teaching Quality by providing opportunities for faculty to learn and adopt pedagogical best practices.

Impact: This will facilitate the study and dissemination of information about how students learn, opportunities for faculty mentorship, and developing, implementing, and evaluating innovative and potentially effective teaching approaches.

- **Career Readiness, Affordability:**

- ◊ Awards to broaden participation in experiential learning opportunities such as competition, internship, client projects, and research projects. Offering awards for students with unpaid opportunities and or needing to give up their jobs.

Impact: This will advance career readiness of all CCOB majors by providing more and better career and professional development opportunities.

- **Community Impact, Career Readiness:**

- ◊ Applied research by faculty with small and medium-sized enterprises and community organizations to develop teaching resources such as case studies.

Impact: This will promote impactful community engagement and support for the development of curriculum materials such as business cases for classroom use.

- **Enrollment Growth, Timely Graduation, Affordability:**

- ◊ Awards for high school student to complete dual enrollment courses and accelerate the time to complete their University studies.

Impact: This will help CCOB enroll students who are more ready to succeed and need fewer credits to complete their programs.

