



What's Inside

Student Profile: Frances LasPinas / 3

Albers Faculty Research News / 4

Albers Students are Winners! / 5

Albers Executive Speaker Series / 6

Alumni Profile: Tiffany Ash / 8

New Program: Business Analytics
Concentration / 9

Faculty Profile: Geneva Lasprogata / 10

Happening at Albers / 11

Editor

Barb Hauke
haukeb@seattleu.edu

Dean

Joseph Phillips

A publication of the Albers School
of Business and Economics
Seattle University
901 12th Ave.
P.O. Box 222000
Seattle, WA 98122-1090
www.seattleu.edu/albers



Dean's Message

As the school year begins, we are putting the finishing touches on our 2017-2020 Strategic Plan. There are three Concentration Areas in our plan. The first is to *Deliver exceptional value to the Seattle Business Community*. This entails making sure that our academic programs are aligned to graduate students who will be highly successful professionals and meet the needs of employers. An example of this would be our initiatives in Business Analytics, where on the heels of the very successful launch of our MS in Business Analytics degree, we are initiating an undergraduate concentration in Business Analytics (which you can read more about later in this *Brief!*). And don't just take my word on the success of our new MS program — read the article about new alum Francis LasPinas to learn more!

Delivering exceptional value to the community also means continuing to strengthen ties with our alumni, particularly those in our region. The story in this edition of the *Brief* about alumna Tiffany Ash illustrates the success of our alumni and exemplifies why strong ties with alumni are so important to our success!

A second area of focus will be to *Increase demand for an Albers education through leadership and innovation*. This initiative will focus on developing on-line graduate degrees, identifying innovative practices that make our programs stand out, and sharpening our recruiting efforts for undergraduate transfer students and MBA students.

The final initiative to concentrate on will be to *Strengthen the power of the Albers brand*. A task force assigned to this effort will begin its work this fall. As illustrated throughout this *Brief*, our approach, commitment, and effectiveness in serving our students and the Seattle business community is distinct and powerful, and the taskforce will design ways for us to successfully communicate that!

Thank you to all who share your time, talent, and treasure with the Albers School. It is an essential ingredient to our success. Enjoy reading this edition of the *Albers Brief!*

Joseph M. Phillips
Dean, Albers School of Business and Economics