



Southwestern Business Deans' Association

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### COORDINATOR

Marsha Whitney  
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Email: marsha@mawhitney.com

January 7, 2026

Dear SWBDA member (or prospective member),

The Bobby G. Bizzell Innovative Achievement Award recognizes business programs that have demonstrated innovative excellence. The winner receives a plaque and a check for \$2,500. The award is presented by the Southwestern Business Deans' Association (SWBDA). Submissions may relate to any aspect of business programs, such as curriculum design, teaching, program development, outreach, or administration.

I would very much appreciate your calling the award to the attention of faculty and administrators in your colleges or schools who have engaged in innovative programs and whom you might encourage to submit an application. SWBDA will present the award on Monday, June 15 during the annual meeting in San Antonio, Texas (June 14-16). The winning program must send a representative to share their innovations and accept the award.

The next page provides details for submitting an application. The deadline for receipt of materials is April 1, 2026. Submissions dated (email) or postmarked (postal mail) after April 1, 2026 will not be considered. All submissions will be acknowledged upon receipt, and the winner will be notified no later than May 1, 2026.

**Please note that institutions submitting an application must be current SWBDA members to be eligible for the award.** The list of current members is available on the Our Members page at [swbda.org](http://swbda.org).

If you have any questions concerning the Bizzell Award or the Association, please contact me at my phone number or email address provided on this page.

Sincerely,

Marsha Whitney  
SWBDA Coordinator



Southwestern Business Deans' Association

## **BOBBY G. BIZZELL INNOVATIVE ACHIEVEMENT AWARD**

### **INSTRUCTIONS FOR SUBMISSION OF APPLICATION**

The Southwestern Business Deans' Association (SWBDA), in an effort to encourage innovation and continuous improvement in business education, is soliciting nominations of business programs that demonstrate innovative excellence. Business deans, program directors, and faculty are encouraged to submit information concerning innovative programs in their business schools.

**The most innovative program will be recognized at the SWBDA Annual Meeting, June 14-16, 2026 at the Hotel Valencia in San Antonio, Texas. The winning program will receive a plaque and a check for \$2,500. The selected program must send a representative to make a presentation and accept the award. The award presentation is scheduled for Monday, June 15.**

#### **Innovative Programs**

The definition of an innovative program is purposely left vague to encourage all types of innovation and continuous improvement. Submissions may be for innovative programs in areas such as curriculum design, teaching, program development, outreach, administration, etc. Recent examples include:

- Ready for American Hospitality: A Multi-Course Collaboration that Produces Student Learning and Successful Refugee Resettlement
- Providing International Education Experiences to Non-Traditional Students: The UTEP-UWE Bristol Experience
- Experiences Implementing Microsoft Certification into our Curriculum
- Capstone II, Integrative Decision Making in Business
- The MBA Bootcamp: An Approach to Graduate Business Prerequisites
- Richards Barrentine Values and Ventures Competition
- Broncho Business Leadership Program
- Fostering Holistic Development and Belonging in First-Year Pre-Business Students: A Peer Leader Program

#### **Application Requirements**

**A business school may submit only one entry.** Application materials should show evidence of the achievement of outstanding innovation. Applications should consist of:

1. A cover letter showing the title of the program, name of the contributor, name and address of the school, telephone number, and email address.
2. A narrative of no more than four single-spaced pages in a 12-point font, explaining the innovative program and showing its achievements. This narrative should not contain the contributor's name or the school's name.
3. A letter of endorsement from the dean or department chair.

#### **Submission Methods and Deadline**

Send an email to [marsha@mawhitney.com](mailto:marsha@mawhitney.com) with materials attached. The subject of the email should be "Bizzell Award Application." Alternatively, mail your application to:

Marsha Whitney  
SWBDA Coordinator  
7408 Hackberry Dr  
Greenville TX 75402-8185

**Applications and supporting materials must be received by April 1, 2026. Submissions that are dated (email) or postmarked (postal mail) after April 1, 2026 will not be accepted. To be eligible for the award, the institution must be a current SWBDA member. The list of current members is available on our website, [swbda.org](http://swbda.org). The membership application form is available on the website as well.**