



Southwestern Business Deans' Association

Annual Meeting

June 11-13, 2023

Hotel Santa Fe

Lead Sponsor:



Program as of 5/5/23

WHEN	WHAT	WHERE
Sunday, June 11		
3:00-4:00 pm	Board Meeting	Canyon Room
4:30-5:00 pm	Early Registration	Amaya Patio
5:00-7:00 pm	Welcome Reception Sponsored by Educational Testing Service Dinner on your own	Amaya Patio
Monday, June 12		
7:00-8:00 am	Breakfast Buffet	Amaya Patio
8:00 am	Registration	Kiva B
8:15 am	Welcome and Ice-Breaker Margaret Williams, Dean, Jerry S. Rawls College of Business, Texas Tech University, and SWBDA President	Kiva B and C
8:45-10:15 am	Sponsors' Welcome The Jack D. Ladd, Sr. Keynote Address: Business Education in a Globalized World Heather Wilson, President, University of Texas at El Paso Sponsored by Woody L. Hunt College of Business, University of Texas at El Paso	Kiva B and C
10:15-10:30 am	Break	Kiva B
10:30 am-12:00 pm	Session: Partnerships—University Collaborations with Development Corporations and Foundations Casey Yates, Director of Finance, Permian Strategic Partnership Sponsored by College of Business, University of Texas Permian Basin	Kiva B and C
12:00-1:15 pm	Lunch Buffet and Break Sponsored by Woody L. Hunt College of Business, University of Texas at El Paso	Amaya Patio

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1:15-1:45 pm	<p>Bobby G. Bizzell Innovative Achievement Award Presentation of the winning program Sponsored by Woody L. Hunt College of Business, University of Texas at El Paso; College of Business, University of Central Arkansas; and College of Business, University of Texas Permian Basin</p>	Kiva B and C
1:45-3:15 pm	<p>Session: Panel Discussion on Credentials and Up-Skilling</p> <ul style="list-style-type: none"> • Industry Perspectives—Kimberly Poelman, Coursera • Business School/Faculty Perspectives—Jim Payne, Dean, Woody L. Hunt College of Business, University of Texas at El Paso, and Steve Beach, Dean, College of Business, University of Texas Permian Basin 	Kiva B and C
3:15-3:30 pm	Break	Kiva B
3:30-5:00 pm	<p>Session: Panel Discussion on Further Disruption—The Evolving Role of Business School Deans in an Age of Rapid AI Advancements Marc Miller, Dean, and Greg George, Associate Professor of Economics and Director of the Center for Economic Analysis, School of Business, Middle Georgia State University</p>	Kiva B and C
6:00 pm	<p>Reception and Dinner Sponsored by Jerry S. Rawls College of Business, Texas Tech University</p>	Amaya Patio
Tuesday, June 13		
7:30-8:30 am	Breakfast Buffet	Amaya Patio
8:30-9:00 am	<p>SWBDA Business Meeting, Margaret Williams presiding Including voting on revised Constitution and Bylaws</p>	Kiva B and C
9:00-10:30 am	<p>AACSB Update Maria Baltar, Regional Head Americas, AACSB</p>	Kiva B and C
10:30-10:45 am	Break	Kiva B
10:45-11:30 am	<p>Session: Facing Financial Challenges Ed Bashaw, Dean, School of Business, Emporia State University</p>	Kiva B and C
11:30 am-12:15 pm	<p>Benchmarking Discussion—Interactive Session Margaret Williams and Jim Payne, facilitators</p>	Kiva B and C
12:15 pm	Adjournment	
12:30-2:00 pm	Board Lunch and Meeting	Library