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KELLEY SCHOOL OF BUSINESS INDIANAPOLIS MARKS 30 YEARS AS "ONE SCHOOL, TWO LOCATIONS"

In 1963, Andy Paine was a bank management trainee beginning his graduate studies at the Indianapolis extension of the IU School of Business. His classroom was a converted office in an old building on North Delaware Street.

"We had a proctor in the classroom and a television— telephone hookup with a professor in Bloomington," recalls Paine. "By today's standards, it wasn't what you'd call high tech, but for the time it was quite innovative, and it worked."

Both Paine and the Kelley School of Business Indianapolis have come far in the intervening 41 years. Today, Paine is retired president and CEO of NBD Bank, executive vice president of First Chicago NBD Corporation, and a member of the Central Indiana Business Hall of Fame. Kelley School of Business Indianapolis has long ago left behind its makeshift headquarters and classrooms in former office buildings for the modern facility it now calls home.

This year the Kelley School of Business Indianapolis marks its 30-year anniversary as "one school, two locations." The identity has its origins in a decision by IU in 1974 to align its Indianapolis and Bloomington programs into a single business school.



At the time, Schuyler F. Otteson, who was then dean, wrote: "This nationally recognized school of business is now actively engaged in both locations, and at each place it is drawing new strengths—especially from the Indianapolis business community, which is giving the reorganization its enthusiastic support."



THE HALLMARK OF OUR
PROGRAM IS TO PROVIDE
STUDENTS WITH AS MUCH
FLEXIBILITY AS POSSIBLE.
DEPENDING ON WHAT OUR
STUDENTS' BACKGROUNDS
ARE—EDUCATIONAL AND
WORK EXPERIENCES—WE
TAILOR THE PROGRAM TO
FIT THEIR NEEDS.



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TRENDS

ASSOCIATE DEAN ROGER
SCHMENNER

Our thirtieth anniversary as "one school, two locations" provides an opportunity to reflect on our past successes. But as anyone who understands the value of forward thinking will tell you, milestones are more significant for the chance they give us to look ahead, renew our focus, and use the lessons of the past to prepare us to achieve the successes of the future.

As we look back over the past 30 years, we see just how far our campus has come. We see the progress we've made, most immediately in the abundance of new glass and concrete. Not all of the development is of the concrete and glass



variety, however. Even more important growth has taken place in our degree programs, enrollment, faculty, and, perhaps most dramatically, our use of advanced communication technologies.

As associate dean, I don't have much time to reflect on the past. The nature of the job assures that. For this reason, as I reflect on this anniversary I must continually look forward and ask, "What lies ahead? What is our future course of action?"

The answer in large part is: we will continue to do what we've been doing— building, developing, and refining our undergraduate, MBA, MPA, and Kelley Direct programs. In the years to come, we hope that new modern buildings will supply much needed classroom, office, and meeting space, and bring our functional areas "under one roof."

Most important, we will continue to recruit and develop a top-notch faculty and to deliver all of our first-rate programs. Committed faculty will remain at the core of our teaching, but that teaching will be made more accessible to the busy professional through advanced technologies and Web connectivity.

We've come a long way in 30 years. But through it all, our goal has been to deliver the world-class educational programs that Indiana's future

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In 1997, Indiana University named the business school in honor of the family of philanthropist E.W. Kelley (BS'39). From then onward, the Indianapolis campus would be Kelley School of Business

Indianapolis. Kelley's \$23 million gift was, at the time, the largest in Indiana University history.



In the 30 years since the unification of the campuses,

Kelley School of Business Indianapolis has spurred many careers. One was that of Barbara Branich, now president of the greater Indianapolis region for Union Planters Bank. Branich recalls that she was a new mother who'd been out of the workforce for two years when she began her graduate study at the school.

"My degree allowed me to change careers," says Branich. "The solid skills I developed at Kelley have become an important part of my 'tool kit.' The process-driven approach to problem solving you learn at the Kelley School is valuable no matter what industry you enter, or career you follow."

Over the past 30 years, Kelley grads have established a solid reputation among the business community, says Branich. "What I hear from business leaders is that Kelley graduates are prepared. They come with strong technical skills, they know how to work in teams, and they have very strong IT capabilities."



Joe Barnette is another alumnus who's come far since receiving his MBA at the campus in 1968.

Today he is retired chairman of Bank One, Indiana, NA, and president of The Sexton Companies.

"Our education drew on our work-life experiences," says Barnette. "My university work helped me advance in banking, and my bank experiences helped me with my classes."

Andy Paine says his career has given him many opportunities over the years to appreciate the value of the education he earned in that old building on North Delaware.

business leaders deserve—and their employers—demand. As we move into our next 30 years, that goal remains the same.



"The school was an easy choice for me," says Paine. "It had a top 10 ranking, and I knew it could provide me with a superior education, one that would make me a better banker. As it turned out, that was absolutely the case."

KELLEY SCHOOL OF BUSINESS INDIANAPOLIS MILESTONES

- 1974 Indiana University School of Business adopts a new concept of "one mission, one curriculum, one facility at two locations."
- 1975 Plans begin for a new Indianapolis campus classroom building. The school's faculty and administrative offices prepare to move from the 38th Street campus to the Union Building on the main campus.
- 1977 The school launches its successful Management in Action series—three-day seminars exploring topics of interest to managers and executives.
- 1978 The school breaks ground for a new 115,700-squarefoot, \$8 million building that will house the schools of business and of public and environmental affairs. The school hosts its first awards and recognition dinner honoring graduates of the Master of Business Administration/Career Integrated Program.
- 1981 Western Electric donates computer equipment to the school, giving students new tools to test programs and solve problems. The school dedicates its new building.
- 1983 The school launches an Executive MBA program; the program soon garners praise in BusinessWeek as one of the top EMBA programs in the nation.
- 1992 The school combines support from Eli Lilly & Company, Ford Motor Company, and Bank One Indianapolis, with IUPUI-created technology to drive technological advances in the classroom that set the stage for future distance learning.
- 1997 Entrepreneur and philanthropist E.W. "Ed" Kelley commits more than \$23 million to Indiana University's School of Business—the largest gift in the university's history. The Indianapolis campus is named the Kelley School of Business Indianapolis.
- 1998 The school develops the Global Classroom, using state-of-the-art technology to enable advanced distance learning. The school also introduces its Master of Professional Accountancy Program.
- 1999 The school introduces the Kelley Direct Online MBA Program, its first online MBA

Kelley School of Business Indianapolis: Bringing "The Ivy to Indiana Business Education"

There's a saying that you can still hear around the Kelley School of Business Indianapolis: "It takes time for the ivy to grow." The phrase, attributed to former Dean Schuyler F. Otteson, dates from when "pioneering" faculty and administration were steadily working to build the business school that 30 years later graces the IUPUI campus on the city's near-west side.

In the '70s Marjorie Lyles, now professor of international strategic management and American United Life Chair at Kelley School of Business Indianapolis, taught on 38th Street in a building that was a stone's throw from the state fairgrounds.

Today, instead of passing cow barns when she goes home for the day, she enjoys the view of a modern campus, one that has served as the model for many urban universities.

More has changed than the look of the campus, however, says Lyles. "When I joined the faculty in 1977, I was the third woman out of about 150 faculty members on both campuses. Now, some 20 percent of our faculty are women, and the number of women we have in our MBA program exceeds the national average."

Today, "nurturing the ivy" is an image that reflects the university's long-term commitment to building a top business program in Indianapolis. Over the past 30 years, this commitment has extended beyond the confines of the school's campus to drive the development of innovative programs for the state's business community. One such program is the Indiana Venture Center, a unique collaboration of Indiana universities and the Central Indiana Corporate Partnership that is providing a support network for the state's entrepreneurs.

The Center was launched last year with \$3 million in funding by Kelley School of Business



program.

2002 The National Institutes of Health awards a \$3 million research grant to Indiana University, funding collaborative hepatitis B-related research between faculty members of the School of Medicine and the Kelley School of Business Indianapolis.

2003 The Indiana Venture Center is launched with \$3 million in funding from Kelley School alumnus Mike Hatfield (MBA'87).

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Indianapolis alumnus Michael Hatfield, chief strategy officer of Calix Networks in Petaluma, California.

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Hatfield, who graduated in 1987, says his ongoing interest in supporting entrepreneurs in Indiana grew directly from his Kelley School coursework. "Two things from my Kelley education have helped me tremendously. I continue to draw from the fundamentals I learned there: the basics of running a business and the ability to think strategically," says Hatfield.

The Indiana Venture Center grew out of discussions between Hatfield and Indiana University; Kelley School Indianapolis Associate Dean Roger Schmenner came up with the core concepts that led to the founding of the center. Today the Indiana Venture Center is forging a vital alliance between the state's universities and businesses—one that is helping dozens of Indiana companies be more entrepreneurial.

Success stories such as the center's illustrate the innovative ways the Kelley School of Business Indianapolis continues to "nurture the ivy" and promote the school's spirit.

"We've always been an achievement-focused campus," says Rich Rogers, associate professor of accounting. "That's the reason our students have been successful. The companies that hire off this campus know the value that Kelley School graduates bring to their businesses."

Bill Kulsrud, associate professor of accounting and chairperson of Kelley School's Master of Professional Accountancy graduate program, says the strong interest accounting firms show in hiring graduates is the best indicator that the school is meeting the needs of the business community. Underlying today's successes are countless hours of dedicated and innovative leadership from which Kelley Indianapolis has benefited over the years.

"My first challenge when I became associate dean was to develop a plan to develop the school," says William "Harv" Hegarty, professor of administrative studies. "It took a decade to build the number of fulltime tenure track faculty from the teens to 28, but the impact was dramatic. Now the school is always bustling."

Since the beginning, faculty members have played key roles in shaping the school's successful programs. Thomas Hustad, professor of marketing, recalls a 1977 recommendation that paved the way for a closer alignment between programs and the needs of the Indianapolis business community. "As chair of the MBA program with responsibilities for both

campuses, I advocated separation of the two campuses' MBA programs," says Hustad. "We had reached a point where further progress required the development of a curriculum that more uniquely addressed the needs of the students and of the Indianapolis business community."

Kelley School historian and Lawrence D. Glaubinger Professor Emeritus of Business Administration Joseph Waldman cites strategies outlined in the 1980s as key to guiding the school into a successful 1990s and beyond.



"Two documents that guided the direction of the Indianapolis program were the task force reports that came out in the 1980s, one from a group chaired by Joe Hartley, another from a group headed up by Harv Hegarty. Most, if not all, of the recommendations in these reports came to fruition." The reception Kelley School graduates find in the business community is perhaps the best evidence that over the past 30 years "the ivy" has not only taken root at the school, but continues to flourish.

"It really does take time for the ivy to grow," says Rich Rogers. "But grown it has. The fact that our graduates are actively recruited and succeeding in the marketplace clearly shows that."

Kelley School of Business Indianapolis At-a-Glance

Current Undergraduate enrollment: 1,116
Evening MBA enrollment: 317
Kelley Direct Online MBA enrollment: 604
MPA enrollment: 120

Degree programs:

Bachelor of Science in Business

Majors:

- Accounting
- Computer Information Systems
- Finance
- Human Resource
- Management
- Management
- Marketing
- Marketing-Distribution
- Management
- Nonprofit Management

Evening MBA program

Joint MBA/MD, MBA/MHA, MBA/JD degrees

ACCESS is a publication of the Indiana University Kelley School of Business Indianapolis. We welcome your questions and comments. If you would like additional copies sent to others in your organization or wish to submit suggestions for articles, please contact:

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**Master of Professional Accountancy (MPA)
Kelley Direct OnLine MBA**

1974–2003

Total graduates: 11,653

Total undergraduate: 8,709

Total graduate: 2,944

Total graduates living and working
in Indiana: 8,416

Total graduates living and working
in Indianapolis: 3,761

