



Southwestern Business Deans' Association

Annual Meeting Program

As of 5/7/25

June 8-10, 2025

Hotel Santa Fe

Lead Sponsor: Eduvantis

WHEN	WHAT	WHERE
Sunday, June 8		
3:00-4:00 pm	Board Meeting	Library
4:00-5:00 pm	Early Registration	Amaya Lounge
5:00-7:00 pm	Welcome Reception Sponsored by College of Business, Louisiana Tech University	Amaya Garden
	Dinner on your own	
Monday, June 9		
7:00-8:00 am	Breakfast Buffet Sponsored by ETS	Kiva B
8:00 am	Registration	Kiva B
8:15 am	Welcome Steve Beach, Professor of Practice, Pamplin College of Business, Virginia Tech, and SWBDA President	Kiva C
	Corporate Sponsors' Welcome	
8:30-10:00 am	The Jack D. Ladd, Sr. Keynote Address: 10 to 25—How We Communicate with This Generation of Students David Yeager, professor of psychology at the University of Texas at Austin and cofounder of the Texas Behavioral Science and Policy Institute Sponsored by G. Brint Ryan College of Business, University of North Texas	Kiva C
10:00-10:15 am	Break	Kiva B
10:15-10:45 am	Session: Texas A&M University System Colleges of Business—Coursera Integration: Pilot Analysis and Best Practices Amjad Abdullat, Dean, Engler College of Business, West Texas A&M University; Luis Pérez-Batres, Dean, Sanchez School of Business, Texas A&M International University; and Kimberley Poelman, Enterprise Account Manager, Coursera Sponsored by Coursera	Kiva C
10:45 am-12:00 pm	Session: The International Admissions Landscape David Attis, Managing Director, Strategic Research, Education Advisory Board; and Pieter Vermeulen, Senior Director, International Recruitment, University of North Texas	Kiva C

12:00-1:15 pm	Lunch Buffet	Kiva B
1:15-2:00 pm	Bizzell Award Session Sponsored by Spears School of Business, Oklahoma State University	Kiva C
2:00-3:15 pm	Lead Sponsor Session: Title TBA Steve Shriberg, Vice President and Partner, Eduvantis Sponsored by Eduvantis	Kiva C
3:15-3:30 pm	Break	Kiva B
3:30-5:00 pm	Session: Evaluating Soft Skills in the Admissions Process Renee Ford, Instructional Designer, Smeal College of Business, Pennsylvania State University Sponsored by Acuity Insights	Kiva C
6:00 pm	Reception and Dinner Sponsored by Pamplin College of Business, Virginia Tech	Amaya Patio
Tuesday, June 10		
7:30-8:30 am	Breakfast Buffet Sponsored by Bill Munday School of Business, St. Edward's University	Kiva B
8:30-9:00 am	SWBDA Business Meeting Steve Beach presiding	Kiva C
9:00-10:00 am	Session: Refreshing AACSB's Global Standards Tim Mescon, Vice President, Americas—Growth & Engagement, AACSB	Kiva C
10:00-10:15 am	Break	Kiva B
10:15-11:00 am	Session: Navigating the New Environment for Business Schools Steve Beach, Professor of Practice, Pamplin College of Business, Virginia Tech; Chris Martin, Dean, College of Business, Louisiana Tech; and Marilyn Wiley, Dean, Ryan College of Business, University of North Texas	Kiva C
11:00 am-12:00 pm	Session: AI as an Administrative Tool in Universities and Business Schools Interactive session—leaders TBD	Kiva C
12:00 pm	Adjournment	
12:30-2:00 pm	Board Lunch and Meeting	Library