



Southwestern Business Deans' Association

Annual Meeting Program

June 23-25, 2024

Hotel Santa Fe

Lead Sponsor: Edivantis

WHEN	WHAT	WHERE
Sunday, June 23		
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 Coursera	Amaya Patio
	Dinner on your own	
Monday, June 24		
7:00-8:00 am	Breakfast Buffet Sponsored by ETS	Amaya Patio
8:00 am	Registration	Kiva B
8:15 am	Welcome Jim Payne, Dean, Spears School of Business, Oklahoma State University, and SWBDA President	Kiva B and C
	Corporate Sponsors' Welcome	
8:30-10:00 am	Growing Funded Research: An Opportunity (and Challenge) for Business Deans Warren Burggren, Consultant with Global Proposal Solutions Sponsored by College of Business, University of Texas Permian Basin	Kiva B and C
10:00-10:15 am	Break	Kiva B
10:15-10:45 am	AI in the Business School: AI as the New Currency Kimberley Poelman, Campus Partnerships, Coursera; Margaret Williams, Dean, Rawls College of Business, Texas Tech University; Marilyn Wiley, Dean, G. Brint Ryan College of Business, University of North Texas Sponsored by Coursera	Kiva B and C
10:45 am-12:00 pm	Lead Sponsor Session*: Playbook for Optimizing Graduate Business Revenue in AY25/AY26 Steve Shriberg, Associate Vice President, Consulting Services, Edivantis Sponsored by Edivantis	Kiva B and C
12:00-1:15 pm	Lunch Buffet Sponsored by Woody L. Hunt College of Business, University of Texas at El Paso	Amaya Patio

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WHEN	WHAT	WHERE
1:15-2:00 pm	GMAC/GMAT Updates: Building a Successful Cohort through Evaluation and Preparation Ramnik Aulakh, Senior Market Development Manager, Americas and LATAM, and Shikhar Gupta, Associate Manager, Digital Marketing, Americas, GMAC	Kiva B and C
2:00-3:15 pm	Generative AI and the Future: Business School Education Directions Ramesh Sharda, Vice Dean for Research and Graduate Programs, Spears School of Business, Oklahoma State University	Kiva B and C
3:15-3:30 pm	Break	Kiva B
3:30-5:00 pm	The Jack D. Ladd, Sr. Keynote Address: The Poker of Business Steven Lipscomb, Executive Director of the Alderson & Griffin Center for Family Business & Entrepreneurship, Rawls College of Business, Texas Tech University	Kiva B and C
6:00 pm	Reception and Dinner Sponsored by Spears School of Business, Oklahoma State University	Amaya Patio
Tuesday, June 25		
7:30-8:30 am	Breakfast Buffet Sponsored by Rawls College of Business, Texas Tech University	Amaya Patio
8:30-9:00 am	SWBDA Business Meeting Jim Payne presiding	Kiva B and C
9:00-10:00 am	AACSB Updates/Societal Impact Initiatives Stephanie Bryant, Executive Vice President, Chief Accreditation Officer, and Managing Director, Americas, AACSB International	Kiva B and C
10:00-10:15 am	Break	Kiva B
10:15-11:00 am	Societal Impact Initiatives Panel Steve Beach, University of Texas Permian Basin, moderator; Ed Bashaw, Emporia State University; Michelle McEacharn, University of Louisiana Monroe; Bob Scherer, Trinity University; Latisha Settlege, University of Arkansas at Fort Smith, panelists	Kiva B and C
11:00 am-12:00 pm	Bobby G. Bizzell Innovative Achievement Award Presentation of the winning program Sponsored by GMAC	Kiva B and C
12:00 pm	Adjournment	
12:30-2:00 pm	Board Lunch and Meeting	Canyon Room

*Short Description of Lead Sponsor Session: The graduate business student market—who’s enrolling, their preferences for programs, delivery models, marketing, recruitment, etc.—continues to change rapidly, and those who are not proactively game-planning for today’s (and tomorrow’s) realities will struggle to succeed. In this session, I provide an updated playbook for optimizing graduate business revenue in AY25 and AY 26. While some of the high-level topics will not be new (“Being online is important...”), others might be (“...so is optimizing for visibility in AI tools!”). I will get into details on the latest data and market intelligence, plus Eduvantis’ perspectives on it all, so you will walk away from this session with fresh, relevant information and takeaways regardless of your baseline.