



Higher Ed SIG

Fall 2016 Update

We hope you are having a wonderful fall semester! This quick newsletter highlights a few updates from the Higher Ed SIG:

- 1. Summer AMA 2016: A Recap**
- 2. Connect with Us**
- 3. What's Next?**

1. Summer AMA 2016: A Recap

2.

Summer AMA 2016 included three main highlights for Higher Ed SIG: an informal social for HigherEd SIG and DocSIG members at Tin Lizzy's Mexican Restaurant, a special session on marketing of higher education to Millennials, and the awarding of the HigherEd SIG Lifetime Achievement Award at the social event.

Twenty-eight doctoral students and eight junior and senior faculty members attended the **Higher Ed SIG/DocSIG dinner social** to enjoy conversation about the job market, publications, and the administrative side of business schools. A wonderful time was had by all!

*Doctoral students and faculty enjoy informal networking
at the HigherEd SIG/DocSIG dinner social*

SIG Chair, **Atefeh Yazdanparast**, welcomed everyone to the **Marketing of Higher Education to Millennials special session** on Saturday.

Panelist Dr. Erika H. James, Dean Goizueta Business School, Emory University, shared a Dean's perspective, identifying technology use in classroom as an important trend, and raising awareness about revenue goals vs. reputation goals of business schools. **Dr. Tim Renick**, Vice Provost and Vice President for Enrollment Management and Student Success, Georgia State University, shared GSU's positive outcomes related to providing individual attention to 52,000 students using digital technology and data analytics. **Dr. Rajdeep Grewal**, The Townsend Family Distinguished Professor of Marketing, Kenan-Flagler Business School, University of North Carolina at Chapel Hill, explained the importance of communicating the value that the university is trying to deliver. The session was moderated by **Bridget Akinc**, Carroll School of Management, Boston College, who

facilitated a question/answer session on best practices to engage students, peer-to-peer learning, millennials' job search, the role of universities in today's landscape, and minority student enrollment.

Special session panelists and moderator discuss
millennials as a diverse generation and the ROI of
education becoming increasingly important

The HigherEd SIG Lifetime Achievement Award, which honors a marketing scholar who has demonstrated distinct accomplishments and dedication to the area of higher education in the marketing discipline, was awarded to **Dr. Donald Bacon**, Professor of Marketing for the Daniels College of Business at the University of Denver, at the Higher Ed SIG/DocSIG dinner social. Dr. Bacon made remarks about his role as the editor of *Journal of Marketing Education* and encouraged doctoral students to submit their high-quality research on topics related to teaching effectiveness to the journal.

We look forward to seeing you at the next conference!

2. Connect with Us

Want to stay up-to-date on all things Higher Ed SIG? Like us on Facebook (<https://www.facebook.com/HigherEdSIG/>) and follow us on LinkedIn (<https://www.linkedin.com/groups/8425741>)! We are also happy to connect via our SIG email (sig.highered@gmail.com).

3. What's Next?

We are currently seeking topic suggestions for our special session at Summer AMA 2017 in San Francisco, CA. Please email sig.highered@gmail.com with suggestions - we love ideas from our members!

We also love to get our members involved in the SIG, and are currently seeking members who would like to do so. Please email sig.highered@gmail.com for more information.

Have a great rest of the fall semester!

Best regards,

The Higher Ed SIG Executive Board