



MIHAYLO COLLEGE  
OF BUSINESS AND ECONOMICS

*Center for Leadership*

**Director**

**John E. Barbuto, Jr. (Jay) Ph.D.**

*Professor of Organizational Behavior and Leadership*

**Department of Management**

**Mihaylo College of Business and Economics**

**California State University, Fullerton**

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SGMH 5357C

**Year Established**

2009

**Year of Last Review**

None

April 1<sup>st</sup>, 2016

## **I. Executive Summary**

The Center for Leadership seeks to be the leadership voice for Mihaylo College of Business and Economics, California State University, Fullerton, and the Orange County community. It is through synergy that the Center has leveraged its partnership with the Orange County business community to propel its initiatives forward. For example the Annual Leadership Awards Luncheon thanks in large part to the Center for Leadership's business partners has grown in past three years from 90, 130 to over 210 in participants. The table sponsorship for this fundraising event has concurrently grown from \$11,000 (2014), \$ 36,500 (2015) to \$ 63,500 (2016).

The Center for Leadership generates revenue through its consultancy program, Annual Leadership Awards Luncheon, philanthropic giving and its beginning to seek external funding through grantsmanship. The Center has been 100% self-sustaining for the past 24 months.

## **II. Mission and Goals**

The Center for Leadership seeks to be the leadership voice for Mihaylo College of Business and Economics, California State University, Fullerton, and the Orange County community. The Center for Leadership has developed leadership capacity for Cal State Fullerton students and Orange County through premiere education, training and outreach. Excellence is achieved through strong industry partnerships and innovative programs.

## **III. Activities**

### **❖ *Bringing Learning to Work***

The Center for Leadership seeks to be the leadership voice for Mihaylo College of Business and Economics, California State University, Fullerton, and the Orange County community. By providing world class training facilitated by thought leaders in the industry, the Center for Leadership is positioned to be sought as a premium solution to business and leadership needs.

### **❖ *MBA Concentration in Organizational Leadership***

The Center for Leadership seeks to be the leadership voice for Mihaylo College of Business and Economics, California State University, Fullerton, and the Orange County community. The MBA Concentration in Organizational Leadership prepares Mihaylo graduates for executive roles. As Mihaylo College of Business and Economics promotes "Ready to Work, Ready to Lead" slogan the Center for Leadership delivers on that promise for MBA program.

❖ *Leadership Scholars Program*

The Center for Leadership seeks to be the leadership voice for Mihaylo College of Business and Economics, California State University, Fullerton, and the Orange County community. The Leadership Scholars Program prepares business students for their careers by providing a forum for knowledge transfer, wisdom development, professional development, networking opportunities, and a community of high achievers.

❖ *Annual Awards Luncheon*

The Center for Leadership seeks to be the leadership voice for the Orange County community. The Annual Leadership Awards Luncheon celebrates Excellence in Executive Leadership as well as Excellence in Leadership Development. The recognitions bestowed by Center for Leadership are fast becoming the hallmark of leadership excellence in this community.

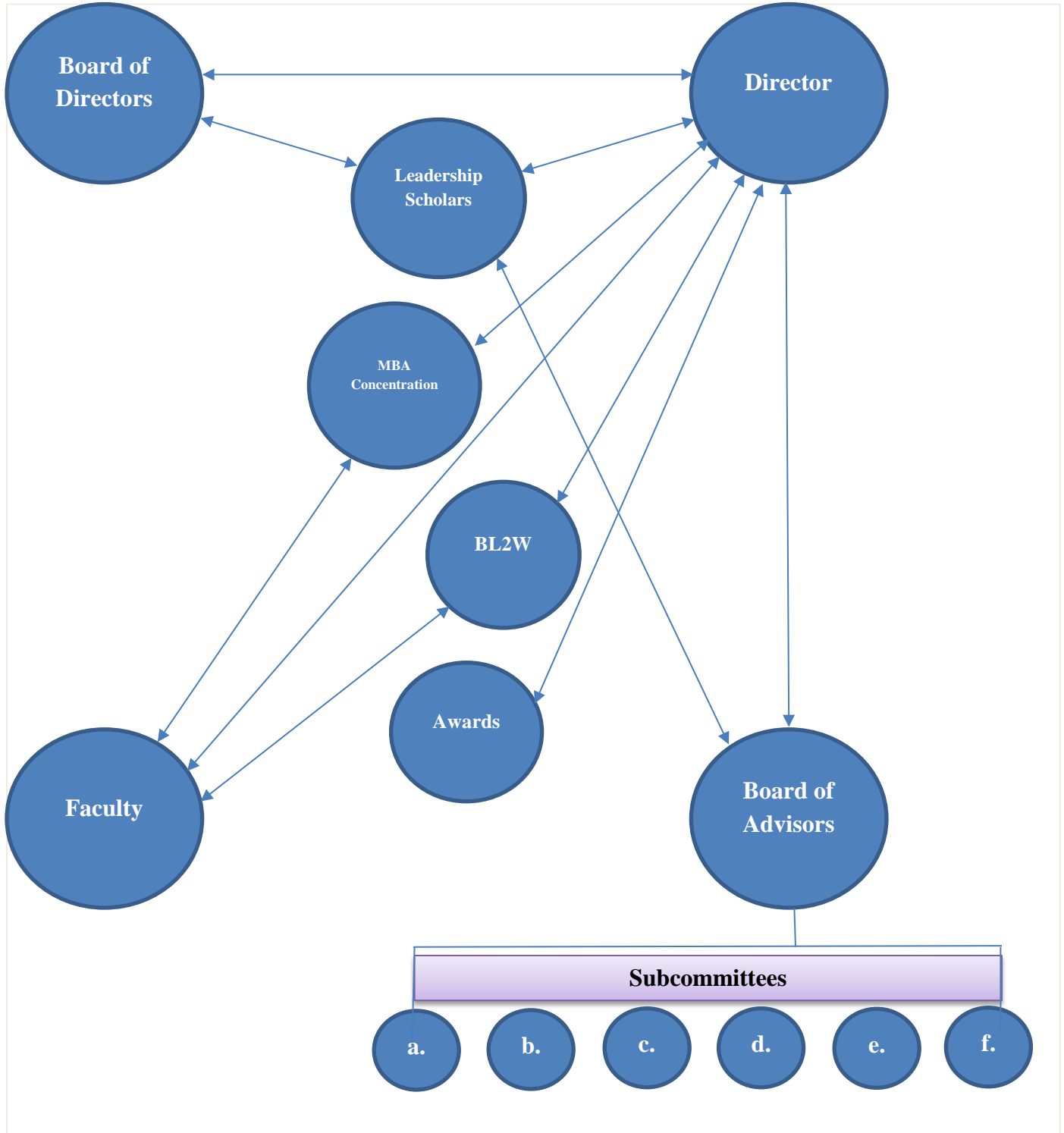
#### **IV. Organizational Structure and Governance**

**Board of Advisers** are partners with the Center for Leadership. These partnerships include hiring the Center to do consulting program through the Bringing Learning to Work initiative. These partnerships also include table sponsorship in the Annual Awards Luncheon. Most importantly, the Board of Advisers populates five sub-committees that oversee all of the Center for Leadership's initiatives:

- a. *Annual Awards Committee — Oversees the Annual Leadership Awards Luncheon.*
- b. *Academic Committee — Oversees the MBA concentration and other academic programs.*
- c. *Leadership Development Committee — Oversees the Bringing Learning to Work initiative.*
- d. *Board Development Committee — Oversees attraction, retention and reengagement of the board members.*
- e. *Stewardship and Finance Committee— Oversees the financial planning and budgeting.*
- f. *Special Projects Committee — Oversees the special projects.*

**Board of Directors** are investors in the Center for Leadership and its mission.

- The following diagram showing the Center for Leadership's structure. For more information please refer to appendix III. **Organizational Structure and Governance.**



**V. Resources and Sustainability**

**FINANCIAL REPORT FOR SELF-SUPPORT OF THE CENTER FOR LEADERSHIP**

**2013-2014 ACADEMIC YEAR**

**Center Expenses :**

Administrative Stipend to Director -	\$ 19,999.91
WTU – 1 course release per academic year -	\$ 12,000.00
Support Staff (25-35 hours per week) -	\$ 22,323.45
Marketing, Promotion, Materials -	\$ 1,201.24
Leadership Scholar's Events Catering -	\$ 2,064.16
Miscellaneous Expenses -	\$ 5,779.22

**TOTAL 2014-2015 Actual Expenses = \$ 63,367.98**

**Actual Income 2013-2014:**

Training Sessions	\$ 2,290.00
Board of Directors – (4 paying members)	\$ 4,790.00
Private Donations to the Center	\$ 2,500.00
Table Sponsorships	<u>\$ 11,000.00</u>
<b>Total Funds Generated</b>	<b><u>\$ 20,580.00</u></b>

*Shortfall by \$ 42,787.98*

**2014-2015 ACADEMIC YEAR**

**Center Expenses :**

Administrative Stipend to Director -	\$ 35,000.00
WTU – 1 course release per academic year -	\$ 12,000.00
Support Staff (25-35 hours per week) -	\$ 6,577.81
Marketing, Promotion, Materials -	\$ 3,321.68
Leadership Scholar's Events Catering -	\$ 2,064.16
Miscellaneous Expenses -	\$ 1,630.00

**TOTAL 2014-2015 Actual Expenses = \$ 60,593.65**

**Actual Income 2014-2015:**

Bringing Learning to Work (\$49,493.70 gross, Faculty Pay: \$11,993.85) Net:	\$ 37,499.85
Board of Directors – (4 paying members)	\$ 8,000.00
Private Donations to the Center	\$ 2,000.00
Table Sponsorships (\$ 36,500 gross, Expense: \$7,841.37) Net:	<u>\$ 28,658.63</u>
<b>Total Funds Generated</b>	<b><u>\$ 76,158.48</u></b>

*Exceeded by \$ 15,564.83*

**2015-2016 ACADEMIC YEAR**

**Center Expenses (Actual):**

Administrative Stipend to Director -	\$ 30,000.00
WTU – 1 course release per academic year -	\$ 12,000.00
Support Staff (25-35 hours per week) -	\$ 12,000.00
Marketing, Promotion, Materials -	\$ 4,249.05
Leadership Scholar's Events Catering -	\$ 2,064.00
Miscellaneous Expenses -	\$ 1,600.00

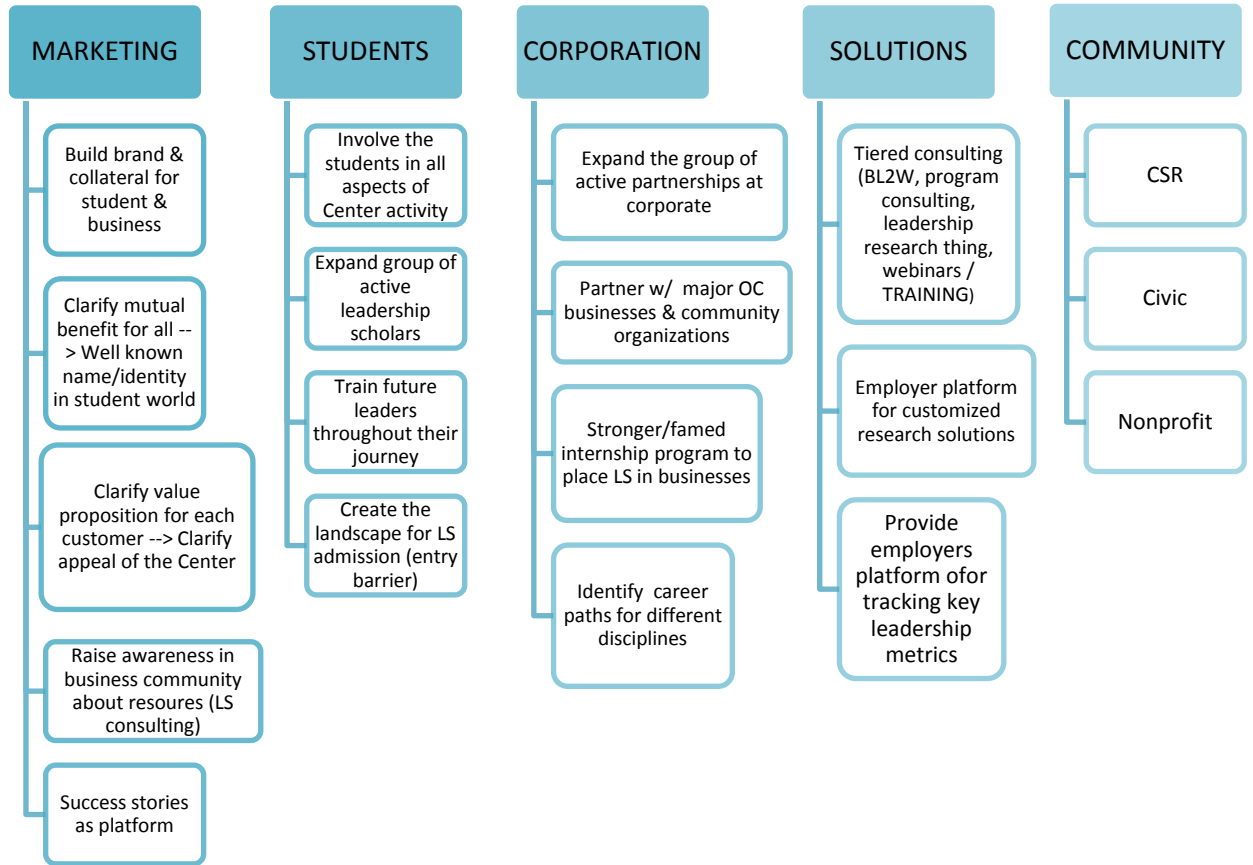
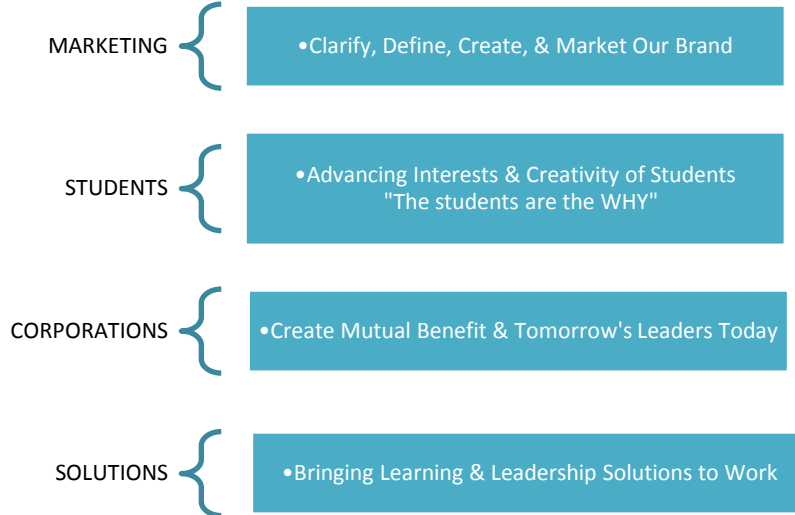
**TOTAL 2015-2016 Actual Expenses = \$ 61,913.05**

**Actual Income:**

Bringing Learning to Work (\$70,034.04 gross, Faculty Pay: \$20,300.00) Net:	\$ 49,734.04
Board of Directors – (4 paying members)	\$ 10,500.00
Private Donations to the Center	\$ 3,000.00
Table Sponsorships (\$ 63,500 gross, Expense: \$14,791.65) Net:	<u>\$ 48,708.35</u>
<b>Total Funds Generated</b>	<b><u>\$ 111,942.39</u></b>

*Exceeding by \$ 34,942.39*

**VI. Planning and Strategic Outlook**



## Appendix

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### I. Mission and Goal

- **Goal #1:** Our goal is to continue to provide business executive exposure to our undergraduate business students to enhance their networking skills, and build a community of leaders ("Ready to Work, Ready to Lead").

#### Objectives

1. 250 students with cumulative attendance for the 2015-2016 year
  2. 6 events per year
  3. 12 executive speakers per year
- **Goal #2:** Consulting programs of the Center will be its highest priority with the business community. The goal is to generate 36 engagements in 2015-2016. Thirty-Six engagements in the 2015-2016 year will represent the Center's capacity given the current number of faculty in the OB/HRM/Leadership areas.

#### Objectives

1. 36 engagements within the 2015-2016 year
  2. 32 Engagements: Gross Income = \$40,000
- **Goal #3:** The Center's board of directors will serve as a funding resource to advance its initiatives. Membership of the board will require at least \$2,500 annual giving. Enrollment in fund-generating activities will also be considered for board membership. The goal is to grow the membership from current level of one member to six in two years.

#### Objectives

1. 2015-2016 – Increase paid board membership to 8 members - \$25,000 membership.
  2. Increase board of membership to 6 by the end of 2015-2016 - \$25,000 annual giving.
- **Goal #4:** Our goal is to continue to recognize the top executive and top organization for its leadership development efforts. This event will be transitioned to fund-raiser this Fall 2014-2015 with a year-long campaign to seek title sponsorship and corporate sponsorship for this event.



## **Objectives**

1. \$10,000 sponsorships, net ticket sales= \$5,000

- **Goal #5:** the Center’s “Organizational Leadership” MBA concentration is a source of revenue for the College. It is the goal of the Center for Leadership to grow the concentration as follows.

## **Objectives**

1. 50 students enrolled by the end of the 2016-2017 school year.
2. 2015-2016 – Increase to 35 students total.

## **II. Activities**

### **Bringing Learning to Work**

Organizations are experiencing two incompatible trends – shrinking training budgets combined with growing human capital training needs. This forces organizations to stretch their training dollars to maximize the return on human capital investments. While many consulting companies offer training programs for hire – none can combine the content-knowledge and world-class facilitation of our award winning faculty-led program.

Each of our Bringing Learning to Work programs are led by full-time faculty in CSUF’s Mihaylo College of Business and Economics – our faculty presenters have Ph.D.s from top universities and have extensive industry experience consulting for organizations ranging from Fortune 100 companies to family-businesses to not-for-profit government organizations. Our faculty are engaged in cutting-edge research that makes them true “content-experts”. Our faculty research the topics they present – so your organization will get the latest research, the latest thinking, and the most practical information from their research fields - to apply in your organization.

### **MBA Concentration in Organizational Leadership**

This new MBA concentration in Organizational Leadership provides graduate students with an in-depth organizational leadership curriculum – featuring such topics as leadership dynamics, power/politics, organizational development, managing change, and team leadership skills. Mihaylo graduates from the Organizational Leadership Concentration will bring thoughtful and awe inspiring leadership skills to propel their executive careers. The Organizational Leadership Concentration represents the only leadership program embedded in an MBA program in California, making it the only leadership program with AACSB accreditation.

## **The Leadership Scholars Program**

Provides leadership development and networking opportunities for Mihaylo College of Business and Economics undergraduate students through a series of executive speakers, networking events, leadership development training, leadership coursework, off-site field trips, student leadership opportunities, and executive mentorship. Preparing for your career starts now and the leadership scholars program is here to jumpstart this process.

- **Mentoring Program**

Seniors and Juniors will be paired together with Sophomores and Freshman, respectively, and a series of educational and social events will be planned to bring the Mentors and Mentees together in supportive environments. These events would occur once per month, as part of the leadership scholars program, but will be in addition to the networking speaker events. Additionally, Juniors and Seniors will also be paired with a business executive to create a mentor/mentee relationship – this will give our Juniors and Seniors experience as both a mentor and mentee as they transition from new student, to advanced student, to early career professional.

- **Executive Shadowing Program**

The Leadership Scholars Program provides promising undergraduate students with opportunities to develop their leadership and learn from Orange County business executives through a series of featured speakers, training opportunities, and shadowing experiences. Executives regularly give back to the OC business community and help to develop the future of OC businesses human capital by Mentoring Leadership Scholars. More employees in the OC business community graduated from CSUF than any other University in the world—now you can add value to this process and make a difference for a graduating senior.

## **Annual Awards Luncheon**

- **Excellence in Executive Leadership**

This award recognizes outstanding Orange County or Southern California executives who have demonstrated exemplary success in one or more of the following: *Innovation, Growth, Cultural Change, or Strategy.*

- **Excellence in Leadership Development**

This award recognizes outstanding Orange County or Southern California organizations that have excelled in developing its human capital as evidenced by its organizational policies and creative leadership development programming.

### III. Organizational Structure and Governance

#### *Director*

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**John E. Barbuto, Jr. (Jay) Ph.D.**

*Professor of Organizational Behavior and Leadership*

Department of Management

Mihaylo College of Business and Economics

California State University, Fullerton

#### *Board of Directors*

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**Joe Moderow**

Fmr. Senior Vice President/Legal & Public  
*Affairs United Parcel Service (UPS)*

**Richard Ramsey**

Vice President of Human Resources  
*Walt Disney International*

**Ronald Stein**

Vice President of Business Development  
*PTS Staffing Solutions*

**Todd Taylor**

Executive Vice President and CFO  
*Impac Mortgage*

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#### *Board of Advisors*

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**Marian Anderson**

Director, Talent Management  
*Edwards Life sciences*

**Melissa Beck**

CEO/President  
*Big Brothers Big Sisters- Orange County*

**Jeff Black**

Partner  
*McDermott & Bull Executive Search*

**Alison Blackwell**

Senior Vice President Global Human Resources  
*Beckman Coulter*

**Susan Bowman**

Fmr Senior Vice President Human Resources  
*Emulex*

**Joe Chatelle**

Principal  
*Mercer*

**Gregory Cleveland**

Vice President Talent Development Human  
Resources  
*Pacific Life*

**Andy Euser**

Executive Vice President and Chief Human  
Resources Officer  
*Ventura Food*

**Gary Green**

Executive Vice President and Manager  
*California Bank and Trust*

**Terry Goldfarb-Lee**

Senior Director Business Development  
*Resources Global Professionals*

**Laurie Jerome**  
Vice President Talent Management  
*Experian*

**Scott Kenny**  
First Vice President  
*CBRE*

**Laurie Miller**  
Vice President Human Resources  
*Alliance Healthcare Services*

**Richard Ramsey**  
Vice President Human Resources  
*Walt Disney Studios*

**Scott Sherman**  
Executive Vice President  
*Ingram Micro, Inc.*

**Heather Stratman**  
President/CEO  
*Association of California Cities-Orange County*

**Dawn Usher**  
Chief Administrative Officer  
*Silverado Care*

**Regina Johnson**  
Senior Vice President Human Resources  
*Spireon, Inc.*

**Daniel J. McQuaid**  
President and CEO  
*OneOC*

**Thomas Phelps**  
Partner  
*Manatt, Phelps & Phillips*

**Jay Scott**  
Vice President Human Resources  
*Anaheim Ducks | H&S Ventures | Honda Center*

**Andrew T. Still**  
Vice President of Human Resources / Corporate  
Counsel  
*Niagara Bottling, LLC.*

**Todd Taylor**  
Executive Vice President and CFO  
*Impac Mortgage*

**Beth Wheat**  
Vice President Global Program Management  
*Experian*

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*Faculty Affiliates*

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California State University, Fullerton

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**Dr. Gerard Beenen**  
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**Dr. Rommel Salvador**

*Assistant Professor of Management*  
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California State University, Fullerton

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**IV. Planning and Strategic Outlook**

**GOALS**

- ❖ We plan, develop, and advocate curriculum development to enhance leadership opportunities and offerings for California State University Fullerton students (both graduate and undergraduate)
- ❖ We conceive, plan and provide extra-curricular experiences that will enhance the leadership acumen of California State University Fullerton students (both graduate and undergraduate)
- ❖ We design, develop, and deliver leadership development experiences and training workshops that meets the needs of for-profit and not-for-profit organizations throughout Orange County
- ❖ We will provide “train the trainer” opportunities for human resource and organizational development professionals in Orange County
- ❖ We will provide executive-level initiatives to foster continued leadership development and community betterment
- ❖ We will respond to the needs of organizations throughout Orange County with customized leadership development initiatives and program

**STRATEGIC OBJECTIVES AND BENCHMARKS**

The priority for me at the Center now is to continue to grow the initiatives of the Center with the following **strategic objectives**:

- **Leadership scholars Program** - continue to provide business executive exposure to our undergraduate business students to enhance their networking skills, and build a community of leaders ("Ready to Work, Ready to Lead").
  - **BENCHMARK** – 6 events per year
    - 240 students cumulative attendance for the 2014-2015 year
    - 250 students cumulative attendance for the 2015-2016 yearThis goal will be achieved through student leadership board of the leadership scholars program and through continued outreach to business executives and organizations
  
- **Bringing Learning to Work** - consulting programs of the Center will be its highest priority with the business community. The goal is to generate 24 engagements in 2014-2015, and 36 engagements in 2015-2016. 36 engagements in the final year will represent the Center's capacity given the current number of faculty in the OB/HRM/Leadership areas.
  - **BENCHMARK** –24 and 36 engagements in the next two years, respectively.
    - **2014-2015:** 24 Engagements: Gross Income = \$30,000
    - **2015-2016:** 32 Engagements: Gross Income = \$40,000
  - **To reach this goal the following operating plan will be implemented**
    1. Establish a “give or get” policy for current advisory board members
    2. Meet with advisory board members to gain commitments for engagements
    3. Strategically expand our board of advisorship to broaden audience for this initiative
    4. Collaborate with Mihaylo’s development office to target and market to prospects for the initiative
  
- **Board of Directors** – The Center’s board of directors will serve as a funding resource to advance its initiatives. Membership of the board will require at least \$2,500 annual giving. Enrollment in fund-generating activities will also be considered for board membership. The goal is to grow the membership from current level of one member to six in two years
  - **BENCHMARK** – Increase board of membership to 6 by the end of 2015-2016 - \$25,000 annual giving
    - 2014-2015 – Increase paid board membership to 4 members - \$15,000
    - 2015-2016 – Increase paid board membership to 8 members - \$25,000 membership
  - **To reach this goal the following operating plan will be implemented**
    1. Seek foundation giving from current board of advisors’ organizations
    2. Collaborate with development office to seek funding for leadership initiatives



**Annual Awards Luncheon/Conference** - will continue to recognize the top executive and top organization for its leadership development efforts. This event will be transitioned to fund-raise

**RELATIONSHIPS AND FOCUS OF THE CENTER FOR LEADERSHIP**

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