Welcome back! We hope you had a wonderful holiday break and are refreshed for the new semester.

This semester augers to be a busy one. Business Week is the week of March 2 and promises to be a terrific display of current business thought in a challenging time. The teams from the partnership with the Berlin School of Economics will be here in March. The undergraduate international projects team is moving forward with project definition and we will have more to report on this once we have a signed agreement with the company sponsor. The building task force is working diligently to address our facilities needs and definition for the next 30 to 40 years of business education. The Graduate Programs Committee is working hard on restructuring the EMBA program. The EMBA program China trip is set and now open to those who would like to join the trip.

During spring semester, I am aiming to complete the one-to-one meetings with all the faculty and staff. Unfortunately, I was not able to get to everyone during my first semester here. Nonetheless, as many of you know, there have been many conversations that we have had in the hallways and at events. What I have discovered is an immensely energized and committed group of faculty and staff.

We wish you a terrific and successful semester. Every day the Barton School gets better because of what you do.

**Dean’s Update**

**Faculty and Staff news**

**Dr. Dean Headley** will be receiving the University Recognition Award from the WSU Alumni Association at their 53rd annual awards banquet on February 12, 2009.


Center for Entrepreneurship
Spring 2009 Forum Series
February 5—Dr. Aidan Dunleavy, Ryan Durst & Karyn Page
March 5—Susayn Brandes, Cindy Carnahan & Beth Tully
April 2—Jeff Turner

2009 Shocker Business Plan Competition
3/2 Intent to compete form due
4/14 Business Plan due
4/24 Trade Show
5/1 Semi- & Final Rounds
5/1 Awards Banquet
More information contact Danielle Hayes (978-5161) in the Center for Entrepreneurship.

Executive MBA
As Barton School of Business faculty, you are invited to join the Executive MBA program as they travel to China this summer for a 10 day trip visiting Beijing and Shanghai. They will gain a behind-the-scenes view of the opportunities and challenges of doing business in China through carefully planned company visits.

For more information contact Tanza Bauer at 978-6019.

International Business
“Doing Business with The United Kingdom”
January 29, 2009
Keynote Speaker Hon. James Clark, H.M. Consul General, British Consulate General & featured remarks by Mr. David Scotter, Director Society of British Aerospace Companies accompanied by a 12 member British delegation.

Reservations can be made by faxing your completed form to 978-3698 or through email wtc.ciba@wichita.edu

Technology
If you are in a classroom that has different technology that you are accustomed to, contact Roger Jones and he will make sure you have the necessary training.

Scholarships
Scholarship applications are due February 1st, please encourage your students to submit an applications. If you have any recommendations please email Kate Kung-McIntyre.

Foundation
Angela Dudley, our foundation representative had a baby girl on December 10th, 2008 Alaina Dudley weighing 6 lbs 7 oz, 18.75 inches.
Wichita’s Cost of Living is an Asset

The ACCRA Cost of Living Index is a measure that can be used to compare cost of living differences among urban areas. The Council for Community and Economic Research, known as C2ER, produces the Index, which is based on dozens of items chosen to reflect various categories of consumer expenditures. Three times a year, volunteers from across the country participate in a three-day pricing event to gather data according to standardized specifications. Prices are gathered in a number of ways: by visiting grocery stores and department stores, by calling and mailing letters to places of business, and by sending e-mails to established business contacts. After local prices are submitted to C2ER, they are assigned weights based on government survey data on expenditure patterns for mid-management households. The completed ACCRA Cost of Living report is released each quarter, with the fourth quarter annual report representing an average of the first three quarters of the year.

Pricing data for the Wichita MSA is gathered by the Center for Economic Development and Business Research, W. Frank Barton School of Business, as a contract service to the Greater Wichita Economic Development Coalition. The GWEDC and the Wichita Metro Chamber of Commerce use the data to perform cost of living comparisons for their recruitment/retention efforts.

As a service to the community, the Center for Economic Development and Business Research maintains a license agreement with C2ER to provide a cost of living calculator on its website at http://webfiles.wichita.edu/cedbr/calculator.asp. This calculator can be used to compare Wichita’s prices to many others in the United States. In addition, web visitors can input their after-tax income and use the ACCRA tool to calculate the income they would need in another city to maintain their current lifestyle.

The average Index value for all participating cities is 100. The 2008 annual average for Wichita was 91.8 percent of the average for all urban area participants. This percentage indicates the cost of living in Wichita is approximately 8.2 percent lower than the average for all participating cities.

To learn more about the ACCRA Cost of Living Index or C2ER, visit its website at http://www.coli.org/AboutUs.asp.

Center for Entrepreneurship

Wichita State offering small business workshop

What: Small business workshop for SBIR and STTR programs
When: Noon-2:30 p.m. Friday, Jan. 30 (includes box lunch)
Where: Marcus Welcome Center
Phone: 978-3000
Cost: $45 per person; limited number of free tickets available for students and faculty

Wichita State University’s Center for Entrepreneurship and Office of Research Administration are hosting a small business workshop for Small Business Innovative Research and Small Business Technology Transfer and Research programs. The event is noon to 2:30 p.m. Tuesday, Oct. 30, in the Marcus Welcome Center on the WSU campus.

The SBIR and STTR programs focus on the development of early-stage, high-risk, high-payoff technologies. They are government funded, receiving about $2 billion a year, and are used in various areas, such as information technology, manufacturing, life sciences, defense and homeland security.

People attending the workshop will learn how they can get money through the programs for their small business. Under SBIR and STTR, winning proposals receive grants for $100,000. After winning and completing the first grant, small businesses can compete for an $800,000 second-round grant. Recipients do not repay the money received under these grant programs. Suman Saripalli, an entrepreneur and SBIR applicant winner, will teach the workshop. He is a program specialist with the University of Missouri Small Business Development Centers and is a leading expert on how entrepreneurs and innovators can take advantage of SBIR and STTR grants. Saripalli will present the fundamentals of the program: an overview, the federal rationale, benefits to companies, the mechanics of proposals and current SBIR/STTR opportunities.

The workshop is sponsored by the Center for Entrepreneurship, Office of Research and Administration and the Coleman Foundation.

For program details, please visit www.xyn.com/sbir and www.sbirworld.com or contact Wendy Veatch, Director of Outreach Programming for Center for Entrepreneurship at 978-5219 or wendy.veatch@wichita.edu
We've completed the first full semester of Rising Junior Exams. Part of our assessment program for AACSB, the RJ Exams cover key concepts from the ten freshman and sophomore classes that are prerequisites for taking junior and senior level Barton School classes. We tested over 160 Barton School students who were scheduled to become juniors in Spring 2009; not all of them had completed all ten classes yet. We'll be looking at the Rising Junior exams and the results (along with other assessment results) in detail in faculty meetings during Spring, but thought you'd be interested in a brief overview now.

<table>
<thead>
<tr>
<th>Classes</th>
<th>Number of students</th>
<th>Median score</th>
<th>Low score</th>
<th>High score</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 101/102 College English</td>
<td>156</td>
<td>73%</td>
<td>30%</td>
<td>97%</td>
</tr>
<tr>
<td>COMM 111 Public Speaking</td>
<td>159</td>
<td>60%</td>
<td>25%</td>
<td>95%</td>
</tr>
<tr>
<td>MATH 111/144 Algebra/Bus. Calc.</td>
<td>138</td>
<td>55%</td>
<td>20%</td>
<td>95%</td>
</tr>
<tr>
<td>ACCT 210 Financial Acctng</td>
<td>136</td>
<td>57%</td>
<td>17%</td>
<td>77%</td>
</tr>
<tr>
<td>ACCT 220 Managerial Acctng</td>
<td>75</td>
<td>28%</td>
<td>3%</td>
<td>59%</td>
</tr>
<tr>
<td>ACCT 260 Business Software</td>
<td>149</td>
<td>77%</td>
<td>3%</td>
<td>100%</td>
</tr>
<tr>
<td>ECON 201 Macroeconomics</td>
<td>142</td>
<td>68%</td>
<td>24%</td>
<td>92%</td>
</tr>
<tr>
<td>ECON 202 Microeconomics</td>
<td>103</td>
<td>47%</td>
<td>27%</td>
<td>83%</td>
</tr>
<tr>
<td>ECON 231 Bus. Statistics</td>
<td>105</td>
<td>50%</td>
<td>5%</td>
<td>80%</td>
</tr>
<tr>
<td>ECON 232 Excel Statistics</td>
<td>76</td>
<td>48%</td>
<td>0%</td>
<td>95%</td>
</tr>
</tbody>
</table>

A task force of 14 members has been formed to review the needs for the Barton School of Business are in a building. Dotty Harpool is chairing this committee, which has been divided into four subcommittees, who will be meeting with faculty, staff and students in identifying some of the following items:

What do we need to make Clinton Hall useable for the next 30 years?
What kind of facility will be needed for how business education is provided in the future?
What can the Barton School do with enhance connections between students, faculty, and the business community?
What is the future business education at the university level education? How will it look?

Sub-Committees and the chair:
Technology—Mike Vaughan
Staff/Advising Areas—Joan Adkisson
Classrooms and Public Areas—Bobbie Knoblauch
Education Trends—Dotty Harpool

Committee members:
Joan Adkisson  Dotty Harpool  John Gist
Molly Brown  Bobbie Knoblauch  Lou Heldman
Dong Cho  Pat McLeod  Mike Wood
Jim Clark  Mike Vaughan  Steve Clark
Tim Craft  Craig Barton

Send your news to joan.adkisson@wichita.edu for publication in the monthly newsletter.