

## **Kelley School of Business Indianapolis**

Annual Report Highlights: 2013-14

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### The Success of our Students

- Ekaterina Pronina, a May 2013 Kelley graduate, was the [only Indiana recipient of the Elijah Watt Sells award](#), given annually to those who average 95.5 on all four sections of the CPA exam. In 2013, only 55 of the more than 94,000 test takers received this honor.
- Three Kelley School of Business students [won the annual Ideas Solving Social and Economic Challenges student pitch competition](#), taking the top prize of \$2,500. Thirteen finalists from the schools of Business, Engineering, Informatics, Science, Public Health and Liberal Arts pitched a wide range of potential products, ventures, and nonprofit projects.
- Fourteen Kelley School of Business students were honored at the [annual IUPUI Top 100 dinner](#). Students are selected in recognition of their scholastic achievement, extracurricular activities on campus, and civic and community service. Two students, Rishi Chandra and Lynnette Sauer, were among the [Top 10 males and females on campus](#).
- Students at Indiana University are borrowing less money, and that's on purpose. In the process, they're learning real-life lessons about financial aid and the burden of paying back big loans. The Kelley School is a proud participant in making this trend a reality through [offering F151 Collegiate Personal Finance](#) to help students be wise with money and understand the impact of student debt.
- Students in the Kelley School of Business [X105 Honors Section toured the "Big Apple" while gaining a financial perspective](#). Professor David Steele guided students on the 11<sup>th</sup> annual "New York Financial Community Learning Experience" in early November. The trip has grown to include 20 students, up from just three on the inaugural trip in 2003.
- [A team of Kelley students placed second in the Celadon 24-Hour team case study competition](#). The case study provided "real world business experiences for students, focusing on the issue of driver retention and potential solutions to reduce the significant challenges and costs impacting Celadon Trucking and the industry in general."
- The Indianapolis Business Journal honored three Kelley graduates at its annual CFO of the Year awards banquet. [Mark Winzenread](#) was the top honoree for private companies with revenue of \$100 million or less; [Bart Shroyer](#) for private

companies with revenue greater than \$100 million; and [Daniel Sellers](#) was the top honoree in the not-for profit category.

- The Kelley School of Business Evening MBA program moved up one spot to [No. 8 in the latest rankings by U.S. News and World Report](#). The program was ranked [No. 1 in academic quality](#) by Bloomberg Businessweek. The Fall 2013 cohort scored an average of 651 on the GMAT and held an average of 79 months of work experience, far surpassing previous metrics.
- [The Kelley Direct online MBA program rose from third to first](#) in the annual online education programs ranking by U.S. News & World Report. The program was [ranked fifth worldwide by The Financial Times](#), the leading U.K.-based business publication. Kelley Direct was the first online MBA offered by a business school whose other MBA programs are also top ranked. Established in 1999, the program currently has an enrollment of 728 students.

### Advances in Health and Life Sciences

- [In September, the Kelley School launched the nation's only top-20 MBA program designed for practicing physicians](#). The first Business of Medicine MBA program cohort features 40 physicians from across the country practicing in 22 specialties. [Kelley Dean Idalene Kesner was a featured guest](#) at the program's orientation and first residency session in September.
- World-renowned research faculty members at the Kelley School of Business are in the field, studying how healthcare is delivered. [Associate Professor of Management Christopher Porter](#) is spending 60+ hours in local hospital emergency rooms, studying team dynamics. He is examining leadership and team structures within emergency rooms and how business can contribute.
- Kelley School of Business professors Charlotte Westerhaus-Renfrow and Julie Manning Magid addressed the topic of managing conflict in healthcare during a workshop at the Women in Medicine committee at the Indiana State Medical Association annual convention. ["Courageous Conversations: Confronting without Conflict"](#) provided a blueprint for physicians to begin solving workplace issues respectfully, quickly and directly.
- Kelley associate professor of Strategy and Entrepreneurship Todd Saxton is a co-founder and strategic advisor for Diagnotes, a physician communication software system designed to improve productivity, increase profitability, and enhance both physician and patient satisfaction. Saxton's company was [one of six "HealthTech" finalists in the global venture competition called "Launch: Silicon Valley World Cup Tech Challenge."](#)

## Contributions to the Well-being of the Citizens of Indianapolis, the State of Indiana, and Beyond

- Three juniors in the Kelley School of Business are [hoping to help change the face of local philanthropy](#) after winning first place in the annual Ideas Solving Social and Economic Challenges pitch competition at IUPUI. Roshan Selladurai, Payne Chestnut and Usman Chaudhary netted the competition's top prize of \$2,500 for their idea "Foodraisers." Similar to Groupon or LivingSocial, Foodraisers is a deal-of-the-week website that will offer coupons for half-price items at area restaurants. Profits from the venture will be used to support local charities.
- A partnership between the Kelley School of Business and the Business Ownership Initiative of the Indy Chamber will [boost BOI's counseling programs by tapping into the expertise of one of the nation's top-ranked business schools](#). Kelley School faculty have helped refine BOI's business planning and financial basics programs, and will work with BOI volunteers to make their coaching efforts more effective.
- The Kelley Indianapolis Young Alumni Council coordinated a [24-hour online scholarship challenge](#) to increase tuition funding opportunities for undergraduates. The effort raised \$1,795 through a social media campaign, nearly doubling the initial goal of \$1,000.
- [The Kelley School of Business featured a four-person panel at the Spirit and Place Festival](#) titled "Embracing Risk to Sustain a Neighborhood," which featured four iconic Indianapolis organizations which have faced numerous economic hardships throughout their existence: The Madame Walker Theatre, the Slippery Noodle Inn, Moeller Printing Company, Inc. and St. Johns the Evangelist Catholic Church. The Kelley School brought together leaders from the stalwart organizations for an open and frank discussion about sustaining a mission in the face of risk.
- Jim Plew, a May 2013 Kelley graduate, landed a job through Venture for America, which trains the country's top college graduates and sends them off to start-ups and early-stage companies in lower-cost cities. [Plew is working for a non-profit start-up in Las Vegas, Nevada, called the Downtown Project](#). The group is committed to transforming Downtown Las Vegas into the most community-focused large city in the world.
- Kelley Indianapolis Young Alumni Council members worked with students at Newby Memorial Elementary School to promote business concepts through a simulation called Biztown. [The grade schoolers learned what it takes to operate a successful business](#), including how to manage staff and acquire funding.
- Kelley professors Mark Frohlich, associate professor of operations management, and Steven Jones, associate professor of finance, [conducted the 2013 Indiana](#)

[Manufacturing Survey](#) commissioned by Katz, Sapper & Miller, a certified public accounting firm. The survey revealed a renewed focus on investment strategy, rather than cost cutting, among small- to medium-sized manufacturers — an indication that manufacturing is making a comeback.

- The Kelley School continued its long-standing [sponsorship and status as contributing partner of the Indiana Black Expo Summer Celebration](#). The event provides the opportunity to engage faculty, students, alumni, and prospective students in conversations about minority-owned business – specifically, the obstacles minority business owners face and the tactics they may employ to overcome those challenges.
- Kelley professor David Steele was an [invited speaker at the “20th Annual International Deming Research Seminar”](#) at Fordham University in New York City. His paper and presentation was developed from his 25 years of studying William Edwards Deming's work and applying it to corporate strategies.

### Collaboration

- This year, eight Kelley Evening MBA students, three IU School of Nursing Doctor of Nursing Practice students, and two professors (one from Kelley and one from the School of Nursing) [traveled to Monrovia, Liberia](#), to work in teams at JFK Memorial Medical Center. The group worked with hospital administrators on areas of communication planning, costing, and revenue generation. [Student recommendations included](#) new ways to promote the JFK Medical Center's image through media, how to generate revenue by pricing medication and payment by installment, and how to improve outpatient service and analyzing department costs.
- [Kelley professor Charlotte Westerhaus-Renfrow co-chaired the city's inaugural Education Weekend](#), an event designed to identify challenges, acknowledge opportunities, and celebrate achievements of Indianapolis Public Schools. The three-day event featured a panel discussion on the impact of the Supreme Court's ruling in *Brown v. Board of Education*, an interactive technology exhibit at the Fashion Mall, and a public screening of the 2000 movie “Remember the Titans” at the Indianapolis Public Library.
- The Indiana University Randall L. Tobias Center for Leadership Excellence, in conjunction with the IUPUI Office for Women, [played host to Dr. Ora Pescovitz at this year's Hazelett Forum](#). Pescovitz, who was the CEO of the University of Michigan Health System for the past five years, presented “My Path: Learning, Leadership, and Life.” The Forum was established in honor of the late Susie Hazelett, the former executive director of the Randall L. Tobias Foundation.