

**2014 MidAmerican Business Deans Association
Innovation Award Winners**

1st Place - Christine Robinson and GERALYN HEYSTEK. *The Phoenix Program*, Haworth College of Business, Western Michigan University

An innovative student support program designed to assist "Rising Potential" business students who would otherwise be placed on probationary status. This program utilizes an integrated model with an academic recovery course, one-on-one coaching and a supervised study environment which has significantly impacted program retention rates.

Presented by: Ms. Chris Robinson, christine.robinson@wmich.edu and Ms. GERALYN HEYSTEK, geraldyn.heystek@wmich.edu

2nd Place - Suzanne Hurt and Lynn Murray. *By Doing, Learn: Krimson Kultuur*, Kelce College of Business, Pittsburg State University.

An innovative experiential learning program designed to facilitate student learning by bridging the gap between theory and practice for students. Enactus students own and operate a fair-trade retail store in the local community business district serving multiple stakeholders including students, the Enactus team, the city and university. Retail and management skills are forged, a revenue stream for Enactus programs is provided and the community benefits through cultural exchanges and a place for service by local under-placed adult workers.

Presented by: Dr. Lynn Murray, lmurray@pittstate.edu and Ms. Suzanne Hurt, shurt@pittstate.edu

3rd Place - Nathan Stuart. *Workplace Application Project for the MBA Cost Management Course*, College of Business, University of Wisconsin- Oshkosh.

An innovative project where MBA students take cost accounting and cost management concepts and techniques that traditionally apply to manufacturing organizations and apply these to their own careers/workplaces. This project is easily transferable and adaptable to any institution where MBA students are attending part-time with ongoing careers.

Presented by: Dr. Nathan Stuart, stuartn@uwosh.edu