

UF WARRINGTON COLLEGE OF BUSINESS

Thought Leadership Campaign

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MEET THE TEAM



ALYSSA TURNER

Account Executive

Alyssa Turner is from Pensacola, Florida, and is currently a senior at the University of Florida pursuing a degree in public relations with a minor in sustainability studies. Turner works as an assistant to UF Advancement's Vice President and Campaign Events team and is passionate about environmental sustainability. She also loves spending quality time with family and friends. After graduation, she plans to stay in Florida working as a Public Relations Specialist for a medical center while pursuing a Master of Arts in Mass Communication.



AVA FITZSIMONS

PR Director

Ava Fitzsimons is a senior public relations student at the University of Florida with a concentration in public affairs. Fitzsimons was a TA for Professor Pat Ford's crisis communications class and a communications intern at Public Citizen this past fall semester. She most recently began an internship with Legend Labs, the leading brand and communications consulting firm specializing in creative strategy and reputation and crisis management in Austin, Texas. She works with the team on project and client support, researches advancements in digital media, and helps produce content. After graduation in May, she hopes to pursue a career in PR and move to Austin, Texas.

MEET THE TEAM



LYNNE GEORGE
Copywriting Director

Lynne George is a senior public relations student with an outside concentration in education at the University of Florida. She will be graduating in May and plans on getting her real estate license this summer in Florida. George has marketing and sales experience from her internship at The Selling Factory as a business-to-business sales development representative where she works on campaigns to build relationships with decision makers and connect with potential customer leads to sell a service or product.



TAYLOR SMITH
Creative Director

Taylor Smith is a senior public relations major from Orlando, Florida. Smith's passion for sales led her to her current role as a sales development intern for The Selling Factory. Alongside her internship, she serves as the director of strategy for a student-run advertising agency at UF called Elevate. After graduation, she hopes to work in sales in Tampa or Orlando, Florida.

MEET THE TEAM



SYDNEY MCEVILLY
Media Director

Sydney McEvilly is a senior public relations student at the University of Florida with a concentration in tourism, events and recreation management. McEvilly has worked as the public relations intern and marketing director for the past two semesters for Total Planning Veterinary Services. She builds relations with current and potential clients by using social media, email marketing and planning and executing events for the company. After graduation in May, she hopes to pursue a career in PR and move to Austin, Texas.



JULIANA RYAN
Research Director

Juliana Ryan is a senior public relations student with a concentration in nonprofit organizational leadership at the University of Florida from Lakeland, Florida. Juliana has worked as a barista at a local coffee shop in Gainesville as well as a marketing and communications intern at the nonprofit Generous Giving. She's passionate about using her skills in research and design to tell an organization's story. After graduation in May, Juliana will be moving to Charlotte, NC, for a nine-month fellows program pursuing a career in nonprofit PR.

EXECUTIVE SUMMARY

The UF Warrington College of Business seeks to position itself as a thought leader among business professionals by facilitating more peer faculty group interaction. This book outlines a proposed public relations campaign that aims to attain the goal by creating an accessible network of higher-education business thought leaders where they can share and cultivate ideas, events, concepts and speeches with one another. Holistically, the implementation and promotion of this connection outlet will garner widespread recognition for Warrington faculty as frontrunners in the field. The target audience of this campaign will consist of Warrington research faculty as well as six key business schools, which are outlined in a later section. This initiative will produce valuable results by having the faculty of Warrington use and amplify their current network and seek out new connections. Three specified tactics outline precisely how to achieve this objective. Ultimately, this campaign will highlight and emphasize the continued efforts of the Warrington College of Business to be a thought leader not only in the broad field of business but also in the unique areas of study that Warrington is most well known for.

BRAND PLATFORM

Mission

To strengthen society by creating influential research and fostering an inclusive lifelong learning community that educates and supports tomorrow's business and academic leaders.

Values

Warrington's values are defined by tenacity, commitment and rigor. Composed of experienced faculty and staff, strong competition, and successful placements for overall performance beyond measure.

Purpose

As UF continues to gain national prominence, the UF Warrington College of Business reflects its mission to rise in the rankings of public institutions, while influencing a brighter future.

Vision

Warrington's vision is to create an environment for students to learn from world-class business thought leaders covering general business, marketing, management, information systems and operations management, analytics and AI, finance, insurance, real estate and accounting.

ORGANIZATION HISTORY

The University of Florida College of Business was first established in 1926 under Dean Walter Matherly. Within the first few years of its founding, the college of business was accredited by AACSB International, eventually electing Dean Matherly as president of the association, renamed the College to the College of Business Administration and in 1938, celebrated the graduation of 100 students with business degrees. By 1946, the first MBA degrees were awarded from the College. Eventually, the College was renamed to the UF Warrington College of Business in honor of Alfred C. Warrington IV. Warrington was a 1958 UF graduate with a BSBA in accounting. He is the founding chairman and former co-CEO of Sanifill, Inc. His gift of $11 million in 1996 allowed business faculty to help college faculty and staff to assist students in learning the business needs of the 21st century.

Today, the Warrington College of Business has had over 42,000 students earn business or accounting degrees. The degrees have been put to good use in the real world by creating a national and international network of business professionals who guide and mentor each other in business-related ventures. Currently, a total of three undergraduate programs are offered by the college: Bachelor of Arts in Business Administration (BABC), Bachelor of Science in Business Administration (BSBA) and a Bachelor of Science in Accounting (BSAc). The college has a specific school for accounting majors, the Fisher School of Accounting. The BSBA track allows students to major in general business, finance, economics, computer and information sciences and decision and information sciences. Along with undergraduate programs, the college additionally offers an MBA and Special Graduate programs for students to pursue post-undergraduate. Throughout the years, the college has positioned itself to serve as a thought leader in the business sector along with other reputable academic institutions.

ACCOMPLISHMENTS

The Warrington College of Business is a well-accomplished academic institution that ranks highly in the nation and produces successful alumni in a variety of fields. Currently, according to the 2022 U.S. News and World Report the Warrington College of Business was ranked #1 in online in bachelor's and veteran's MBA programs, #2 in bachelor's business and veteran's bachelor's and #3 in online MBA programs.

Additionally, the college is known for its world-class faculty that is active in research and supporting students and encouraging them to be the best business professionals possible. The college has 11 research centers that are accessible by faculty and are hubs for influential research in various fields. These centers serve as thought leadership to many organizations across the globe. The Warrington College of Business website houses information from past and current research being done by faculty. There are a variety of areas being researched by faculty such as finance, insurance, and real estate, information systems and operations management, general management and marketing. The website also provides publications and news articles where faculty have been mentioned and shared their research. For example, faculty member Jay Ritter has been featured in many news publications regarding asset pricing, valuation, investment banking, etc. Ritter and the countless other faculty reinforce Warrington's position as a thought leader.

ACCOMPLISHMENTS

Furthermore, each sector of business (finance, real estate, insurance, etc.) has its own importance within the college. For example, the Information Systems and Operations Management sector provides many resources for learning more about the subject. Multiple workshops and biosketches take place in order to inform students and faculty about a variety of topics in order to reinforce thought leadership. Warrington's Management Department is currently ranked #1 in research productivity per capita by Texas A&M/University of Georgia Rankings of Management Department Research Productivity. This is done in multiple ways, one of which is Warrington's dedication to promoting robust and reliable research practice. The college prides itself in this program and is designed to address credibility challenges across many sciences including social, behavioral and economic. The goal is to provide reliable potential solutions for issues related to these sciences. Alumni of the Warrington College of Business have also proven to be successful in the world of business by creating and running large businesses across the country.

Overall, the Warrington College of Business has positioned itself to be a strong academic institution of thought leadership. The highly-qualified faculty, participation in research, alumni and students are what make it possible.

TARGET AUDIENCE

The target audience for this campaign consists of the faculty members within the college that conduct research and its peer faculty that are trying to be reached. There are a total of six schools that will eventually be closely connected to Warrington's faculty. Three schools will serve as the main priority for networking while the other three schools are long-term networking possibilities. The Ross College of Business at the University of Michigan, UNC Kenan-Flagler Business school and the University of Texas Austin McCombs School of Business are three schools that Warrington is currently trying to network with through communication platforms such as LinkedIn. These schools were chosen due to their similar rankings to Warrington, making it fairly attainable to achieve mutually beneficial relationships with each of these schools. The other three schools, MIT Sloan School of Management, UVA Darden School of Business and Harvard Business School are three that Warrington can potentially create meaningful relationships with in the next five years or so. These schools currently rank among the highest business schools in the country, making them exclusive and difficult to connect to. Warrington's 40 faculty members are highly accomplished individuals who participate in research and other endeavors within business.

SWOT ANALYSIS

STRENGTHS

- Scholarly Impact
  - Academic Analytics ranks Warrington faculty research activity among the highest in the Association of American Universities (AAU)
- Maintains an efficient system for internal communication and external monitoring
  - College calendar, Google Alerts, Warrington Wire, media analytics, etc.
- Highly ranked by U.S. News & World Report

WEAKNESSES

- Faculty lack the ability to beneficially interact with fellow researchers from other business schools
- Difficulty determining what faculty want from a communication and informational standpoint
- Warrington faculty may be reluctant to facilitate or participate in communication with other peers

SWOT ANALYSIS

OPPORTUNITIES

- Build awareness of faculty as nationally recognized, world-class experts
- Develop a strong foundation for faculty to participate in peer-to-peer conversations among other business schools
    - Strengthens the perception of thought leadership provided by Warrington
- Collect emails from business industry professionals/researchers/scholars for better Warrington positioning and engagement

THREATS

- Established industry professionals and business schools dominate the business thought leadership space
- Several business schools have higher accreditation and a larger following (e.g., Harvard, MIT Sloan)
- Many unique communication methods crowd the business research space (e.g., business reviews, blogs, event calendars, etc.)

CAMPAIGN OUTLINE

Currently, Warrington does not have a clear channel of communication with peer faculty from other top-ranked universities. The limited access to streamline communication between professionals impedes innovation and progress; these researchers share similar goals and initiatives, so sparking a relationship would be mutually beneficial. A channel that fosters communication among the diverse higher-ed faculty would allow for Warrington researchers to introduce and establish themselves as thought leaders in the industry while communicating with other prominent industry leaders. A communal platform to share commentary on current events and breakthroughs related to their research would provide Warrington with an outlet to be part of the conversation with the top leaders in the business industry.

CAMPAIGN OUTLINE

The University of Florida's Warrington School of Business must position itself as a thought leader among business professionals by facilitating more peer faculty group interaction. The University of Florida already has an impressive staff of seasoned researchers and professionals; however, it must do a better job at showcasing this to the rest of the business community. When Warrington becomes a part of the conversation it will add a layer of credibility to UF and allow the professors to gain name recognition, which will benefit the school's overall status as a thought leader. At the Warrington School of Business, students learn from world-class business thought leaders who cover topics ranging from general business, marketing, management, information systems and operations management, analytics and AI, finance, insurance, real estate, and accounting. There are more than 40 Warrington faculty currently maintaining research and teaching interests in AI and analytics. Academic Analytics ranks Warrington faculty research activity among the highest in the Association of American Universities, and Dr. Liangfei Qiu was ranked the number one ISOM faculty worldwide by Association for Information Systems. Furthermore, faculty like Dr. Jay Ritter is a well-known research foundation professor. All of this positions Warrington to be a beneficial addition to a discussion with peer-group thought leaders; however, the University of Florida has not been successful in positioning itself to be a part of the conversation.

CAMPAIGN PLAN

Desired Outcome

The goal of this public relations campaign is to position Warrington as a thought leader among business professionals by facilitating more peer faculty group interaction.

Objective

This goal will be reached by creating an accessible network of higher-education business thought leaders.

Strategy

Create a LinkedIn Group to connect with research peers. The group will be named the Higher-Ed Business Hub. In order to publicize this LinkedIn group to the correct members, the faculty of Warrington need to utilize and amplify their current network to seek out new connections.

Tactic 1

The first tactic will be for Warrington researchers to speak at and attend conferences. At these events, the professors will be responsible for interacting with other thought leaders and promoting the LinkedIn Group. The professors will have pre-made business cards supplied that includes the name of the LinkedIn Group as well as a call-to-action on why thought leaders should connect with it. Additionally, every speaker presentation will include a slide with a QR code to the same link of information. These promos will be aesthetically pleasing as well as informative, and they will give the professionals clear direction on why and how to join.

CAMPAIGN PLAN

Tactic 2

The next two tactics will be done in a two-tier system. There are certain schools the Warrington School of Business should prioritize in adding to the network. The first tier of schools, the Present Tier, includes the University of Michigan Ross School of Business, UNC Kenan-Flagler Business School and UT Austin's McCombs School of Business. These schools are on a similar playing field as the University of Florida. Warrington professors will be responsible for capitalizing on their current connections. This means reaching out to peer faculty they are already connected with on LinkedIn and invite them to the group. Templates will be provided for these professors via media kits, so they can easily send messages within LinkedIn to their pre-existing connections.

Tactic 3

The third tactic is for Warrington thought leaders to interact with peer faculty on their blogs, forums and LinkedIn pages. Ideally, communication should stay within the platform of LinkedIn so that professors can easily connect with others. Professors are encouraged to direct the conversation back to the LinkedIn Group. For example, on external blog sites, professors are advised to mention they will connect with them on LinkedIn to provide them with more information. After connecting, they should send a short message via LinkedIn or through email; Templates for both versions will be provided in the media kit. There will also be templates of concise one-liners to comment on peer faculties' blogs.

Furthermore, the second tier of schools, the Future Tier, includes the top-ranked business schools nationwide: Harvard Business School, MIT Sloan School of Management and UVA Darden School of Business. Warrington will target them second because the LinkedIn Group must already have strong credibility built before inviting other premiere thought leaders on board. A base network has to be created before reaching out to the biggest names in the industry because there must be an incentive for the best to want to join. Once the Warrington LinkedIn Group has been established and cultivated, the same tactics used on the first tier of schools will be used to entice the Future Tier schools' faculty to join the conversation.

This promotional campaign will aid the over 40 Warrington faculty members in networking with other like-minded business thought leaders in the higher education realm. If Warrington follows these tactics to fulfill the strategies and objective, it will effectively and successfully target faculty at competing business schools and create a channel of communication where thought leaders share relevant articles, events and materials pertaining to the business industry, as well as their perspectives on rising research trends.

EVALUATION

In order to evaluate the success of this campaign, Warrington can closely track the analytics provided by LinkedIn to measure the growth of the Higher-Ed Business Hub group. LinkedIn has a Group analytics tool that provides valuable data to the owner of the group. The feature allows you to choose specific start and end dates to track statistics within a given timeframe. The data is separated into two categories: growth and engagement. Growth tracks the total number of members in the group, as well as active members, which are the number of users that have visited the group page within the given timeframe. The metric can calculate the percentage increase of active members compared to the previous week. LinkedIn also provides a graph of new and active members and the percentage of growth over a period of time. Within the engagement category, LinkedIn tracks the number of posts made in the group, post views and number of times a post was displayed to a member. Post engagement is measured by the number of comments and reactions it receives. Group analytics can also create a graph to depict posts views, comments and reactions over a period of time. This is a beneficial evaluation method for this campaign because it will show how useful the network is for connecting thought leaders from all around the world.

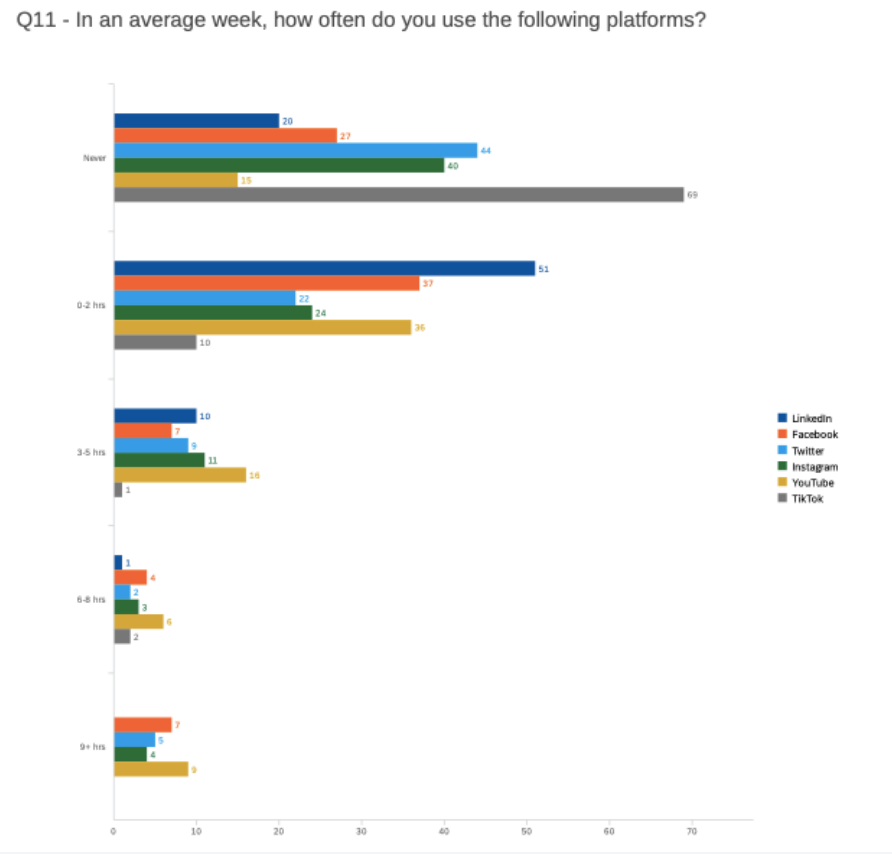
RESEARCH

SURVEY FINDINGS

Total Responses: 125
Total Complete (usable) Responses: 82
65.6% of responses were complete (usable)

Important Findings

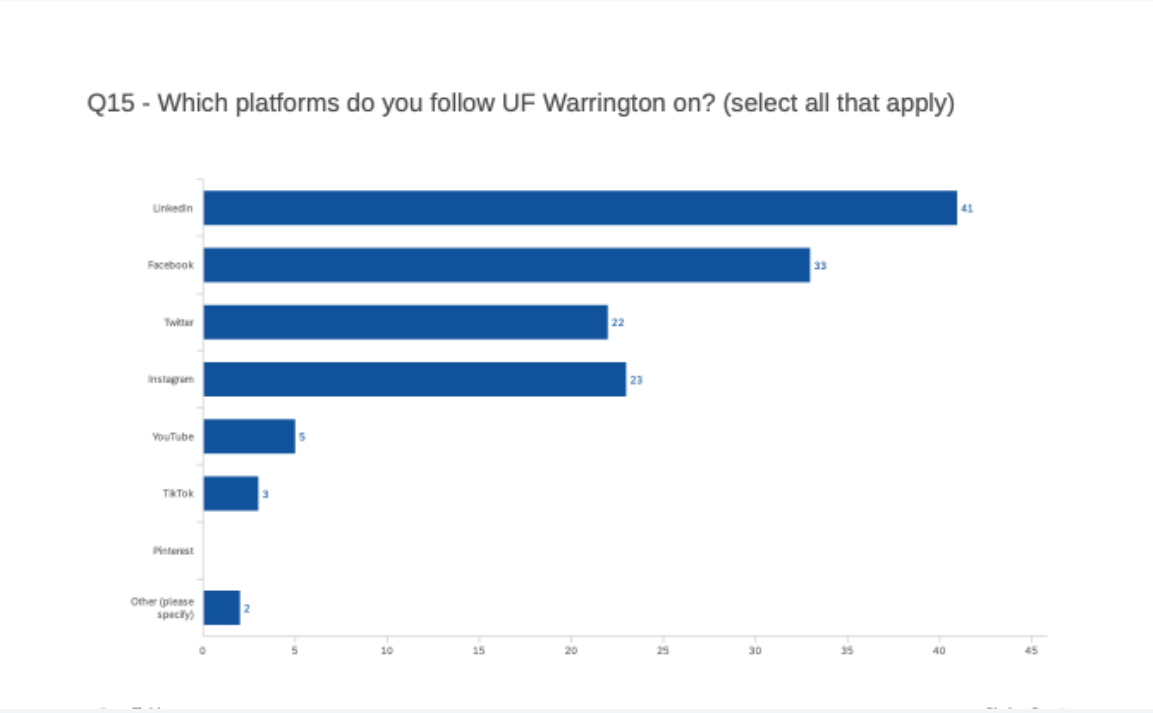
- Q11 – In an average week, how often do you use the following platforms?
  - LinkedIn
  - Raw Data
    - 24.4% say never
    - 62.2% say 0–2 hours
    - 12.2% say 3–5 hours
    - 1.2% say 6–8 hours
    - 0% say 9+ hours
  - Highlight Data
    - 75.6% of respondents (62 out of 82) use LinkedIn in an average week
    - 24.4% of respondents (20 out of 82) DON'T use LinkedIn in an average week
  - Conclusion
    - There exists already a strong foundation of Warrington faculty / staff on LinkedIn. This will be beneficial to getting the LinkedIn Group up and running quickly. Any who are not on LinkedIn can be encouraged to join and participate in the conversations.



SURVEY FINDINGS

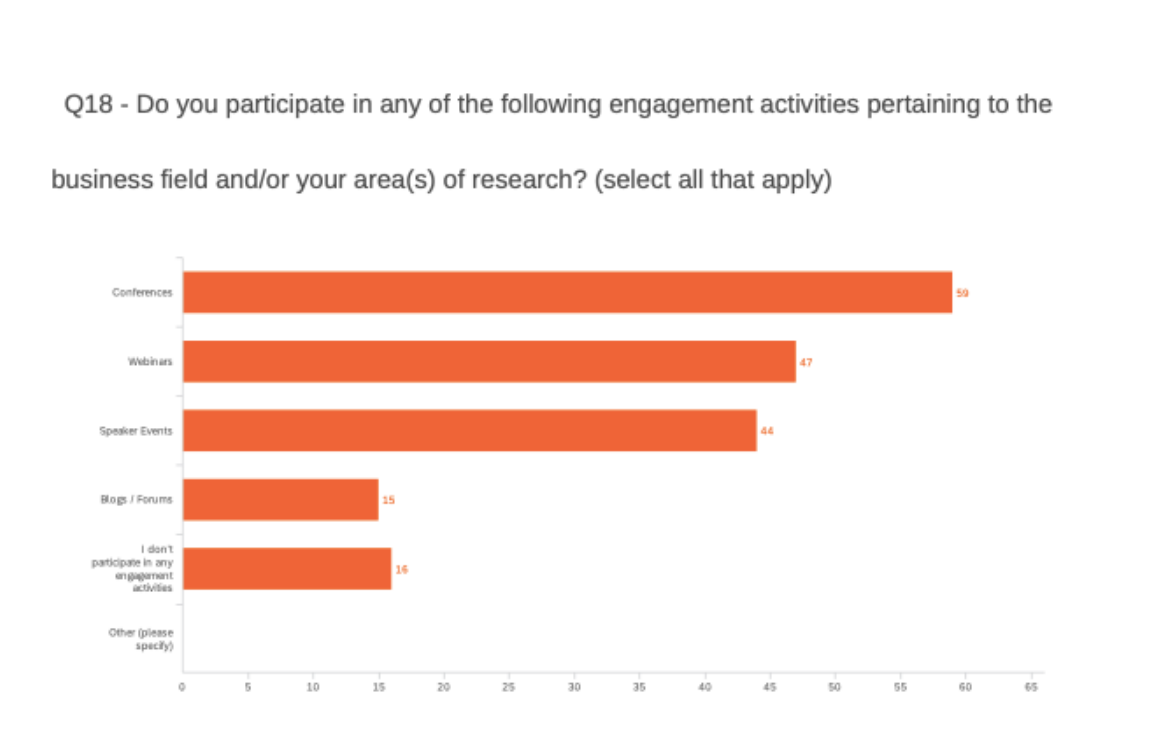
- Q13 – Do you follow UF Warrington College of Business on any social platforms?
  - Highlight Data
    - 68.3% of respondents (56 out of 82) follow Warrington on some type of social platform
    - 26.8% of respondents (22 out of 82) DON'T follow Warrington on any type of social platform
    - 4.9% of respondents (4 out of 82) are not sure if they follow Warrington on any type of social platform
  - Conclusion
    - Over half of respondents follow Warrington on some type of social platform. The remaining respondents who don't follow Warrington may be enticed to do so on LinkedIn.

- Q15 – Which platforms do you follow UF Warrington on? (select all that apply)
  - Raw Data
    - 50% (41 out of 82) say LinkedIn
    - 40.2% (33 out of 82) say Facebook
    - 26.8% (22 out of 82) say Twitter
    - 28.1% (23 out of 82) say Instagram
    - 6.1% (5 out of 82) say YouTube
    - 3.7% (3 out of 82) say TikTok
    - 0% (0 out of 82) say Pinterest
    - 2.4% (2 out of 82) say Other ("canvas and the school's website and posts" and "WCB websites")
  - Highlight Data
    - 50% of respondents (41 out of 82) say they follow Warrington on LinkedIn
  - Conclusion
    - This means roughly half of Warrington faculty/staff are not actively associated with Warrington on LinkedIn. This leaves major room for increased online engagement.



SURVEY FINDINGS

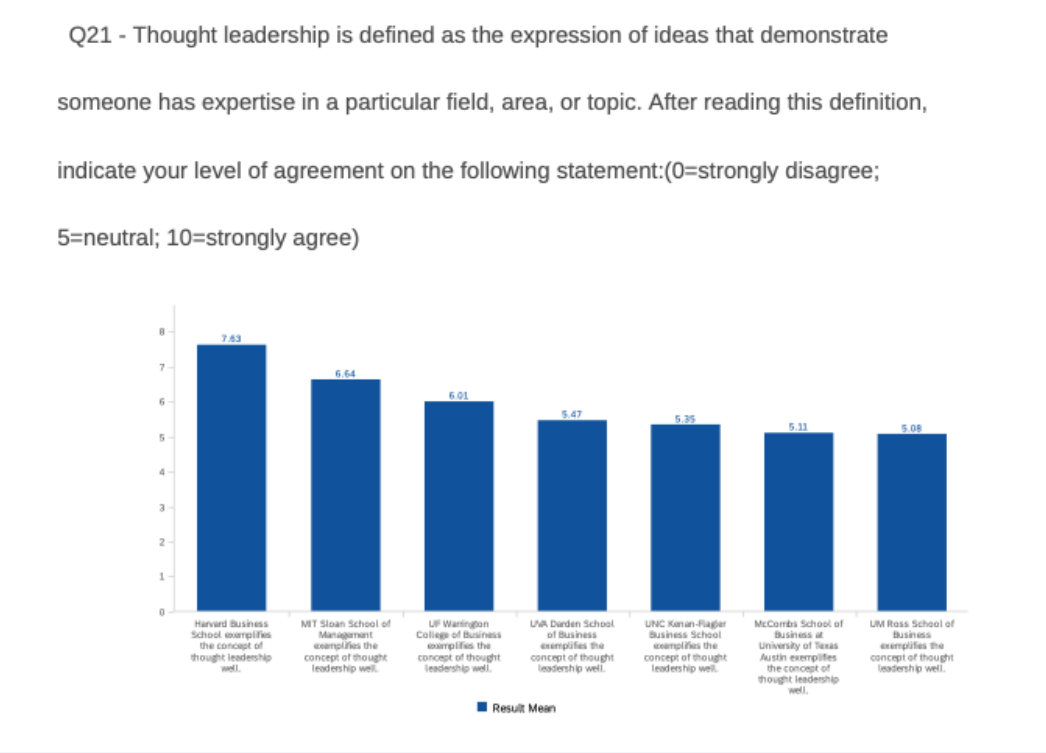
- Q18 – Do you participate in any of the following engagement activities pertaining to the business field and/or your area(s) of research? (select all that apply)
  - Raw Data
    - 71.9% (59 out of 82) say conferences
    - 59.8% (49 out of 82) say webinars
    - 53.7% (44 out of 82) say speaker events
    - 18.3% (15 out of 82) say blogs / forums
    - 19.5% (16 out of 82) say they don't participate in any engagement activities
    - 0% (0 out of 82) say other
  - Highlight Data
    - 80.5% of respondents (66 out of 82) participate in some form of engagement activity pertaining to the business field and/or their area(s) of research
    - 19.5% of respondents (16 out of 82) DON'T participate in some form of engagement activity pertaining to the business field and/or their area(s) of research
  - Conclusion
    - This shows that a majority are able to share about the LinkedIn Group via engagement activities.



SURVEY FINDINGS

- Q19 – In any given month, how often do you participate in the following engagement activities pertaining to the business field and/or your area(s) of research?
  - Highlight Data
    - 60.9% of respondents (50 out of 82) say they participate in conferences between 1-2 times in any given month
    - 57.3%% of respondents (47 out of 82) say they participate in webinars between 1-4 times in any given month
    - 56.1% of respondents (46 out of 82) say they participate in speaker events between 1-4 times in any given month
    - 28% of respondents (23 out of 82) say they participate in blogs / forums between 1-5+ times in any given month
  - Conclusion
    - This is an opportunity for growth. The majority are not active on blogs / forums which may indicate that there is no platform currently available and geared toward their likings. The LinkedIn Group could increase these participation numbers.

- Q21 – Thought leadership is defined as the expression of ideas that demonstrate someone has expertise in a particular field, area, or topic. After reading this definition, indicate your level of agreement on the following statement:(0=strongly disagree; 5=neutral; 10=strongly agree)
  - UF Warrington College of Business received a mean ranking of 6.01 on the scale, placing it in 3rd place behind Harvard and MIT Sloan among seven prominent business schools.
    - This indicates that there exists room for growth in level of perception Warrington receives as a "thought leader" college



SURVEY FINDINGS

- Q23 – For each of the following statements, please indicate the level at which you agree or disagree.
  - "I have a strong network of peers outside of UF to share research and ideas with."
    - Data
      - 49.4% of respondents (40 out of 81) somewhat agree or strongly agree with this statement
      - 33.3% of respondents (27 out of 81) neither agree nor disagree with this statement
      - 17.3% of respondents (14 out of 81) somewhat disagree or strongly disagree with this statement
    - Conclusion
      - Nearly half indicate that they have a strong network of peers outside of UF. These established connections can assist in spring boarding the LinkedIn Group.
  - "I wish I had a more streamline way to connect with faculty members from other business schools."
    - Data
      - 39.5% of respondents (32 out of 81) somewhat agree or strongly agree with this statement
      - 42% of respondents (34 out of 81) neither agree nor disagree with this statement
      - 18.5% of respondents (15 out of 81) somewhat disagree or strongly disagree with this statement
    - Conclusion
      - The majority of respondents (81.5%) either agree or have no strong feelings either way about having a more streamline way to connect with faculty members from other business schools. This emphasizes a need for the LinkedIn Group and may sway more faculty / staff to value having this streamlined connection.
  - "I would be interested in participating in an online group with peer faculty to facilitate discussions."
    - Data
      - 28.4% of respondents (23 out of 81) somewhat agree or strongly agree with this statement
      - 45.7% of respondents (37 out of 81) neither agree nor disagree with this statement
      - 25.9% of respondents (21 out of 81) somewhat disagree or strongly disagree with this statement
  - Conclusion
      - The majority of respondents (74.1%) either agree or have no strong feelings either way about being interested in participating in an online group with peer faculty to facilitate discussions. This emphasizes the idea that many would be interested and even more could potentially be open to the idea of trying out the LinkedIn Group.

SECONDARY RESEARCH

Warrington School of Business has a total of 12 research centers that actively contribute to advancing the business industry. After analyzing the capacity of work done in these research centers at Warrington, it was important to complete a competitive analysis of other business schools around the country. Our client suggested six ideal schools for this campaign:

- UNC Kenan Flagler
- The McCombs School of Business at UT Austin
- Michigan Ross
- UVA Darden School of Business
- MIT Sloan
- Harvard Business School.

These schools represent two different target audiences, which is why they have been separated into two tiers. Tier 1, which includes the first three listed, are well-respected business schools that are comparably ranked to Warrington. Tier 2, the last three listed are leaders amongst business schools and are models for what Warrington hopes to become in the future.

The secondary research obtained from the competitive analysis of Tier 1 and Tier 2 schools can be summed up into what is called the six ownable topics. It was important to closely analyze the research focuses of each schools' faculty through their websites, news and social media. Faculty research in the business industry is not uniform across all universities, and each of these schools had its own research initiatives, centers, institutes, events and groups. However, these six ownable topics represent some of the most consistently seen research trends seen within business programs. We chose some of the broadest, most popular research topics in business as an example to show how Warrington can bring together like-minded faculty members and connect them through their research interests.

SECONDARY RESEARCH

UF Warrington's six ownable topics are Data Analytics & AI, Entrepreneurship & Leadership, Supply Chain Management, Real Estate, Retail and Sustainability.

UNC Kenan Flagler shares five out of the six ownable topics. Entrepreneurship and Leadership, Supply Chain Management, Real Estate, Retail and Sustainability studies are conducted within the Kenan Institute of Private Enterprise Center, the Center for Sustainable Enterprise, the Entrepreneurship Center, the Energy Center, the Luther H. Hodges Leadership Center, and the Leonard W. Wood Center for Real Estate.

The McCombs School of Business at UT Austin also share five out of six ownable topics, including Data Analytics & AI, Entrepreneurship and Leadership, Supply Chain Management, Real Estate, and Sustainability within their Center for Analytics and Transformative Technologies, Center for Leadership and Ethics, KBH Energy Center, Herb Kheller Entrepreneurship Center, Real Estate Center, Supply Chain Management Center and the Global Sustainability Leadership Institute. Michigan Ross shares four out of six topics, which are Entrepreneurship and Leadership, Supply Chain Management, Real Estate and Sustainability. Ross's Samuel Zell and Robert H. Lurie Institute for Entrepreneurial Studies, Sanger Leadership Center, Tauber Institute for Global Operations, Weiser Center for Real Estate and Erb Institute contribute to these studies.

SECONDARY RESEARCH

These six ownable topics also comply with the work done at the Tier 2 schools.

UVA Darden School of Business shares five out of six ownable topics: Data Analytics & AI, Entrepreneurship & Leadership, Supply Chain Management, Retail and Sustainability. UVA's Batten Institute and The Institute for Business are some of the main contributors to the research done at this school, as well as the Behavioral Research at Darden (BRAD) Lab, that focuses on behavioral studies within the business industry. MIT Sloan shares these same five ownable topics as UVA Darden. This school has an impressive number of research centers and initiatives, including the MIT Leadership Center, the Trust Center for MIT Entrepreneurship, the MIT Sloan Information Systems Center and the MIT Center for Energy and Environmental Policy Research. Finally, the Harvard Business School shares three ownable topics, Data Analytics & AI, Entrepreneurship and Leadership and Sustainability. Harvard is one of the most notable research institutions in the world, and faculty research of these three industry topics is done on an international level. If a school does not share one of these ownable topics, it does not mean that they do not have faculty that contribute research to these industries. These six ownable topics were designed to highlight the larger research focuses of each school and allow Warrington to categorize faculty contributions to business research in order to facilitate like-minded faculty communication based on their research interests.

SECONDARY RESEARCH

MICHIGAN
ROSS SCHOOL OF BUSINESS

Research Stars to Connect with from Michigan Ross



BOB NEEDHAM
Research in Real Estate



PAOLO PASQUARIELLO
Research in Supply Chain Management



GEORGE SIEDEL
Research in Leadership

POTENTIAL NETWORKING EVENTS AT ROSS

POSITIVE BUSINESS CONFERENCE
May 12-13, 2022

POS RESEARCH CONFERENCE
June 23-24, 2022

UF WARRINGTON

SECONDARY RESEARCH

UNC KENAN-FLAGLER BUSINESS SCHOOL

Research Stars to Connect with from UNC Kenan-Flager



OLGA HAWN

Research in Sustainbility



STEPHANIE MAHIN

Research in Retail



ARVIND MALHOTRA

Research in Data Analytics

POTENTIAL NETWORKING EVENTS AT UNC

TALENT MANAGEMENT INSTITUTE

April 5-8 and Nov. 8-11

INTENTIONAL LEADERSHIP CONFERENCE

May 11-13 and Sept. 29-30

UF WARRINGTON

SECONDARY RESEARCH

TEXAS McCombs

Research Stars to Connect with from Austin McCombs



SEKOU BERMISS

Research in Data Analytics



SAM KRUGER

Research in Real Estate



RAGHUNATH RAO

Research in Supply Chain Management

POTENTIAL NETWORKING EVENTS AT MCCOMBS

COFFEE AND CONVERSATIONS MBA CHICAGO ALUMNI MIXER

April 28, 2022

UF WARRINGTON

APPENDIX

TIMELINE

STAGE 2

6 months- Tier 1
involvement begins
UNC, UT Austin, UM

STAGE 1

3 months - Build LinkedIn Page, Start foundation through Warrington faculty use of the network

STAGE 3

12 months - Tier 2
invovlement begins
Sloan, Darden, Harvard

BUDGET

$35,000

TRAVEL, HOTEL, TRANSPORTATION EXPENSES FOR MINIMUM 50 FACULTY

$25,000

PAID PROMOTIONS ON LINKEDIN

$7,000

PAID INTERN ROLE

$3,000

SOCIAL MEDIA PLAN

The UF Warrington College of Business uses social media as a communications vehicle to develop and strengthen relationships with prospective students, current students, alumni, employers, companies, peers, etc.

We chose to focus on LinkedIn because our campaign is going to focus on a new LinkedIn page that will create a network between business school professors doing similar research.

Although all social media platforms that Warrington uses are vital in representing its image to the public, LinkedIn is much more effective than other platforms because it is a professional social media network rather than an entertaining platform.

Compared to other platforms LinkedIn is considered more secure than Facebook, is more effective in marketing than Twitter, and has more range than Instagram when thinking about the content that can be shared and the fact that the Instagram app was designed for iPhone and Android users.

LinkedIn is the perfect platform to market the research professors are doing as well as interacting with their peers as well.

WRITING SAMPLES

Mock Press Release

For Immediate Release

Contact:
Allison Alsup
allison.alsup@warrington.ufl.edu
352-273-3239

[DATE]

UF WARRINGTON LAUNCHES SPECIALIZED ONLINE GROUP

FACULTY AIM TO PROVIDE AN ENCOMPASSING COMMUNICATION PLATFORM FOR PEER-TO-PEER CONVERSATION BUILDING

GAINESVILLE, FLORIDA, [DATE] — The University of Florida's Warrington College of Business is proud to announce a new initiative aimed to position faculty as thought leaders in the higher education realm of business research and education.

Beginning today, faculty from any business school can utilize Warrington's interactive LinkedIn Group to facilitate communication amongst one another to increase knowledge sharing, express event invites and sparks insightful discussions.

This tool will be run by Warrington with the intention of including thought leaders from across the globe to enrich engagement, and UF faculty will be provided with the media tools and guidance necessary to ensure this action proves to be beneficial.

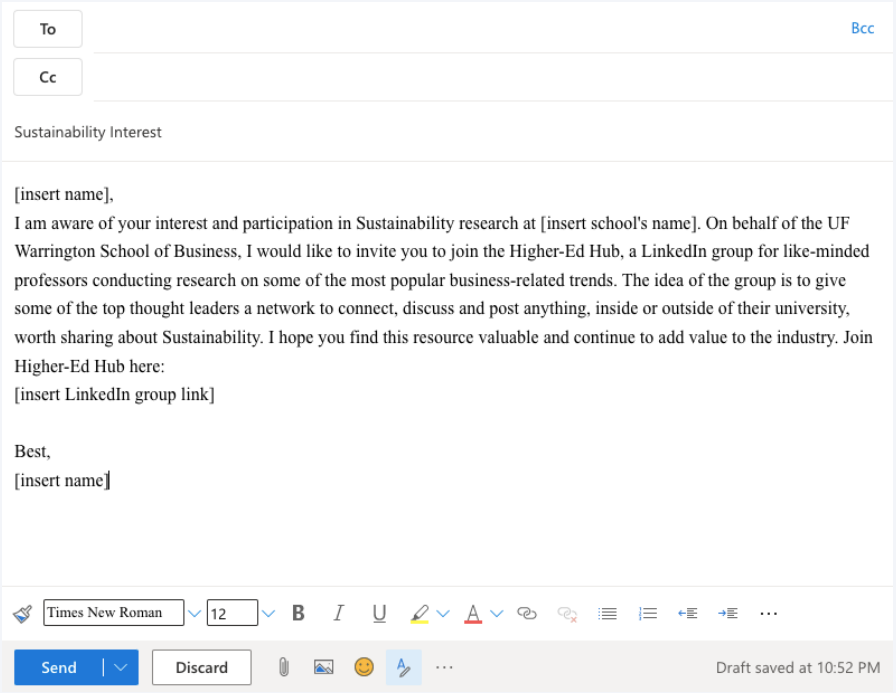
"We're incredibly excited to announce this LinkedIn Group and aim for it to supplement our faculty's work," said JC Marvin, director of marketing and communication services for UF Warrington. "This will allow us to further enhance our thought leadership reputation through communications."

# # #

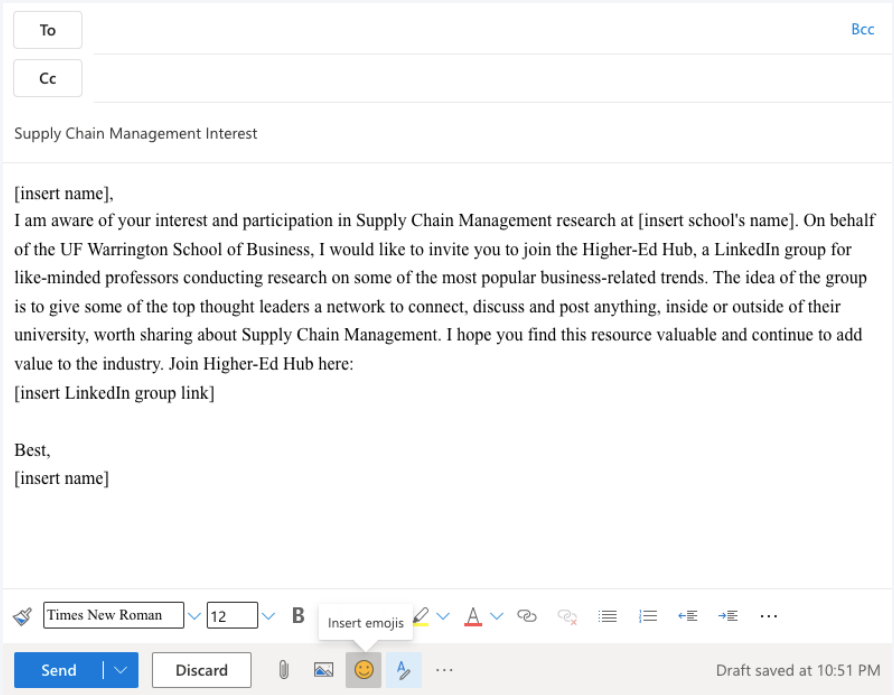
Contact:
Allison Alsup
allison.alsup@warrington.ufl.edu
352-273-3239

WRITING SAMPLES

Sustainability


To
Bcc
Cc
Sustainability Interest
[insert name],
I am aware of your interest and participation in Sustainability research at [insert school's name]. On behalf of the UF Warrington School of Business, I would like to invite you to join the Higher-Ed Hub, a LinkedIn group for like-minded professors conducting research on some of the most popular business-related trends. The idea of the group is to give some of the top thought leaders a network to connect, discuss and post anything, inside or outside of their university, worth sharing about Sustainability. I hope you find this resource valuable and continue to add value to the industry. Join Higher-Ed Hub here:
[insert LinkedIn group link]
Best,
[insert name]
Times New Roman
12
Send
Discard
Draft saved at 10:52 PM

Supply Chain


To
Bcc
Cc
Supply Chain Management Interest
[insert name],
I am aware of your interest and participation in Supply Chain Management research at [insert school's name]. On behalf of the UF Warrington School of Business, I would like to invite you to join the Higher-Ed Hub, a LinkedIn group for like-minded professors conducting research on some of the most popular business-related trends. The idea of the group is to give some of the top thought leaders a network to connect, discuss and post anything, inside or outside of their university, worth sharing about Supply Chain Management. I hope you find this resource valuable and continue to add value to the industry. Join Higher-Ed Hub here:
[insert LinkedIn group link]
Best,
[insert name]
Times New Roman
12
Insert emojis
Send
Discard
Draft saved at 10:51 PM

WRITING SAMPLES

Retail

To Bcc

Cc

Retail Interest

[insert name],
I am aware of your interest and participation in Retail research at [insert school's name]. On behalf of the UF Warrington School of Business, I would like to invite you to join the Higher-Ed Hub, a LinkedIn group for like-minded professors conducting research on some of the most popular business-related trends. The idea of the group is to give some of the top thought leaders a network to connect, discuss and post anything, inside or outside of their university, worth sharing about Retail. I hope you find this resource valuable and continue to add value to the industry. Join Higher-Ed Hub here:
[insert LinkedIn group link]

Best,
[insert name]

Times New Roman 12 B I U ⋯

Send Discard ⋯ Draft saved at 10:51 PM

Real Estate

To Bcc

Cc

Real Estate Interest

[insert name],
I am aware of your interest and participation in Real Estate research at [insert school's name]. On behalf of the UF Warrington School of Business, I would like to invite you to join the Higher-Ed Hub, a LinkedIn group for like-minded professors conducting research on some of the most popular business-related trends. The idea of the group is to give some of the top thought leaders a network to connect, discuss and post anything, inside or outside of their university, worth sharing about Real Estate. I hope you find this resource valuable and continue to add value to the industry. Join Higher-Ed Hub here:
[insert LinkedIn group link]

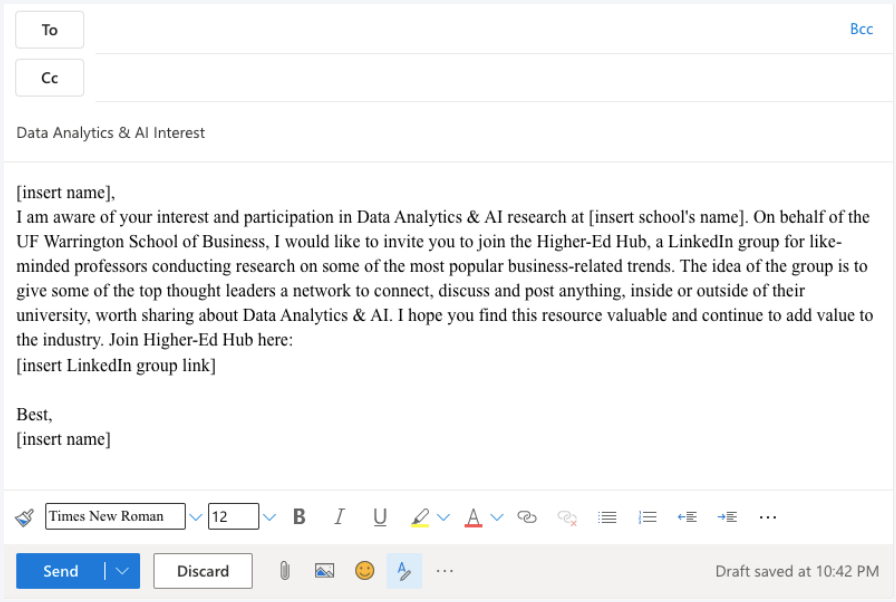
Best,
[insert name]

Times New Roman 12 B I U ⋯

Send Discard ⋯ Draft saved at 10:51 PM

WRITING SAMPLES

Data Analytics and AI



To

Bcc

Cc

Data Analytics & AI Interest

[insert name],
I am aware of your interest and participation in Data Analytics & AI research at [insert school's name]. On behalf of the UF Warrington School of Business, I would like to invite you to join the Higher-Ed Hub, a LinkedIn group for like-minded professors conducting research on some of the most popular business-related trends. The idea of the group is to give some of the top thought leaders a network to connect, discuss and post anything, inside or outside of their university, worth sharing about Data Analytics & AI. I hope you find this resource valuable and continue to add value to the industry. Join Higher-Ed Hub here:
[insert LinkedIn group link]

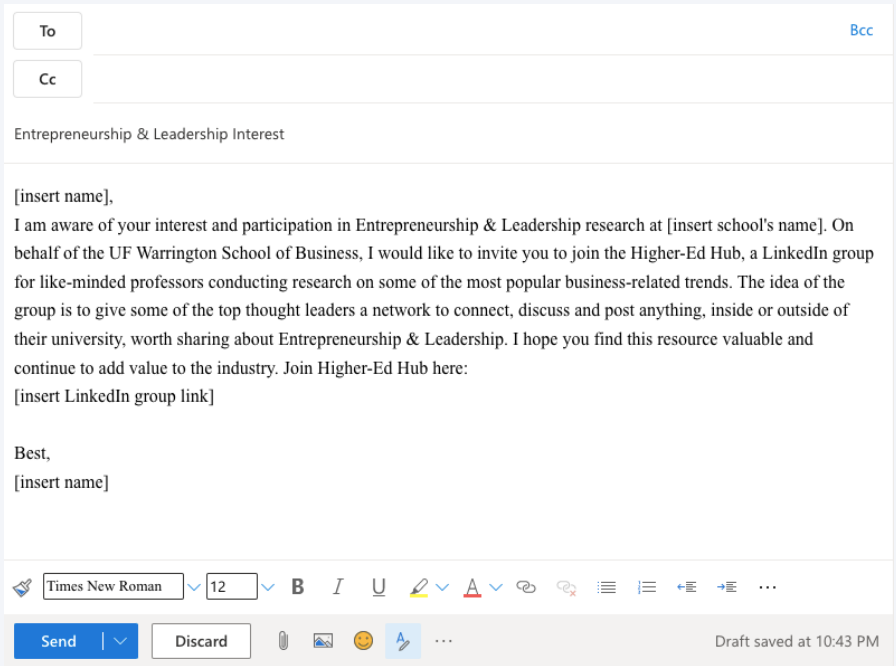
Best,
[insert name]

Times New Roman 12

Send Discard

Draft saved at 10:42 PM

Entrepreneurship and Leadership



To

Bcc

Cc

Entrepreneurship & Leadership Interest

[insert name],
I am aware of your interest and participation in Entrepreneurship & Leadership research at [insert school's name]. On behalf of the UF Warrington School of Business, I would like to invite you to join the Higher-Ed Hub, a LinkedIn group for like-minded professors conducting research on some of the most popular business-related trends. The idea of the group is to give some of the top thought leaders a network to connect, discuss and post anything, inside or outside of their university, worth sharing about Entrepreneurship & Leadership. I hope you find this resource valuable and continue to add value to the industry. Join Higher-Ed Hub here:
[insert LinkedIn group link]

Best,
[insert name]

Times New Roman 12

Send Discard

Draft saved at 10:43 PM

LINKEDIN DESIGN

Search for posts in this group

Home | My Network 12 | Jobs | Messaging 11 | Notifications 99+



Invite connections

See all

Recent

Higher-Ed Business Hub

Network with Gators: Centr...

Groups

Higher-Ed Business Hub

Network with Gators: Centr...

See all

Events +

Followed Hashtags

Discover more

Set your group up for success

2 suggestions ⟨ Previous Next ⟩

Share this group with your network

Spread the word and let people on or off LinkedIn know about your group

Share group

About this group

Description

Founded by the UF Warrington College of Business, the Higher-Ed Business Hub was designed to develop a network of like-minded business leaders in higher education. This group will promote thought leadership among business strategists and provide a connection between research peers.

Details

Industry
Advertising Services and Accounting

Discoverability
Unlisted group

Created
Mar 2022

Rules

We encourage you to utilize this page to share relevant articles, events and materials pertaining to the business industry, as well as your perspective on rising research trends.

Start a post in this group

Photo Video Poll

Grow your community

Best practice resources to build a thriving community

Download Free



Promoted

Scholarships Available
Earn your MBA online in as few as 20 months. No GMAT required to apply.

Online classes, always on
Attend class when it fits your schedule with online classes, always on 24/7

MS in Health Informatics
Earn your MS in Health Informatics & Analytics online at FIU in 15-months.

PRIMARY RESEARCH

QUALTRICS SURVEY OUTLINE

Survey Flow

Standard: Introduction (1 Question)

Block: Demographics (7 Questions)

Block: Education/Research (3 Questions)

Block: Social/Digital Communication & Engagement (5 Questions)

Block: Communication Materials for Business Industry (2 Questions)

Block: Engagement Questions (2 Questions)

Block: Thought Leadership (3 Questions)

Block: Peer to Peer Engagement (1 Question)

Block: UF Warrington (3 Questions)

End: Thank You message

QUALTRICS SURVEY

Introduction
We are conducting research pertaining to the UF Warrington College of Business and would love to learn a bit about your insights. This survey should take approximately 5 minutes, and your responses are completely anonymous.

If you have any questions about the survey, please contact us at aturner1@ufl.edu.

We greatly appreciate your time.

Block: Demographics
1. How would you describe your gender?
- Male
- Female
- Other (please specify)
- Prefer not to answer

2. What is your age?
- Under 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 65
- Over 65
- Prefer not to say

3. What is your ethnic background?
- White/Caucasian
- Asian - Eastern
- Asian - Indian
- Hispanic
- African American
- Native American
- Mixed race
- Other (please specify)

4. What is your highest level of education?

- High School Diploma
- Some College
- Associate's Degree
- Bachelor's Degree
- Master's Degree
- Doctorate
- Prefer not to say

Display This Question:

If "What is your highest level of education?" = Some College

Or "What is your highest level of education?" = Associate's Degree

Or "What is your highest level of education?" = Bachelor's Degree

Or "What is your highest level of education?" = Master's Degree

Or "What is your highest level of education?" = Doctorate

5. Where did you obtain your education? (open response)

6. What is your current employment status?

- Unemployed
- Part-Time
- Full-Time
- Contract/Temporary
- Unable to work
- Other (please specify)
- Prefer not to say

7. What is the level of your annual household income?

- Under $25,000
- $25,000 - $50,000
- $50,000 - $100,000
- $100,000 - $200,000
- Over $200,000
- Prefer not to say

Block: Education/Research

1. What is your primary area(s) of study? (select all that apply)

- Accounting
- Business Administration
- Finance
- Information Systems
- Management
- Marketing
- I've never studied any business-related topic
- Other (please specify)

Skip To: End of Block If "What is your primary area(s) of study? (select all that apply)" = I've never studied any business-related topic.

Skip To: End of Block If "What is your primary area(s) of study? (select all that apply)" = I've never studied any business-related topic.

2. Are you involved in research pertaining to the business field?

- Yes
- I am a research assistant
- I have been in the past
- No

3. What research in the business field are you most interested in? (select all that apply)

- Artificial Intelligence (AI) and Analytics
- Finance
- Accounting
- General Business
- Marketing
- Business Management
- Information Systems and Operations Management
- Insurance
- Real Estate
- I'm not interest in any business-related research
- Other (please specify)

Block: Social/Digital Communication & Engagement

1. In an average week, how often do you use the following platforms?

Block: Social/Digital Communication & Engagement

1. In an average week, how often do you use the following platforms?

	Never	0-2 hrs	3-5 hrs	6-8 hrs	9+ hrs
LinkedIn	O	O	O	O	O
Facebook	O	O	O	O	O
Twitter	O	O	O	O	O
Instagram	O	O	O	O	O
YouTube	O	O	O	O	O
TikTok	O	O	O	O	O

2. How do you typically get your news? (select all that apply)

- Print Newspaper
- News Websites
- Podcasts
- Social Media
- Television Broadcasts
- Other (please specify)

3. Do you follow UF Warrington College of Business on any social platforms?

- Yes
- No
- I'm not sure

Display This Question:
If "Do you follow UF Warrington College of Business on any social platforms?" = No

4. Why do you not follow UF Warrington on any social platforms? (select all that apply)

- I'm not aware of its online presence
- I don't care to follow
- It's content is not appealing to me
- I don't sure social media
- Other (please specify)

Display This Question:
If "Do you follow UF Warrington College of Business on any social platforms?" = Yes

5. Which platforms do you follow UF Warrington on? (select all that apply)

- LinkedIn
- Facebook
- Twitter
- Instagram
- YouTube
- TikTok
- Pinterest
- Other (please specify)

Block: Communication Materials for Business Industry

1. Do you utilize business trade journals?

- Yes
- No
- I don't know

Display This Question:

If “Do you utilize business trade journals?” = Yes

2. Which trade journals do you read? (select all that apply)

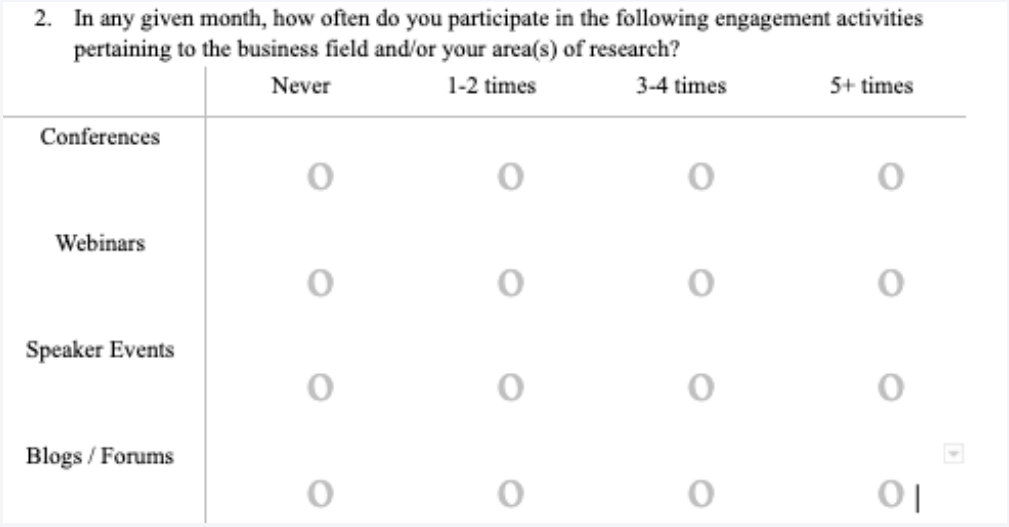
- Bloomberg Businessweek
- Consumer Reports
- The Economist
- Fast Company
- Forbes Magazine
- Fortune Magazine
- Harvard Business Review
- Inc Magazine
- Other (please specify)

Block: Engagement Questions

1. Do you participate in any of the following engagement activities pertaining to the business field and/or your area(s) of research? (select all that apply)

- Conferences
- Webinars
- Speaker Events
- Blogs/Forums
- I don’t participate in any engagement activities
- Other (please specify)

Skip To: End of Block If “Do you participate in any of the following engagement activities pertaining to the business field and/or your area(s) of research? (select all that apply)” = I don’t participate in any engagement activities



2. In any given month, how often do you participate in the following engagement activities pertaining to the business field and/or your area(s) of research?

	Never	1-2 times	3-4 times	5+ times
Conferences	O	O	O	O
Webinars	O	O	O	O
Speaker Events	O	O	O	O
Blogs / Forums	O	O	O	O

Block: Thought Leadership

1. Have you ever heard of the term “thought leadership”?
   - Yes
   - No
   - I don’t know

2. Thought leadership is defined as the expression of ideas that demonstrate someone has expertise in a particular field, area, or topic. After reading this definition, indicate your level of agreement on the following statement:
(0=strongly disagree; 5=neutral; 10=strongly agree)
   - UM Ross School of Business exemplifies the concept of thought leadership well.
   - Harvard Business School exemplifies the concept of thought leadership well.
   - UNC Kenan-Flagler Business School exemplifies the concept of thought leadership well.
   - UF Warrington College of Business exemplifies the concept of thought leadership well.
   - MIT Sloan School of Management exemplifies the concept of thought leadership well.
   - McCombs School of Business at University of Texas Austin exemplifies the concept of thought leadership well.
   - UVA Darden School of Business exemplifies the concept of thought leadership well.

3. What areas do you consider UF Warrington to be a thought leader in? (select all that apply)
   - Artificial Intelligence (AI) and Analytics
   - Finance
   - Accounting
   - General Business
   - Marketing
   - Business Management
   - Information Systems and Operations Management
   - Insurance
   - Real Estate
   - I don’t consider UF Warrington to be a thought leader
   - Other (please specify)

Block: Peer to Peer Engagement

1. For each of the following statements, please indicate the level at which you agree or disagree.

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
I have many opportunities to engage with fellow faculty at UF.	O	O	O	O	O
I have a strong network of peers outside of UF to share research and ideas with.	O	O	O	O	O
I wish I had a more streamline way to connect with faculty members from other business schools.	O	O	O	O	O
I find it difficult to communicate my research findings with other industry professionals.	O	O	O	O	O
I would be interested in participating in an online group with peer faculty to facilitate discussions.	O	O	O	O	O
I am connected with faculty at other universities via LinkedIn.	O	O	O	O	O

Block: UF Warrington

1. Do you follow along with news about and/or from UF Warrington?
   - Yes
   - No
   - I don't know

Display This Question:

If "Do you follow along with news about and/or from UF Warrington?" = Yes

2. How do you keep up with UF Warrington news? (select all that apply)
   - Website
   - Social Media
   - Professors
   - Word of mouth
   - Other (please specify)

Display This Question:

If "Do you follow along with news about and/or from UF Warrington?" = Yes

3. What interests you about news pertaining to UF Warrington? (select all that apply)
   - I'm a student of Warrington
   - I'm a faculty member of Warrington
   - The news is interesting and/or insightful
   - I'm required to stay up-to-date
   - Other (please specify)

End of Survey

We thank you for your time spent taking this survey.

Your response has been recorded.

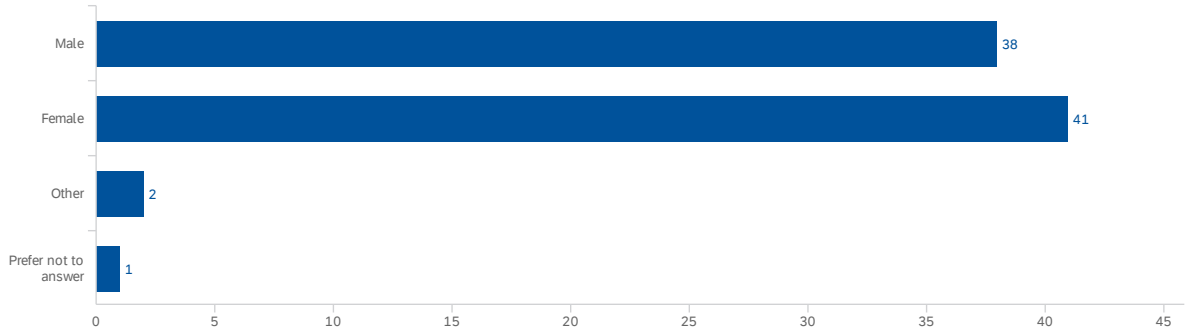
QUALTRICS SURVEY FINDINGS

Warrington Survey Full Report

Warrington Survey

March 20, 2022 10:16 AM MDT

Q1 - How would you describe your gender?



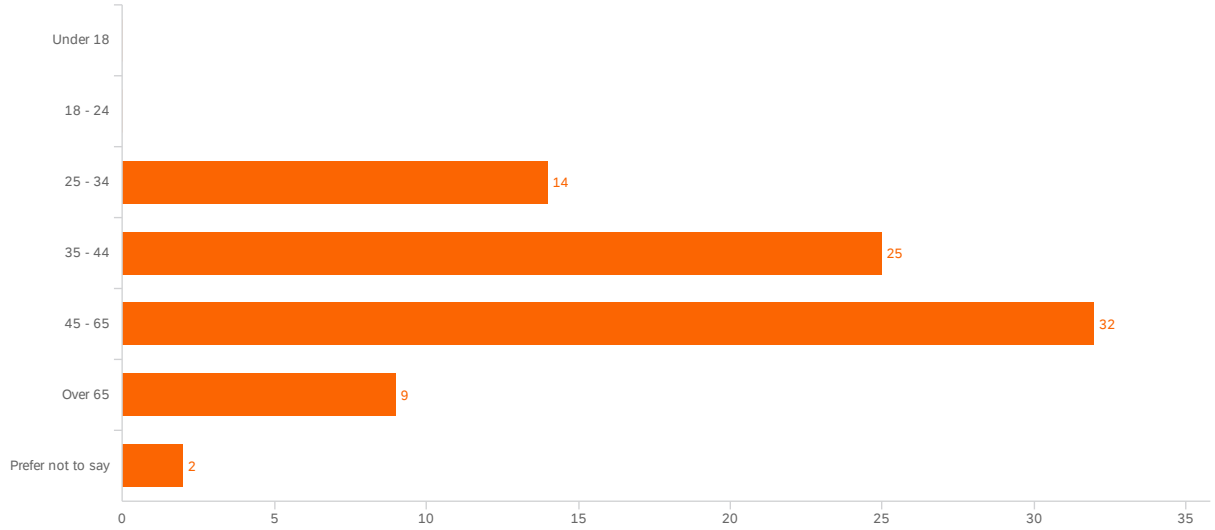
#	Field		Choice Count
1	Male	46.34%	38
2	Female	50.00%	41
3	Other	2.44%	2
4	Prefer not to answer	1.22%	1
			82

Showing rows 1 - 5 of 5

Q1_3_TEXT - Other

Other
there is only male and female. I'm female.
woman (female/male are terms that describe one's "sex", woman/man are terms that describe one's "gender")

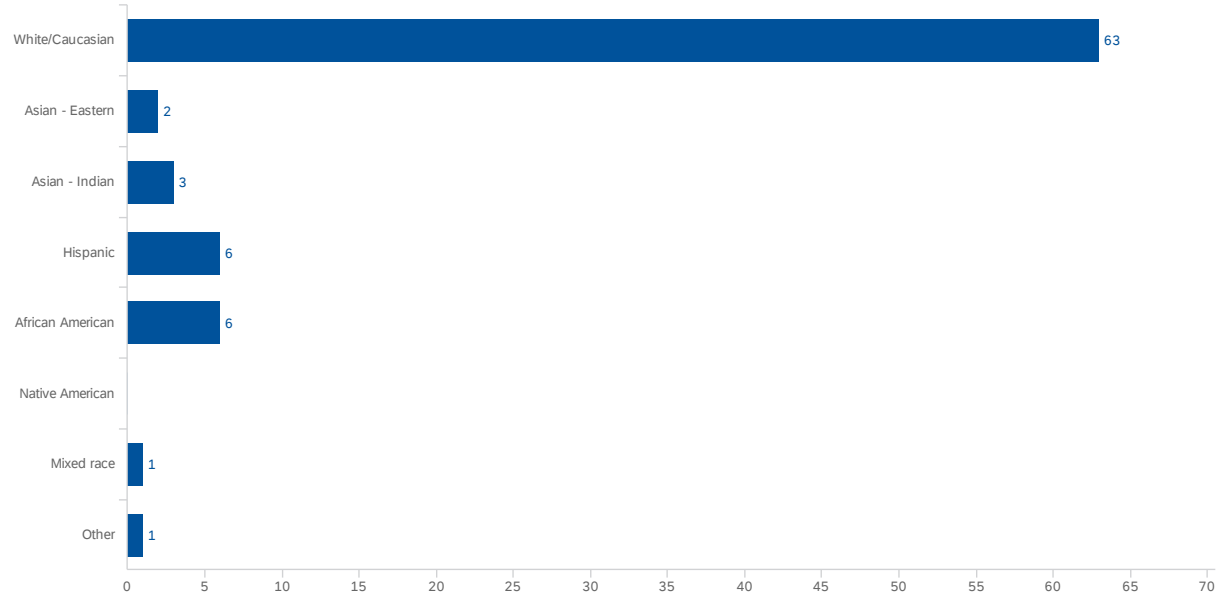
Q2 - What is your age?



#	Field		Choice Count
1	Under 18	0.00%	0
2	18 - 24	0.00%	0
3	25 - 34	17.07%	14
4	35 - 44	30.49%	25
5	45 - 65	39.02%	32
6	Over 65	10.98%	9
7	Prefer not to say	2.44%	2
			82

Showing rows 1 - 8 of 8

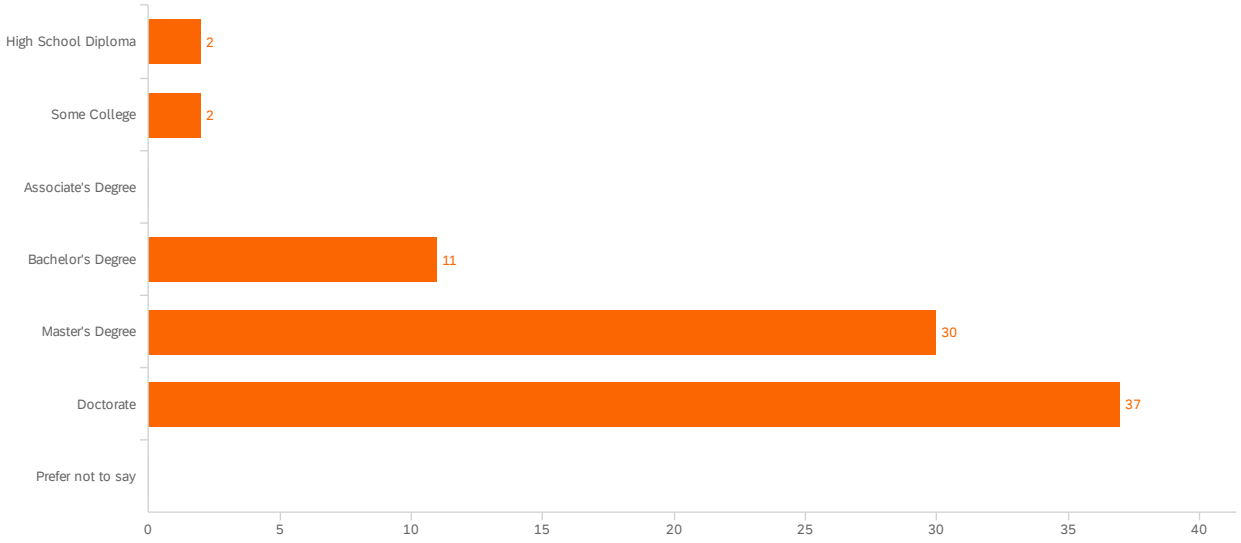
Q3 - What is your ethnic background?



#	Field		Choice Count
1	White/Caucasian	76.83%	63
2	Asian - Eastern	2.44%	2
3	Asian - Indian	3.66%	3
4	Hispanic	7.32%	6
5	African American	7.32%	6
6	Native American	0.00%	0
7	Mixed race	1.22%	1
8	Other	1.22%	1
			82

Showing rows 1 - 9 of 9

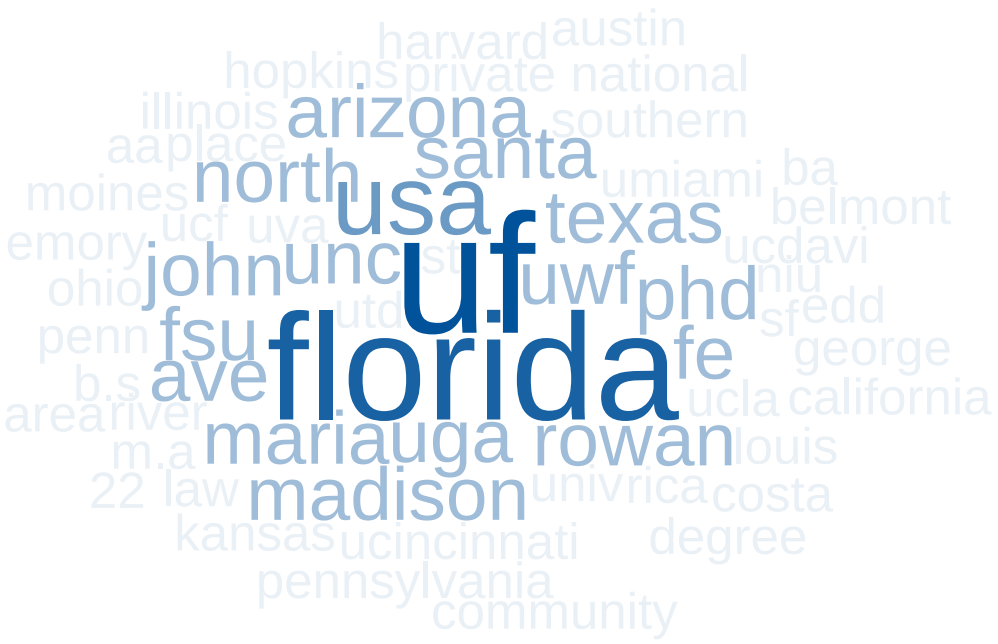
Q4 - What is your highest level of education?



#	Field		Choice Count
1	High School Diploma	2.44%	2
2	Some College	2.44%	2
3	Associate's Degree	0.00%	0
4	Bachelor's Degree	13.41%	11
5	Master's Degree	36.59%	30
6	Doctorate	45.12%	37
7	Prefer not to say	0.00%	0
			82

Showing rows 1 - 8 of 8

Q5 - Where did you obtain your education?



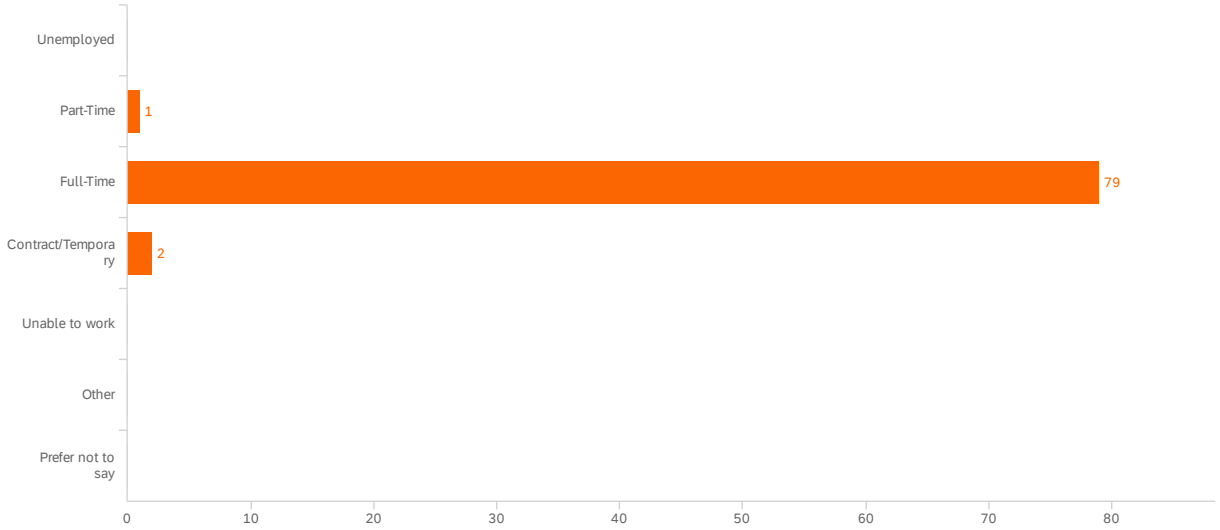
Where did you obtain your education?
Univ. of Florida, UWF
UNC, UF, FSU
UF
Rowan University B.S. and M.A., UF PhD
Ohio State
Penn State
Ave Maria University
University of Florida
UF

Where did you obtain your education?
UTD
UCDavis, UCLA, UVA
UF; UWF
UF
Des Moines Area Community College
SF college
National Louis University
a Florida university
private college
uSA
USA
University of Arizona (phd)
UF
UF for most of my degrees
Santa Fe College
Emory University
UF
N/A
UGA/UF
UF
Nova, UMiami,UF, UCincinnati
University of Florida
UF
Rowan University; University of Florida

Where did you obtain your education?
University of Florida
Costa Rica
Usa
UF
UNC
California
UGA
USA
University of Florida
UF
several places
UF
Texas
UT Austin
NIU, UF
Pennsylvania
College
Johns Hopkins University and University of Florida
University of North Florida and University of Florida
Belmont University, UF
FSU
University of Florida
Arizona/Florida
Ave MAria University

Where did you obtain your education?
Florida
The Whaton School
University of Florida
Kansas State/UF
UF
Harvard Law School
UF
University of Florida
Vassar, George Washington, UF
UF and UCF
UF
Santa Fe
UF
UF
Southern Illinois University, University of Florida
University of Wisconsin-Madison and University of Florida
Texas
UF
St. Johns River State College (AA); University of North Florida (BA/MA); UF (EdD May 22)
UW-Madison & UF
UF
University of Florida

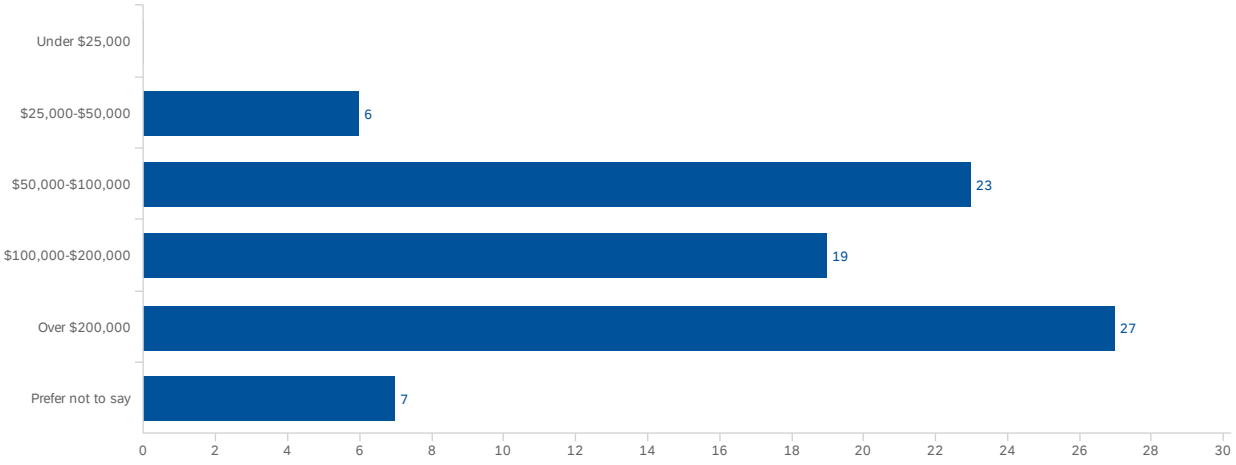
Q6 - What is your current employment status?



#	Field		Choice Count
1	Unemployed	0.00%	0
2	Part-Time	1.22%	1
3	Full-Time	96.34%	79
4	Contract/Temporary	2.44%	2
5	Unable to work	0.00%	0
6	Other	0.00%	0
7	Prefer not to say	0.00%	0
			82

Showing rows 1 - 8 of 8

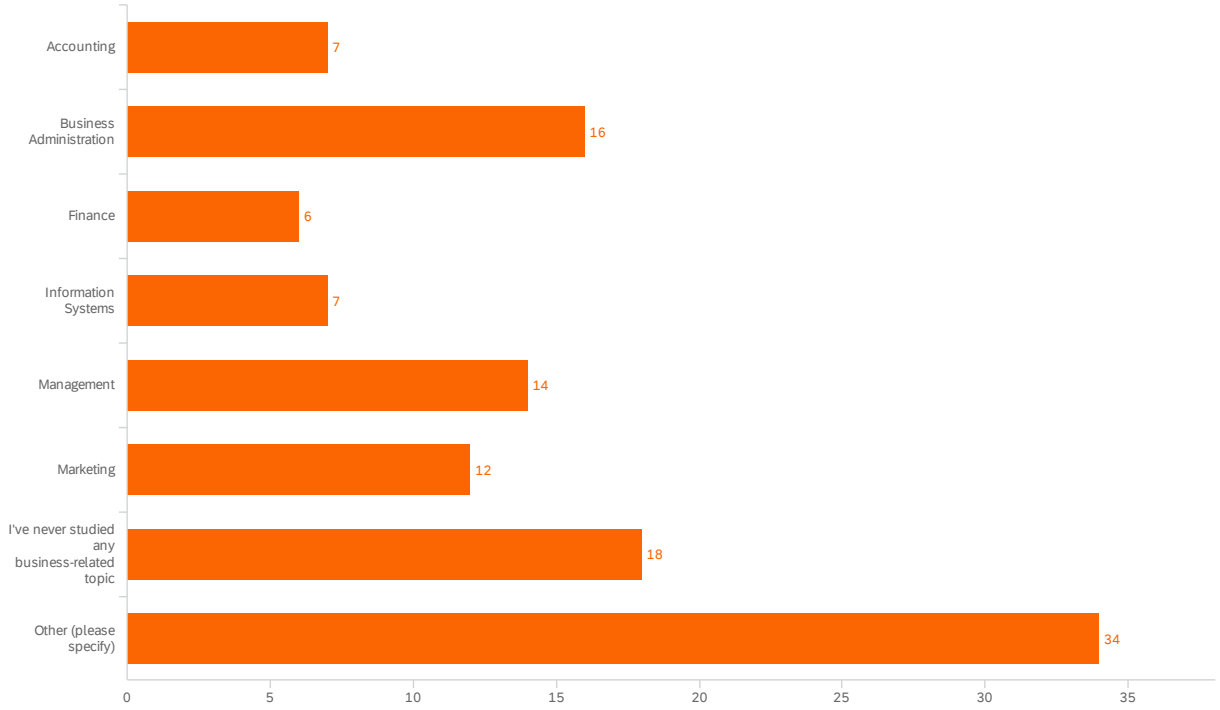
Q7 - What is the level of your annual household income?



#	Field		Choice Count
1	Under $25,000	0.00%	0
2	$25,000-$50,000	7.32%	6
3	$50,000-$100,000	28.05%	23
4	$100,000-$200,000	23.17%	19
5	Over $200,000	32.93%	27
6	Prefer not to say	8.54%	7
			82

Showing rows 1 - 7 of 7

Q8 - What is your primary area(s) of study? (select all that apply)



#	Field		Choice Count
1	Accounting	6.14%	7
2	Business Administration	14.04%	16
3	Finance	5.26%	6
4	Information Systems	6.14%	7
5	Management	12.28%	14
6	Marketing	10.53%	12
7	I've never studied any business-related topic	15.79%	18
8	Other (please specify)	29.82%	34
			114

Showing rows 1 - 9 of 9

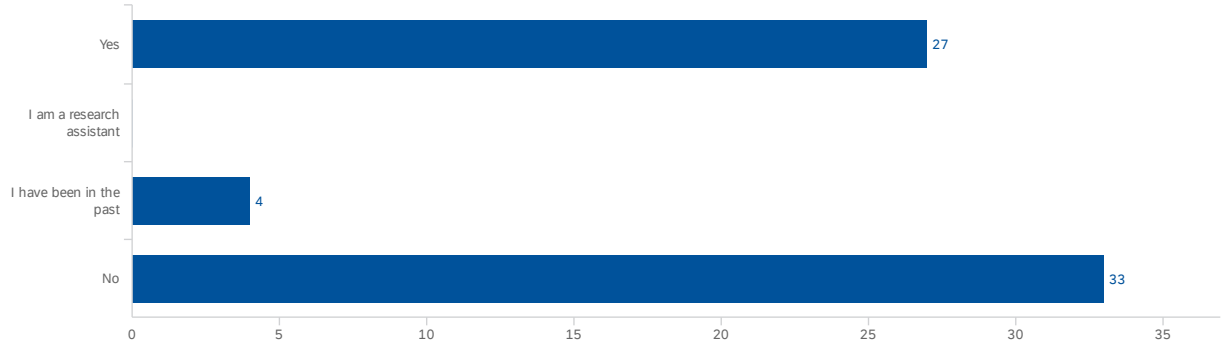


Q8_8_TEXT - Other (please specify)

Other (please specify)
Health Science
Psychology
I teach business communication but my background is in Communication Studies
Political Science
Education Administration
Communications
Printing
Higher Ed
economics
communication and writing

Other (please specify)
Entrepreneurship
Multimedia and Video Production
Entrepreneurship
English (BA) and Higher Ed (MA)
English and Education
Higher Ed Administration; Educational Technology
Ethics, communication
Analytics ML/AI
Education
Communication
Business Communication
Health Administration
English
Journalism
Entrepreneurship
Political Science
Economics
Recreation and Ed. Tech
Law
Economics
Psychology
Entrepreneurship
Communication
Communication

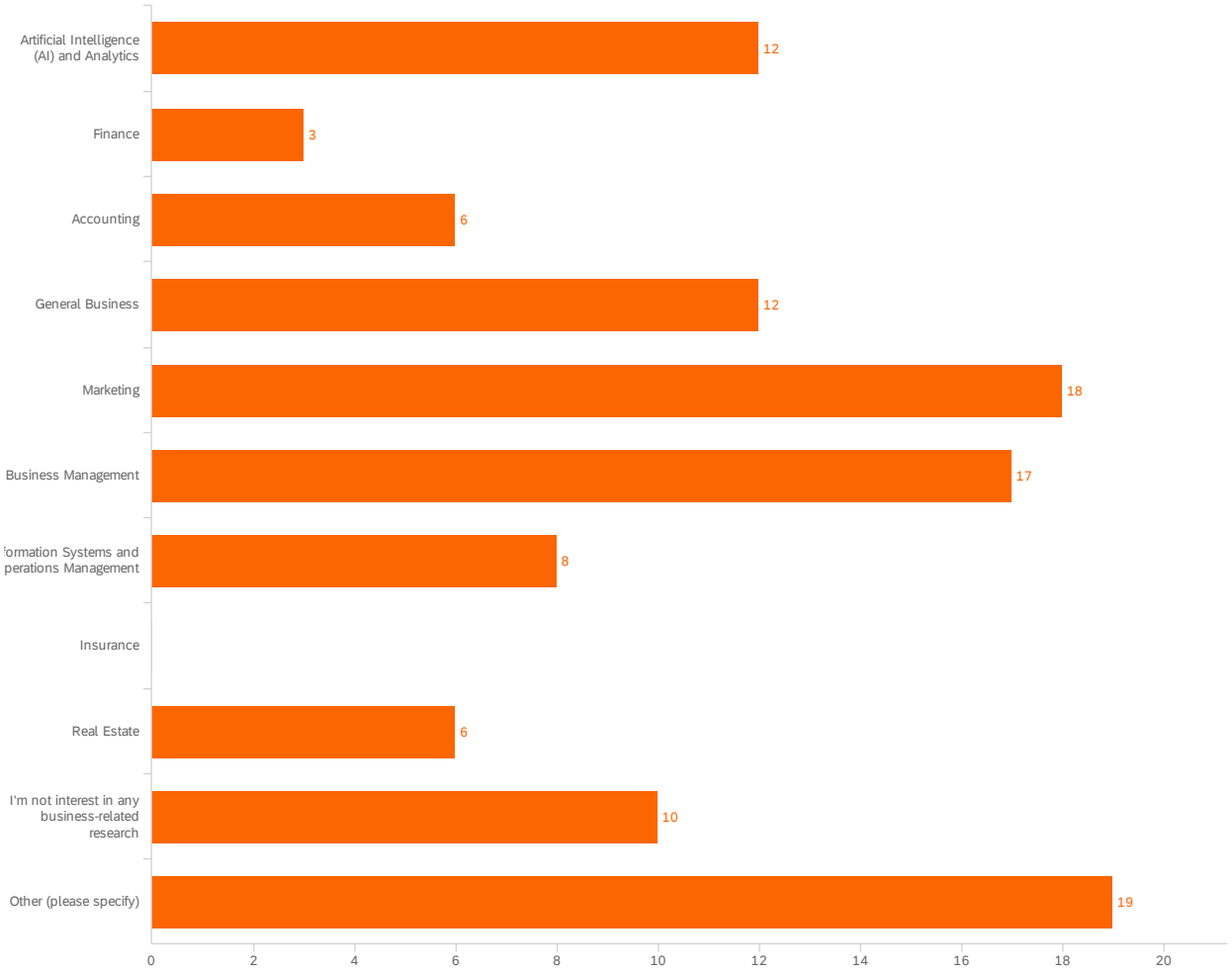
Q9 - Are you involved in research pertaining to the business field?



#	Field		Choice Count
1	Yes	42.19%	27
2	I am a research assistant	0.00%	0
3	I have been in the past	6.25%	4
4	No	51.56%	33
			64

Showing rows 1 - 5 of 5

Q10 - What research in the business field are you most interested in? (select all that apply)



#	Field		Choice Count
1	Artificial Intelligence (AI) and Analytics	10.81%	12
2	Finance	2.70%	3
3	Accounting	5.41%	6
4	General Business	10.81%	12
5	Marketing	16.22%	18
6	Business Management	15.32%	17
7	Information Systems and Operations Management	7.21%	8

#	Field		Choice Count
8	Insurance	0.00%	0
9	Real Estate	5.41%	6
10	I'm not interest in any business-related research	9.01%	10
11	Other (please specify)	17.12%	19
			111

Showing rows 1 - 12 of 12

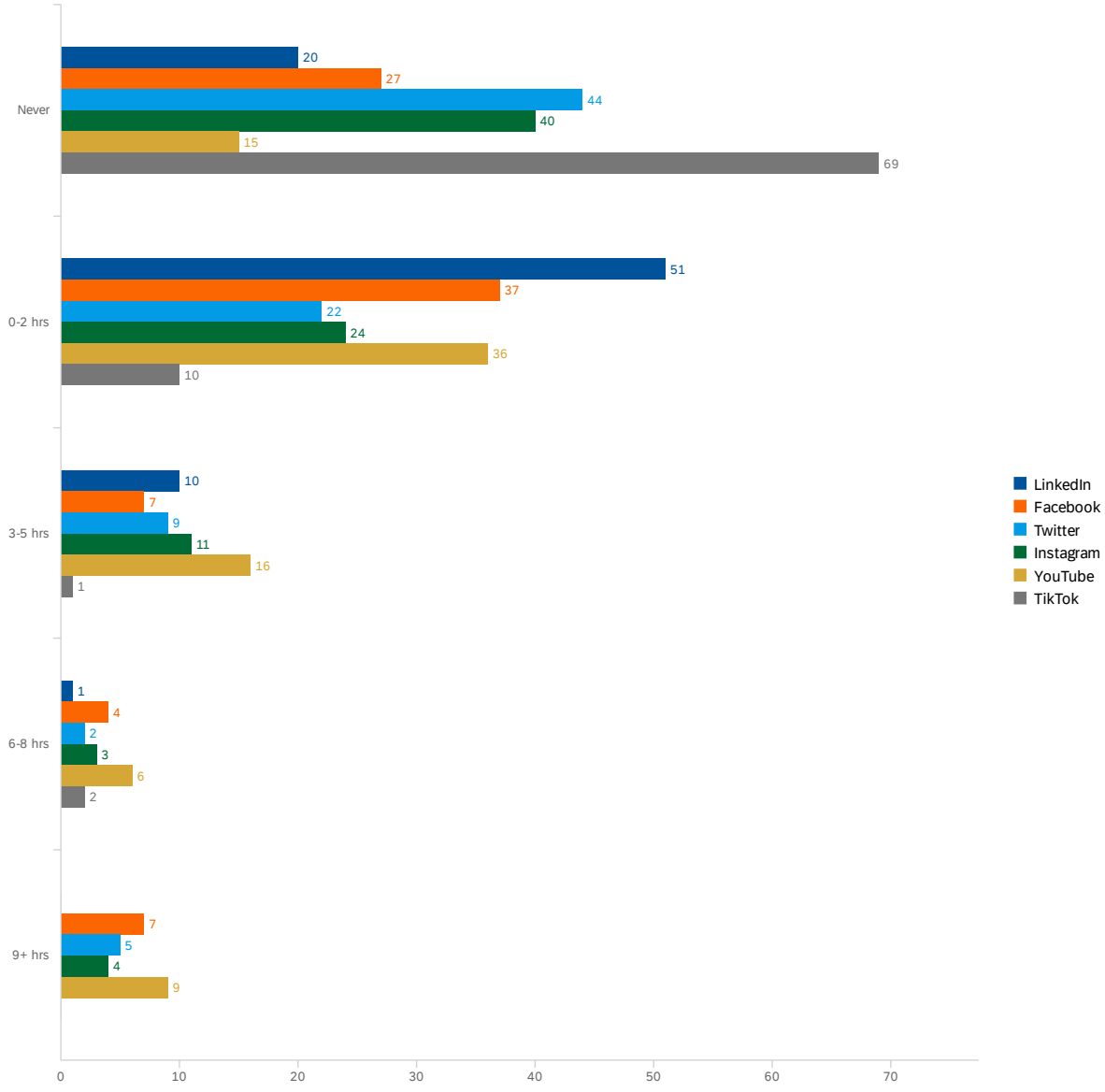


Q10_11_TEXT - Other (please specify)

Other (please specify)
Personal Improvement, Behavioral Change and Achievement/success
Communications
strategy
communication, writing, ethics

Other (please specify)
Social Entrepreneurship, Sustainable Business/CSR/EDI, Stakeholder/Regenerative/Inclusive Capitalism
Business Startup
Ethics, communication
Workplace communication
Business Communication
Entrepreneurship
Strategy
Entrepreneurship
Law
Sales
Economics, International Business
Entrepreneurship
communication and pedagogy
Financial Literacy

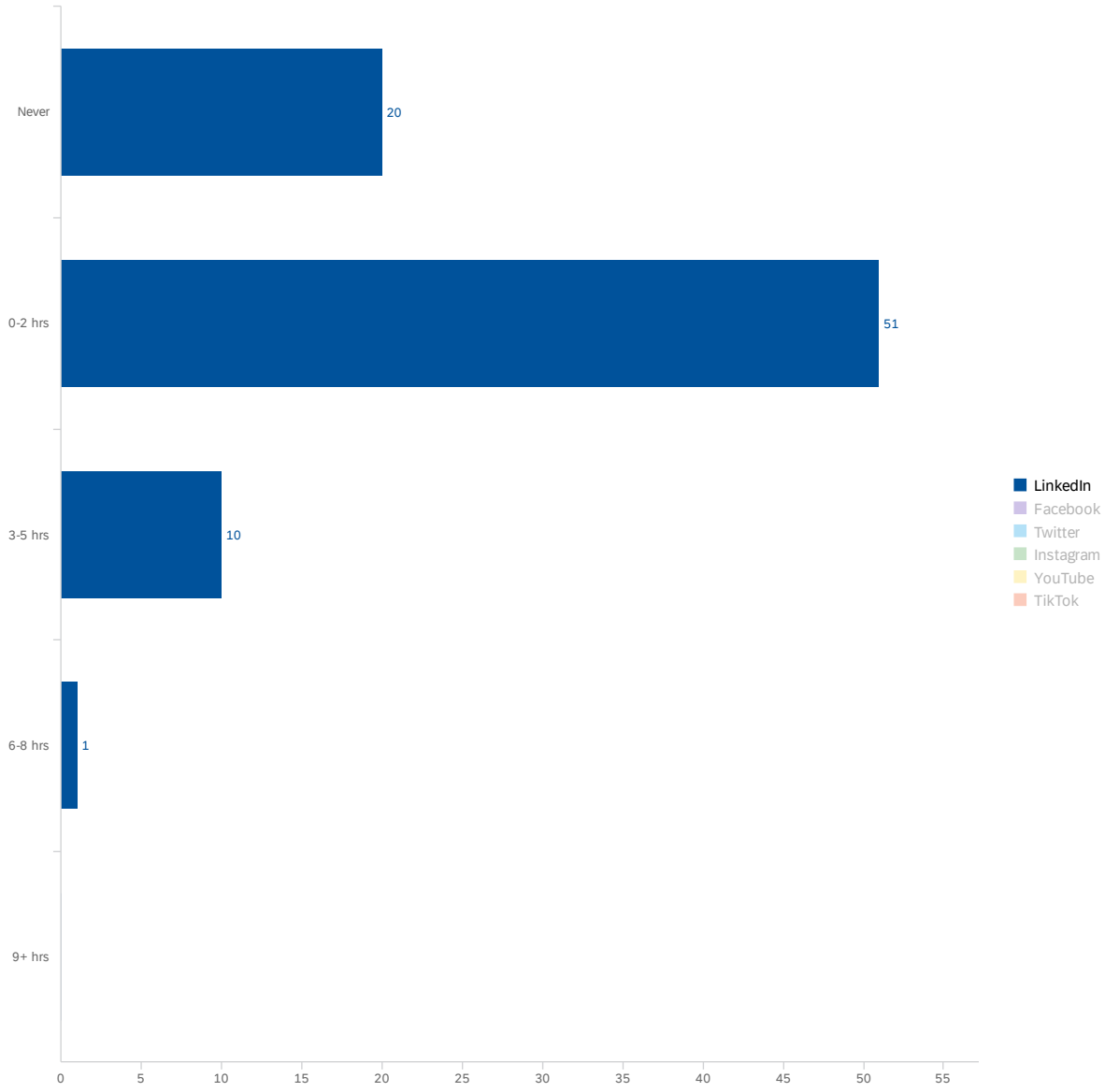
Q11 - In an average week, how often do you use the following platforms?



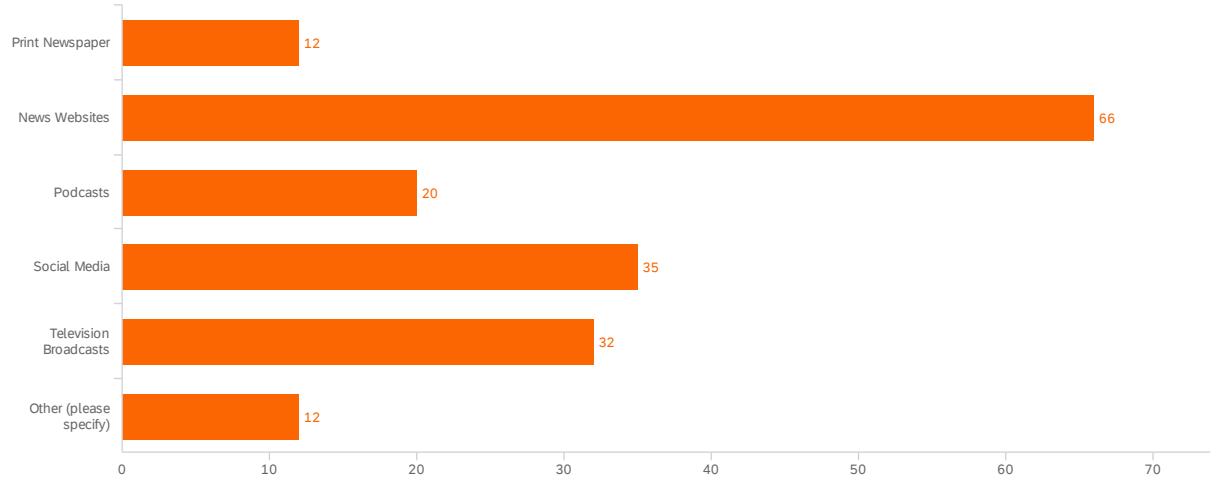
#	Field	Never	0-2 hrs	3-5 hrs	6-8 hrs	9+ hrs	Total
1	LinkedIn	24.39% 20	62.20% 51	12.20% 10	1.22% 1	0.00% 0	82
2	Facebook	32.93% 27	45.12% 37	8.54% 7	4.88% 4	8.54% 7	82
3	Twitter	53.66% 44	26.83% 22	10.98% 9	2.44% 2	6.10% 5	82
4	Instagram	48.78% 40	29.27% 24	13.41% 11	3.66% 3	4.88% 4	82
5	YouTube	18.29% 15	43.90% 36	19.51% 16	7.32% 6	10.98% 9	82

#	Field	Never	0-2 hrs	3-5 hrs	6-8 hrs	9+ hrs	Total
6	TikTok	84.15% 69	12.20% 10	1.22% 1	2.44% 2	0.00% 0	82

Showing rows 1 - 6 of 6



Q12 - How do you get typically get your news? (select all that apply)



#	Field	Choice Count	
1	Print Newspaper	6.78%	12
2	News Websites	37.29%	66
3	Podcasts	11.30%	20
4	Social Media	19.77%	35
5	Television Broadcasts	18.08%	32
6	Other (please specify)	6.78%	12
			177

Showing rows 1 - 7 of 7

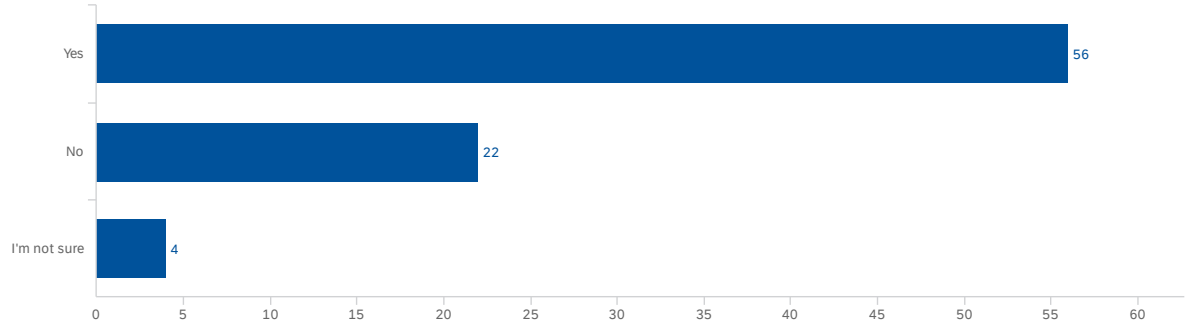


Q12_6_TEXT - Other (please specify)

Other (please specify)
News Applications (not web sites)
Radio
word of mouth
Popups on my phone
Email & YouTube Videos from trusted channels
radio, newsfeed platforms
Satellite Radio
Radio
Word of mouth
Digital versions of newspapers and magazines

Other (please specify)
Streaming or satellite radio
Yahoo

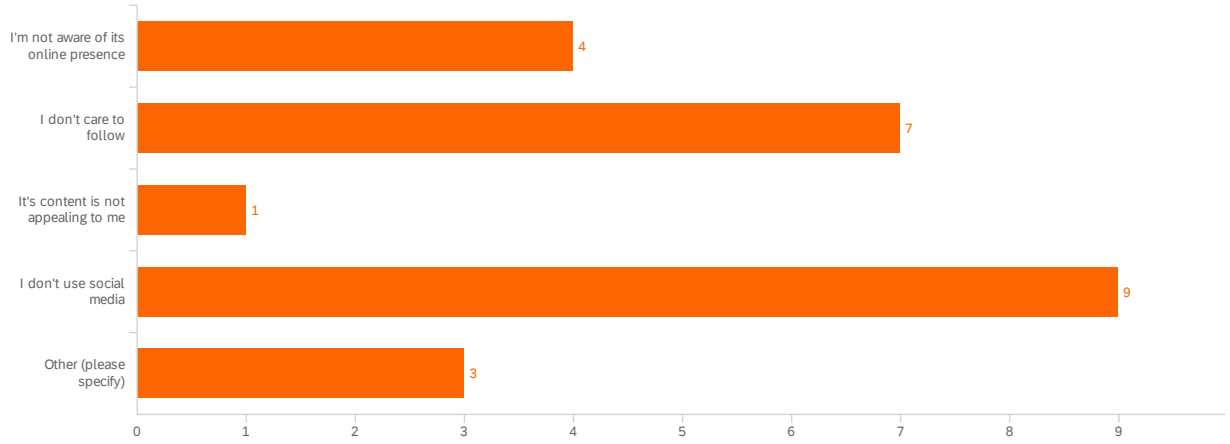
Q13 - Do you follow UF Warrington College of Business on any social platforms?



#	Field		Choice Count
1	Yes	68.29%	56
2	No	26.83%	22
3	I'm not sure	4.88%	4
			82

Showing rows 1 - 4 of 4

Q14 - Why do you not follow UF Warrington on any social platforms? (select all that apply)



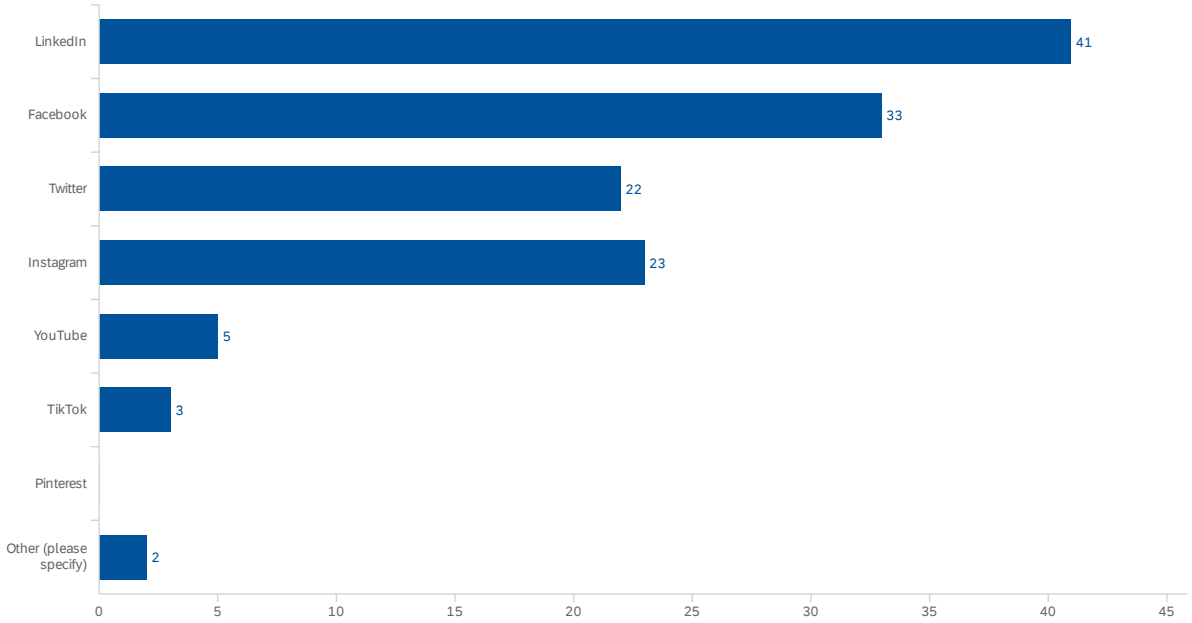
#	Field	Choice Count	
1	I'm not aware of its online presence	16.67%	4
2	I don't care to follow	29.17%	7
3	It's content is not appealing to me	4.17%	1
4	I don't use social media	37.50%	9
5	Other (please specify)	12.50%	3
			24

Showing rows 1 - 6 of 6

Q14_5_TEXT - Other (please specify)

Other (please specify)
I am not on social media for my own safety.
I get college news via email or by going to the college website.
I barely use social media

Q15 - Which platforms do you follow UF Warrington on? (select all that apply)



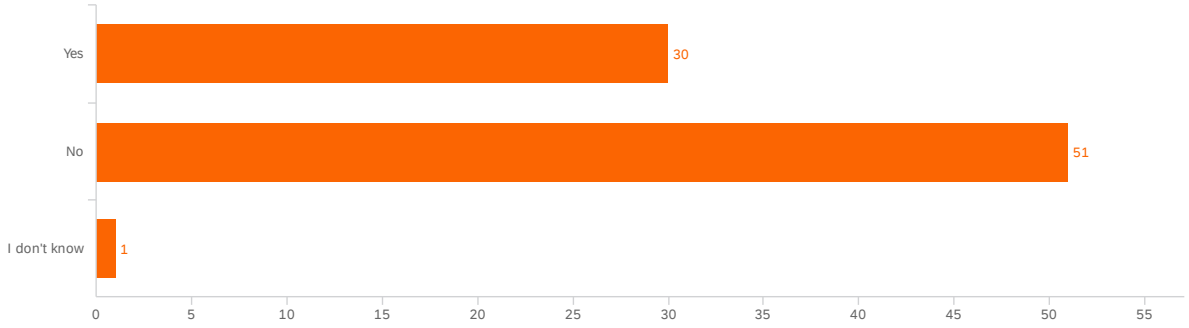
#	Field	Choice Count	
1	LinkedIn	31.78%	41
2	Facebook	25.58%	33
3	Twitter	17.05%	22
4	Instagram	17.83%	23
5	YouTube	3.88%	5
6	TikTok	2.33%	3
7	Pinterest	0.00%	0
8	Other (please specify)	1.55%	2
			129

Showing rows 1 - 9 of 9

Q15_8_TEXT - Other (please specify)

Other (please specify)
Canvas and the School's website and posts
WCB websites

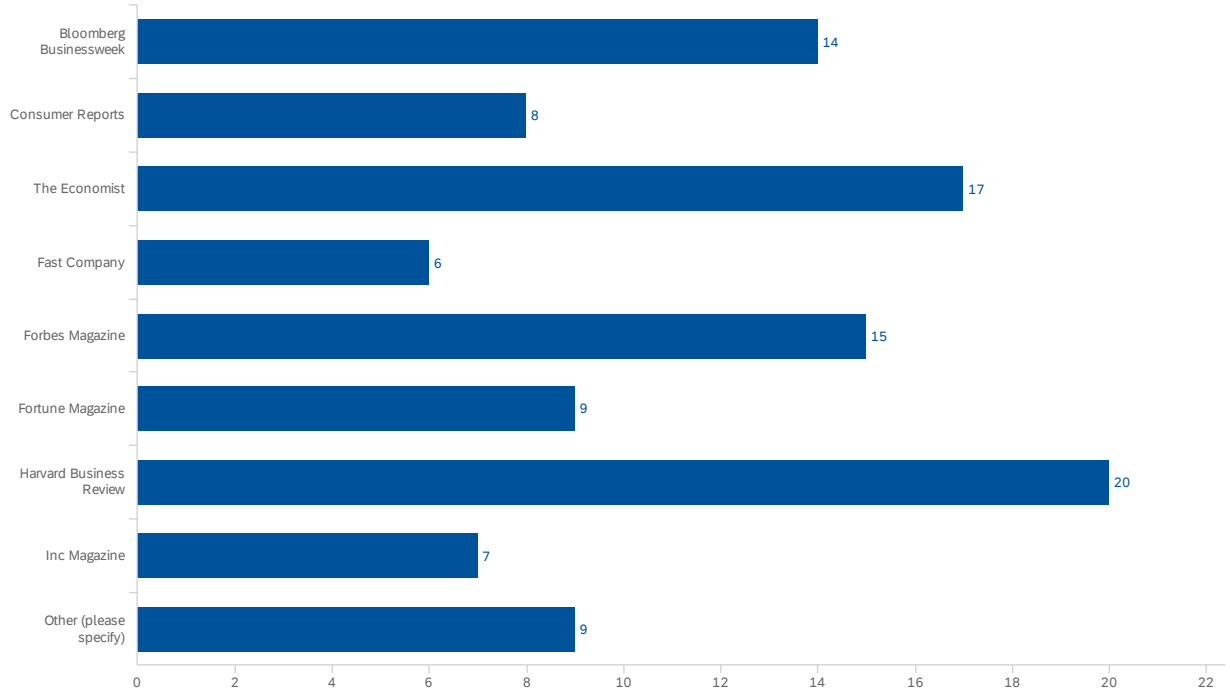
Q16 - Do you utilize business trade journals?



#	Field		Choice Count
1	Yes	36.59%	30
2	No	62.20%	51
3	I don't know	1.22%	1
			82

Showing rows 1 - 4 of 4

Q17 - Which trade journals do you read? (select all that apply)



#	Field	Choice Count	
1	Bloomberg Businessweek	13.33%	14
2	Consumer Reports	7.62%	8
3	The Economist	16.19%	17
4	Fast Company	5.71%	6
5	Forbes Magazine	14.29%	15
6	Fortune Magazine	8.57%	9
7	Harvard Business Review	19.05%	20
8	Inc Magazine	6.67%	7
9	Other (please specify)	8.57%	9
			105

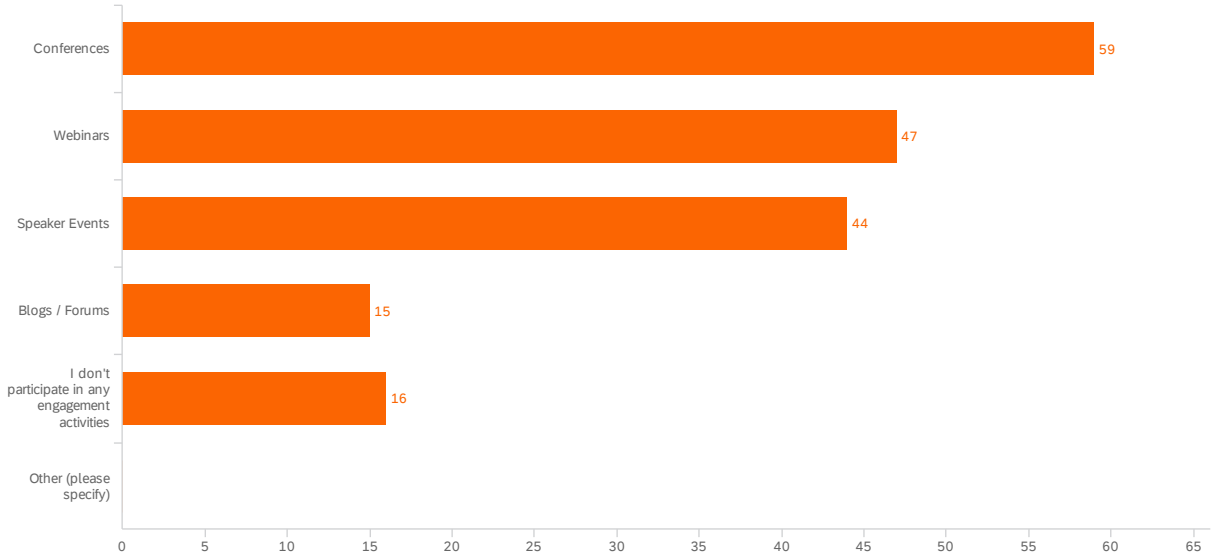
Showing rows 1 - 10 of 10

Q17_9_TEXT - Other (please specify)

Other (please specify)

Other (please specify)
florida trend
Sales & Marketing Management Magazine
GlobeSt.com, Wealthmanagement.com
Stanford Social Innovation Review
Wall Street Journal, Ad Age
MIT Sloan Management Review
WSJ, Financial Times
Law journals
Journal of Accountancy, Tax Insider, FL Bar Journal

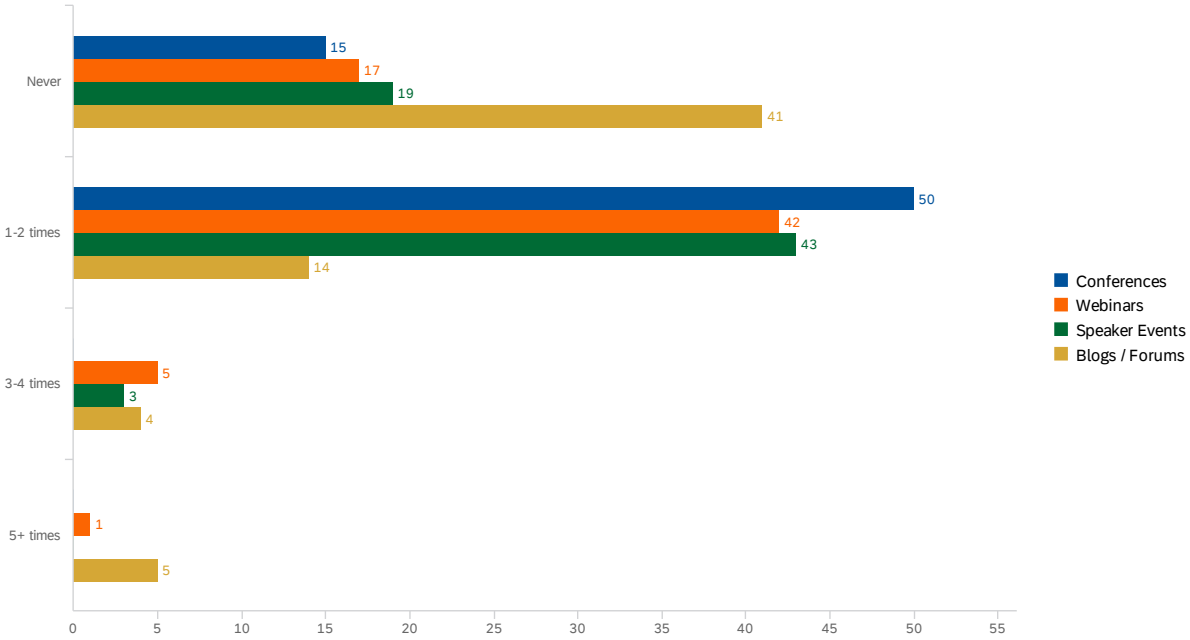
Q18 - Do you participate in any of the following engagement activities pertaining to the business field and/or your area(s) of research? (select all that apply)



#	Field	Choice Count	
1	Conferences	32.60%	59
2	Webinars	25.97%	47
3	Speaker Events	24.31%	44
4	Blogs / Forums	8.29%	15
5	I don't participate in any engagement activities	8.84%	16
6	Other (please specify)	0.00%	0
			181

Showing rows 1 - 7 of 7

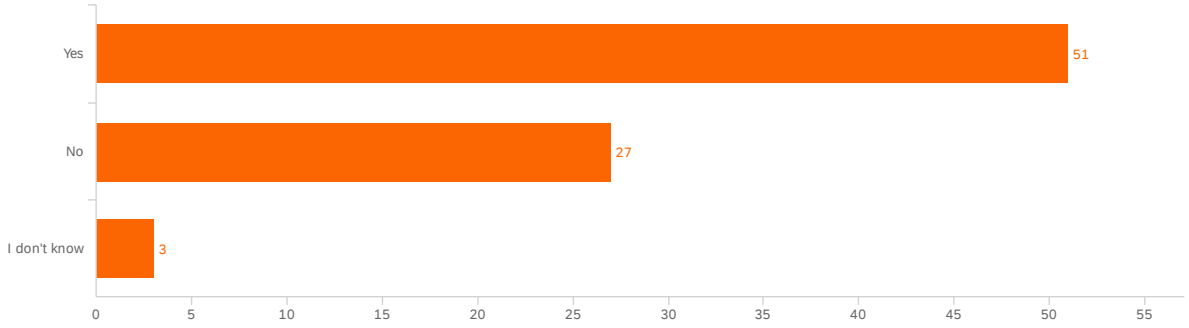
Q19 - In any given month, how often do you participate in the following engagement activities pertaining to the business field and/or your area(s) of research?



#	Field	Never	1-2 times	3-4 times	5+ times	Total
1	Conferences	23.08% 15	76.92% 50	0.00% 0	0.00% 0	65
2	Webinars	26.15% 17	64.62% 42	7.69% 5	1.54% 1	65
3	Speaker Events	29.23% 19	66.15% 43	4.62% 3	0.00% 0	65
4	Blogs / Forums	64.06% 41	21.88% 14	6.25% 4	7.81% 5	64

Showing rows 1 - 4 of 4

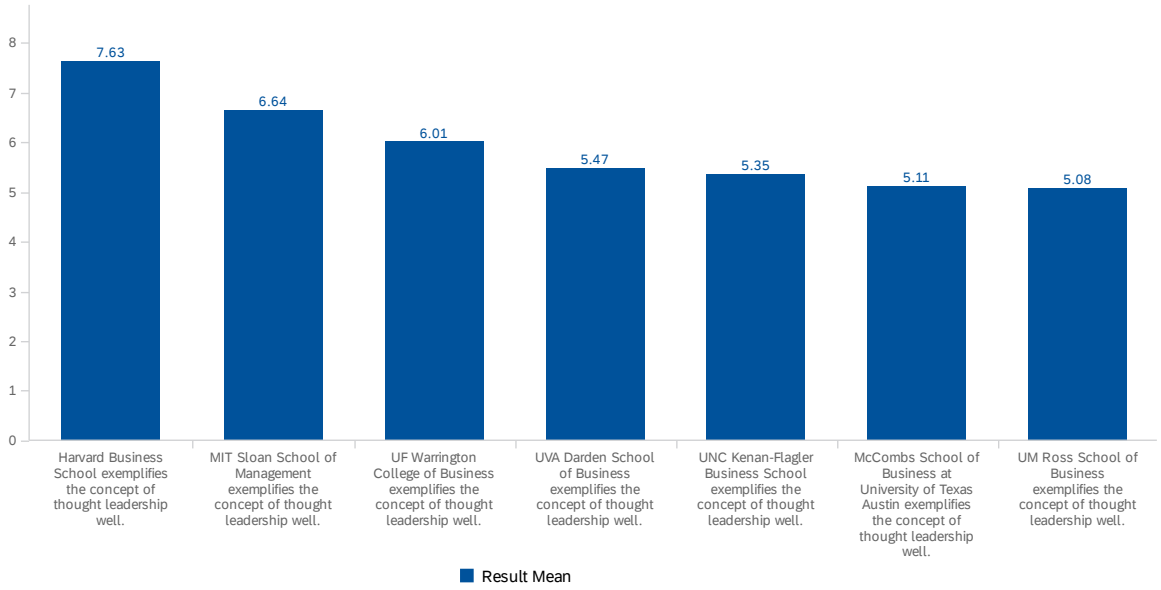
Q20 - Have you ever heard of the term "thought leadership"?



#	Field		Choice Count
1	Yes	62.96%	51
2	No	33.33%	27
3	I don't know	3.70%	3
			81

Showing rows 1 - 4 of 4

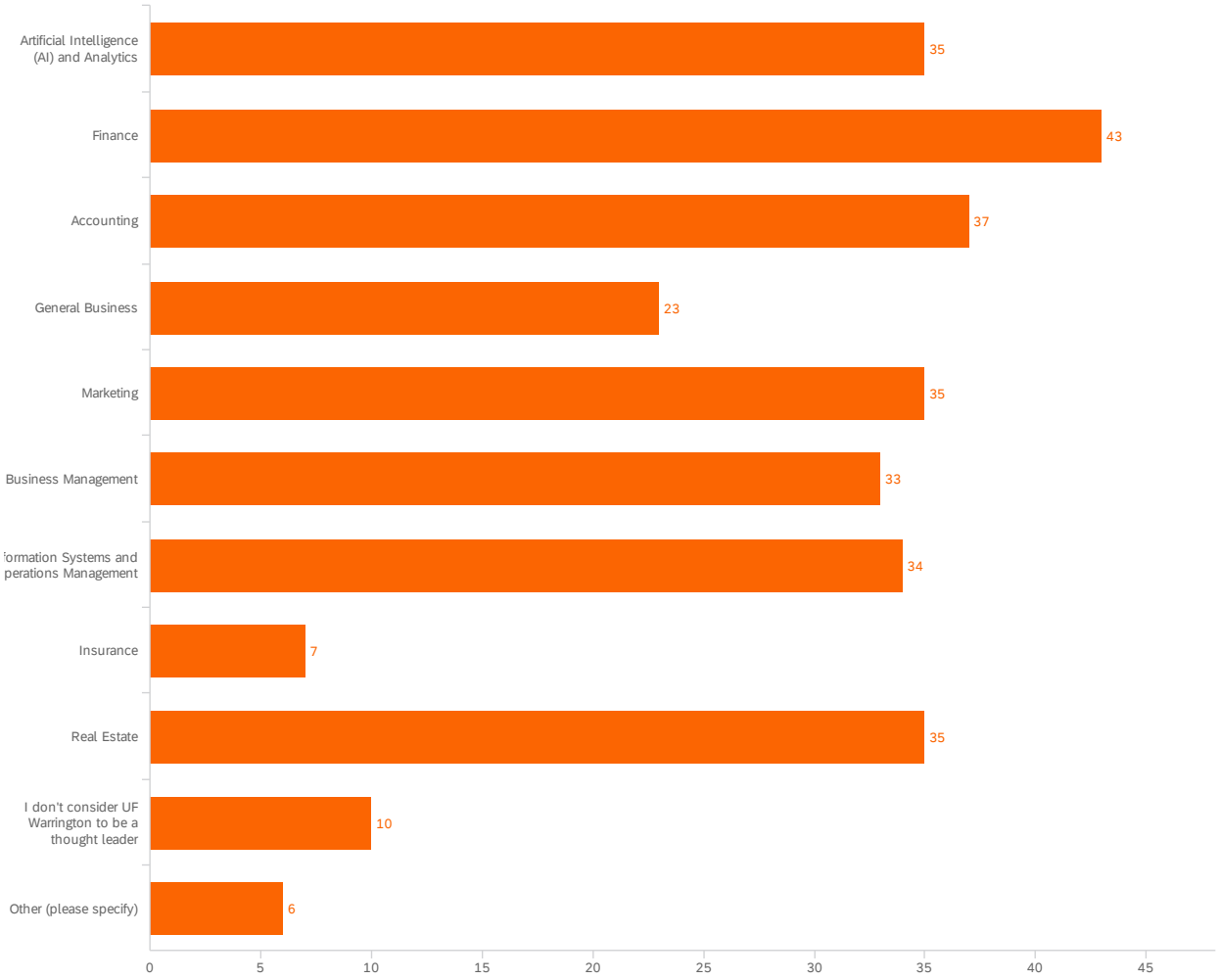
Q21 - Thought leadership is defined as the expression of ideas that demonstrate someone has expertise in a particular field, area, or topic. After reading this definition, indicate your level of agreement on the following statement:(0=strongly disagree; 5=neutral; 10=strongly agree)



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	UM Ross School of Business exemplifies the concept of thought leadership well.	0.00	10.00	5.08	2.49	6.18	77
2	Harvard Business School exemplifies the concept of thought leadership well.	0.00	10.00	7.63	2.62	6.84	79
3	UNC Kenan-Flagler Business School exemplifies the concept of thought leadership well.	0.00	10.00	5.35	2.13	4.54	77
4	UF Warrington College of Business exemplifies the concept of thought leadership well.	0.00	10.00	6.01	2.40	5.76	79
5	MIT Sloan School of Management exemplifies the concept of thought leadership well.	0.00	10.00	6.64	2.58	6.67	78
6	McCombs School of Business at University of Texas Austin exemplifies the concept of thought leadership well.	0.00	10.00	5.11	2.26	5.09	76

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
7	UVA Darden School of Business exemplifies the concept of thought leadership well.	0.00	10.00	5.47	2.33	5.43	78

Q22 - What areas do you consider UF Warrington to be a thought leader in? (select all that apply)



#	Field	Choice Count
1	Artificial Intelligence (AI) and Analytics	11.74% 35
2	Finance	14.43% 43
3	Accounting	12.42% 37
4	General Business	7.72% 23
5	Marketing	11.74% 35
6	Business Management	11.07% 33
7	Information Systems and Operations Management	11.41% 34

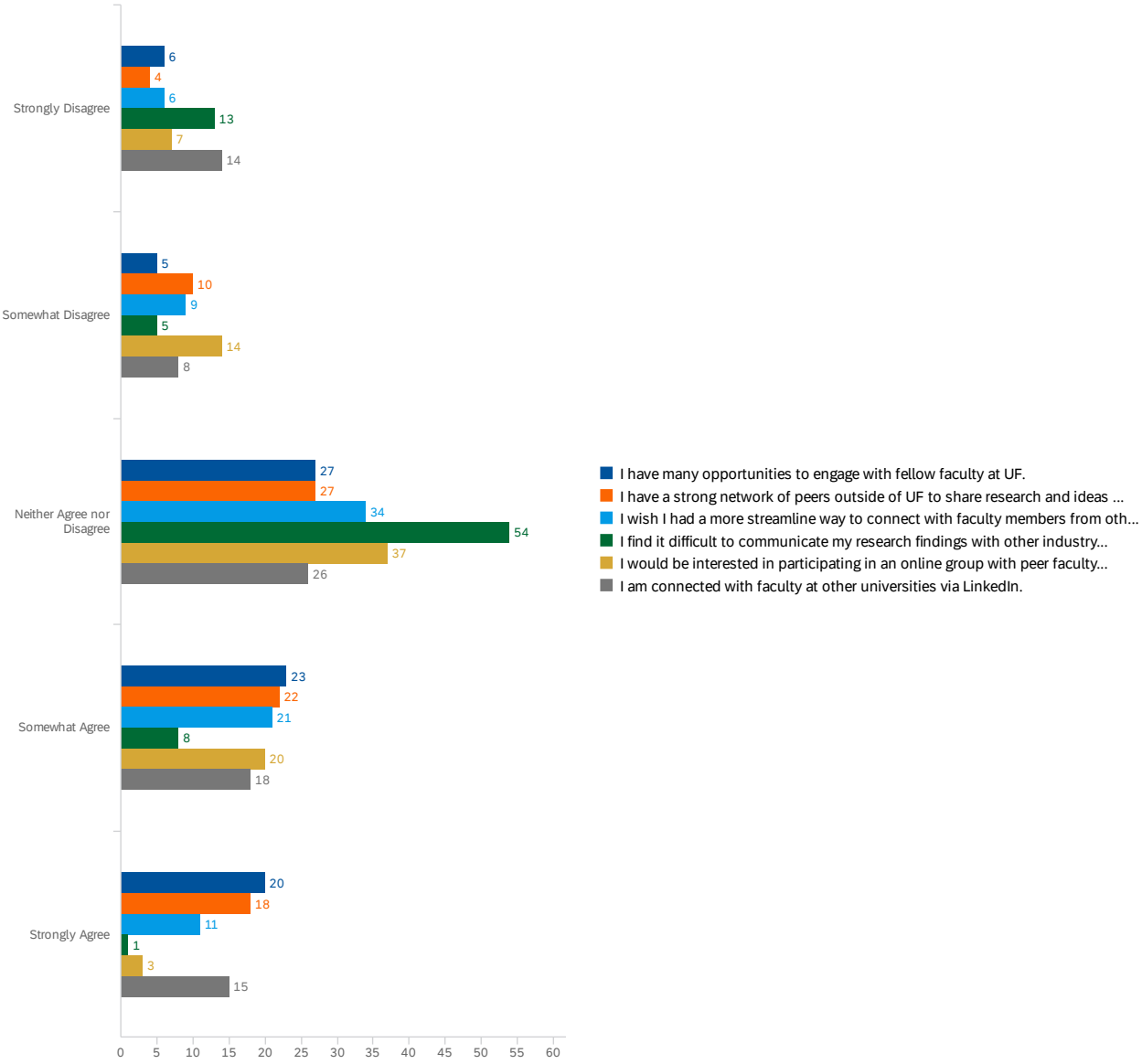
#	Field	Choice Count	
8	Insurance	2.35%	7
9	Real Estate	11.74%	35
10	I don't consider UF Warrington to be a thought leader	3.36%	10
11	Other (please specify)	2.01%	6
			298

Showing rows 1 - 12 of 12

Q26_11_TEXT - Other (please specify)

Other (please specify)
I don't know
Regulation of business
Business LAw
Not sure what thought leader is

Q23 - For each of the following statements, please indicate the level at which you agree or disagree.

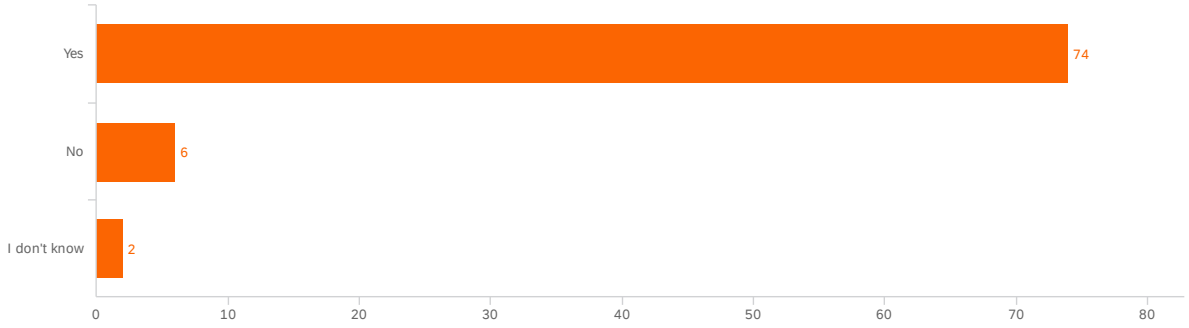


#	Field	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree	Total
1	I have many opportunities to engage with fellow faculty at UF.	7.41% 6	6.17% 5	33.33% 27	28.40% 23	24.69% 20	81
2	I have a strong network of peers outside of UF to share research and ideas with.	4.94% 4	12.35% 10	33.33% 27	27.16% 22	22.22% 18	81

#	Field	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree	Total
3	I wish I had a more streamline way to connect with faculty members from other business schools.	7.41% 6	11.11% 9	41.98% 34	25.93% 21	13.58% 11	81
4	I find it difficult to communicate my research findings with other industry professionals.	16.05% 13	6.17% 5	66.67% 54	9.88% 8	1.23% 1	81
5	I would be interested in participating in an online group with peer faculty to facilitate discussions.	8.64% 7	17.28% 14	45.68% 37	24.69% 20	3.70% 3	81
6	I am connected with faculty at other universities via LinkedIn.	17.28% 14	9.88% 8	32.10% 26	22.22% 18	18.52% 15	81

Showing rows 1 - 6 of 6

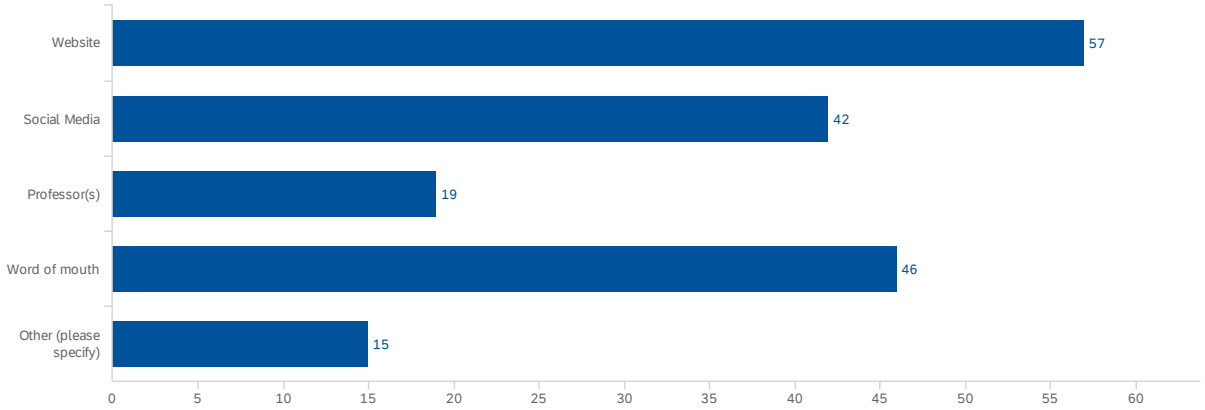
Q24 - Do you follow along with news about and/or from UF Warrington?



#	Field		Choice Count
1	Yes	90.24%	74
2	No	7.32%	6
3	I don't know	2.44%	2
			82

Showing rows 1 - 4 of 4

Q25 - How do you keep up with UF Warrington news? (select all that apply)



#	Field	Choice Count	
1	Website	31.84%	57
2	Social Media	23.46%	42
3	Professor(s)	10.61%	19
4	Word of mouth	25.70%	46
5	Other (please specify)	8.38%	15
			179

Showing rows 1 - 6 of 6

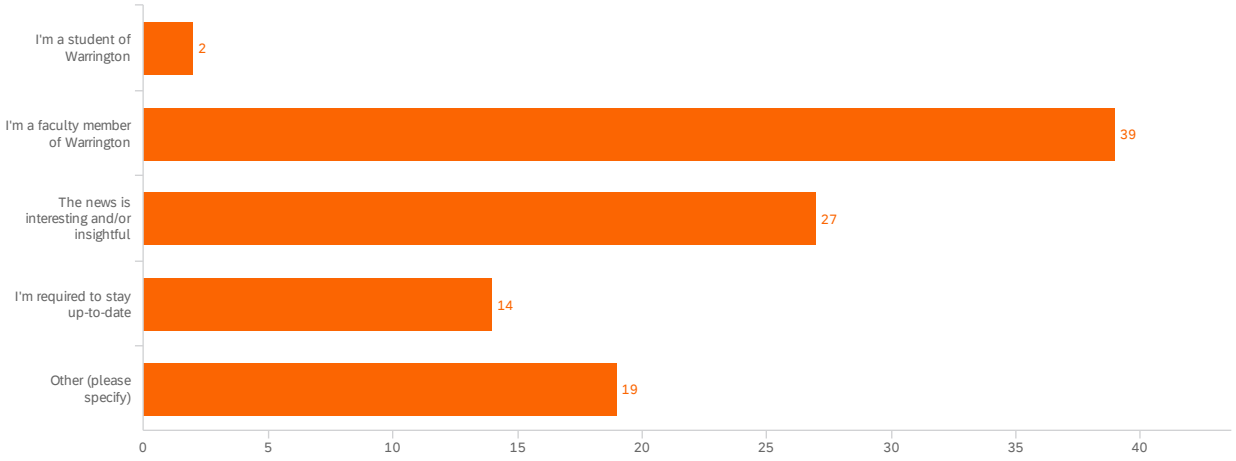


Q29_5_TEXT - Other (please specify)

Other (please specify)
email
Monitors/Displays throughout the college
LinkedIn/Email
email
Emails
Newswire
email
email
email updates, Explore magazine
Warrington Newsroom site

Other (please specify)
emails
Warrington Wire
Emails to us
Warrington Emails

Q26 - What interests you about news pertaining to UF Warrington? (select all that apply)



#	Field	Choice Count	
1	I'm a student of Warrington	1.98%	2
2	I'm a faculty member of Warrington	38.61%	39
3	The news is interesting and/or insightful	26.73%	27
4	I'm required to stay up-to-date	13.86%	14
5	Other (please specify)	18.81%	19
			101

Showing rows 1 - 6 of 6

Q30_5_TEXT - Other (please specify)

Other (please specify)
stay current with what's happening in the college
Warrington Staff
Staying up-to-date helps me do my job well.
Staff member of Warrington
Staff and PDBP graduate
Staff Member
Staff

Other (please specify)
Staff
Staff
Not required, but I consider it a duty
I'm staff at Warrington
I'm an Administrator in Warrington
I'm a staff member of Warrington
I enjoy staying up to date (not so much that I'm required to do so)
I am interested in where I work
I am an alum and staff member
I am a staff member at WCB
I am a Warrington alumna.
I am a UF alumnus

End of Report

SECONDARY RESEARCH

ROSS SCHOOL OF BUSINESS (MICHIGAN)

Ranking according to the U.S. News & World Report:
#13 in Best Business Schools (tie with Darden)

Mission

- The Ross School of Business's mission is to develop leaders who make a positive difference in the world. Through thought and action, members of the Ross community drive change and innovation that improves business and society.

About

- At Michigan Ross, we are leaders, researchers, and lifelong learners creating innovative solutions to the world's most complex business challenges. We are a top-ranked business school offering action-based learning to prepare our graduates for today's ever-evolving world. Our impact extends far beyond the classroom as we aim to set a new standard in business and business education.
- #1 Public University in the Nation according to QS World university rankings
- #4 Undergraduate business programs
- #3 Master of supply chain management program in the world according to QS World university rankings

Presence as a Thought Leader in the Business Industry

- Themes of diversity, equity, and inclusion (DEI) are central pillars of thought leadership at Michigan Ross. Our community of faculty, staff, and students pursue a collaborative, multidisciplinary approach to developing and disseminating impactful knowledge and groundbreaking research related to DEI in business.
- https://michiganross.umich.edu/about/diversity/thought-leadership

Faculty

- Find their thought leadership in research articles, case studies, and commentary, some of which is featured on Ross Thought in Action. Michigan Ross faculty bridge theory and practice to make their work useful to business practitioners.
- 103 business faculty

ROSS SCHOOL OF BUSINESS (MICHIGAN) CONTD.

Other Areas of Research:

- Business Networks
- Entrepreneurship
- Global Business
- Healthcare
- Leadership
- Positive Business
- Real Estate
- Social Impact
- Supply Chain Management
- Sustainability
- Tax Policy

Media Presence

- LinkedIn
- Post about upcoming events and what they do in participating in national events like Women's month. Also, post reports
- 98,604 followers

Facebook

- Interact with current students, and alumni and welcome new students. Also shares webinars
- 34,331 followers
- Very consistent activity

Twitter

- program updates and faculty news
- 21.7k followers
- similar, consistent activity to Facebook
- Instagram
- Shows pictures of people and campus; diverse
- 20.4k followers

Youtube

- Videos showcasing their learning environment and BTS videos and interviews
- 17.3k subscribers
- Very active

UNC KENAN-FLAGLER BUSINESS SCHOOL

Ranking according to the U.S. News & World Report:
#20 in Best Business Schools

Mission

- Our mission, honed over nearly 100 years, is to shape future leaders with our world-class faculty and make a meaningful difference in the world. Top programs, renowned research, award-winning teaching and highly successful graduates are the products of our relentless focus and uniquely collaborative culture.

About

- Our goal is to not just solidify UNC Kenan-Flagler's position in the top tier of business education, but to elevate it: to be the very best business school of the 21st century.
- Core Values: Integrity, Inclusion, Innovation and Impact
- Want to shape the future of business education

Presence as a Thought Leader in the Business Industry

- Have blog category for thought leadership: https://www.kenan-flagler.unc.edu/executive-development/thought-leadership/ . Seems to be what they call their executive development newsletter space.

Faculty

- They don't compromise teaching to achieve great research – both are world-class at UNC Kenan-Flagler. Our faculty are innovative educators whose unparalleled dedication to our students sets the tone for our collegial environment. They are at the forefront of their academic areas, researching some of the most pressing issues facing business today. As a result, our students and the business community have front-row, preview access to new insights and findings.
- 83 Business Faculty

UNC KENAN-FLAGLER BUSINESS SCHOOL CONTD.

Other Areas of Research:

- Real Estate
- Data Analytics (AI)
- Entrepreneurship
- Sustainable Enterprise
- Strategy and Entrepreneurship
- Retail

Media Presence – They have a whole website dedicated to the business school's case studies. Very well represented and consolidated across all platforms.

LinkedIn

- Recruiters tell us our students have the knowledge they expect from all of the best global business schools. But they say they come to UNC because our students have an uncommon ability to get things done in their organizations, both as effective leaders and as strong team players.
- Lots of in-house posts
- 51,713 followers

Facebook

- 10k followers
- Share information about active research, more personable
- Very low engagement

Twitter

- Actively retweeting partners
- Very similar to LinkedIn and Facebook
- 16.5k followers

Instagram

- Extensive story highlights showing student life and accomplishments
- 7,003 followers
- Multigenerational feed including community work, faculty and students

Youtube

- 100 Campaign actively posting videos
- Videos about business and student life
- 2.92k subscribers
- Hasn't been active for a few months

MCCOMBS SCHOOL OF BUSINESS (UT AUSTIN)

Ranking according to the U.S. News & World Report:
#18 in Best Business Schools

Mission

- McCombs School of Business, The University of Texas, is dedicated to educating the business leaders of tomorrow and creating knowledge for industry and society.

About

- The McCombs School of Business is unlike any other business school. Perseverance, drive, and a welcoming sense of encouragement are at the center of everything we do.
- No. 10 Published Research in Global Business Schools according to UT Dallas Study 2021
- No. 12 Published Research in US in Global Business Schools according to Financial Times, 2021

Presence as a Thought Leader in the Business Industry

- UT Austin is ranked among the top 40 research universities in the world by U.S. News & World Report. Faculty members bring newly discovered research findings into daily class discussions, providing prescient insights for future leaders. McCombs has also pioneered ways to learn synchronously in person or online, with a major investment in enhanced technologies including teaching “live” by hologram.
- Curriculum, research, programs, and technologies are updated constantly to foresee and capture undiscovered markets. You will understand why The University of Texas at Austin promises, "What Starts Here Changes the World."

Faculty

- The faculty is ranked Top 10 for Global Business School Research.
- 122 Business Faculty

MCCOMBS SCHOOL OF BUSINESS (UT AUSTIN) CONTD.

Ownable Topics:

- Entrepreneurship
- Sustainability
- Leadership and Ethics
- Supply Chain Management
- Retail

Media Presence

LinkedIn

- A focal point for knowledge sharing and lifetime learning for over 93,000 living alumni, 6,000 students, and many thousands of recruiters, corporate partners, and higher education professionals.
- 94,770 followers

Facebook

- 15,167 followers
- Very consistent activity but low engagement

Twitter

- Actively retweeting partners
- 22.5k followers

Instagram

- A bright, orange feed with lots of people
- 15k followers
- Organized, up to date, active, visually aesthetic

Youtube

- Lots of webinars, virtual tours and historical videos
- 21.8k subscribers
- Very active

HARVARD BUSINESS SCHOOL

Ranking according to the U.S. News & World Report:
#5 in Best Business Schools (tie)

Mission

- "We educate leaders who make a difference in the world"

About

- Offers 8 doctoral programs, MBA, and online learning options (28,839 enrolled)
- Dedicated to advancing racial equity and keeping HBS healthy
- HBS is the only top business school in the United States with a self-contained, residential campus that forms its own vibrant community in the heart of one of the world's great cities.

Presence as a Thought Leader in the Business Industry

- Posts credible information about economics and business in the well-renowned Harvard Business Review
- Educators featured in podcasts discussing business management, environmental issues, alumni, women in the workplace, etc.
- Offers working knowledge for readers about tips for business

Faculty

- Business initiatives and projects regarding business history
- Hosts seminars and conferences featuring faculty and their expertise
- Multiple professors featured in national news publications
- The Case Method — Introduced by HBS faculty to business education in 1925, the case method is a powerful interactive learning process that puts students in the shoes of a leader faced with a real-world management issue and challenges them to propose and justify a resolution."
- 168 business faculty

Ownable Topics:

- Environment
- Entrepreneurship
- Finance
- Globalization
- Health care
- Human behavior and decision making
- Leadership
- Social enterprise
- Technology and innovation

HARVARD BUSINESS SCHOOL CONTD.

Media Presence

LinkedIn

- Largest social media following with 1.8 mil
- Posts the same content as all other social media platforms

Facebook

- 575,690 users like the page
- Posts the same content as the Instagram account

Twitter

- 555.6K followers
- Similar to Instagram, tweets and retweets content that directly relates to the business school and its initiatives involving students and faculty

Instagram

- 578K followers; Posts 1-3 times a day, posting video and photo content
- Frequently posts about professors sharing their experiences and expertise
- #HBSCase100 #LifeatHBS

DARDEN SCHOOL OF BUSINESS (UVA)

Ranking according to the U.S. News & World Report:
#13 in Best Business Schools (tie)

Mission

- "The Darden School improves the world by inspiring responsible leaders through unparalleled transformational learning experiences."

About

- Consistently recognized as the best in the world, the Darden faculty teaches to the student's benefit while advancing the nature of business itself.
- Credibility is highlighted throughout their website because they provide plenty of links and references to show that the professors are well established. Additionally, each professor has written opinion pieces on business matters, which have been published

Presence as a Thought Leader in the Business Industry

- In the VITA there is a specific section titled "Other Thought Leadership" that expands upon different published materials professors partake in.
- There is a tab on the website for Initiatives and Research which highlights the school's visibility and influence around the world through multiple global partnerships.
- Videos are provided as well as blogs associated with the mission trips
- There is a seminars and conference page that highlights the Darden-sponsored research seminars. These seminars are hosted by faculty and cover multiple topics: accounting, finance, global economies and markets, leadership and organizational behavior, communication, marketing, technology and operations management, quantitative analysis and strategy, ethics and entrepreneurship

Faculty

- There is a tab on the website for faculty research and there is a whole drop-down menu of academic areas to choose from. Once you click on an area the professors related to the field pop up. If you click on a professor their contact info appears as well as a brief bio. To the right of the professor's profile, there are links to publications, case studies and Vitae.
- Additionally, there is a list of all the classes that professor teaches as well as the executive education programs they are a part of. Next, there is a section of the professor "ideas to action" which includes Op-Eds written by the Professor. Lastly, there are citations of the selected publications the Professor worked on.
- 53 business faculty

DARDEN SCHOOL OF BUSINESS (UVA) CONTD.

Ownable Topics:

- Accounting
- Communication
- Finance
- Global economies and markets
- Leadership and organizational behavior
- Marketing
- Quantitative analysis
- Strategy, ethics and entrepreneurship
- Technology & operations management

Media Presence

LinkedIn

has 53,769 followers

- BIO: The University of Virginia Darden School of Business is one of the world's leading business schools — ranked the #1 education experience by The Economist (2011-2019). Darden offers three formats of its MBA degree program (MBA, MBA for Executives and Global MBA for Executives), as well as a Master of Science in Business Analytics, delivered in collaboration with the UVA McIntire School of Commerce, and Ph.D. and Executive Education programs.

Facebook

- 72K Followers (low engagement less than 15 likes per post... only share articles)

Twitter

- 31,000 followers (extremely low engagement, 3 likes or less per post)
- Instagram
- 13,5000 followers low engagement though (100 or fewer likes per post)

MIT SLOAN SCHOOL OF MANAGEMENT

Ranking according to the U.S. News & World Report:
#5 in Best Business Schools (tie)

Mission

- "The mission of the MIT Sloan School of Management is to develop principled, innovative leaders who improve the world and to generate ideas that advance management practice."

About

- "Smart. Open. Grounded. Inventive. Ideas made to matter."
- World's leading research institution
- "About" page: "Facts and Figures" — 2015 Study of MIT's economic impact; created millions of jobs and generate annual revenues of $2 trillion

Presence as a Thought Leader in the Business Industry

- Academic Groups: description of different departments, faculty involvement and relevant departmental news; includes "about us" page, "faculty and research centers" page, "courses" page, "publications and working papers" page, "seminars" "the list" page (where faculty of the specific department shares books, articles, films and locales that are inspiring them
- "MIT Sloan Executive Education's portfolio of executive development and management programs reflect MIT Sloan's core mission in an environment designed to foster extensive peer-to-peer interaction and a wide range of professional and cultural exchanges."
- A portfolio of leading-edge programs and a global network
- U.S. News:
- ranked #1 in Business Analytics
- ranked #1 in Production/Operations
- ranked #1 in Project Management
- In the media:
  - "Ideas Made to Matter" — page on the website full of articles written by MIT Sloan Faculty
  - "Featured Events" — online presence/activities/involvement
  - "Webinars, Blogs & More" — innovation@work Blog including 11 different popular topics — https://exec.mit.edu/s/blog
  - Webinar - INNOVATION@WORK Webinar Series, online info series led by faculty
  - "Connect with Us" — Interactive Program Guide PDF
  - https://79140767.flowpaper.com/MITProgramGuide2022/

Faculty

- Leadership/Faculty Directory: all MIT Sloan Staff - includes detailed biography, expertise/experience, job description/involvement at MIT, contact information, upcoming courses
- "Webinars, Blogs & More" - Featured Blogs: "Faculty Insights"
- 99 business faculty

MIT SLOAN SCHOOL OF MANAGEMENT CONTD.

Ownable Topics:

- Behavioral research lab
- Collective intelligence
- Information systems
- Cryptoeconomics lab
- Cybersecurity
- Energy and environmental policy
- Food supply chain analytics
- Finance and policy
- Leadership
- Entrepreneurship

Media Presence – MIT Sloan Executive Education has its own specific social media pages. Social media links are on the "Connect with Us" page of the Executive Education tab of the website.

LinkedIn

- engagement with past and current participants about opportunities and experience
- 366,055 followers

Facebook

- follow MIT's current work, faculty work/research/programs, read about experiences of MIT Sloan participants
- 130,428 followers
- Very consistent activity

Twitter:

- article links, program updates and faculty news
- 254.9k followers
- Current, consistent activity

Instagram

- a glimpse inside of the MIT Sloan program
- 109,000 followers
- Organized, up to date, active, visually aesthetic

Youtube

- videos from participants and faculty about their MIT Sloan experiences
- 15.7k subscribers
- Recent low activity, last post was 9 months ago

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