

Fisher College of Business

CENTERS OF EXCELLENCE

2017 ANNUAL REPORT



THE OHIO STATE UNIVERSITY

FISHER COLLEGE OF BUSINESS

Many of the nation's leading companies turn to faculty thought leaders at The Ohio State University Fisher College of Business for innovative ideas and business solutions. Fisher's research centers support teaching and research and provide a professional forum for exchange between faculty, students and the corporate community.

These centers of excellence and research partnerships create intellectual innovations that fuel business growth. Fisher's engagement with business through these centers reflects its commitment to the modern land grant mission of The Ohio State University — through impactful research, innovation of programs, technology and curriculum, and ongoing partnership with industry leaders, the university will continue to engage in teaching and research for the benefit of the world.

The aggregate power of Fisher's Centers of Excellence

Last year, the centers impacted the Fisher community in a number of ways:

An estimated 27 students were employed by centers as of June 30, 2017

Overhead fee charged to all centers generated \$276,196 in revenue for Fisher

\$365,500 in research grants were awarded during FY17

Partnerships with 142 organizations as of June 30, 2017

82 on-campus events were hosted by the centers during FY17

Enclosed in the following pages are highlights from research centers housed at Fisher College of Business.



The National Center for the Middle Market

- The National Center for the Middle Market (NCMM) launched a new podcast, titled “The Market That Moves America,” which brings together thought leaders to explore this vital component of the U.S. economy.
- The center increased collaboration with Fisher’s other centers of excellence, co-hosting a summer series with the Risk Institute, the Center for Operational Excellence and the Center for Innovation and Entrepreneurship that explored workforce development and big data.
- The NCMM continued to produce the Middle Market Indicator, a key measure of the growth and production among middle market companies across the country.

The Center for Operational Excellence

- The Center for Operational Excellence (COE) added five new member companies in fiscal 2017: Columbus-based workers’ compensation manager CareWorks; Columbus-based auto insurer Motorists Mutual Insurance Co.; Columbus-based private aviation giant NetJets; Bucyrus-based insurer Ohio Mutual Insurance Group; and Eatontown, New Jersey-based prescription medication provider West-Ward Pharmaceuticals. COE’s member roster stood at 41 members at the end of the fiscal year.
- Average member attendance at non-summit COE events grew 39 percent year-over-year across 25 event opportunities throughout the year, including a record crowd for a September 2016 keynote by L Brands Chairman and CEO Les Wexner. Total attendance for COE’s fifth-annual Leading Through Excellence summit reached 409, up 16 percent from the year before and a record for the event.
- COE’s event roster brought members a variety of industry executives, research thought leaders and leadership icons from around the country, including: L Brands Chairman and CEO Les Wexner, Ohio State football coach Urban Meyer, Mindset Digital CEO Debra Jasper, Johnson & Johnson VP Meri Stevens, Massachusetts Institute of Technology Center for Transportation and Logistics Executive Director Chris Caplice, Parker-Hannifin Corp. VP Pete Buca, and many more.
- As part of the broader operational excellence ecosystem at Fisher, COE worked directly with the college’s Executive Education office to sustain and grow its pipeline of open-enrollment and custom programs. COE relationships generate a substantial level of top- and bottom-line support to Executive Education, with programs developed with four member companies generating \$1.43 million in department revenue FY17.

The Risk Institute

- The Risk Institute committed \$120,000 again in FY17 to fund research projects, connecting the Institute with researchers from universities throughout the U.S and around the globe, including The Ohio State University, Indiana University, Purdue University, Cornell University, University of Southern California and the University of Hong Kong.
- The center hosted 10 risk-related events this year, drawing more than 750 attendees from over 40 collaborating organizations. These events bring together practitioners, executives and academics to discuss the latest happenings in risk.
- The Risk Institute launched the Distracted Driving Initiative in February 2017. This is a nationwide initiative comprised of dozens of companies, government entities and researchers seeking to combine leading-edge research with industry expertise to predict and curb distracted driving behaviors.
- The Risk Institute engages with more than 100 students who are involved in the Risk Management Association and Gamma Iota Sigma, as well as students who volunteer at the Risk Institute events.
- The center's marketing efforts are reaching our target audience with 7,545 unique website visitors and more than 1,000 web- and social-profile visitors this past year.

The Ohio State Center for Innovation and Entrepreneurship

- Approximately 300 students took courses in the college's Entrepreneurship and Innovation minor.
- 34 student teams participated in the Best of Students Startups (BOSS) competition.
- Two key events — the Innovation Summit sponsored by the Cullman Family, and the Wolstein Entrepreneurial Leadership Summit — drew more than 200 attendees.
- The center employed two interns and one GA during the school year, and three interns during the summer of 2017.

The Ohio State Center for Real Estate

- The center initiated two new programs to facilitate greater industry engagement — the invitation-only Fall Dinner for members of its advisory board and prospective members; and the breakfast panel series open to the public. Both events draw large groups of industry professionals to campus for ongoing opportunities for students to learn from and network with industry leaders across central Ohio.
- The first-annual NAIOP Case Competition, a collaboration between the center and the central Ohio chapter of NAIOP, attracted 20 students who formed five teams to compete for a prize of \$4,000.
- The center supported 10 undergraduate students who traveled to case competitions at Villanova and the University of Southern California; it co-sponsored the ULI Hines competition for graduate students, and supported a PhD student's travels to an academic conference.
- The center awarded \$34,600 in scholarships to graduate and undergraduate students.

Nationwide Center for Advanced Customer Insights

- In the last year, the Nationwide Center for Advanced Customer Insights (NCACI) has increased its involvement with student organizations and continues to interact with Fisher students.
- The NCACI continues to help in recruiting full-time MBA, graduate and undergraduate students. This year, Fisher landed a top FT MBA student as a result.
- After a Fisher undergraduate student's successful summer internship at Nationwide's Customer Insights and Analytics, the center has received commitments from Nationwide to recruit Fisher undergraduates, bringing the total expected number of undergraduates from seven to 10.