



Director

John E. Barbuto, Jr. (Jay) Ph.D.
Professor of Organizational Behavior
Department of Management
College of Business and Economics
California State University, Fullerton

Contact

657-278-5170

Leadership@fullerton.edu

SGMH 5357

Year Established

2009

Year of Last Review

April 1, 2016

I. Executive Summary

The Center for Leadership seeks to be the leadership voice of the College of Business and Economics, California State University, Fullerton, and the Orange County community. Through the synergy, the Center has leveraged its partnership with the Orange County business community to propel its initiatives forward. For example, the Annual Leadership Awards Luncheon, thanks in large part to the Center for Leadership's business partners, has grown in the past three years from 250, 300 to over 375 in participants. The table sponsorship for this fundraising event has concurrently grown from \$84,000 (2021), \$ 145,500 (2022) to\$ 158,500 (2023).

The Center for Leadership generates revenue through its consultancy program, Annual Leadership Awards Luncheon, philanthropic giving, and its beginning to seek external funding through grantsmanship. The Center has been 100% self-sustaining since 2013.

II. Mission and Goals

The Center for Leadership seeks to be the leadership voice of the College of Business and Economics, California State University, Fullerton, and the Orange County community. The Center for Leadership has developed leadership capacity for Cal State Fullerton students and Orange County through premier education, training, and outreach. Excellence is achieved through strong industry partnerships and innovative programs.

III. Activities

Bringing Learning to Work

The Center for Leadership seeks to be the leadership voice for the College of Business and Economics, California State University, Fullerton, and the Orange County community. By providing world-class training facilitated by thought leaders in the industry, the Center for Leadership is positioned to be sought as a premium solution to business and leadership needs.

MBA Concentration in Organizational Leadership

The Center for Leadership seeks to be the leadership voice of the College of Business and Economics, California State University, Fullerton, and the Orange County community. The MBA Concentration in Organizational Leadership prepares graduates for executive roles. As the College of Business and Economics promotes the "Ready to Work, Ready to Lead" slogan, the Center for Leadership delivers on that promise for the MBA program.

Leadership Scholars Program

The Center for Leadership seeks to be the leadership voice for the College of Business and Economics, California State University, Fullerton, and the Orange County community. The Leadership Scholars Program prepares students across campus for their careers by providing opportunities to Connect, Develop and Serve.

Since 2020 the Center has awarded \$135,000 in student scholarships derived entirely from external funds. Our graduates are averaging 2.2 job offers, and our total engagement in the program has exceeded 1,200 students and over 7,000 hours.

Annual Leadership Awards

The Center for Leadership seeks to be the leadership voice for the Orange County community. The Annual Leadership Awards celebrates Excellence in Executive Leadership, Excellence in Leadership Development, Community Engagement, and a Lifetime Achievement Award. The recognitions bestowed by the Center for Leadership are fast becoming the hallmark of leadership excellence in this community. The table sponsorship for this fundraising event has concurrently grown from \$84,000 with 250 guests (2021), \$ 145,500 with 350 guests (2022) to \$158,500 with 400 guests (2023).

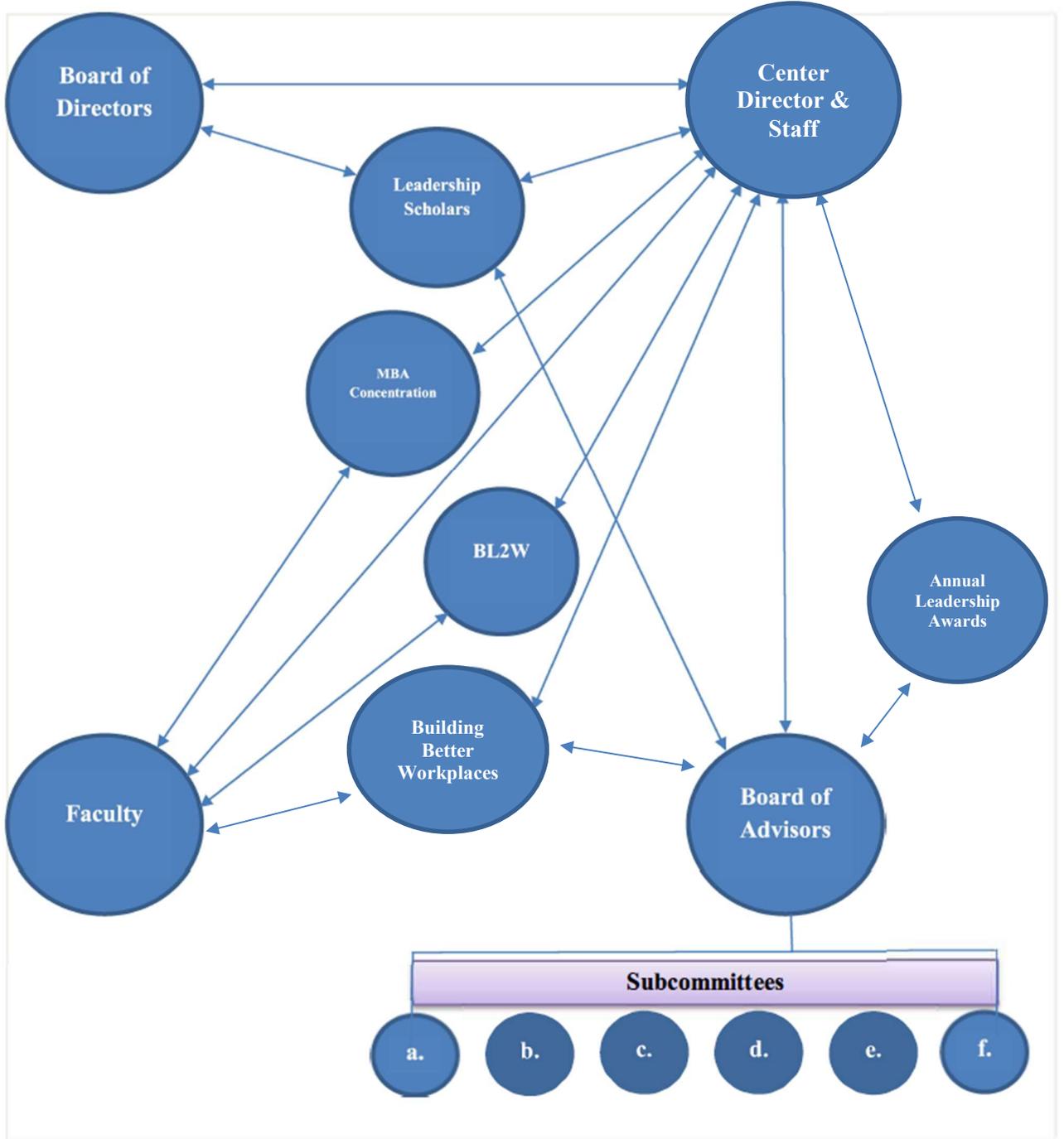
IV. Organizational Structure and Governance

The Board of Advisers partners with the Center for Leadership. These partnerships include hiring the Center to do consulting program through the Bringing Learning to Work initiative. These partnerships also include table sponsorship in the Annual Awards Luncheon. Most importantly, the Board of Advisers populates seven sub-committees that oversee all the Center for Leadership's initiatives:

- a. *Annual Leadership Awards Subcommittee – Advises the Annual Leadership Awards.*
- b. *Board Development Subcommittee - Advises attraction, retention, and re-engagement of the board members.*
- c. *Career Development Subcommittee - Advises the MBA concentration and other academic programs.*
- d. *Community Outreach Subcommittee – Advises the Leadership Voice TV program.*
- e. *Finance & Audit Subcommittee - Advises financial planning and budgeting.*
- f. *Leadership Development Subcommittee - Advises the Bringing Learning to Work initiative.*
- g. *Marketing Subcommittee – Advises the task of crafting Center for Leadership efforts on marketing messages.*

The Board of Directors are investors in the Center for Leadership and its mission.

- The following diagram shows the Center for Leadership's structure. For more information, please refer to appendix III. **Organizational Structure and Governance.**



V. Resources and Sustainability

FINANCIAL REPORT FOR SELF-SUPPORT OF THE CENTER FOR LEADERSHIP

2020-2021 ACADEMIC YEAR

Center Expenses :

Administrative Stipend to Director -	\$ 50,000.00
WTU - 1 course release per academic year -	\$ 32,000.00
Support Staff (25-35 hours per week) -	\$ 113,270.00
Marketing, Promotion, Materials -	\$ 13,000.00
Leadership Scholar's Events Catering -	\$ 5,000.00
Miscellaneous Expenses -	\$ 4,000.00

TOTAL 2020-2021 Actual Expenses = \$ 217,240.00

Actual Income 2020-2021:

Training Sessions (\$46,693.00 gross, Faculty Pay: \$20,500.00) Net:	\$ 26,193.00
Board of Directors -	\$ 115,000.00
Private Donations to the Center	\$ 7,500.00
Table Sponsorships:	\$ 100,000.00

Total Funds Generated \$246,790.00

Exceeded by \$29,550.00

2021-2022 ACADEMIC YEAR

Center Expenses :

Administrative Stipend to Director -	\$ 60,000.00
WTU - 1 course release per academic year -	\$ 32,000.00
Support Staff (25-35 hours per week) -	\$236,537.00
Marketing, Promotion, Materials -	\$ 8,000.00
Leadership Scholar's Events Catering -	\$ 5,000.00
Miscellaneous Expenses -	\$ 5,000.00

TOTAL 2021-2022 Actual Expenses = \$ 346,537.00

Actual Income 2021-2022:

Bringing Learning to Work (\$145,963 gross, Faculty Pay: \$66,900.00) Net:	\$79,063.00
Board of Directors -	\$ -----
Private Donations to the Center	\$ 88,200.00
Table Sponsorships:	\$145,000.00

Total Funds Generated \$390,567.00

Exceeded by \$ 44,030.00

2022-2023 ACADEMIC YEAR

Center Expenses (Actual):

Administrative Stipend to Director -	\$ 65,000.00
WTU - 1 course release per academic year -	\$ 32,000.00
Support Staff (25-35 hours per week) -	\$ 167,237.00
Marketing, Promotion, Materials -	\$ 11,258.00
Leadership Scholar's Events Catering -	\$ 8,807.00
Miscellaneous Expenses -	\$ 4,081.00
Student Scholarships-	\$ 26,600.00

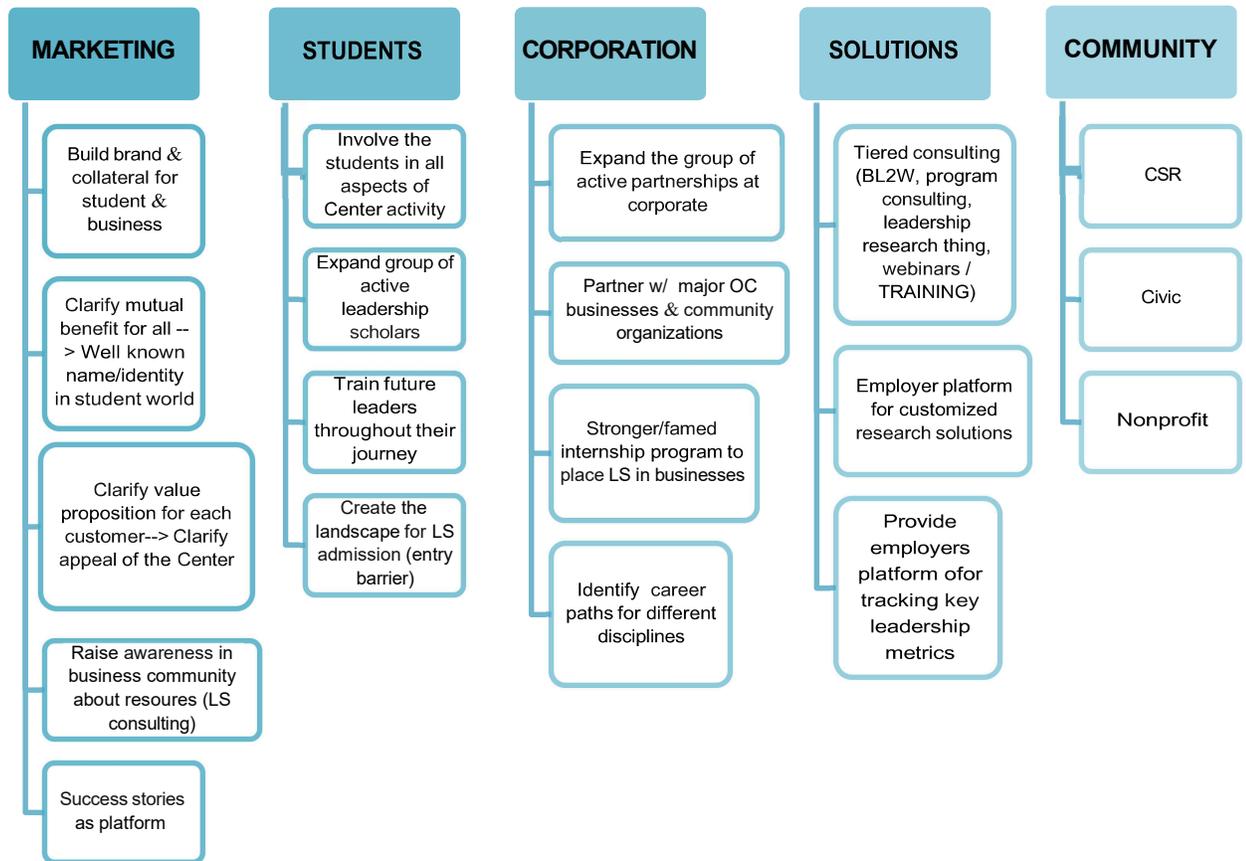
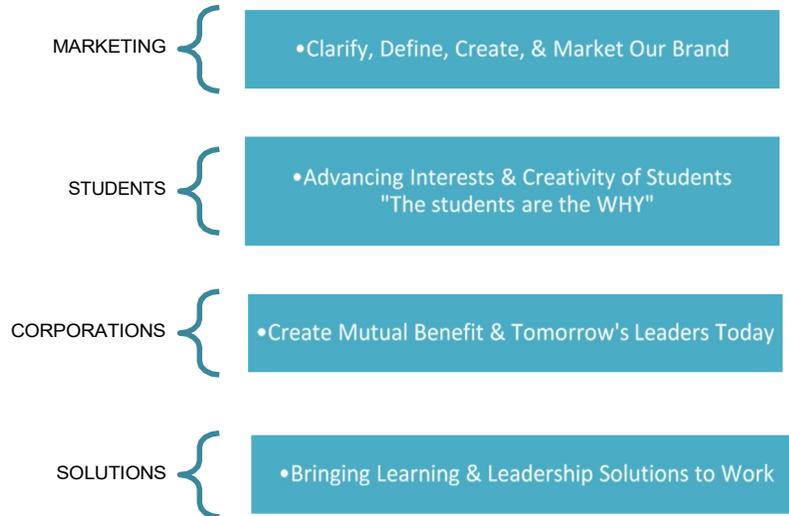
TOTAL 2022-2023 Actual Expenses = \$ 314,983.00

Actual Income 2022-2023:

Bringing Learning to Work (\$116,491.00 gross, Faculty Pay: \$55,500.00)	\$60,991.00
Net: Board of Directors -	\$ 77,321.00
Private Donations to the Center	\$ 7,500.00
Table Sponsorships	<u>\$183,000.00</u>
Total Funds Generated	\$ 328,812.00

Exceeded by \$13,400

VI. Planning and Strategic Outlook



Appendix

I. Mission and Goal

- **Goal #1:** Our goal is to continue to provide business professionals to our undergraduate students to enhance their networking skills, and build a community of leaders ("Ready to Work, Ready to Lead").

Objectives

1. 350 students with cumulative attendance for the 2023-2024 year
 2. 12 events per year
 3. 8 executive speakers per year
- **Goal #2:** Consulting programs of the Center will be its highest priority with the business community. The goal is to facilitate 60 workshops to train over 2000 professionals and generate \$135,000 in 2023-2024. During the 2022-2023 year, the Center completed forty-five.

Objectives

1. 60 workshops within the 2023-2024 year
 2. Gross Income= \$135,000
 3. Train over 2000 professionals
- **Goal #3:** The Center's board of directors will serve as a funding resource to advance its initiatives. Membership of the board will require at least \$5,000 annual giving. Enrollment in fund-generating activities will also be considered for board membership. The goal is to grow the membership from the current level of eighteen members to over twenty-five by 2026.

Objectives

1. 2023-2024 - Increase paid board membership to 22 members
\$125,000 membership.
 2. Increase board of membership to 25 by the end of 2025-2026 -
\$140,000 annual giving.
- **Goal #4:** Our goal is to recognize top executives and top organizations for its leadership development and community engagement efforts.

Objectives

1. 2023-2024 – Increase table sponsorships to 50 sponsors,
 2. 2023- 2024- \$150,000 in revenue
- **Goal #5:** the Center's "Organizational Leadership" MBA concentration is a source of revenue for the College. It is the goal of the Center for Leadership to grow the concentration as follows.

Objectives

1. 30 students enrolled by the end of the 2023-2024 school year.
2. 50 students enrolled by the end of 2026 – 2027 school year.

II. Activities

Bringing Learning to Work

Organizations are experiencing two incompatible trends - shrinking training budgets combined with growing human capital training needs. This forces organizations to stretch their training dollars to maximize the return on human capital investments. While many consulting companies offer training programs for hire - none can combine the content-knowledge and world-class facilitation of our award winning faculty-led program.

Each of our Bringing Learning to Work programs are led by full-time faculty in CSUF's College of Business and Economics - our faculty presenters have Ph.D.s from top universities and have extensive industry experience consulting for organizations ranging from Fortune 100 companies to family-businesses to not-for-profit government organizations. Our faculty are engaged in cutting-edge research that makes them true "content-experts". Our faculty research the topics they present - so your organization will get the latest research, the latest thinking, and the most practical information from their research fields - to apply in your organization.

MBA Concentration in Organizational Leadership

This new MBA concentration in Organizational Leadership provides graduate students with an in-depth organizational leadership curriculum - featuring such topics as leadership dynamics, power/politics, organizational development, managing change, and team leadership skills. graduates from the Organizational Leadership Concentration will bring thoughtful and awe inspiring leadership skills to propel their executive careers. The Organizational Leadership Concentration represents the only leadership program embedded in an MBA program in California, making it the only leadership program with AACSB accreditation.

The Leadership Scholars Program

Provides leadership development and networking opportunities for the College of Business and Economics undergraduate students through a series of executive speakers, networking events, leadership development training, leadership coursework, off-site field trips, student leadership opportunities, and executive mentorship. Preparing for your career starts now and the leadership scholars program is here to jumpstart this process.

- **Emerging Titans Buddy Program**

Seniors and Juniors will be paired together with Sophomores and Freshman, respectively, and a series of educational and social events will be planned to bring the Mentors and Mentees together in supportive environments. These events would occur once per month, as part of the leadership scholars program, but will be in addition to the networking speaker events. Additionally, Juniors and Seniors will also be paired with a business executive to create a mentor/mentee relationship - this will give our Juniors and Seniors experience as both a mentor and mentee as they transition from new student, to advanced student, to early career professional.

- **Executive Shadowing Program**

The Leadership Scholars Program provides promising undergraduate students with opportunities to develop their leadership and learn from Orange County business executives through a series of featured speakers, training opportunities, and shadowing experiences. Executives regularly give back to the OC business community and help to develop the future of OC business's human capital by Mentoring Leadership Scholars. More employees in the OC business community graduated from CSUF than any other University in the world-now; you can add value to this process and make a difference for a graduating senior.

Annual Awards Luncheon

- **Excellence in Executive Leadership**

This award recognizes outstanding Orange County or Southern California executives who have demonstrated exemplary success in one or more of the following: *Innovation, Growth, Cultural Change, or Strategy.*

- **Excellence in Leadership Development**

This award recognizes outstanding Orange County or Southern California organizations that have excelled in developing its human capital as evidenced by its organizational policies and creative leadership development programming.

- **Lifetime Achievement**

This award recognizes outstanding Orange County or Southern California leaders for a lifetime of excellence in business and philanthropy.

- **Organizational Excellence in Community Engagement**

This company award recognizes outstanding Orange County or Southern California organizations that have demonstrated excellence in corporate social responsibility and community outreach.

III. Organizational Structure and Governance

Director

John E. Barbuto, Jr. (Jay) Ph.D.

Professor of Organizational Behavior and Leadership

Department of Management

College of Business and Economics

California State University, Fullerton

Board of Directors

Joe Moderow

Fmr. Senior Vice President/Legal & Public
Affairs United Parcel Service (UPS)

Mayumi Allison

Chief Executive Officer
Hosa Technology

Charles Antis

Founder & CEO
Antis Roofing & Waterproofing

Andy Euser

Executive Vice President and Chief Administrative Officer
Ventura Foods

Raad Ghantous

CEO & Creative Director
Raad Ghantous & Associates

Carlos Guaman

President
El Triunfo Corpotation

Meg McComb

Founder
McComb Insurance

Deanne Coombs Mendoza

Executive Vice President
Teacher Created Materials

Linh Nguyen

President
Advance Beauty College

Teresa Nguyen

President & CEO
Quentin Meats Inc.

Jay Scott

Former Chief Human Resources Officer
Anaheim Ducks/ H&S Ventures/ Honda Center

Todd Taylor

Chief Financial Officer
LRES

Jessica Word

Chief Executive Officer
Word & Brown General Agency

Elizabeth Yang

Founder & Attorney
Yang Law

Nazih Yehya

Financial Advisor- District Agent
Yehya Financial & Insurance Services

Charlie Zhang

Principal Founder
Zion Enterprises

Eric Goodman

Chief Executive Officer
Mountain View Services, Inc

Karl Kreutziger

President
C.W. Driver

Andrew Still

Vice President of Beverage Operations
Niagara Bottling

Michael Chen

CSP Networks
CEO and Founder

Board of Advisors

Peter J. Brennan

Executive Editor
Orange County Business Journal

Tom Capizzi

Chief People Officer
CHOC Children's

Scharrell Jackson

CEO
*STJ Consulting Services &
Leadership in Heels*

Gia Ly

Marketing Director
ArrowGTP

Roshan Mendis

VP Operation, Principal
Lazy Dog Restaurant & Bar

Joe Chatelle

Principal
Mercer

Serena Nguyen

Owner
dtn.tech

Alissa Nemnich

Director, Talent Acquisition
Ventura Food

Richard Ramsey

Former VP Human Resources
Walt Disney International

Terry Goldfarb

Networking & Relationship Building Coach

Dawn Reese
Chief Executive Officer
The Wooden Floor

Scott Kenny
Senior Vice President
CBRE

Robert Santana
Chief Executive Officer
Boys & Girls Club of Central OC

Richard Ramsey
Vice President Human Resources
Walt Disney Studios

Scott Sherman
Executive Vice President
Ingram Micro, Inc.

Steven Tran
Managing Partner
Brand Creative

Lisa Alonso
EVP & CHRO
Healthpeak Properties, Inc.

Bryan Jones
VP of Finance
5.11 Tactical

Regina Johnson
Chief Human Resources Officer
Marketcast

Kim Letch
Partner
EY

Scott Sherman
EVP Human Resources
Ingram Micro, Inc.

Jay Scott
Ret Vice President Human Resources
Anaheim Ducks/H&S Ventures/Honda Center

Greg Hauser
Vice President of Global Talent Acquisition
OpenText

Todd Taylor
Chief Financial Officer
LRES

Chris Connolly
Senior VP & Chief Marketing Officer
San Diego Padres

Jackie Fairney
Senior VP of Human Resources
HUB International

Faculty Affiliates

Dr. John E. Barbuto, Jr.
Professor of Organizational Behavior and Leadership
Department of Management
College of Business & Economics, CSUF

Dr. Jennifer Chandler
Associate Professor of Management
Department of Management
College of Business and Economics,
California State University, Fullerton

Dr. Gerard Beenen
Professor of Management
Department of Management
College of Business and Economics, CSUF

Dr. Hunter Phoenix Van Wagoner
Assistant Professor of Management
Department of Management
College of Business and Economics, California State
University, Fullerton

Dr. Lori Muse

Associate Professor of Management
Department of Management
College of Business and Economics
California State University, Fullerton

Dr. Goli Sadri

Professor of Management
Department of Management
College of Business and Economics
California State University, Fullerton

Dr. Jessica Kamrath

Assistant Professor
Department of Human Comm Studies
College of Communications
California State University, Fullerton

Dr. Lorenzo Bizzi

Associate Professor of Management
Department of Management
College of Business and Economics
California State University, Fullerton

Dr. Chiranjeev Kohli

Associate Professor of Marketing
Department of Marketing
College of Business and Economics
California State University, Fullerton

Dr. Walied Keshk

Associate Professor of Accounting
School of Accountancy
College of Business and Economics
California State University, Fullerton

Dr. David Obstfeld

Associate Professor of Management
Department of Management
College of Business and Economics
California State University, Fullerton

Dr. Shaun Pichler

Associate Professor of Management
Department of Management
College of Business and Economics California State
University, Fullerton

Dr. Rommel Salvador

Assistant Professor of Management
Department of Management
College of Business and Economics
California State University, Fullerton

Dr. Atul Teckchandani

Associate Professor
Department of Management
College of Business and Economics
California State University, Fullerton

Dr. Steven Chen

Associate Professor of Marketing
Department of Marketing
College of Business and Economics California State
University, Fullerton

Dr. Mohammad Habibi

Associate Professor of Marketing
Department of Marketing
College of Business and Economics California State
University, Fullerton

Dr. Gerana Todorva

Associate Professor of Management
Department of Management
College of Business and Economics California State
University, Fullerton

Dr. Jamie Seo

Assistant Professor of Management
Department of Management
College of Business and Economics California State
University, Fullerton

IV. Planning and Strategic Outlook

GOALS

We plan, develop, and advocate curriculum development to enhance leadership opportunities and offerings for California State University Fullerton students (both graduate and undergraduate).

We conceive, plan, and provide extra-curricular experiences that will enhance the leadership acumen of California State University Fullerton students (both graduate and undergraduate).

We design, develop, and deliver leadership development experiences and training workshops that meets the needs of for-profit and not-for-profit organizations throughout Orange County.

We will provide "train the trainer" opportunities for human resource and organizational development professionals in Orange County.

We will provide executive-level initiatives to foster continued leadership development and community betterment.

We will respond to the needs of organizations throughout Orange County with customized leadership development initiatives and programs.

STRATEGIC OBJECTIVES AND BENCHMARKS

The priority for me at the Center now is to continue to grow the initiatives of the Center with the following **strategic objectives**:

- **Leadership scholars Program** - continue to provide business executive exposure to our undergraduate business students to enhance their networking skills, and build a community of leaders ("Ready to Work, Ready to Lead").
 - **BENCHMARK** - 10 events per year
 - 200 students cumulative attendance for the 2021-2022 year
 - 300 students cumulative attendance for the 2022-2023 year

This goal will be achieved through student leadership board of the leadership scholars program and through continued outreach to business executives and organizations

- **Bringing Learning to Work** - consulting programs of the Center will be its highest priority with the business community. The goal is to generate 45 engagements in 2022-2023, and 60 engagements in 2023-2024. 70 engagements in the final year will represent the Center's capacity given the current number of faculty in the OB/HRM/Leadership areas.
 - **BENCHMARK** -50 and 60 engagements in the next two years, respectively.
 - **2022-2023:** 45 Engagements: Gross Income= \$117,000
 - **2023-2024:** 60 Engagements: Gross Income= \$130,000
 - **To reach this goal the following operating plan will be implemented**
 1. Establish a "give or get" policy for current advisory board members
 2. Meet with advisory board members to gain commitments for engagements
 3. Strategically expand our board of advisership to broaden the audience for this initiative
 4. Collaborate with 's development office to target and market to prospects for the initiative

- **Board of Directors** -The Center's board of directors will serve as a funding resource to advance its initiatives. Membership of the board will require at least \$5,000 in annual giving. Emollment in fund-generating activities will also be considered for board membership. The goal is to grow the membership from the current level of one member to six in two years
 - **BENCHMARK** - Increase board of membership to 25 by the end of 2023-2024 - \$125,000 annual giving
 - 2022-2023 - Increase paid board membership to 18 members - \$90,000
 - 2023-2024- Increase paid board membership to 25 members - \$125,000 membership
 - **To reach this goal the following operating plan will be implemented**
 1. Seek foundation giving from current board of advisors' organizations
 2. Collaborate with development office to seek funding for leadership initiatives

Annual Awards Luncheon/Conference - will continue to recognize the top executive and top organization for its leadership development efforts. This event is the Centers fundraising event.

RELATIONSHIPS AND FOCUS OF THE CENTER FOR LEADERSHIP

