

Introduction and Reflection

I respectfully submit my letter to the Advisory Committee in consideration of continued service as Dean of the Goodman School of Business for a second five-year term. In response to the Committee, I provide reflection upon my current service, as well as highlight activities during my time as dean, with particular attention given to our strategic plan, AACSB reaccreditation, and our response to the COVID-19 disruption. I also provide a vision for my service in a second term.

As dean of a business school, I believe a core activity is to provide a conduit between the local and global community, generating opportunities, which brings together the local region and the world. When we look beyond the walls of our classrooms for learning, we position our students for greater personal and professional fulfillment. Today, more than ever, our students pursue opportunities where they can make a difference, contributing in ways which go beyond the traditional bottom line. At the same time, those same external interactions flow back to benefit all within our institution. People within our schools develop a greater awareness of the world, generating an understanding of how to live and work with a consideration for the global community. The student experience and the research generated by our faculty sow the seeds for long term economic, social and cultural growth. Together, the programs we create and opportunities we present to our students enable them to be our ambassadors, both now and later as alumni, equipping them with skills and a global perspective to benefit others.

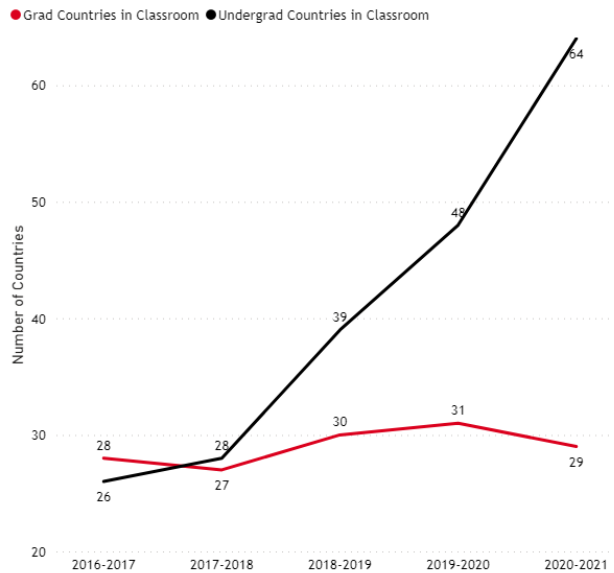
I have taken great interest in creating opportunities where our students from around the world can expand their personal horizons as well as global impact beyond our School. The initiatives created are transformational and build upon a student's cultural intelligence, the ability to relate and work across cultures, which is critical in preparing them for job placements that impact today's economy. I believe our diverse community should see themselves in the student body, teaching staff, leadership, and the leaders we celebrate. We must present to our children role models of diverse backgrounds to inspire and capture their imagination about what is possible for their future, that any child can dream and embark upon a global university education and, in the process, discover their own personal journey in pursuit of purpose. It is our responsibility to create opportunities for students to gain an experience, which broadens their perspective, studying and working in other communities, and faculty receiving support for research in areas benefiting society and enabling equity, diversity and inclusiveness.

In my tenth year as a business dean, I have provided leadership to students, staff and faculty in the design and implementation of new programs, organizational structures, as well as the design and construction of new facilities. I have developed and implemented strategic plans at two business schools and participated on committees in developing strategic plans at three universities. In my time at Brock, I have engaged in building collegial relationships across campus and represented my School and University to government and the business communities in developing collaborative initiatives with institutions worldwide. Collaborations have included new investment in support of research, partnerships for exchanges, articulation agreements, as well as co-op double degrees for undergraduate and graduate students. It has also included pursuing new and maintaining existing accreditations with professional bodies, such as AACSB, EFMD, CFA and CPA, along with ongoing active participation on related boards, advisory groups, and service as a member of peer review teams evaluating the quality of business education provided by business schools located around the world.

Upon arriving at the Goodman School of Business I worked to further increase the diversity, including my own [Advisory Council](#), where we introduced new voices representative of not only various

industries, but also various backgrounds. We celebrated diversity in our annual recognition of [distinguished leaders](#) and [alumni](#) from across various groups. In addition, we met with our own student leadership, encouraging them to broaden their student representation from equity-seeking groups so that the student body may better see themselves among their own leadership. We encouraged and provided support towards the formation of the [Women in Business](#) student group. We also signed an agreement with the [United Nations Association of Canada](#) for a partnership that provides business co-op students paid internship opportunities, for eight months at a UN agency in the Global South.

Countries in Classroom by Academic Year



Number of Students on Exchange by Year

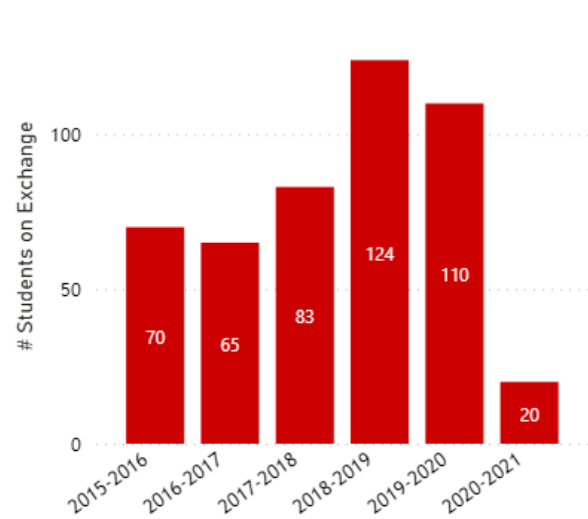


Figure 1 & 2: Number of countries represented in classroom, Students on Exchange (impacted by pandemic for 2020 year), for additional graphs on student exchange and experiential education [see appendix](#)

These efforts have contributed to an increase in student mobility, a greater international presence, improved student retention and time to graduation, as well as an increase in global diversity of the student body. The total number of undergraduate international student registrations have increased by more than 71%. Today, more than 21% of our undergraduate students are from international locations representing 68 countries. The undergraduate admission average has steadily increased from 82.83% in 2017 to 85.22% in 2021. As well, [retention increased](#) from 68.4% of first year business students continuing into second year, to 76.5%.

Number of International and Domestic Undergraduate Students by Year

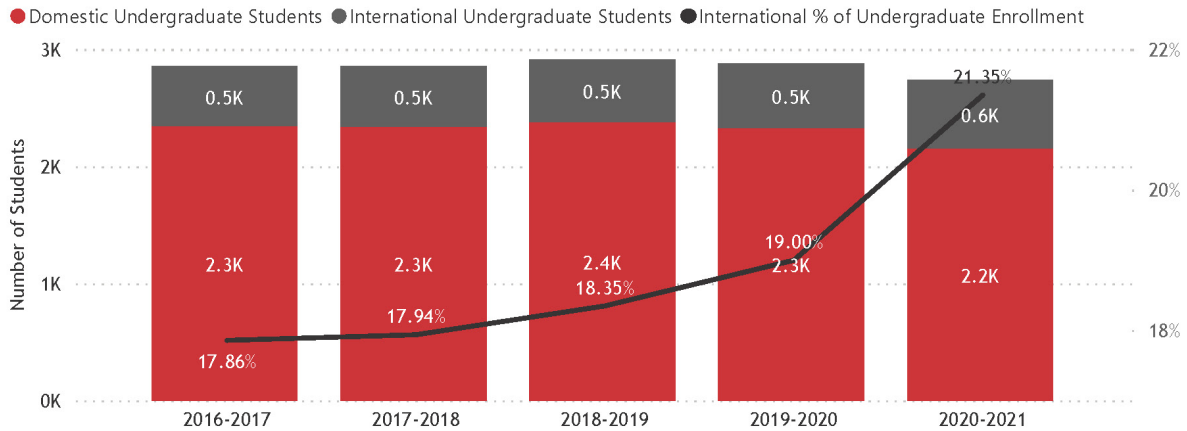


Figure 3: Number of Domestic and International Undergraduate Students by Year (overall enrollment). For additional graphs related to our Undergraduate student population, please see appendix.

Incoming Undergraduate Student Averages by Cycle Year

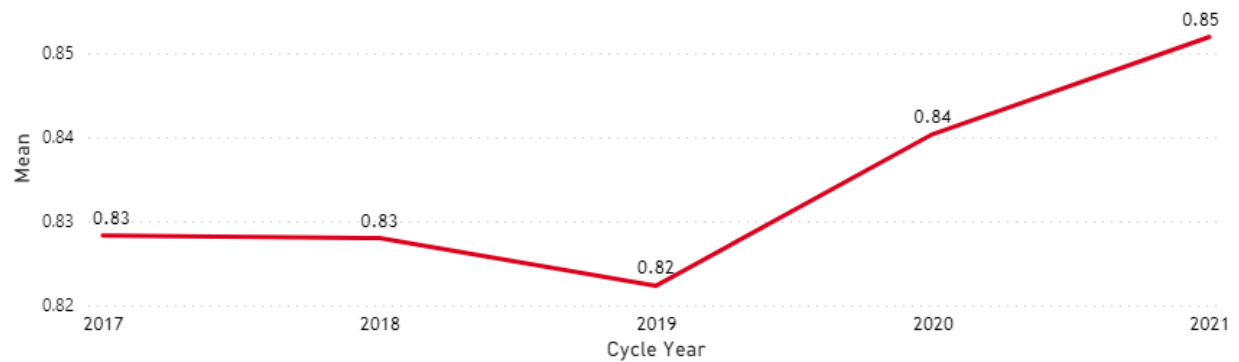


Figure 4: Undergraduate Admission Average by Year (registered students) For additional graphs related to our Undergraduate student population, please see appendix

While it is important to share aggregated numbers which indicate our progress, it's also important to highlight the beneficiaries of our efforts. The greatest sense of pride and fulfillment is generated by witnessing the recognition our students receive for their involvement in our initiatives. Students such as Sorcha Killian and Ahmed Jawa.

[Sorcha Killian](#), was a double degree student who came to us from Dublin and was awarded the All-Star Executive of the Year by the Canadian Association of Business Students for her work on the student executive and founding the Goodman Women in Business student group. She then received the prestigious Chancellor's Medal from Dublin City University in recognition of her academic achievement and engagement in student life during her undergraduate studies. This award is only given out when a deserving student earns it. This speaks to our delivering a global experience, which brings students from around the world into our school, giving them equal opportunity to participate fully in all the programs we offer inside and outside of the classroom, and able to have a positive impact on others.

[Ahmed Jawa](#), was a Bachelor of Business Administration student who received the Co-operative Education and Work-Integrated Learning (CEWIL) Canada Student of the Year Award for Co-operative

Education for his work term serving with the United Nations Development Programme in Cambodia where he evaluated the success of landmine removal projects, introduced silk production to local farmers and promoted the rapid growth of modernized industrial projects. Not only was the experience transformational for Ahmed, his service and contributions were transformational for an entire community. Through the years that Brock has offered our highly acclaimed co-op program, this is the first time a Brock student has received this national distinction.

These are only two inspirational examples where our actions to provide personal and professional fulfillment to our individual students can have a powerful and positive impact on many. There are more examples of inspirational success stories of our students offered [here](#), which were previously posted through Brock Communications.

External organizations have also recognized our advances, placing us first in Canada for class and faculty diversity by [QS Global Ranking in 2020](#), and first in Canada by the global ranking agency [Eduuniversal](#) among their 3 Palmes of Excellence league of business schools in 2019 and [2020](#). As well, AACSB recognized our UN partnership as an “[Innovation that Inspires](#)” among the 900 accredited business schools around the world and we attained the globally recognized and respected [EFMD Accreditation](#) for our International BBA Co-op Double Degree program. We also became one of three business schools in North America, and among 50 around the world to attain the BSIS label from EFMD for our [community impact](#), measured across seven categories, including financial impact of \$380 million in contributions to Niagara. We also received \$250,000 in support of student mobility through the federal [Global Skills Opportunity](#) funding program, furthering our commitment to diversity and inclusion in global business education by focusing on the Indigenous, students with disabilities, and low-income students as primary beneficiaries of the funding.

Strategic Plan and Objectives

When I was a short-listed candidate for the position of Dean of the Goodman School of Business, I articulated a vision at the January 2017 campus visit, which stated the importance of enrolments, research and teaching. The University’s position profile also indicated the dean will “work with the Brock University community to enrich student experience, build upon programming that offers advanced learning, research and scholarship opportunities, and actively support the professional development of faculty and staff.” In the first year of my term these paired intentions were embedded into the [Goodman strategic plan](#), which was supported by all departments, aligned with the [strategic plan of the University](#) and has been operationalized in the ensuing years.

Our overarching strategic effort during the past four years has been to strengthen our position; to be a leading business school in experiential education and scholarly activities. We focused on building our brand, our relationships and our workplace. We applied our energies through our mission and four complementing strategic priorities, appealing to research (foster an active research culture) community (elevate community awareness and reputation) globalization (advance global opportunities) and experience (drive exceptional experiences). I present activities and outcomes within the related strategic priorities, noting that in several instances, activities could reside under more than one priority, but to minimize redundancy they’re offered in what I would determine as the primary priority.

In addition to the entries shared here, I provide a more detailed listing of the new initiatives undertaken across the units of the Goodman School of Business. This listing, [Building Goodman Together Reporting](#)

[Table](#) is interactive and may be arranged to view activities by the various units and how they populate across all of our twelve strategic imperatives.

Initiative	Goodman Depa...	Date Co...	Expand integrat...	Expand collabo...	Increase Good...	Raise the profi...	Strengthen con...	Broadly commu...	Increase the gl...	Strategically gr...	Expand global mobil...	Expand experie...	Develop tran...	Increase workp...	Attachments	Related Link
IPBS Virtual Mobility Program	Undergraduate P...	1/1/2021	No	No	No	No	No	No	No	No	No	No	No	No		https://gbs-network.ca...
IPBS MSc in Global Management (Dual Del...	Undergraduate B.E.L.	9/1/2020	No	No	No	No	No	No	No	No	No	No	No	No		https://planning.gsu...
Graduate Double Degree Program - Burgun...	Undergraduate B.E.L.	6/6/2019	No	No	No	No	No	No	No	No	No	No	No	No		
Minor in Management Introduced	Undergraduate P...	2/21/2020	No	No	No	No	No	No	No	No	No	No	No	No		
Approval of the Bachelor of Data Sciences a...	Undergraduate P...	1/8/2020	No	No	No	No	No	No	No	No	No	No	No	No		
Strategic Plan Unanimous Department App...	GSB Leadership	11/30/2018	No	No	No	No	No	No	No	No	No	No	No	No		
COVID Research Scholar	GSB Leadership	10/30/2022	No	No	No	No	No	No	No	No	No	No	No	No		
Business School Impact System for GSB	Accreditations	2/12/2021	No	No	No	No	No	No	No	No	No	No	No	No		
EMBA/EMBA for BBA/OD International Coop	Accreditations	10/12/2021	No	No	No	No	No	No	No	No	No	No	No	No		
CFA Institute	Accreditations	7/23/2021	No	No	No	No	No	No	No	No	No	No	No	No		
QS Ranking	Accreditations	9/25/2021	No	No	No	No	No	No	No	No	No	No	No	No		
AACSB preliminary contin...	Accreditations	6/30/2020	No	No	No	No	No	No	No	No	No	No	No	No		
GSB IPBS Membership	GSB Leadership	2/15/2019	No	No	No	No	No	No	No	No	No	No	No	No		
MBA MPH Concurrent Degree Program	Graduate Progra...	9/9/2019	No	No	No	No	No	No	No	No	No	No	No	No		
IPBS Sustainability Case Competition	Undergraduate B.E.L.	1/12/2021	No	No	No	No	No	No	No	No	No	No	No	No		
Undergraduate Double Degree Program vlt...	Undergraduate P...	2/1/2020	No	No	No	No	No	No	No	No	No	No	No	No		

Figure 2: The Building Goodman Together Reporting Page which lists new initiatives and their alignment with our strategic priorities.

The graphic below is a visual representation illustrating the volume of new initiatives undertaken across our reporting units in support of the strategic plan and its twelve imperatives since the approval of the GSB strategic plan, *Building Goodman Together*.

Initiatives Supporting our Strategic Imperatives

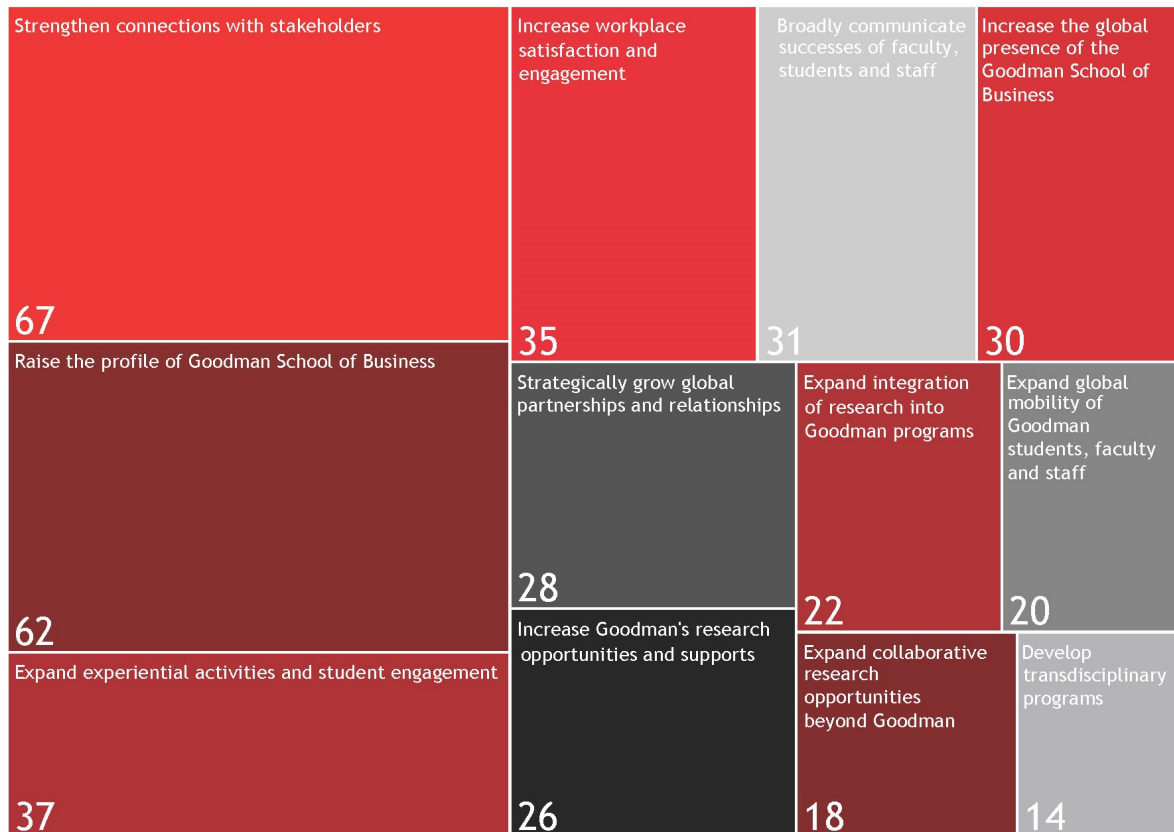


Figure 3: Visual representation of new GSB initiatives supporting each of our strategic priorities

Foster an active research culture

- Financial support for research activity by the Goodman faculty has more than doubled during the past four years:
 - We have provided and distributed \$846,000 of ongoing financial support of research to faculty within GSB.
 - In addition, we have more than doubled the contributions in support of GSB faculty research through new financial commitments in the amount of \$1.06 million.

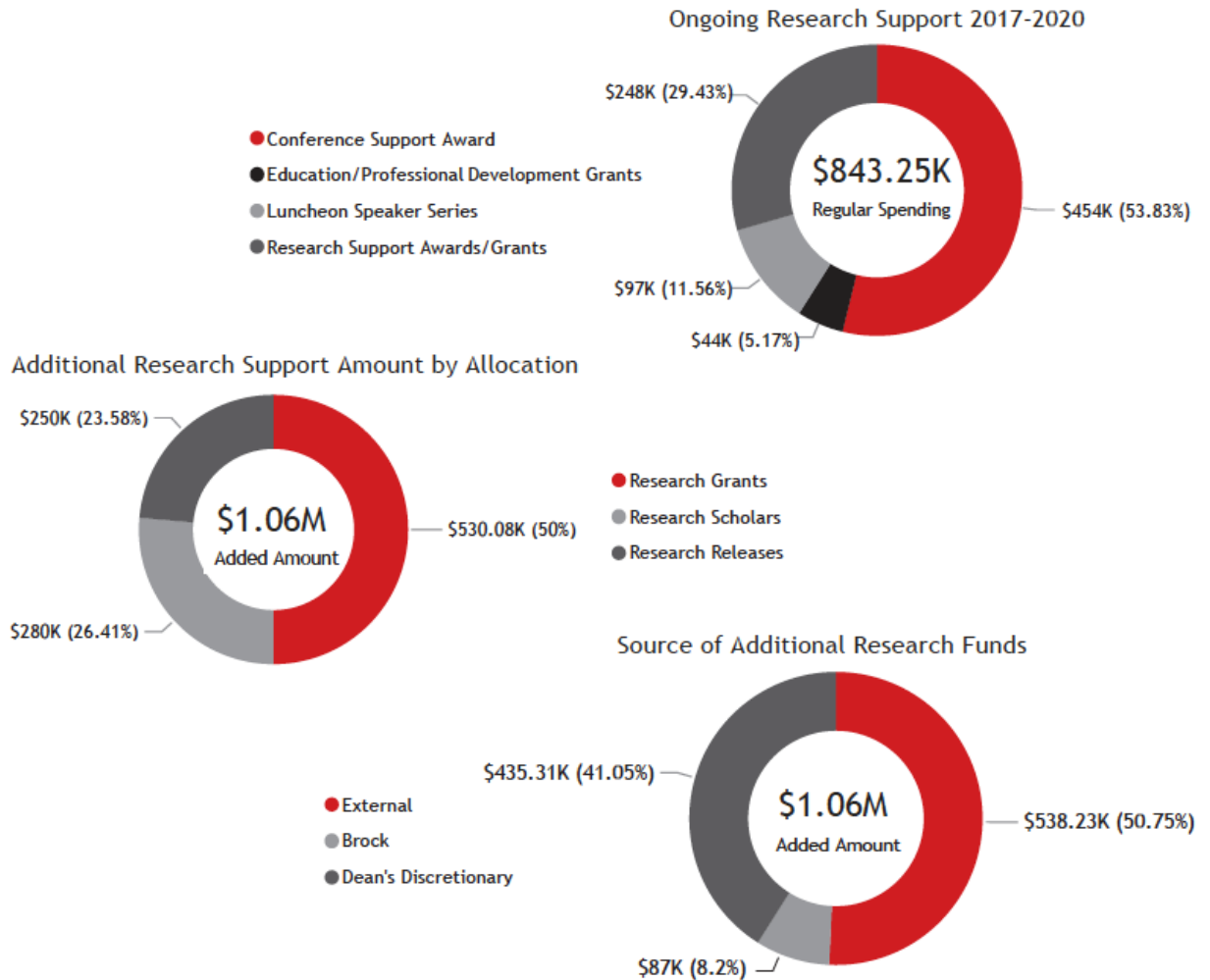


Figure 4: Breakdown of Ongoing & New Research Funding Commitments.

- A new initiative was introduced that recognizes research excellence with appointments of Research Scholars, which are primarily funded by organizations external to GSB. Today, there are eight funded research scholars, with seven appointed and the eighth in final development at the time of writing:
 - In 2019, the Chartered Professional Accountants of Ontario committed to funding the appointment of three CPA Ontario Research Scholars (Emerging, Distinguished and Transdisciplinary).

- In 2020, Brock University's Cool Climate Oenology and Viticulture Institute (CCOVI) agreed to funding in support of the CCOVI Research Scholar for a member of the GSB faculty.
- In 2021, the Office of the Vice-President Research agreed to funding in support of the Research Scholar in Social Innovation Management for a member of the GSB faculty.
- In 2021, the Liquor Control Board of Ontario (LCBO) agreed to funding in support of the LCBO Spirit of Inclusion Research Scholar for a member of the GSB faculty.
- In 2021, the International Partnership of Business Schools agreed to funding in support of the IPBS Research Scholar for a member of the GSB faculty.
- In 2021, Moet Hennessey confirmed funding in support of a research scholar for a member of the GSB faculty (in final development). Full table of commitments here.
- We have Introduced the Research Promotion and Teaching Release (RPTR) Grant Program, recognizing exceptional research, which exceeds expectations, through credits that accumulate towards a course release.
- We hosted the [annual meetings](#) of the Administrative Sciences Association of Canada (ASAC) in May, 2019. The conference welcomed more than 400 academics to campus to participate in presentations of research across a diverse array of management and business-related research. The conference generated a profit, which was later leveraged into the new Research Scholar Appointment in Social Innovation, co-funded by the Office of the Vice-President Research.
- In 2019, CPA Ontario agreed to support the establishment of the CPA Ontario Centre for Public Policy and Innovation in Accounting at Goodman, which has offered an array of research-related outreach and engagement to the accounting profession with innovative and provocative symposia, webinars and white papers.
- In August 2019 we opened the CPA Ontario Gallery where the first page of peer review articles produced by Goodman faculty are framed to hang on display for an academic year.
- Letters of Congratulations from the Dean to faculty members are prepared upon receiving news of their publishing in a peer review journal along with other notable scholarly contributions.
- Faculty research is incorporated into Goodman Group initiatives where their research may contribute to content and may also be further enhanced through applied research in consulting.
- We are participating the development of the IPBS Better Together platform, which offers a social network linking research faculty across the thirteen IPBS member schools of business.
- Discussions with MITACS has opened the door for partnerships with graduate students, particularly in data analytics with the Center for Business Analytics, leading to the Mitacs Accelerate project ON-194, "Validation of AI techniques for market research."
- The Annual Reporting process has been re-framed to one of review and response where contributions are recognized, aggregated and celebrated, encouraging and drawing upon supportive resources where required and seeking absent information when discovered.

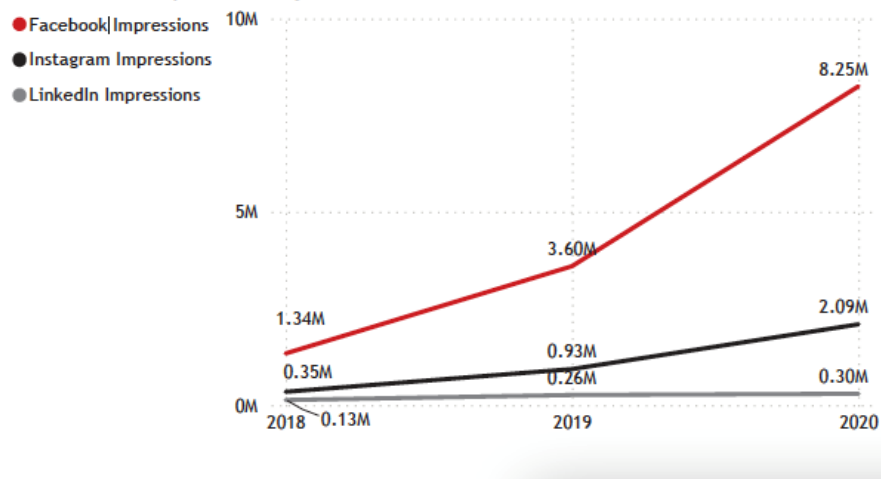
Elevate community awareness and reputation

- We received the [Business School Impact System](#) (BSIS) label, which is an assessment process designed to determine the extent and nature of our impact on our local environment. The label recognizes our significant contribution to the Niagara region. BSIS utilizes quantitative and qualitative data in determining impact across seven categories; financial, educational, business development, intellectual, societal and image. We are the third business school in North America to receive the distinction and among more than 50 in 17 countries.

- We introduced [Goodman: The Magazine](#) with the first issue released in Summer 2018. This publication is produced twice annually to showcase our students, staff, faculty and alumni to our stakeholders and broader community.
- I maintain connections and ongoing engagement with the local and international community through active participation as:
 - President of the [International Partnership of Business Schools](#) (IPBS) since 2019. IPBS is a consortium of thirteen leading business schools in Europe, North and Latin America, offering undergraduate and graduate programs that grant double degrees, require study in two countries, and promote language and cultural fluency.
 - Member of the [Greater Niagara Chamber of Commerce](#) (GNCC) Board of Directors, since 2018. The GNCC helps businesses and organizations through advocacy and services to aid in their ability to generate long-term economic and social prosperity in the region of Niagara.
 - Ontario representative for the [Business Schools Association of Canada](#) (formerly the Canadian Federation of Business Deans) since 2018. BSAC promotes quality management education and professional development of its members through various types of events, research and information services.
 - Member of the [International Advisory Board of the Americas](#) for the European Foundation for Management Development (EFMD) since 2019. EFMD is a network for schools and companies with an aim to develop socially responsible leaders and managers looking for opportunities to connect. EFMD plays a central role in shaping the global approach to management education and provides a unique forum for information, research, networking, and debate on innovation and best practice.
 - Member of the Global University and Employer Advisory Board for the [Future Talent Council](#), since 2020. The Future Talent Council is a membership organization headquartered in Stockholm, Sweden. Members advocate for improvements to educational systems, labour policies and talent strategies. The Advisory Board brings leaders in educational, political, and business together to assist in forming a global agenda for engagement.
 - Member of the International Advisory Board for the [Burgundy School of Business](#) in Dijon, France since 2019. The board membership comes from major national and international institutions and assist the Burgundy School's management in international development activities.
 - Member of Peer Review Teams assigned to evaluate the eligibility of business schools pursuing initial or renewal of Association to Advance Collegiate Schools of Business (AACSB) accreditation,
 - Member of the EFMD Steering Committee for 2022 Annual Deans and Directors Meeting in Frankfurt.
 - Member of the [Mid-American Business Deans Association](#) since 2018.
- In March 2019, we established the [Goodman Group](#), which introduces a common brand across programming for Niagara businesses, students and the broader Brock community, providing direct access to consulting services, executive development, professional development and venture development. In the span of two and one-half years, the Goodman Group has introduced a wealth of new programs and certificates, contributing to the vitality of the region:
 - Canadian Business for Internationally Trained Professionals
 - Project Management,
 - Emotional Intelligence

- Cybersecurity
 - Wine Business Management
 - Ancillary Service Professional Development
 - Healthcare Business Management
 - Equity, Diversity and Inclusion: The Importance of Collective Accountability
 - Corporate Risk Management Seminar
 - Accelerated Kick-Starting Entrepreneurship
 - Consulting Pathway
- Through the formation of the Goodman Group, the GSB has provided substantial community impact with more than 15,000 engagement hours amounting to a significant contribution within the Niagara region, as reflected in the [BSIS Report](#). Successful programs such as [NextGen Municipal Leadership Certificate](#) continue to produce steady revenue streams while the new programs provide further contributions to the objective of supporting the community through enhanced engagement of students, faculty and community.
 - In 2020 Goodman Group [signed an agreement with Supply Chain Management](#) Canada, Ontario to deliver Professional Development programs including to their members.
 - We provide financial support to CCOVI's Cuvée through sponsorship of the Award for Management Excellence in Wine.
 - Through the realignment of communications and student engagement we have leveraged the new coordination to increase our presence and community engagement through social media with announcements of successes, new programs, partnerships and initiatives. Since 2018, this has led to a dramatic increase in impressions on Facebook (516% with more than 8.25 million) Instagram (504%, with 2.09 million) and LinkedIn (121%, with more than .295 million).

Social Media Impressions by Year



- We launched our inaugural [State of the School](#) presentation, hosted by Mishka Balsom, CEO of GNCC. June 2, 2021, as a way to connect with and engage the Goodman community on activities of the School over the year.
- We launched the [Indigenous Leaders Speaker Series](#) with Niagara entrepreneur Jenn Harper, founder of Cheekbone Beauty being our inaugural recognized leader, June 21, 2021.

- We committed to hosting the Business Schools Association of Canada (BSAC) annual fall meeting, November 1-3, 2021,
- Through the term we have identified and recognized a diverse array of individuals as leaders with the hope of inspiring members of our community from equity seeking groups to see themselves in the people we are privileged to recognize and honour:
 - We have recognized the following as Distinguished Graduates 2017-2021:
 - [Joanne McKee](#) (BAdmin '86), Chief Financial Officer, Ryerson University
 - [Brian Parsons](#) (BAdmin '90), President and CEO Willis Towers Watson
 - [Rita Middleton](#) (BAdmin '87), CEO, Interim CFO, and Board Member International Solar Solutions
 - [Sean Washchuk](#) (BAcc '96), Senior Vice President and Chief Financial Officer of CCL Industries Inc.
 - [Cheryl Brandon](#) (BBA '04), Partner, Investment Management, Waterton Global Resource Management
 - We have identified and recognized the following as Distinguished Leaders 2017-2021:
 - [Deepak Chopra](#), President and CEO, Canada Post
 - [Julia Deans](#), CEO, Habitat for Humanity
 - [Michael Lee-Chin](#), Founder and Chairman, Portland Holdings, Chairman and CEO, Mandeville Private Client Inc.
 - [Bonnie Lysyk](#), 13th Auditor General of Ontario
 - Margaret Kenequanash, CEO of Wataynikaneyap Power
 - We have Invited the following as Beta Gama Sigma Honorees 2017-2021
 - [Rhonda Klosler](#), Chief Operating Officer, Collins Barrow Toronto
 - Bill Haines, Global Head of Rates Trading RBC Capital Markets
 - [Gervan Fearon](#), President & Vice-Chancellor, Brock University
 - [Robin Ridesic](#), Founder & CEO, The Exchange Brewery
 - [Lynn Wells](#), Vice President and Provost, Brock University
- The terms of reference have been revised for the [Dean's Advisory Council](#) and new members have been introduced (new appointments since July 2017 are in red):
 - Mr. Mark Arthur, Executive Vice-President, CWB Wealth Management
 - Ms. Mishka Balsom, President/CEO, Greater Niagara Chamber of Commerce
 - Ms. Julia Deans, President and CEO, Habitat for Humanity Canada
 - Dr. Mark S. Dockstator, LL.D, Past President, First Nations University of Canada
 - Mr. Daniel Goodman, Owner, GFI Investment Counsel
 - Mr. Scott Hawkes, President & CEO, FortisOntario Inc.
 - Ms. Bonnie Lysyk, Auditor General of Ontario
 - Mr. Manik Mair, Co-Chair, Goodman Alumni Network (Ex-Officio Position)
 - Mr. George Soleas, President & CEO, LCBO
 - Mr. Doug Wilkinson FCPA, Partner, Deloitte
- For deeper insight and engagement in the GTA the Toronto Advisory Group was formed in 2018 with the following members:
 - Mr. Deepak Chopra, President & CEO (Retired), Canada Post
 - Mr. Dan McGrath, COO, Cineplex Entertainment LLP
 - Mr. Graeme Deans, Partner, Ernst & Young LLP
- For greater insight regarding the global context, the International Advisory Group was formed in 2018 with the following members:
 - Ms. Lili Tomovich, Chief Marketing Officer, Barclays US Consumer Bank

- Mr. Greg Berti, Vice-President Global Markets & Industry Relations, Andrew Peller Limited

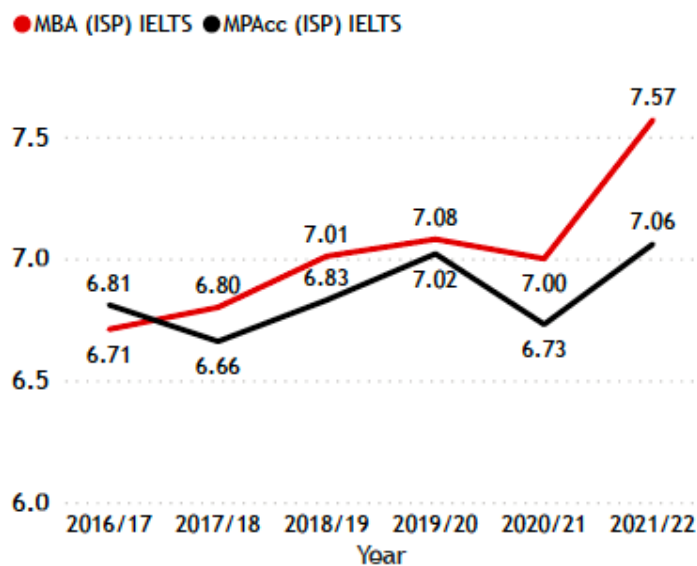
Advance global opportunities

- We successfully attained EFMD accreditation for our BBA International Co-op Double Degree Program for a three-year period.
- Our MBA ranked highest in Canada for class and faculty diversity and 12th out of 20 Canadian business schools in its first year participating in the [QS Global Rankings](#).
- GSB has been recognized as the top Canadian business school for 2019 and 2020 in the 3 Palmes of Excellence (Excellent Business School with Reinforcing International Influence) category by [Eduuniversal Ranking](#). Eduuniversal is a global ranking and rating agency specializing in higher education. They identify and rank the best 1000 business schools in 154 countries. Institutions are ranked according to the assessment made by the Deans of the 999 other identified business schools. Not only did we retain top rank from the previous year, we also had a significant jump in our Rating Score. Our recognition is also a marked improvement from 2017 when we ranked sixth, and in 2018 when we tied for second.
- We expanded the Bachelor of Business Administration Co-op International Double Degree program through partnerships with:
 - Lancaster University Management School (LUMS) in the United Kingdom (January 2020),
 - Reutlingen University ESB Business School in Germany (June 2018).
- We renewed the Double Degree agreement with our long-standing partner, EBS Universität für Wirtschaft und Recht (EBS) in September, 2021.
- We entered our first Master of Business Administration Double Degree offerings through partnerships with:
 - Kedge Business School in France (April 2019) and
 - Burgundy School of Business in France (June 2019).
- Internal controls and approval processes have been introduced through GSB International, which align contract provisions to our operations and introduces agile approaches to exchange and double degree balance management, as well as integrates new risk management provisions and enhanced legal protections for the University.
- In March 2019, we became the first Canadian member of the International Partnership of Business Schools (IPBS) a global consortium of (now) 13 leading business schools.
- In September 2021 the Goodman School of Business hosted the IPBS annual fall meeting.
- Goodman Group established a new custom program: [A Canadian Icedwine Story](#): From Production to Consumption and Beyond, which was delivered to students in NEOMA Business School (France) who are registered in their MSc in Wine and Gastronomy program.
- In collaboration with IPBS, we coordinated and launched the [virtual mobility exchange program](#) with IPBS partners for students interested in taking online courses with our partners towards satisfying our degree. This sustained exchange opportunities for students during the disruption, and opens access for students who are otherwise unable to experience international opportunities as a result of constraining circumstances once mobility resumes.
- In collaboration with the Goodman School of Mines at Laurentian University we presented joint proposals at [SIMEXMIN 2021](#) towards professional development opportunities with Brazilian partners Fundación Gorceix (Mining focused industry research foundation); ADIMB (National

Mining Association); U of Outre Preto (oldest mining school in Brazil); and entered partnership prospects with Goodman School of Mines on structuring discussion with Vale and Jaguar Mining.

- We have expanded our recruiting effort for Undergraduate and Graduate programs in new and varied locations, distributing our students across more countries with a diminished reliance on a few.
- We initiated an asynchronous applicant interview platform, Kira Talent to support interviews with international applicants, which enables interviews to be undertaken at reasonable hours on both sides of the table.
- We restructured the agency commission structure to attract international applicants with higher IELTS scores. This has moved the average score for MPAcc registrants from 6.81 to 7.06, and MBA registrants from 6.71 to 7.57.

Graduate Student IELTS Score by Year



- We undertake ongoing exploration of resources to assist student participation in international programs. External funding is in support of bursaries and scholarships from public and private organizations including \$250,000 in support of student mobility through the federal [Global Skills Opportunity](#) funding program.

Drive exceptional experiences

- In May 2018, we became the first business school in Canada to form a co-op partnership with the United Nations Association in Canada (UNA-Canada). The collaboration enables our co-op students to participate on a paid internship over eight months at one of the United Nations agencies around the world, funded through the Goodman Family Gift. This initiative has been recognized by external organizations for the rich experience it provides to our students and the contribution it makes to communities where our students are placed:
 - Goodman BBA Co-op student Ahmed Jawa received the 2020 Co-operative Education and Work Integrated Learning (CEWIL) [Canada Student of the Year Award](#) for Co-operative Education at a University.

- In April 2021 we received the AACSB “[Innovations that Inspire](#)” award for our partnership with the United Nations Association in Canada. We were the only Canadian business school recognized among 23 other initiatives around the world.
- In May 2019, the Wine Business Management Certificate was launched through Goodman Group Professional Development, in collaboration with local grape growers and wineries and supported by influential leaders in the local industry, advancing the skills of people already, or aspiring to be, working in the sector.
- “Get Ready for Goodman” started in 2019 bringing incoming students to campus for a day prior to classes starting. The sessions provide insights into Goodman student life to help prepare students for the upcoming year.
- “Get There with Goodman” also started in 2019 and is a three-part co-curricular certificate program. The first component, Competitor Development, offers training on how to approach cases and present ideas effectively. After completing the Competitor Development Program students move on to the Presentation Etiquette Workshop and then finally to the Case Interview Skills session. Upon completion of all three sessions students receive a certificate and are eligible to apply for the Consulting Pathway Program.
- In 2019, Goodman Career collaborated with “Bridge to Capital Markets” to provide a module program for students to learn more about careers in finance. Thirty-one students attended this module program.
- Goodman teams have won the World Trade Centre Buffalo Niagara International Case Competition. every year since it started in 2019. The first two years were in person competitions while the third year was held virtually.
- After having won the prestigious JDCC competition in 2017 and 2019 (the event was cancelled due to weather in 2018) the Goodman School of Business hosted the 2020 event. The competition involved 550 students from 11 different universities in Ontario, Quebec and Nova Scotia.
- In 2019 the Master of Professional Accounting (MPAcc) was accredited to the completion of Core 1 and Core 2 of the CPA Professional Education Program (PEP) by CPA Ontario.
- In 2018 our School became a member of the Mid-American Business Deans Association (MABDA). As members we contribute to the discussion of business education in the context of our region and are able to participate in the competitive annual Innovation in Business Education Award. We have had an impressive run of being recognized for innovativeness in business education since joining, which is a distinction that would have otherwise not existed:
 - In fall 2019, Kai-Yu Wang was awarded third place for his course in Social Media and Internet Marketing.
 - In fall 2020, Joachim Scholz, was awarded first place for his course in AR/VR Consumer Behaviour.
 - In fall 2021, Robert Steinbauer was awarded first place for his collaboration with a colleague at the University of Guadalajara in Mexico on a virtual cross-cultural community project within his Business Ethics course.
- Brock University introduced Canada’s first Master of Business Administration (MBA) and Master of Public Health (MPH) concurrent degree program, which accepted students in fall 2019.
- In collaboration with other faculties at Brock University, GSB has developed the Minor in Management, receiving Senate approval in spring 2019 and providing Brock students who are not registered in business the opportunity to receive foundational courses in management.

- We successfully worked alongside the Faculty of Math and Science in developing and attaining Senate approval of the Bachelor of Science in Data Science and Financial Analytics. This is a first in collaborative programming across faculties at Brock.
- Presently in development is the Master in Multidisciplinary Management, a 12-month post-graduate degree in partnership with other Brock faculties for individuals with two years or less of professional experience. This program will be open to applicants with a non-business undergraduate degree and strategically positioned to extend a student's undergraduate experience at Brock by an additional year in graduate management studies.
- To facilitate greater engagement with staff and faculty we have introduced an array of engagement opportunities throughout the year:
 - Monthly Coffee and Conversation
 - Annual Hack-a-Thon
 - Regular distribution of the Building Goodman Together newsletter, providing updates of events and activities at GSB, which highlight our activities in building brand, relationships and the workplace.
 - Prior to the disruption, regular walk-in hours were structured into each week, enabling staff and faculty unscheduled visits to meet with the dean.
 - Once the disruption began, walk-in hours shifted to regular evening messaging to staff and faculty.
- In 2021 we were recognized by the Beta Gamma Sigma (BGS) International Honour Society with the Silver Chapter award for Outstanding Chapters. This is the second time we have received this distinction by BGS, the first being in 2019. This significant accomplishment is further underscored by knowing we are named Silver Chapter among more than 600 BGS Chapters around the world.
- In 2020 we received the Beta Gamma Sigma Outstanding Chapter - Best Practice in Connections Award.
- In 2019 Beta Gamma Sigma created the Chapter Advisor Council, and invited Alyssa Freeman, GSB Chapter Advisor, to represent Canada on the Council.
- The Alumni Student Knowledge Exchange (ASK) started in 2021 and brings together alumni and students to facilitate informal learning, group mentorship and meaningful connections. Topics are based on Goodman learning goals, alumni offer real world insights extending the reach of the classroom.
- The Women in Business (WIB) club has held "The Rise" for four consecutive years. The Rise, features speakers from various business backgrounds who share their experiences around diversity and inclusion in the workplace. The events are highly successful and inspirational for our female students.
- In 2021 for the first time ever Goodman placed second at the 2021 MBA games in the academic case competition category.
- The BSA organized the Goodman Gala in 2020 to provide networking opportunities for students and to raise funds for Community Care of St. Catharines and Thorold.
- In March 2021 Tom Robinson, globally recognized as the former President and CEO of AACSB, joined Goodman in the role of [Executive in Residence, Quality Assurance](#).
- We launched the design of the Goodman Student Gateway in the MCA 200 space, which will provide more than 5000 square feet of multi-purpose collaboration space and co-locate Goodman student supports in advising, careers, co-op, and international mobility.
- In pursuit of better access for our MBA students, we introduced a selection of compressed delivery courses during the month of August.

- The [Goodman Ambassador Scholarship](#) program was established in 2019. Each year 20 undergraduate and 10 graduate students apply for the Goodman Ambassador Scholarship. The Ambassadors assist their fellow students through availability in the Goodman Gate and represent Goodman at events throughout the year.
- GSB's experiential [service learning](#) program continues to grow, providing GSB students with the opportunity to solve business challenges for small and non-profit organizations in the region of Niagara and beyond.

AACSB Reaccreditation

To ensure our programming is aligned with our mission and contributes to the success of our students, staff and faculty we commit our efforts to remain within the top five per cent of business schools globally with accreditation via AACSB. The [Association to Advance Collegiate Schools of Business](#) (AACSB) reviews the Goodman School of Business and provides guiding standards related to strategic management and innovation; students, faculty and professional staff participation; learning and teaching; and academic and professional engagement. AACSB reviews our activities for continuous improvement every five years and evaluates our maintenance of the AACSB standards for reaccreditation. Our next review will occur in spring 2022.

In January 2018 we had our AACSB reaccreditation Peer Review Team (PRT) campus visit to review our adherence to the Standards, which led to our successful reaccreditation In April the same year. In the reaccreditation report the PRT noted several areas, which we were required to address prior to our next reaccreditation. The requirements and activities in response to satisfying accreditation standards are significant and a high priority, since they fully encompass the operations of the School, and as such have a direct relationship in defining a successful term as dean of an AACSB accredited business school.

The PRT noted we were to complete, refine and clarify our strategy and vision/mission with a focus on how practices support strategy, mission and vision. In particular they required us to show the Assurance of Learning (AOL) system and how the intellectual contributions of our school facilitate a strategic advantage in our competitive position.

When the PRT visited in January 2018, the GSB was in the initial stages of developing our strategic plan. The strategic plan that was presented with our Continuous Improvement Review report in October 2017 has since been refined. Since this time, the plan has been revised through stakeholder feedback and multiple planning sessions. The final version was unanimously supported by all four GSB academic departments in November 2018 and continues to be a living document, aligning with our mission, vision and overall strategy. The strategic planning and implementation process remains active and continues to evolve in response to stakeholder feedback and environmental factors.

Our learning goals, objectives and traits underwent a full review and update via a fulsome engagement of GSB stakeholders. Through a collaborative approach, the learning goals were developed with a focus on excellence in student learning and alignment with the University's and Schools' strategic direction. The AOL Committee was renewed and focused upon creating a culture of excellence and improvement, while also maximizing the efficient and effective use of data collected.

The PRT also required us to revisit our AOL implementation focus and AOL culture. They recommended we further refine the AOL process. This required us to decide upon two or three main aspects of learning outcomes related to our School's strategic objectives, rather than remaining with the existing, which were in comparison more loosely tied to our strategic priorities.

In response to the recommendations, we re-developed the learning goals. The GSB Accreditations and Quality Assurance (AQA) Office was tasked with providing support to the process and our efforts were reframed from pursuing accreditation to a commitment to student improvement and excellence. The basis for this being if our work is excellent, the accreditations will follow. I believe this message resonated with faculty, more than simply pursuing compliance of external quality standards.

Our AOL Committee structure was redefined with a faculty lead, alongside administrative support by the AQA Office. Our program committees were integrated into the process where they had not been previously. Along with faculty-wide invitations to contribute, the messaging of student improvement has been widely spread to help sharpen the AOL process.

The PRT report also calls upon us to identify the resource implications of the strategy and its implementation. The PRT felt that this aspect of the execution of the strategy still required development in such a way that makes the realization of our mission realistically achievable within our targeted time frame. They noted professional staff play a critical role in executing key strategic initiatives for GSB, and for a school our size, we possessed fewer staff resources in comparison to our peer institutions.

In May 2018, following organizational development with HR and approval with the Hiring Review Committee, the new position of Senior Administrative Officer was introduced in order to provide administrative support for strategic planning, development and implementation of initiatives. The position was filled in October 2018, providing faculty, staff and other stakeholders support in the operationalizing of plans, and allocation of required resources. Coordination of staff was also revised to better respond and align with our strategic intent of elevating community awareness, advancing global opportunities and driving exceptional experiences. Since the last accreditation visit, we have also hired several faculty members to address the challenges we have had in maintaining faculty sufficiency ratios. At the same time, the presence of retirement incentives, mitigation efforts to address the new fiscal framework instituted by the provincial government and COVID-19, there remains faculty sufficiency concerns, which must be addressed with a suitable plan in order to be successful in our next reaccreditation.

COVID-19 Pandemic, March 2020 to Present

Notwithstanding a well-planned strategy, along with experience in administration and practice over the years, the events of our recent nineteen months have tested our assumptions and the values we all hold in our day-to-day lives and long-term goals. With this in mind I provide this section highlighting our activities directly related to the pandemic, which may not have been undertaken otherwise, yet complement and support our overarching strategic priorities all the same.

In March 2020, when the novel coronavirus was declared a global health pandemic our School, like all academic units at Brock and around the world, moved quickly to cancel in-person delivery of classes and transitioned students and employees to remote working and learning environments. Within one week,

our faculty moved 287 business courses online so that 3,029 students could successfully complete the winter term. Our student engagement staff worked to secure co-op placements and assisted in the safe return of students studying abroad through our Goodman International exchanges and double degree programs.

We remained engaged with our international partners on mobility strategies. In collaboration with IPBS, we developed an [online virtual mobility program](#), allowing students to satisfy our degree requirements with an international course delivered online by one of our partners. The Goodman Group also shifted to deliver all programs in a virtual, online format. Goodman Group enhanced its global focus through [Business Breathers](#), a free online webinar series focused in the areas of leadership, management, innovation, financial and social impacts of trending topics. From inception to April 2021, Goodman Group has delivered 32 free webinars with over 3,400 registrants, elevating our brand, serving the Brock and Niagara community, as well as generating a truly global audience with participants from over 20 countries.

We messaged early and often to graduate applicants both local and international, confirming that our first-year fall graduate courses will be online, providing a deferral of tuition fees, and a commitment to international graduate students to provide an online offering, followed by on-campus opportunities when safe to do so. From the outset of the disruption, I have also maintained continuous engagement with staff and faculty through daily communication with an evening message, approaching 300 messages since the announcement of the global pandemic, as well as ongoing periodic messaging to our students.

To bolster registrations in the Winter 2020 and Fall 2021 terms we introduced a transfer student credit for any student who transitioned from another business school over to GSB in Winter 2021. In spring 2021 we also introduced a credit as an inducement for applicants who were already accepted but had not yet decided to start their studies in fall 2021 at GSB. The \$500 credit was presented to entering undergraduate and graduate students in the 2021/2022 academic year in recognition of the 50th anniversary of business education at Brock. The credit provided funds, which were drawn from the Goodman Family Gift, that flow back to Brock as revenue in support of Ancillary Services. The initiative was undertaken in coordination with the Registrar's Office, Financial Services and Ancillary Services. Upon surveying all first year entering students on whether the credit had an impact on their decision, over 32% of undergraduate students and 42% of graduate students indicated the credit impacted their decision to commence study at Goodman in fall 2021.

The Goodman Group also partnered with the national not-for-profit research organization Mitacs to deliver a subsidized [Business Strategy Internship](#) program, supporting Brock graduate and undergraduate students in undertaking business-related projects with an organization to help restore or modify business operations disrupted by COVID-19.

Through the Dean's Discretion funds, a special stimulus grant on research related to COVID-19 was introduced in spring 2020 for faculty, as well as a subsequent offering in spring 2021 for proposals related to addressing the United Nation Sustainability Development Goals. In support of Brock, the Goodman School of Business revised our financials in 2019/2020 as well as 2020/2021 in order to successfully hit mitigation targets set by the University.

I participated on the University's Emergency Management Group and met regularly with Universities Canada, as one of three business deans on behalf of all Canadian business schools, advocating for their

continued pressure on the federal government to open our borders to international students, reduce the constraints in acquiring student visas, and relax post graduate work permit criteria.

In consultation with departments, we scheduled a sufficient balance of online and in-class courses for fall 2021 to accommodate our international students who may not be able to make it to campus due to travel and visa limitations. Approximately 30% undergraduate and 80% graduate courses remained online with the balance returning to an in-person experience. We also structured a work-from-home schedule to accommodate all staff that optimizes our ability to support students and faculty while also striking a balance in response to mental health and well-being of our staff. This fall, we returned to the classrooms for the first time since the outset of the pandemic, with strong enrolments and a sustained global diversity.

Vision and Conclusion

In retrospect, there has been much carried out in the past four years, none of which would have been possible without the tireless support of staff, faculty, student leadership and members of our extended community. I am truly indebted for their energy, experience and wisdom for all that we have accomplished. While we have been successful in attaining objectives, there is more to do. My hope is to continue serving as Dean of the Goodman School of Business in further pursuit of our strategic objectives.

Consistent with our strategic plan, I hope to sustain our effort of being recognized as a leading business school in experiential education and scholarly activities; to maintain our focus on building brand, relationships, and workplace. In addition, we will continue to direct our energy through our mission and four complementing strategic priorities, which appeal to research, community, globalization, and experience.

In addition, given our new revised reality, we are also compelled to revisit our specific activities through consultation with faculty, staff and students in the design and delivery of high-quality online course offerings; student engagement strategies that include new digital methods and multiple learning environments; consideration for mental health and well-being; and the assurance that we embrace in our day-to-day activities Indigeneity and inclusion. Going forward, it will also be imperative for our School to signal to the broad community that a global university education experience is possible for everyone. Community engagement programs will need to convey to elementary and secondary students of all backgrounds that universities are safe and welcoming environments for everyone.

It has been a personally rewarding and a unique privilege to serve as Dean of the Goodman School of Business over these past four years. To put this into perspective, in our fifty years of business education at Brock, there has only been three individuals who have entered a fifth year in the School's senior leadership role, with the most recent occurrence being in 2003; and since the start of my term, Brock has had the service and contributions of two presidents, three provosts, two vice-presidents of research, and two vice-presidents of finance. I believe we have benefitted from the stability in leadership in our School over these four years and with the prospect of continuance going forward.

In my time as dean we have also experienced a significant change in our fiscal framework, with the January 2019 announcement by the Ontario government, which reduced support as well as cut and froze tuition. Of course, the past nineteen months have become the watershed moment for not only our

University, but for our world, where opportunities and expectations are forever changed as a result of a global pandemic. We've also witnessed disparaging scenes of racial injustices and hatred globally and more disturbingly, in our own back yard. It has been a very turbulent time.

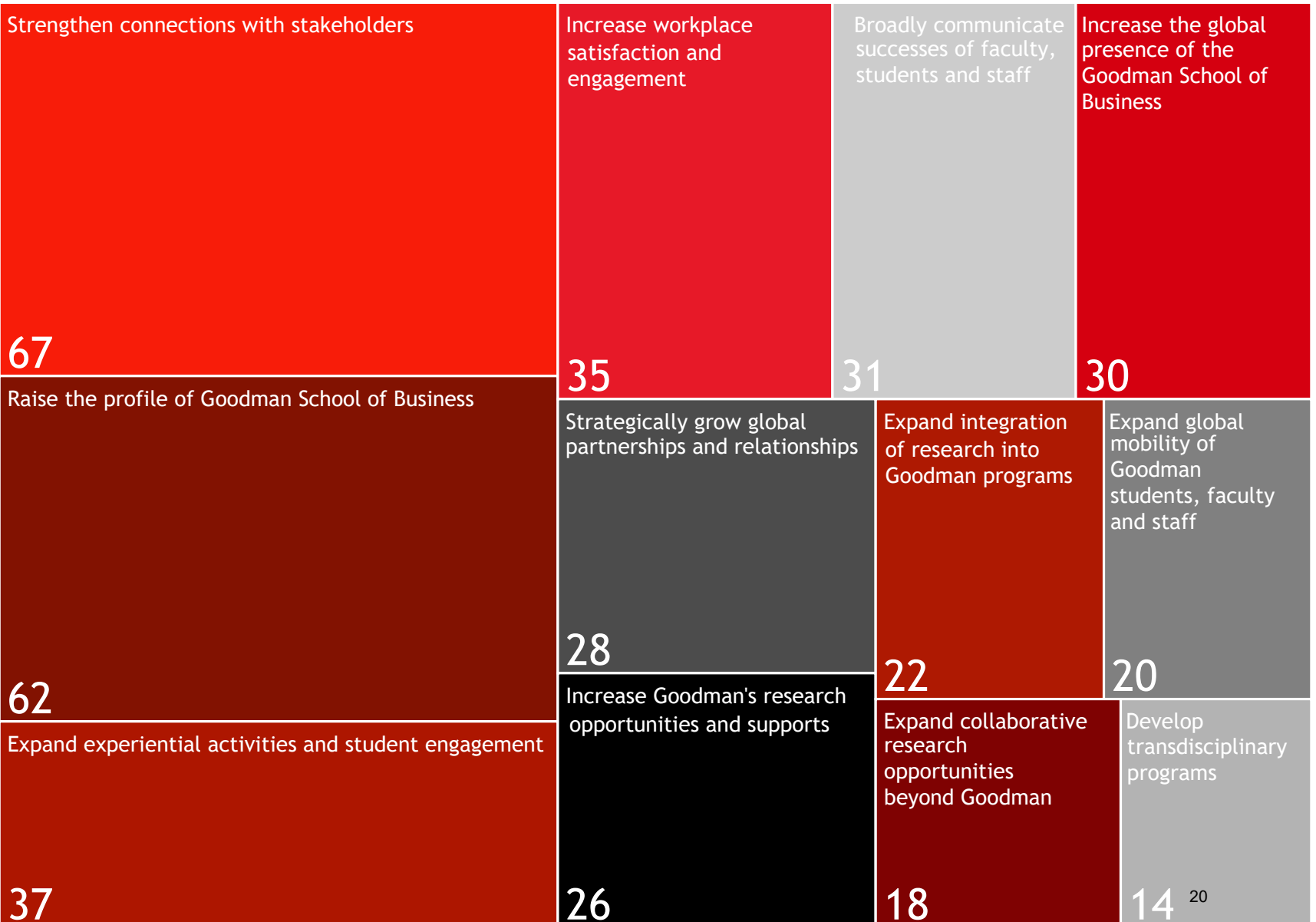
In our current environment with the new fiscal framework and global pandemic, the scale of responsibility placed upon individuals in academic leadership has been at its greatest; with heart-breaking situations and gut-wrenching decisions. There have been many instances where the enormity and gravity of our situation has overwhelmed individuals. The countervailing effect, which sustains and lifts me as well as others is our shared commitment to supporting students in their pursuit of personal and professional fulfillment. Together, we continue to navigate these turbulent times with a strategic plan as our chart, our values as our compass, and our vision as our beacon. And every year we are buoyed by the entry of another one thousand new and increasingly diverse and curious undergraduate and graduate students, filled with a sense of purpose and their ability to contribute to their community a thousand-fold upon graduation. We are a community of individuals, serving as one for many and together on purpose.

Appendix: Additional Graphs & Graphics

Building Goodman Together Reporting - This site is a living document populated by GSB team members. There may be minor errors or omissions, to submit feedback on these please contact goodmandean@brocku.ca

Initiative	Goodman Depa...	Date Co...	Expand integrat...	Expand collabo...	Increase Good...	Raise the profil...	Strengthen con...	Broadly commu...	Increase the gl...	Strategically gr...	Expand global mobil...	Expand experie...	Develop tran...	Increase workpl...	Attachments	Related Link
IPBS Virtual Mobility Program	International & E... Undergraduate P...	1/1/2021	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No		https://ipbs.network.c...
IPBS MSc in Global Management (Dual Delivery Program)	International & E... Graduate Progra...	3/1/2020	No	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No		https://ipbsgm.com/
Graduate Double Degree Program - Burgundy School of Business (France)	International & E... Graduate Progra...	6/6/2019	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No		
Minor in Management Introduced	Undergraduate P...	2/1/2020	No	No	No	No	Yes	No	No	No	No	No	Yes	No		
Approval of the Bachelor of Data Sciences and Analytics by Goodman	Undergraduate P...	1/8/2022	No	No	No	Yes	Yes	No	No	No	No	No	Yes	No		
Strategic Plan Unanimous Department Approval	GSB Leadership	11/30/2018	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
CCOVI Research Scholar	GSB Leadership	10/30/2022	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	Yes	No		
Business School Impact System for GSB	Accreditations	2/12/2021	No	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
EMDI/ERAS for BBA DO International Coop	Accreditations	10/12/2021	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
CFA Institute	Accreditations	7/23/2021	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes		
QS Ranking	Accreditations	9/23/2021	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
AACSB preliminary continuous improvement report	Accreditations	6/30/2020	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
GSB IPBS Membership	GSB Leadership	3/15/2019	No	Yes	No	Yes	Yes	No	Yes	Yes	Yes	No	Yes	No		
MBA MPH Concurrent Degree Program	Graduate Progra...	9/9/2019	No	No	No	Yes	Yes	No	No	No	No	No	Yes	No		
IPBS Sustainability Case Competition	International & E... Communications...	1/12/2021	No	No	No	Yes	Yes	Yes	Yes	Yes	No	Yes	No	No		
Undergraduate Double Degree Program with Dublin City Univer...	International & E... Undergraduate P...	2/1/2020	No	No	No	Yes	No	No	Yes	Yes	Yes	Yes	No	No		
Undergraduate Double Degree Program - Lancaster University Management School	International & E... Undergraduate P...	12/6/2019	No	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No		https://brocku.ca/bro...
Undergraduate Double Degree Program - ESB Reutlingen	International & E... Undergraduate P...	6/19/2019	No	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No		
GSB International Experience Portal	International & E... Undergraduate P...	4/1/2018	No	No	No	Yes	Yes	No	No	Yes	Yes	No	No	No		
MPAcc Global Pathway Program (Asia)	International & E... Graduate Progra...	1/1/2021	No	Yes	No	Yes	Yes	No	No	Yes	No	Yes	No	No		https://www.brocku.ca...
MPAcc Global Pathway Program (Americas)	International & E... Graduate Progra...	9/30/2020	No	Yes	No	Yes	Yes	No	No	Yes	No	Yes	No	No		https://www.brocku.ca...
Graduate Double Degree Program - KEDGE Business School (France)	International & E... Graduate Progra...	12/6/2018	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No		
GSB Social Committee - The Business of Fun	International & E... Undergraduate P...	4/1/2020	No	No	No	No	Yes	Yes	No	No	No	No	No	Yes		

Initiatives Supporting our Strategic Imperatives





VISION

To be a leading business school in experiential education and scholarly activities.



MISSION

Goodman is a globally oriented and community dedicated business school that engages and challenges through scholarly initiatives, education and practice.



VALUES

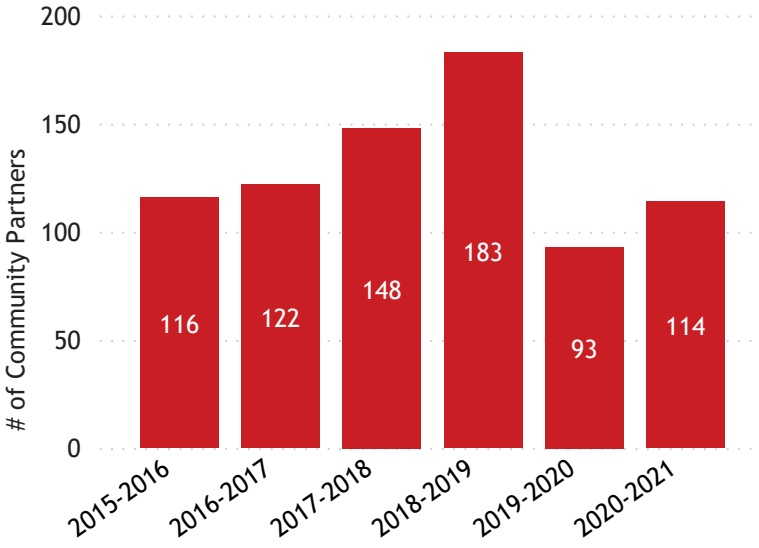
Passion: Compelling enthusiasm, eager interest and excitement

Perseverance: Steadfast dedication to achieve success

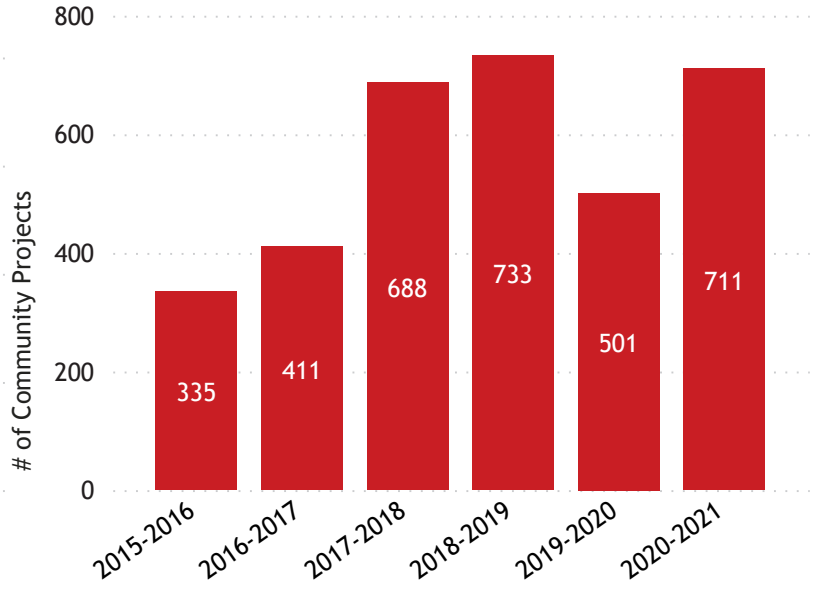
Professionalism: Integrity, collaboration and excellence

BUILD THE BRAND	BUILD THE RELATIONSHIPS	BUILD THE WORKPLACE
Foster an Active Research Culture		
Expand integration of research into Goodman's programs and activities.	Expand collaborative research opportunities beyond Goodman.	Increase Goodman's research opportunities and supports.
Elevate Community Awareness and Reputation		
Raise the profile of the Goodman School of Business.	Strengthen connections with stakeholders.	Broadly communicate accomplishments of students, faculty and staff.
Advance Global Opportunities		
Increase the global presence of the Goodman School of Business.	Strategically grow global partnerships and relationships.	Expand global mobility of faculty, staff and students.
Drive Exceptional Experiences		
Expand experiential activities and student engagement.	Develop transdisciplinary programs.	Increase workplace satisfaction and engagement.

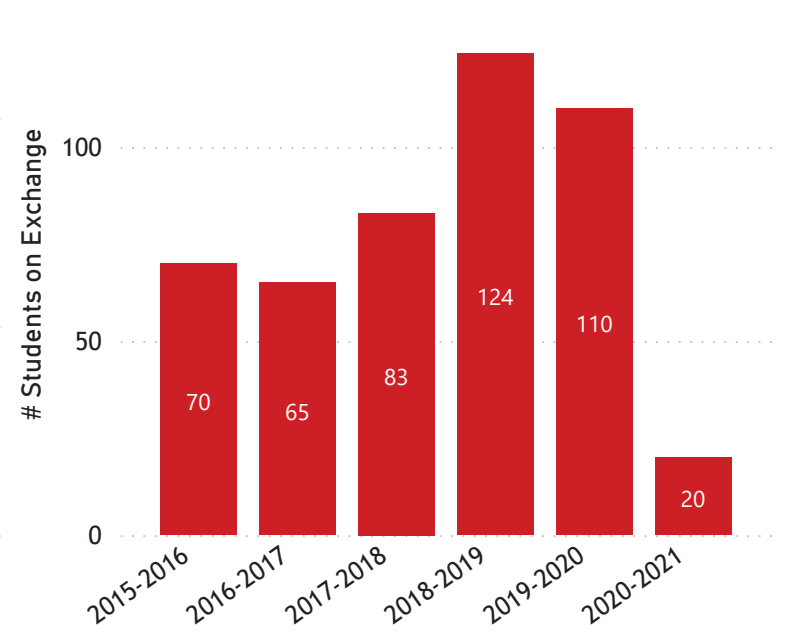
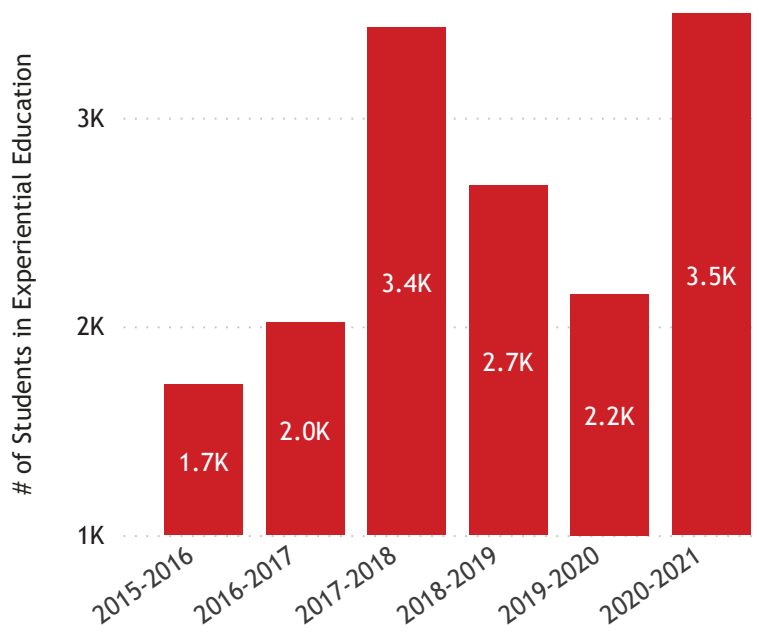
Number of Community Partners Participating in Experiential Education



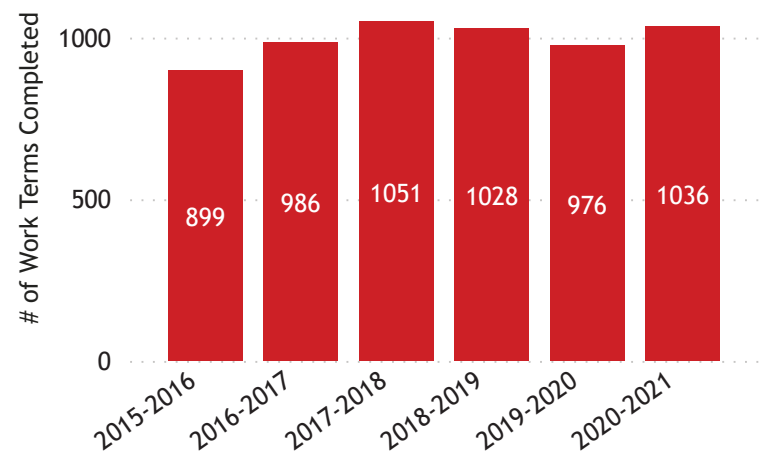
Number of Community Projects



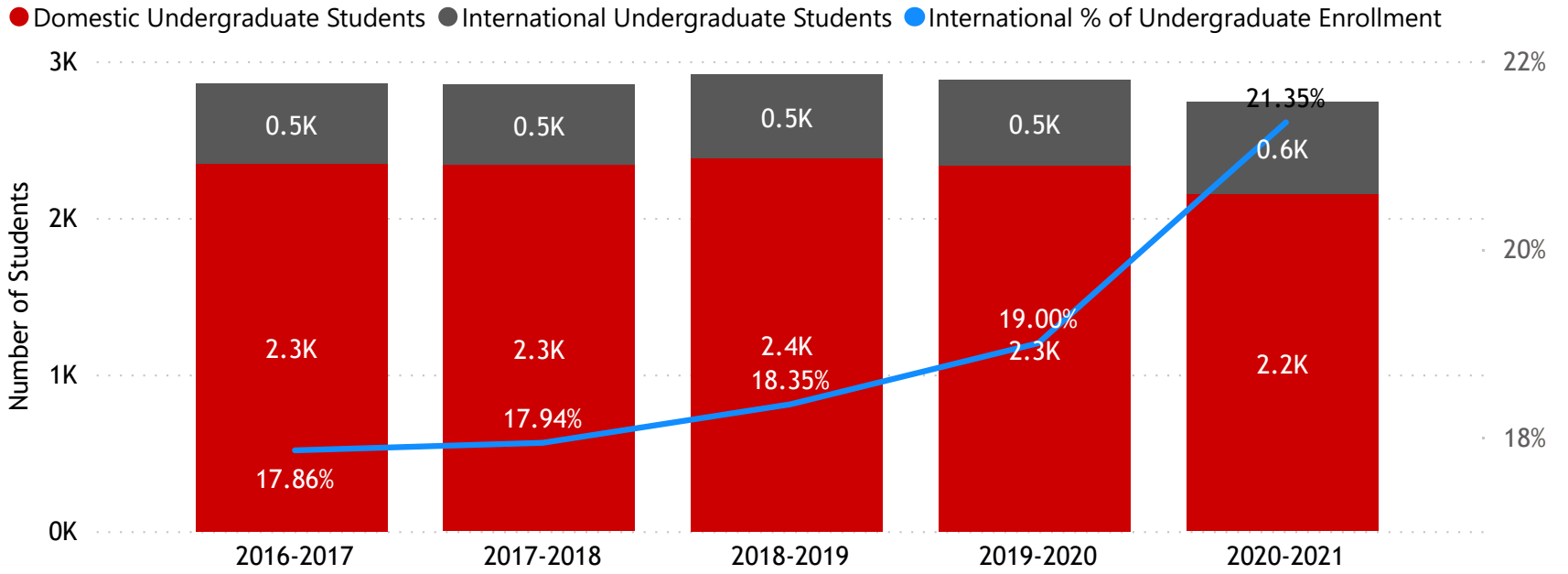
Number of Students in Experiential Education by Year **Number of Students on Exchange by Year**



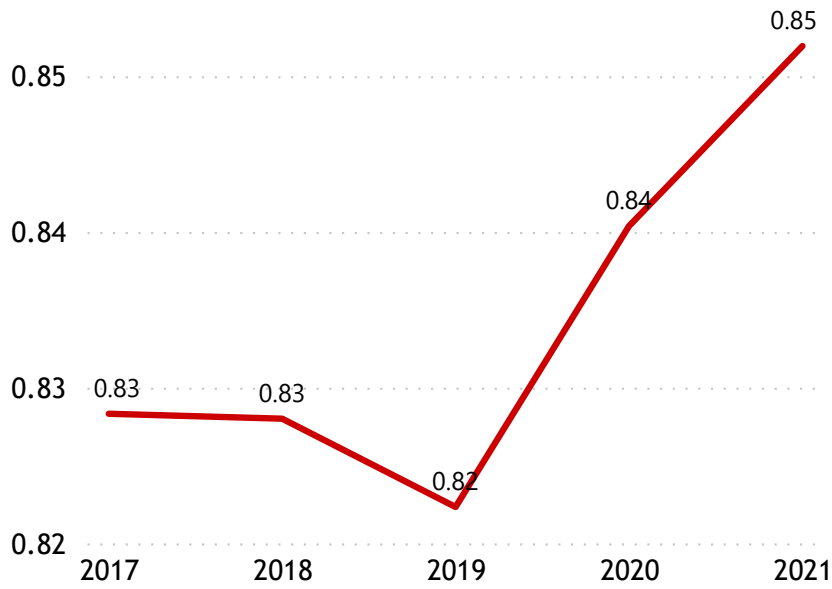
Number of Work Terms Completed by Goodman Students by Year



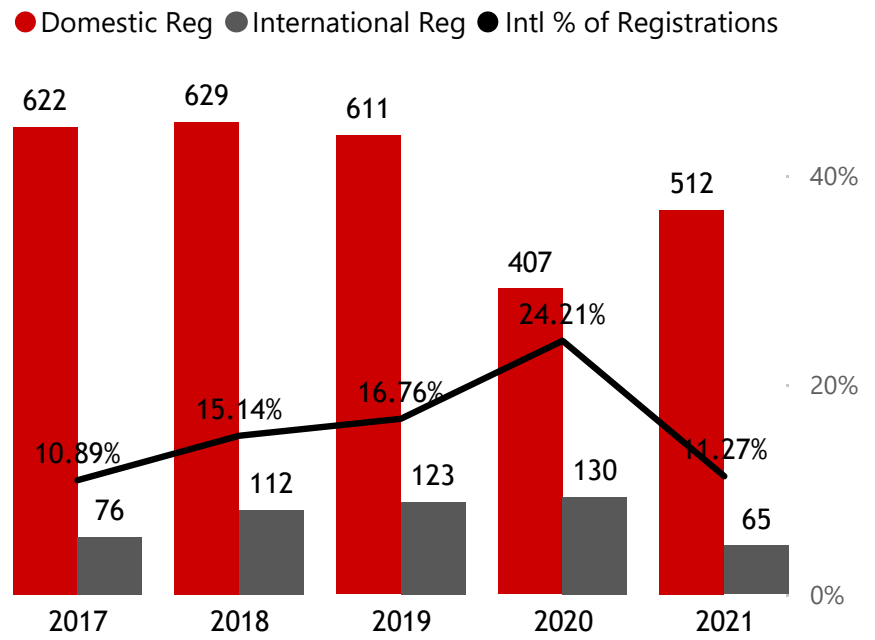
Number of International and Domestic Undergraduate Students by Year



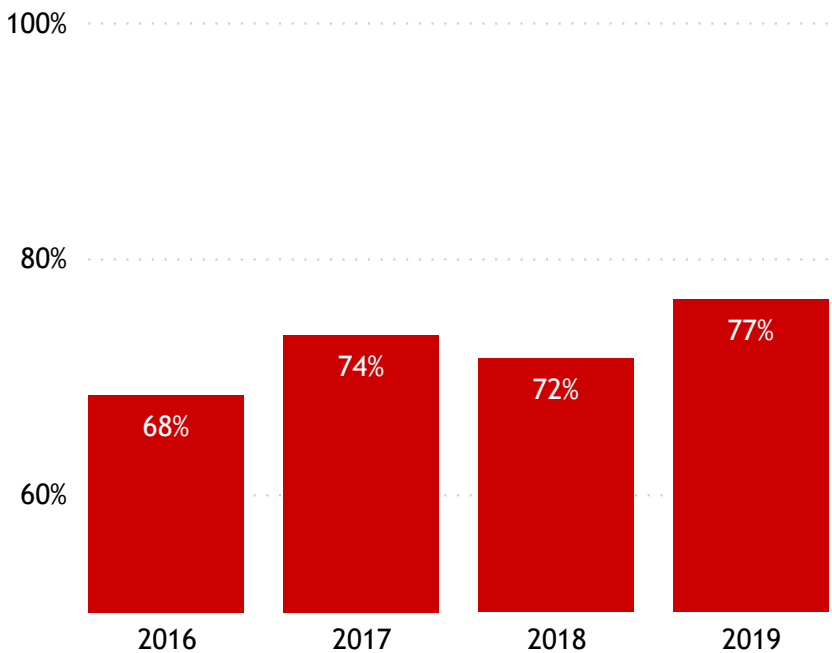
Incoming Undergraduate Student Averages by Cycle Year



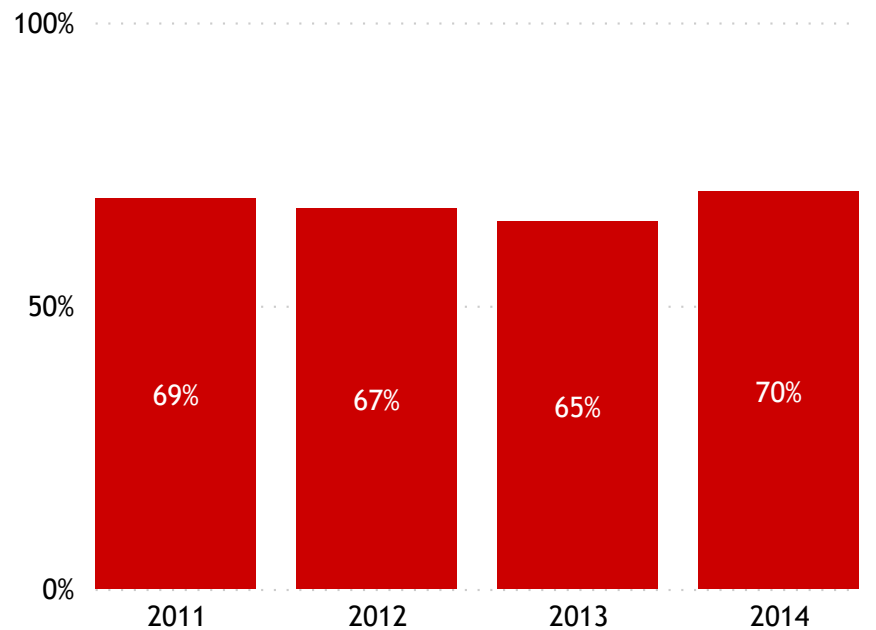
Domestic and International Registrations by Year



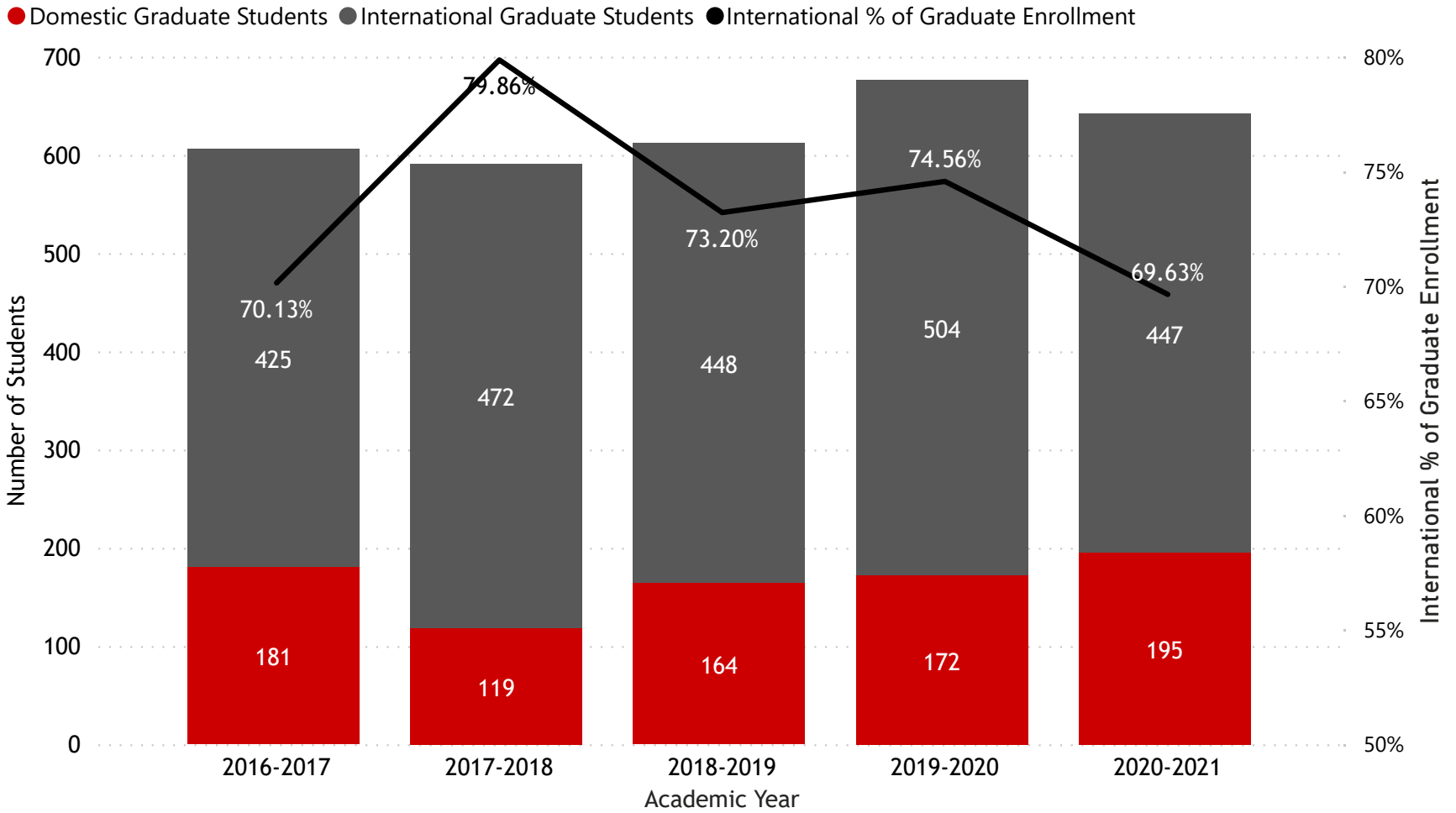
Student Retention 1st Year to 2nd Year: Goodman



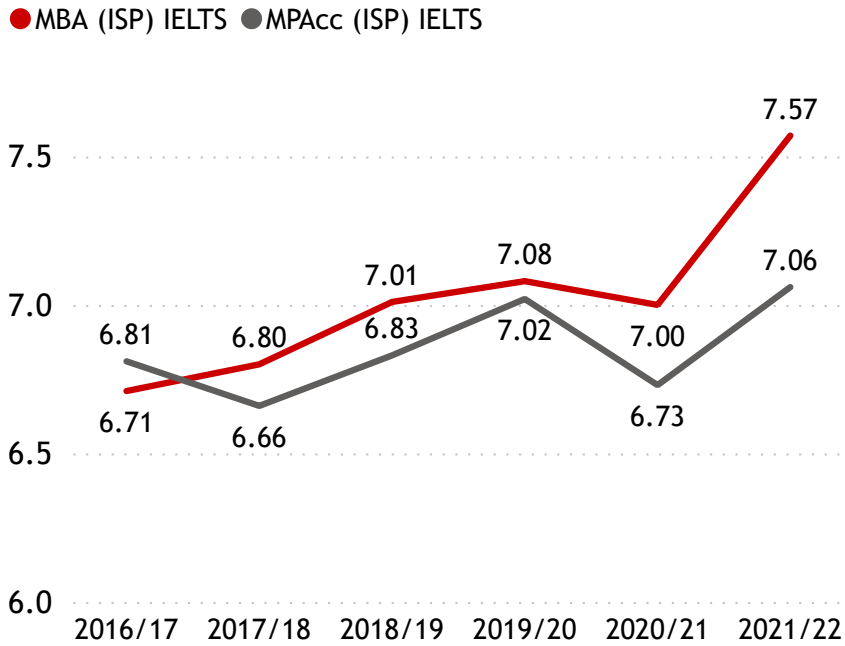
Student Graduation Rates within from Same Faculty 6 Years: Goodman



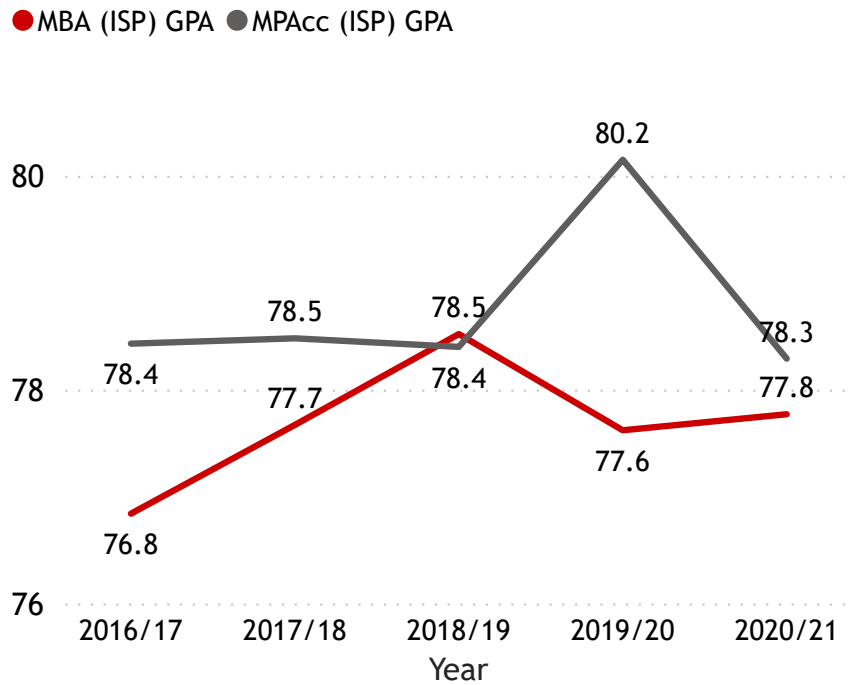
Number of International and Domestic Graduate Students by Year



Graduate Student IELTS Score by Year

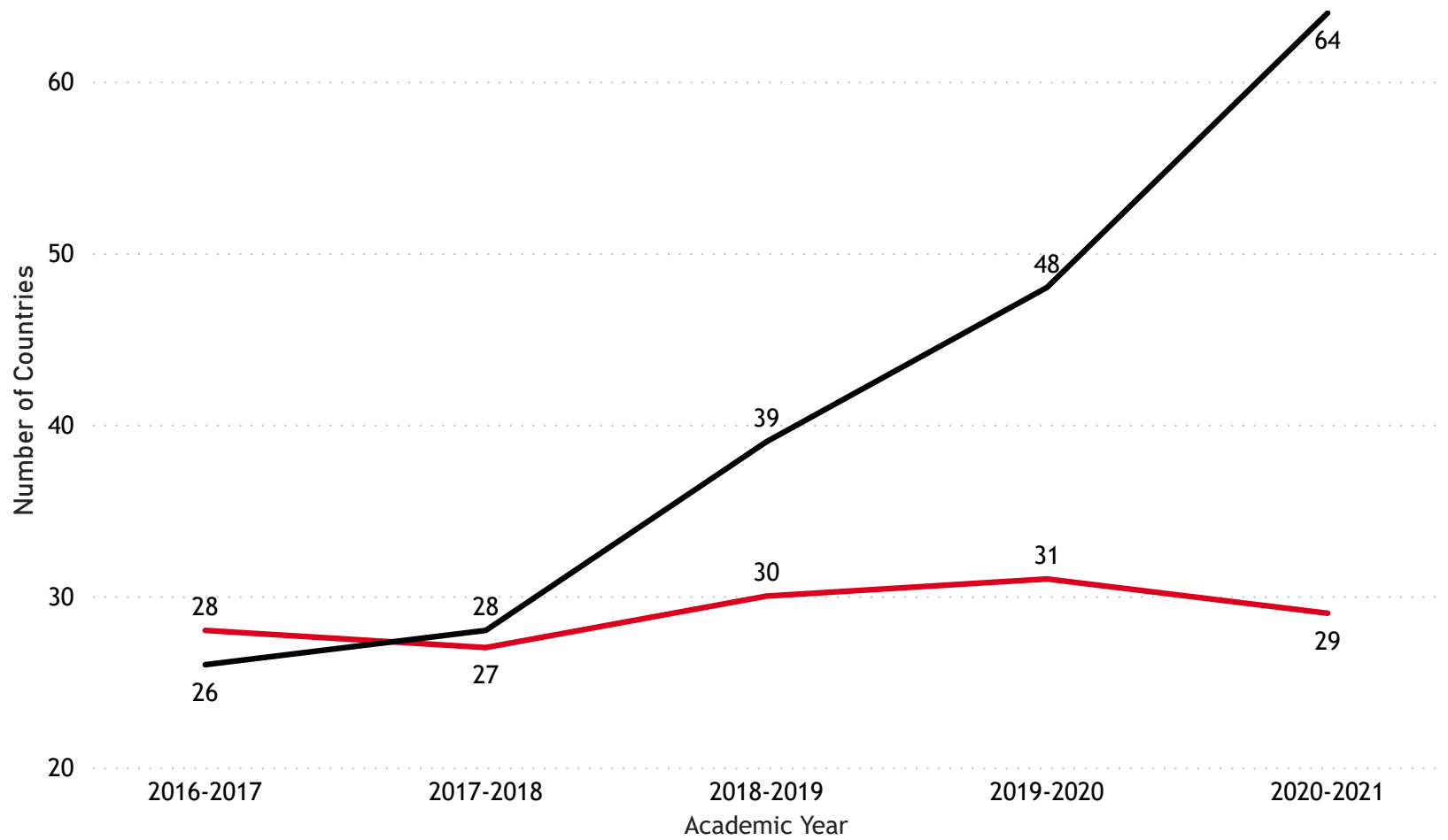


Graduate Student Admission Avg by Year

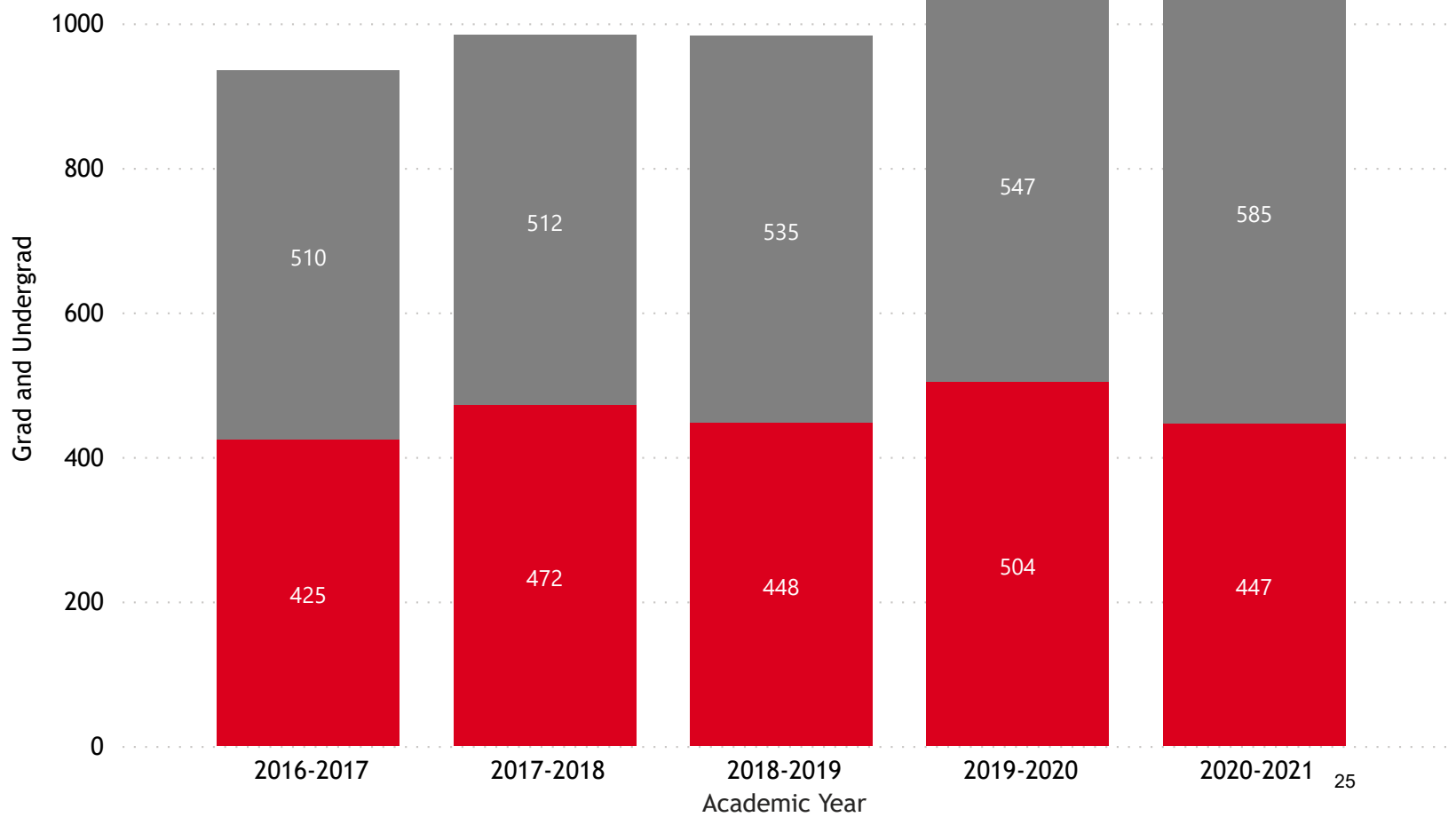


Countries in the Classroom by Academic Year

● Grad Countries in Classroom ● Undergrad Countries in Classroom



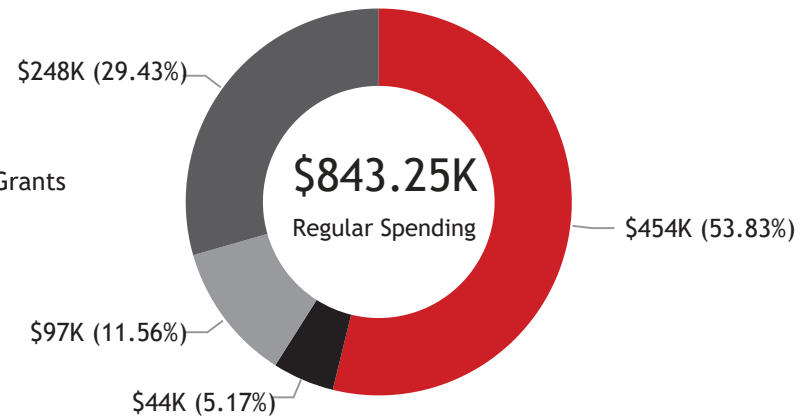
International Students by Year (Graduate and Undergraduate)



Goodman School of Business Regular and Newly Created Research Funding 2017-2020

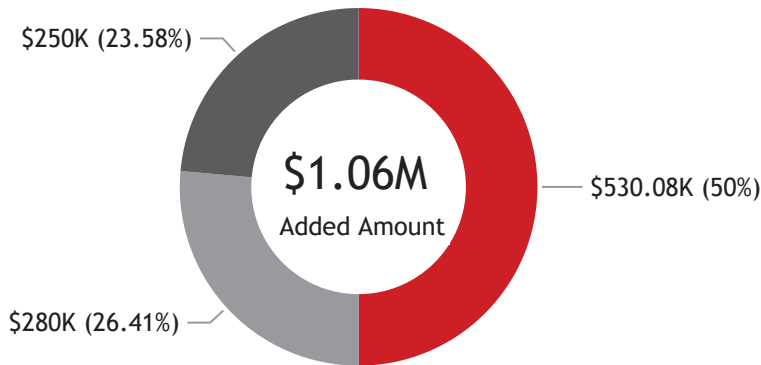
Regular Research Spending 2017-2020

- Conference Support Award
- Education/Professional Development Grants
- Luncheon Speaker Series
- Research Support Awards/Grants



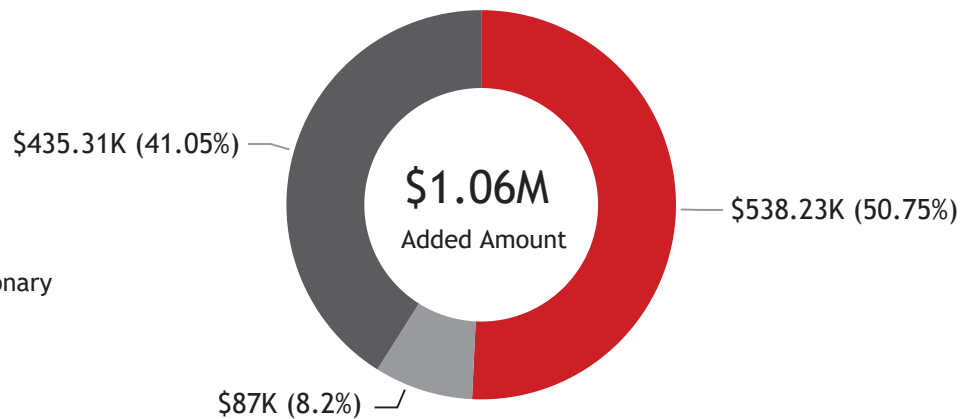
Additional Research Spending Amount by Allocation

- Research Grants
- Research Scholars
- Research Releases



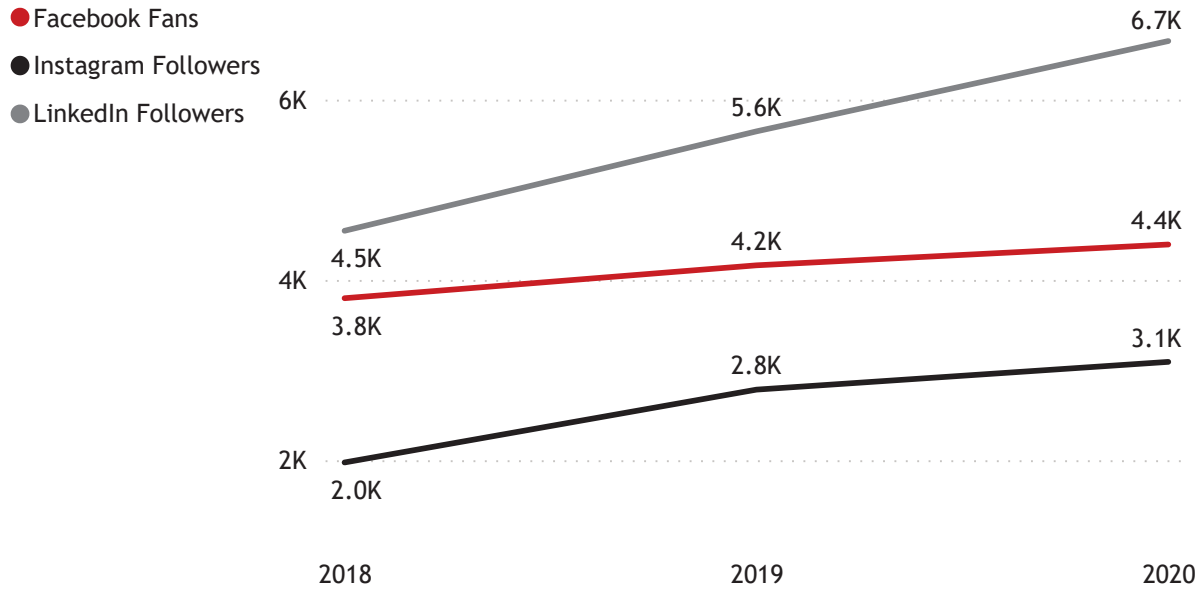
Source of Additional Research Funds

- External
- Brock
- Dean's Discretionary

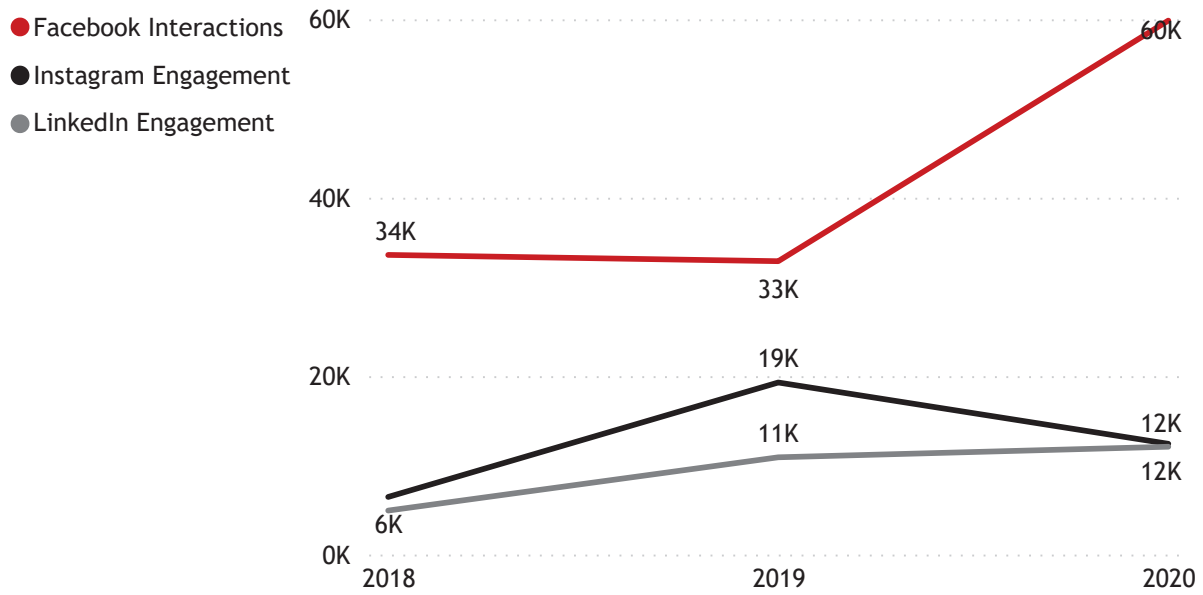


Added Research Funding Commitments	External	Brock	Dean's Discretionary	Total Amount
CCOVI Research Scholar award	\$13,000	\$12,000		\$25,000
COVID-19 Related Research			\$100,451	\$100,000
CPA Research Scholars	\$75,000	\$75,000		\$150,000
CPA-Centre for Public Policy and Innovation in Accounting	\$380,229			\$380,229
GSB Sustainability Management			\$49,855	\$49,855
IPBS Research Scholar award	\$10,000		\$10,000	\$20,000
LCBO Spirit of Inclusion	\$30,000			\$30,000
Moet Hennessey Research Scholar	\$30,000			\$30,000
Research Promotion and Teaching Reduction (RPTR) Grants			\$250,000	\$250,000
Social Innovation Research Scholar award			\$25,000	\$25,000
Total	\$538,229	\$87,000	\$435,306	\$1,060,084

Social Media Followers by Year



Social Media Engagement by Year



Social Media Impressions by Year

