



Back to B-School: What it Will Take to Thrive This Fall and Beyond



BUSINESSCAS™
by LIAISON 

Presenters



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*Assistant Dean of
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by LIAISON

●●●● Agenda

- Introductions
- Returning to Campus
- Maintaining Operational Continuity
- Q&A





- Public institution in College Station, TX
- 6,400 total undergraduate and graduate enrollment
- 1,183 graduate students
- 3 MBA options (Full-Time, Professional and Executive)
- 11 specialized master programs



KU
SCHOOL OF
BUSINESS
The University of Kansas

- Public institution in Lawrence, KS
- 650 total graduate enrollment
- 3 MBA options (Full-Time, Part-Time, & Online)
- 2 MS Programs (both Part-Time)
- 4 academic certificates

●●●● Fall 2020: Planning the Unplannable Semester

Colleges Closing: University Outbreaks and Parental Angst

Coronavirus clusters have been linked to fraternities, sororities, and off-campus parties.

8 days into semester, Notre Dame halts in-person classes as 146 students get coronavirus

"The virus is a formidable foe," Notre Dame's president said. Also on Tuesday, Michigan State University suspended plans for in-person classes on campus.

EDUCATION

Michigan State University to go online-only, pivots away from face-to-face instruction

By **David Jesse** Detroit Free Press

Published 5:34 p.m. ET Aug. 18, 2020 | Updated 8:02 p.m. ET Aug. 18, 2020

#News #Coronavirus

Will Shame Make Students Stop Socializing?

Shame and fear aren't the best motivators for public health campaigns, experts say. But colleges take that approach amid COVID-19 outbreaks as campuses reopen.

By **Madeline St. Amour** // August 21, 2020

UNC-Chapel Hill reverses plans for in-person classes after 130 students test positive for Covid-19



By **Eric Levenson**, CNN

Updated 4:10 AM ET, Tue August 18, 2020



Returning to Campus

5 Tips for Re-Entry to Help Students and Staff Feel Safe



TIP #1:

“Dear Mom”



TIP #2:

Don't Ask Why



TIP #3:

Have Compassion



TIP #4:

Over Listen



TIP #5:

**Focus on
the Future**

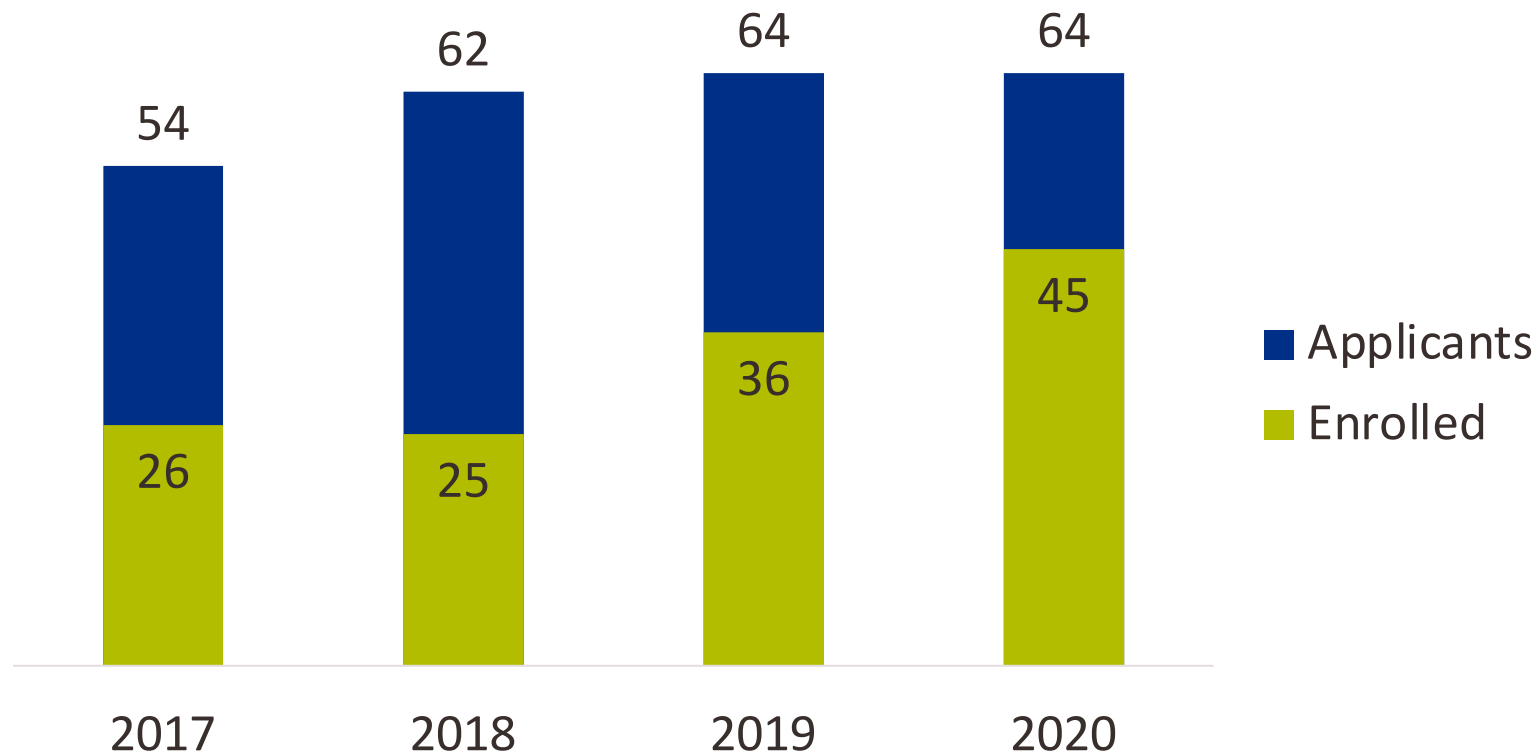




Maintaining Operations: This Fall and Beyond



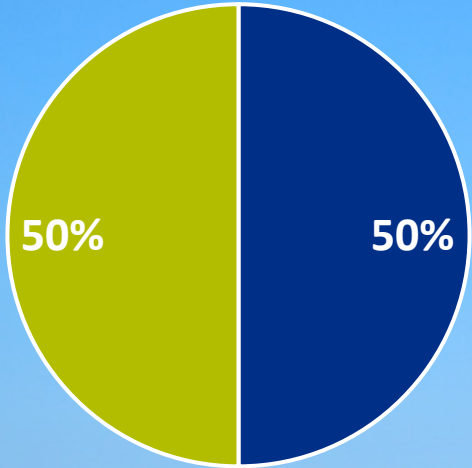
Better Quality Applicants Through Strategic Partnerships



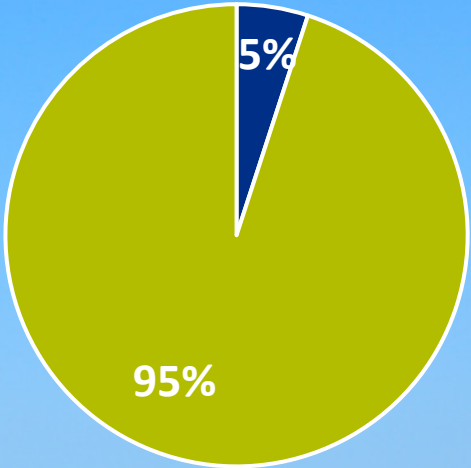
A Changing World: International Enrollment

International Students as a % of New Enrollments

Prior to 2018



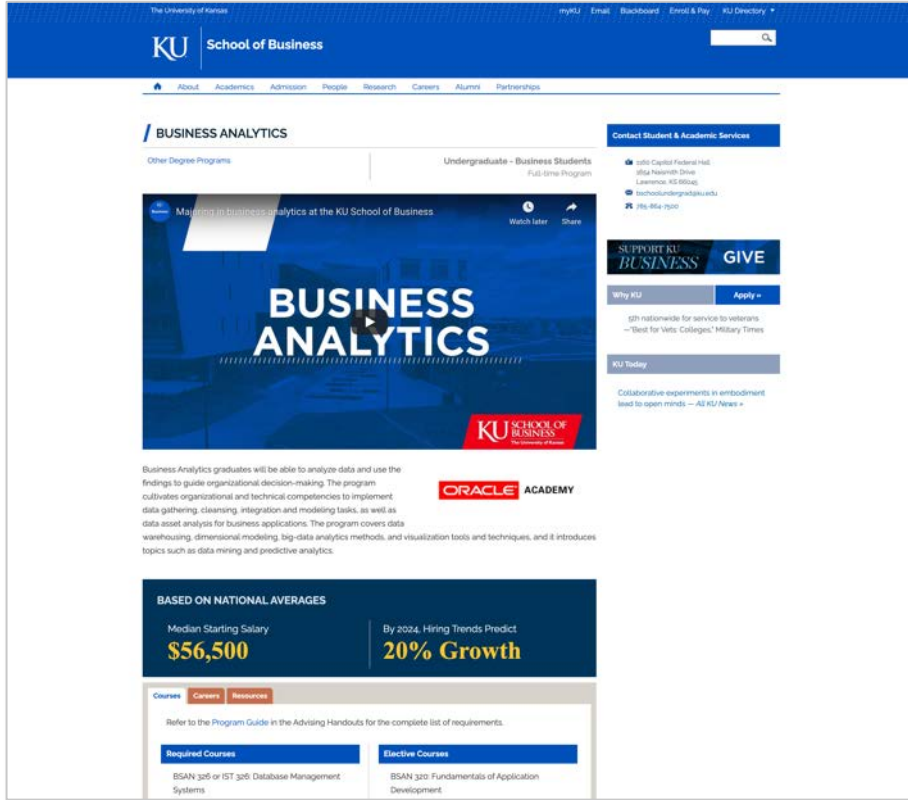
2018-2020



■ International
■ Domestic



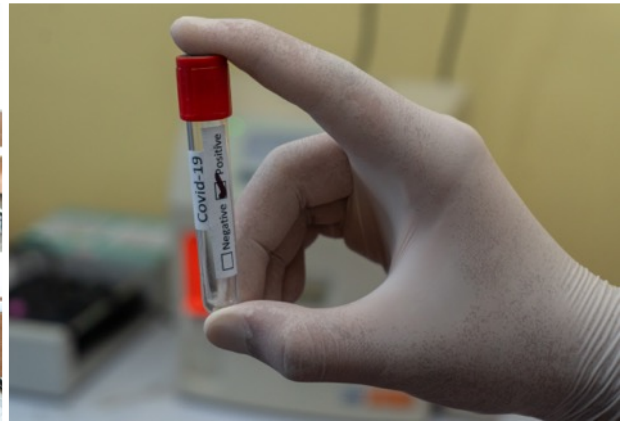
Launching New Programs in the Age of COVID



The screenshot shows the KU School of Business website for the Business Analytics program. The page features a blue header with navigation links and a search bar. The main content area includes a video player for 'BUSINESS ANALYTICS' with a play button, a 'Contact Student & Academic Services' sidebar, and a 'SUPPORT KU BUSINESS GIVE' section. Below the video, there is a paragraph describing the program's focus on data analysis and decision-making, followed by an 'ORACLE ACADEMY' logo. A section titled 'BASED ON NATIONAL AVERAGES' displays 'Median Starting Salary \$56,500' and 'By 2024, Hiring Trends Predict 20% Growth'. At the bottom, there are sections for 'Required Courses' (BSAN 305 or IST 305 Database Management Systems) and 'Elective Courses' (BSAN 320 Fundamentals of Application Development).



●●●● Fall 2020 at the University of Kansas





Q&A



The BusinessCAS Advisory Board:



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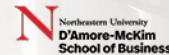
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Upcoming Events

Deadline Extended
to September 11th

MBA Roundtable

FAST TRACK
CURRICULUM INNOVATION
AWARD

<http://lsnedu.com/fasttrack>

Join us on
September 23rd

BUSINESSCAS
by LIAISON

Doing More with Data:
Innovative Strategies to Inform Strategic Decision-Making

Wednesday, September 23 11:00 a.m. PT | 2:00 p.m. ET

Jackie Buchy
Sr. Assistant Dean of
Graduate Enrollment

Kevin Connor
Assistant Director of
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Moderated by:
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GEORGE MASON UNIVERSITY School of Business

BUSINESSCAS

<http://lsnedu.com/dmwd>



Thank You



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