Making a Difference in a Second Career: Planning and Results at McCombs

Texas Boy Returns Home to Do Good by Doing Good
Why?
The Journey

- 1970: Graduated, set Goal to Retire at 55, and return to Austin
- 1980: Set Goal to Give Back to UT
- 1983-1988: Led Recruiting Program for Procter at UT, Built Faculty Relationships
- 1998: Established Excellence Endowment Fund at McCombs
- Continue to Give Annually Leveraging P&G’s Matching Gift
- Made Goals Clear to 3 Deans Beginning with Bob Witt
- Negotiated Role with George Gau Beginning 1 Year Before Arrival in Austin
The Initial Challenge

Build External Relations With Industry for the Marketing Department
The Problem

Center for Customer Insight Wasn’t Effective:

- Benefits to Industry Not Clear
- Engagement by Small # of Faculty
- Minimal Student Involvement
- Faculty Leader Had Other Priorities
- No Sustainable Funding Source
Needs from Stronger McCombs/Industry Partnership:

- **Faculty:**
  - Data and/or $ to support research
  - Speakers for Classes

- **Industry:**
  - Efficient Interaction with Best/Brightest Students
  - Access to Brainpower to Solve Today’s Issues
  - Opportunity to Network with Other Companies in Other Industries
  - A “Connection” with a University

- **Students:**
  - Enhanced Educational Opportunities
  - Greater Interaction with Faculty and Companies
  - Jobs
Constituent Interdependencies for Success

Students → CCIMS → Faculty → Industry → Students

WIN WIN WIN WIN
Center Sponsors

Center for Customer Insight & Marketing Solutions

Executive Sponsors

Supply Chain Management Center

Executive Sponsors

Small Business

Small Business
Student/Industry Benefit: Supply Chain
Hands-On learning for SCM

Collaboration between Target Corporation and University of Texas-Austin
Supply Chain Students and Target-Hong Kong

- **June 21-24**
  - **Manufacturer**: Texas Instruments
  - **Asian Port**: Yantian
  - **US Port**: Long Beach, NYK Carson, CA

- **June 7**
  - **Deconsolidator**: NYK Carson, CA

- **May 20**
  - **Distribution Center**: T-3601 Midlothian, TX

- **May 19**
  - **Target Store**: T-1817 Austin, TX

Product Flow

- **Manufacturer**
  - Process Analysis
  - Capacity/Batch Size
  - Statistical Process Control
  - Constraint Management
  - Lead times
  - Bull Whip Effect

- **Asian Port**
  - Process Analysis

- **US Port**
  - Process Analysis
    - Constraint Management
    - Lead times

- **Deconsolidator**
  - Process Analysis & Capacity
    - Statistical Process Control
    - Constraint Management
    - Bull Whip Effect
    - Inventory Policy

- **Target Store**
  - Process Analysis
    - Capacity/Batch Size
    - Statistical Process Control
    - Constraint Management
    - Inventory Policy
    - Queueing Theory
    - Quality Function Deployment
Education Through Experience:

Lessons learned (Student Perspective):

- Watching T.I. Calculators being made at Kinpo
- Applying Operations Management lectures
- Walking the assembly line with Dr. Hasler
- Adding value to stand out during interviews
- The labor force
- Risk management
- Ripple effect of decisions
- Accuracy that is good for society and the bottom line
Student/Industry Mutual Benefits: Marketing Fellows
CCIMS Marketing Fellows

- Innovation in Marketing: How are companies using the latest in marketing techniques/strategies to gain competitive advantages
- How Marketing Leaders LEAD organizations for results
- Opportunity to learn/practice what is not found in traditional classes
- Spring of 1st Year, Fall of 2nd Year: One class each semester
- Support from CCIMS (Center for Customer Insight and Marketing Solutions), faculty, and sponsor companies
- Approx. 20 members per class
- Completely student run and managed
Speakers This Spring

- Senior Partner Deloitte
- CEO nFusion
- Retired CEO of P&G
- CMO Bazaarvoice (formerly Dell)
- VP Social Media, Dell
- VP Marketing, Walmart
- CMO Dr. Pepper/Snapple
- CEO New Balance
- CMO AMD
Faculty Benefit: Data for Research

- **Center for Advancing Retail Technologies (CART)**
  - Affiliated with a retail grocery store that allows technology companies to test emerging retail technologies
  - Consumer packaged goods companies can test in-store consumer reaction to displays, packaging, adjacencies, etc.
  - Quantitative and qualitative measures for everything happening in-store

- **Data Available to McCombs Faculty**
  - Data from emerging retail technologies
  - Point of sale data
  - Data from in-store cameras: customer traffic, dwell times and purchasing behaviors
Visions for the Future

- CCIMS- Continue leveraging sponsor/student/faculty relationships to achieve top tier MBA ranking (#3 undergrad, #12 MBA)
  - Fellows
  - Conferences
  - Hosted Case Competitions
  - Global Classroom Innovation

- SCMC- Align Program/Curriculum Development with Industry/Academic Talent Development Effort to Reach “Top Tier” Status
  - Orchestrator vs Deep Discipline Expertise
  - Leverage Student/Faculty/Industry Relationships
  - Expand Global Classroom Experience
  - Leverage MIS Strength to collaborate with Supply Chain