



Southwestern Business Deans' Association

Annual Meeting Program

(as of 5/23/26)

June 14-16, 2026
Hotel Valencia
San Antonio, Texas

**Conference Sponsor: James and Gail Ellis School of Business Leadership,
University of New Mexico**

WHEN	WHAT	WHERE
Sunday, June 14		
3:00-4:00 pm	Board Meeting	Sevilla Boardroom
4:00-5:00 pm	Early Registration	Naranja/Rotunda
5:00-7:00 pm	Welcome Reception Sponsored by College of Business, Louisiana Tech University	Naranja/Rotunda
	Dinner on your own	
Monday, June 15		
7:00-8:00 am	Breakfast Buffet Sponsored by ETS	Naranja/Rotunda
8:00 am	Registration	Verona 2
8:15 am	Welcome Marilyn Wiley, Dean, G. Brint Ryan College of Business, University of North Texas, and SWBDA President	Verona 2
	Corporate Sponsors' Welcome	Verona 2
8:30-10:00 am	The Jack D. Ladd, Sr. Keynote Address: Navigating the AI Revolution in Business Education Tawnya Means, PhD—Founding Partner and Principal, Inspire Higher Ed Sponsored by G. Brint Ryan College of Business, University of North Texas Pre-meeting download: AI in Business Education Report link https://inspirehighered.com/report	Verona 2
10:00-10:15 am	Break	Verona Foyer
10:15-11:30 am	Session: Reduced Hour Business Degree Programs—Guidelines and Implications Dr. Lynne Crosby, Vice President, SACSCOC Sponsored by Bill Munday School of Business, St. Edward's University	Verona 2

11:30 am-12:15 pm	Session: Building a Workforce-Ready Ecosystem through Industry Micro-Credentials Colleen Malloy, Coursera Sponsored by Coursera	Verona 2
12:15-1:15 pm	Lunch Buffet	Naranja/Rotunda
1:15-2:00 pm	Bizzell Award Session Sponsored by Spears School of Business, Oklahoma State University	Verona 2
2:00-2:45 pm	Session: Realities of, and Advice for, Succeeding in a Disrupted Business School Market Steve Shriberg, VP and Partner, Eduvantis Sponsored by Eduvantis	Verona 2
2:45-3:00 pm	Break	Verona Foyer
3:00-3:45 pm	Session: Graduate Admissions in a Time of Change: AI, Rankings, and Global Student Mobility Dale Turner, Associate Director of Educational Partnerships, ETS	Verona 2
3:45-5:00 pm	Session: The Dean and the Development Officer—Our Roles as Fundraisers Panel members TBA	Verona 2
6:00 pm	Reception and Dinner Sponsored by Carlos Alvarez College of Business, University of Texas at San Antonio	Naranja/Rotunda
Tuesday, June 16		
7:30-8:30 am	Breakfast Buffet	Naranja/Rotunda
8:30-8:45 am	SWBDA Business Meeting Marilyn Wiley presiding	Verona 2
8:45-10:00 am	Session: Changes to AACSB Global Standards Tim Mescon, VP Americas, AACSB International	Verona 2
10:00-10:15 am	Break	Verona Foyer
10:15-11:15 am	Session: Five Years of Societal Impact: Expectations and Guidance Tim Mescon, VP Americas, AACSB International Show and Tell—Bring your school's Table 9.1	Verona 2
11:15 am-12:30 pm	Statewide Breakout Interactive Sessions: What's on your Front Burner?—Assessing Risk by State State Roundtable Facilitators TBA	Breakouts in Verona 2
12:30 pm	Adjournment	Verona 2
12:30-2:00 pm	SWBDA Board Lunch and Meeting	Sevilla Boardroom