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Introduction

July 2012-June 2013 represents the fifth year of operation for the University Business Institute (UBI), established to assist the university and its constituents in responding to the increasing complexity of managing the university’s resources. Participation totaled one thousand one hundred twenty-nine (1,129) with 477 unique individuals across campus participating in 111 UBI professional development sessions (80 unique) designed to improve understanding and application of university financial and human resource management policies and procedures as well as personal and professional proficiency so far this academic year. Based on an approximate total target population of 1400 MPPs and staff, UBI has involved about 30% of the targeted population.

Key Highlights of the University Business Institute 2012-2013:

- The 3-part Train the Trainer series was changed to a certificate program designed for workshop trainers, facilitators, or presenters as well as those involved in developing workshop or presentation content was well received by 7 individuals who completed the series this year.
- The Communication Skills category expanded to include 4 additional workshops in the Social Media series: Social Media: What Is It? Should I Use It? (UBI299), Beyond the Basics: Personal Facebook Profiles (UBI302), Beyond the Basics: Professional Facebook Pages (UBI270), Finding and Using Fair Use and Rights-Free Media (UBI297) and 3 additional individual workshops: Strategies for Editing Email and Daily Correspondence (UBI301), Critical Thinking Crash course (UBI294), Quick Facts About Cal State Fullerton (UBI286).
• The Human Resource Management category added a new workshop: Preparing for and Succeeding at On-Campus Interviews (UBI295).
• The Productivity Enhancement category added three new workshops: iPhone, iPad and Androids—Mobile Computing Overview (UBI267), Introduction to Adobe Acrobat XI (UBI303), Adobe Acrobat XI and Microsoft Word 2010 forms (UBI304).
• The Personal Development and Wellness partnered with Professor Tran to add Using Meditation to Enhance Your Personal and Professional Effectiveness (UBI300).
• The Student Assistant Supervisors Peer Learning Community (UBI703) was introduced to complement the other peer learning communities for a collaborative discovery approach to learning and improving. Functional teams gather periodically to explore resources and tools while connecting with peers to discover better ways of conducting business. Technical skills are enhanced and best practices are uncovered.
• College of Education requested a college-specific training for “Maximizing the Student Employment Experience” at their monthly staff meeting on March 15, 2013 for 25 individuals based on UBI237.
• Certified two staff who completed the ten-module Managing Funds and Accounts Certificate Program so far this academic year to join the seven individuals who completed this certificate program in the previous two years. Eleven additional staff are on track to complete all required modules and are actively enrolled in the Managing Funds and Accounts certificate program during 2012-13.
• Collaborated with the Mihaylo College of Business and Economics to bring world renowned author, Mihaly Csikszentmihalyi to campus to discuss Good Business: Leadership, Flow, and the Making of Meaning on February 22, 2013. Over sixty participants: 1 dean, 4 department chairs, 23 faculty, 8 MPP, 24 staff and about 20 students and university guests attended.
2012-13 Overview

The University Business Institute (UBI) has grown exponentially over the last 5 years. Established in 2008 to assist the university in responding to the increasing complexity of managing university resources, the program has been well received based on participation levels, overwhelmingly positive feedback from over 3900 participants (not unique) since 2008. The number of offerings has grown through the years—a testament to the need for professional development, communication, and community building for staff on campus to create a well-informed, engaged workforce.

UBI offered 80 unique sessions (111 total sessions) academic year 2012-13 in the following categories:

- Financial Resource Management (14 unique) 22 total
- Human Resource Management (15 unique) 17 total
- Communication Skills (26 unique) 26 total
- Productivity Enhancement (17 unique) 34 total
- Health and Safety
- Personal Development and Wellness (8 unique) 12 total
UBI Sessions by Category 2012-13

Total number of workshops offered: 80.
The total number of sessions: 111.

From a historical perspective UBI session offerings have progressed from 27 (2008-09) to 75 (2009-10), 92 (2010-11), 159 (2011-12), and 111 (2012-13).
UBI Participation Numbers 2012-2013

Total Participation: 1,129
Unique Participants: 477
Longitudinal Participation Analysis

*Legally-mandated workshops offered by Environmental Health and Safety to improve understanding and application of campus health and safety management policies and procedures were folded into UBI in 2009/10 through 2012/13 but numbers were not available at the time of printing.
Longitudinal Analysis of UBI Session Delivery Formats

One hundred and eleven UBI sessions were offered in 2012-13 to 1,129 participants. The traditional face-to-face individual workshop format (73) still represents 66% of the UBI delivery format.
2012-13 Participation by Function

UBI 2012-13 Participants by Function

- Dean: 14
- Chairs: 3
- Faculty: 82
- Foundation: 58
- MPPs: 207
- Staff: 758
- Student: 7

Legend:
- Dean
- Chairs
- Faculty
- Foundation
- MPPs
- Staff
- Student
UBI Session Assessments

Overwhelmingly, UBI attendees indicated that the UBI session they attended met their expectations and was relevant. One thousand eighty (1,080) evaluations were collected and summarized. Ninety-six percent of respondents also indicated that the workshop met their expectations and was relevant. Ninety-seven percent indicated that they will apply what they learned in the workshop.
Sampling of Testimonials from 2012-13 participants

Although an extrovert by nature, talking in front of groups is an area that I struggle. I signed up to host a UBI Webinar to force myself to face that fear. This was the perfect non-threatening opportunity to step up and challenge myself. It was a great experience and gave me the confidence to take another step towards facing this fear. Now I’m considering a full on workshop. – **Heather Terry, Department Coordinator, Elementary and Bilingual Education**

Beneficial aspects cited on the feedback forms for various workshops:

“It helps to improve my overall understanding of the complexities involved in enrollment.”
“I gained a better understanding of CSUF and the CSU system.”

*Quick Facts About Cal State Fullerton*

“I feel more confident to take on a project my boss might ask of me.”

*Introduction to Project Management*

“I appreciated tips on ways to recognize staff and the concept of taking ownership of your supervisory role.”

*Recognizing and Motivating Staff*

“This is helpful for me as I pursue a job search, and this is also helpful as I advise my student in career planning.”
“The most beneficial aspect was all the tips for before, during and after the interview.”

*Preparing for and Succeeding at On-Campus Interviews*

“I have a better understanding of the basics.”
“I appreciate the hands-on, great tips for making our iPads more productive and friendly.”

*iPad Peer Learning Community*
Plans to implement skills and knowledge developed in the UBI session:

“Thank you so much for taking the time to train/inform us. This was the first budget meeting that I felt that I really gained information/knowledge on how to do my job better and have access to forms and accounts.”

*Grace Glazer, Administrative Coordinator, Mihaylo College of Business and Economics*

*Introduction to Budget and Account Management Principles and Practices-PART A*

“This workshop will help me fill out travel forms correctly and allow me to assist others in understanding how to complete forms successfully.”

*Introduction to Campus Travel Procedures*

“This class helped me take more responsibility in my financial planning.”

“I will now make short and long term goals and look at my expenses.”

*Personal Financial Planning 101*

“This information will be helpful with the hiring and managing of students under Federal Work Study and International Students.

*Student Hiring and Employment*

“By understanding my conflict style, I am more aware of how I tend to approach a situation and make modifications.”

*Conflict Resolution: Dealing with Difficult People*

“I enjoyed identifying my talents and seeing how they can be applied to my leadership.”

“Knowing my strengths and reminding myself what they are will guarantee my happiness at CSUF.”

*What Are Your Strengths?*