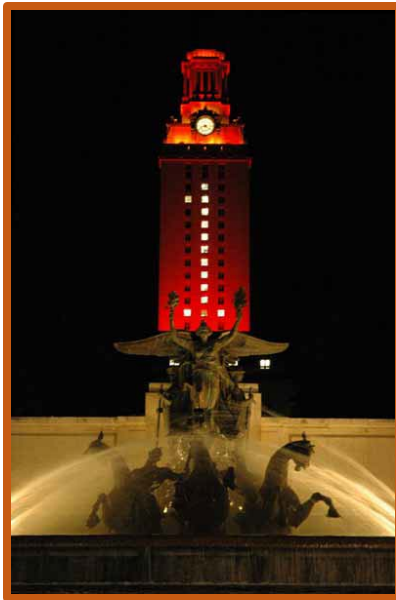


Making a Difference in a Second Career: Planning and Results at McCombs



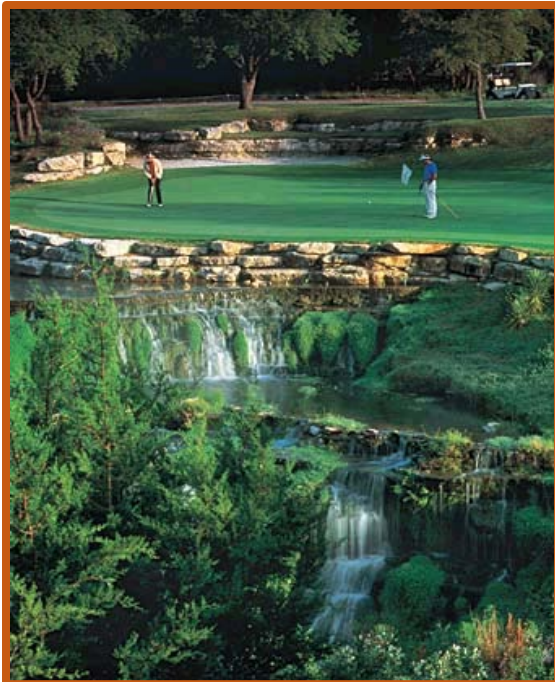
1970

2006



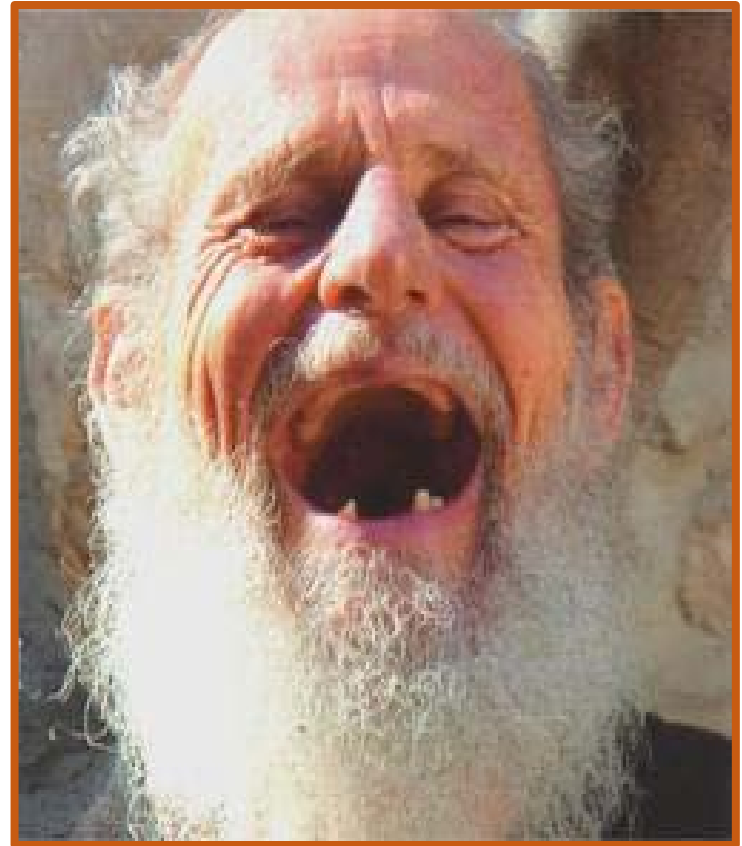
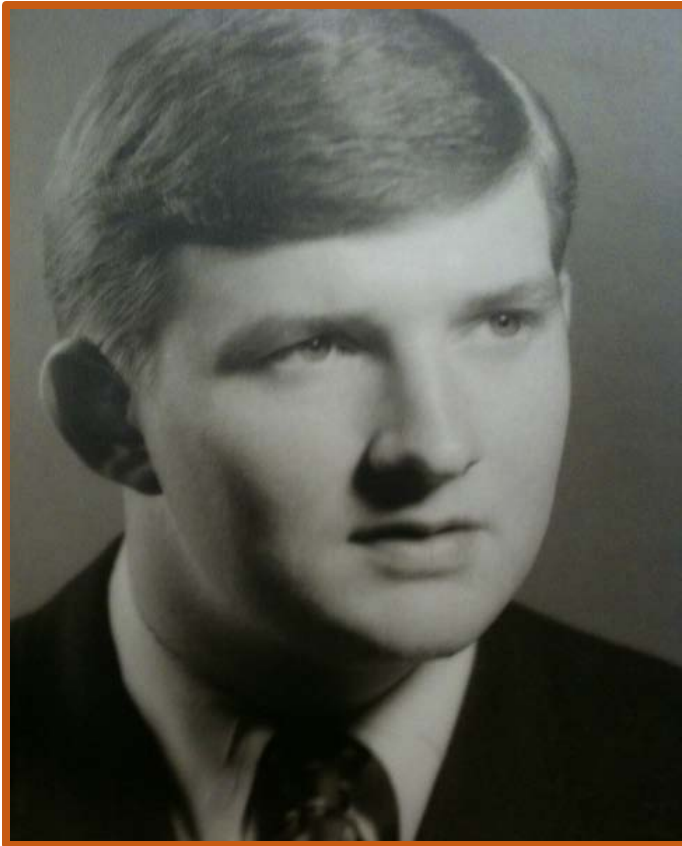
Texas Boy Returns Home to Do Good by Doing Good

Why?





From UT to P&G





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 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**



Assessment Learnings

Needs from Stronger McCombs/Industry Partnership:

■ Faculty:

- Data and/or \$ to support research
- Speakers for Classes

■ Industry:

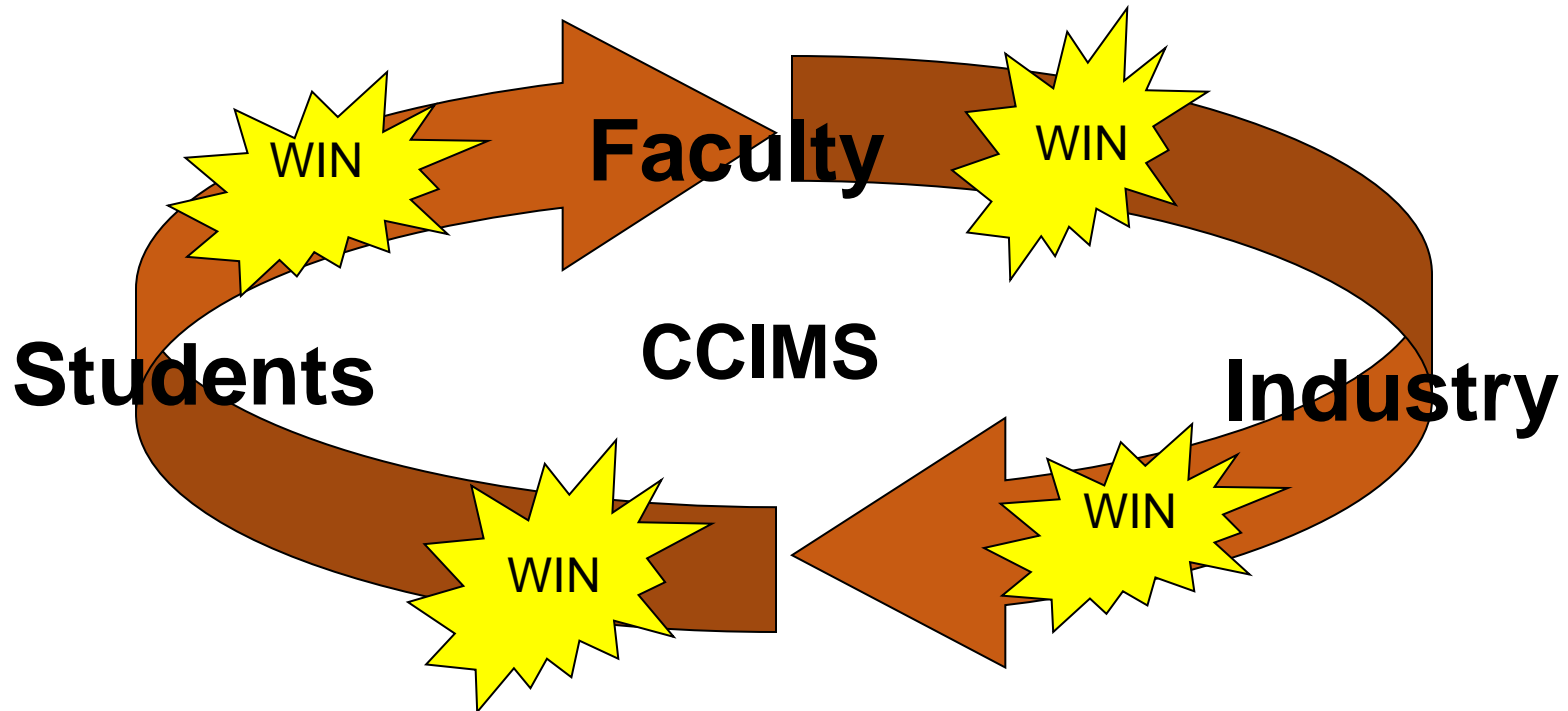
- Efficient Interaction with Best/Brightest Students
- Access to Brainpower to Solve Today's Issues
- Opportunity to Network with Other Companies in Other Industries
- A "Connection" with a University

■ Students:

- Enhanced Educational Opportunities
- Greater Interaction with Faculty and Companies
- Jobs



Constituent Interdependencies for Success



Center Sponsors

Center for Customer Insight & Marketing Solutions

Executive Sponsors



Small Business



Supply Chain Management Center

Executive Sponsors



Small Business



Student/Industry Benefit: Supply Chain

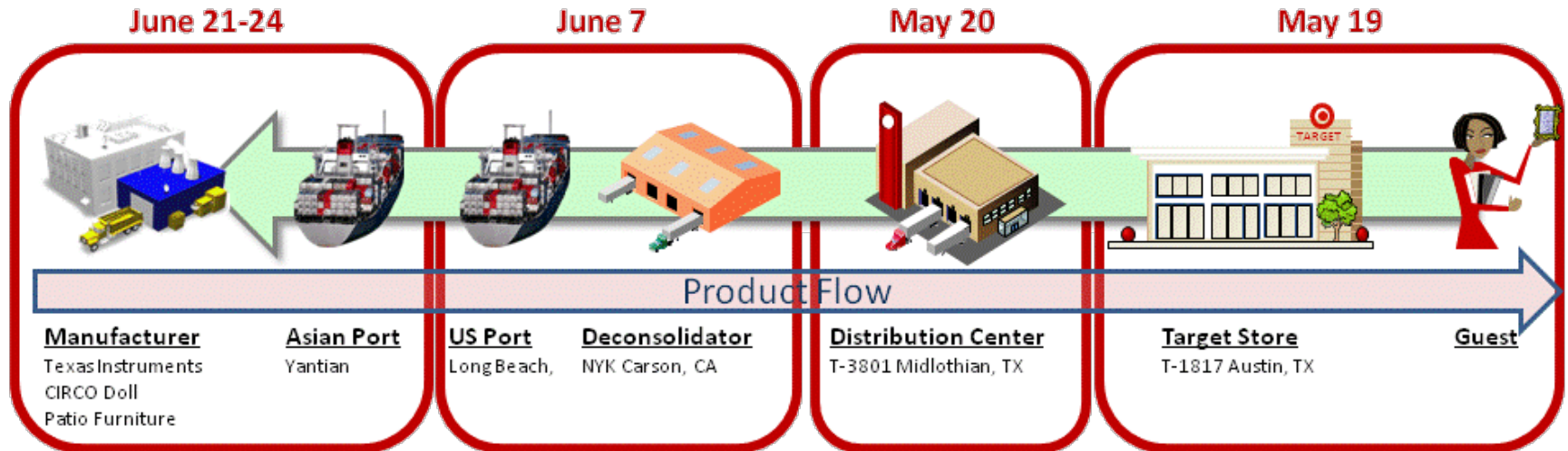


Hands-On learning for SCM

Collaboration between Target Corporation and University of Texas-Austin



Supply Chain Students and Target-Hong Kong



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

- Process Analysis
- Constraint Management
- Lead times

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

- Process Analysis
- Capacity/Batch Size
- Statistical Process Control
- Constraint Management
- Inventory Policy
- Queuing 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**