

A C B S P

# IMPACT

SPRING / SUMMER 2025

## BRIDGES ACROSS BORDERS

A REFLECTION ON A YEAR  
OF GLOBAL IMPACT

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# IMPACT Spring 2025

## On the Cover

The theme, “Bridges Across Borders” was born out of a belief that business education—and ACBSP’s role within it—must transcend geography. To remain relevant, we must be globally minded, intentionally inclusive, and committed to lifting one another up, no matter where we call home.

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## Mission

ACBSP's global mission is to pursue a better tomorrow by advancing and recognizing excellence in business education through continuous improvement.

## Vision

ACBSP's global vision is to see every business program of quality accredited and pursuing continuous improvement.

## Editorial

Shelby Huff, Managing Editor, [shuff@acbsp.org](mailto:shuff@acbsp.org)

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## Guidelines for Authors

ACBSP Impact welcomes submissions of articles between 1,500 and 3,000 words from recognized thought leaders and business education professionals in their respective field on trending topics important to business education, as well as articles pertaining to assessment of quality through the ACBSP accreditation process. ACBSP institutions may also submit articles to share their successes with our global community.

To submit an article, visit [acbsp.org/writeforimpact](http://acbsp.org/writeforimpact).

A high-resolution photo of the author is requested.

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# THE RESILIENCE — OF HIGHER EDUCATION —

**When you made the decision to go down the path of higher education as a career choice, did it ever cross your mind how politics and government might play a role in that choice?"**



By Jeffrey Alderman,  
ACBSP President/CEO

When you made the decision to go down the path of higher education as a career choice, did it ever cross your mind how politics and government might play a role in that choice?

Certainly, we are all aware of the responsibilities and impact that higher education has on society as well as the opportunities it can provide, but I doubt that very few of us gave consideration to the idea that post-secondary education could become an ongoing flashpoint for politicians.

The signing of a recent Executive Order was aimed specifically at institutional accreditors, and, by proxy, at the Accreditation Council for Business Schools and Programs.

I hope you saw that ACBSP issued a statement supporting institutional accreditors that are facing calls for the elimination of long-standing accreditation requirements which might impact quality standards.

As a leading specialized accreditor celebrating teaching excellence at all levels of collegiate business educational programs from associate to doctoral degrees, we stand by our commitment to our colleagues as we continue to work together to provide the best possible educational experiences and outcomes for students.

The common goal of accreditation standards has always been to ensure institutional integrity and accountability. The focus remains on having academic policies and protocols in place that contribute to the success of all students in preparation for entering the workforce.

We stand by our commitment to our colleagues as we continue to work together to provide the best possible educational experiences and outcomes for students.



## The Resilience of Higher Education (continued from pg. 7)

Ensuring the autonomy of the accreditation process is fundamental to maintaining the credibility and effectiveness of quality assurance in higher education and the ACBSP Legislative Advisory Committee will continue to monitor this situation and provide updates and recommendations to the Board of Directors, as necessary.

The President has often criticized accreditors because he believes they contribute to what he sees as a decline in educational quality and the rise of certain ideologies within higher education.

Among the concerns identified are a general lack of accountability, high tuition, and increasing student debt. Further, it is an assertion that accreditors enable universities to promote certain agendas at odds with the current agenda of the Executive Branch.

Ultimately, the very existence of the U.S. Department of Education is at stake.

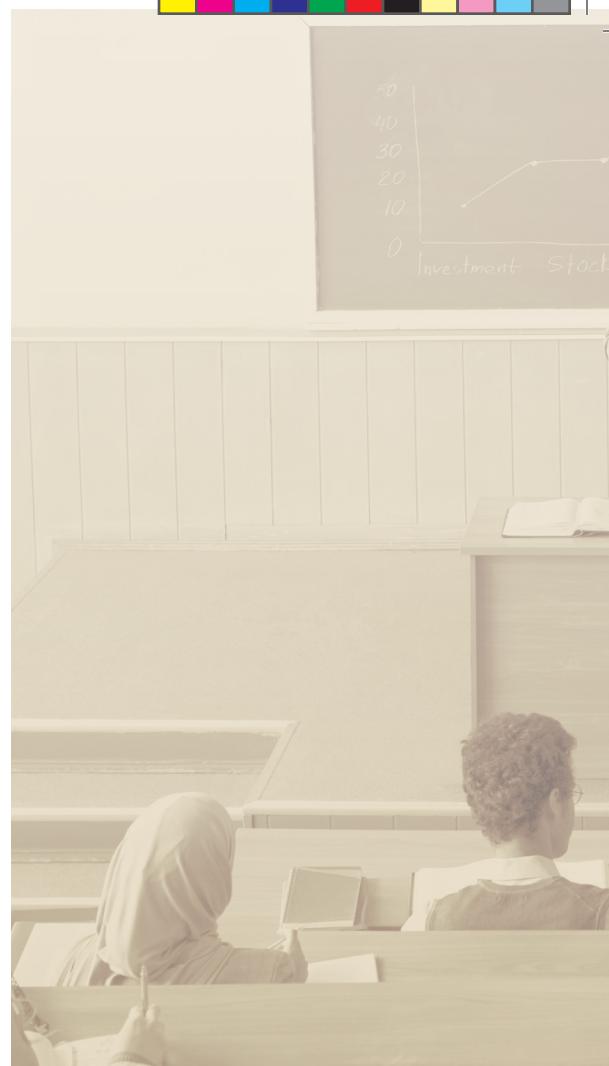
ACBSP is quite proud of the fact that we were recognized by the DoE in August 1992 as a specialized accreditation agency for business education before becoming recognized by the Council for Higher Education Accreditation (CHEA) in January 2001, after a DoE reorganization.

Why is any of this important, you might ask?

Although it may feel like it at this point, this column is certainly not about politics. It really is not.

Everything you have read to this point is factual and merely a point of reference to get to my point. And I will, in a moment.

My professional pathway has provided many furtive glances into politics. I served as a legislative aide for a congressman while in college. I worked with state legislatures and governors'



offices on the appointment of judges. I have met numerous Supreme Court justices and have lobbied in several states while spending countless hours debating topics among colleagues.

Along the way, I encountered very few people who genuinely believe that attending college is a bad idea.

These experiences lead me to believe in one enduring conviction... the purpose and value of higher education remains as important as it ever has.





These experiences lead me to believe in one enduring conviction... the purpose and value of higher education remains as important as it ever has.

Those values include Academic Freedom; Critical Thinking; Pursuit of Knowledge; Personal Development; Equal Opportunity; Innovation; Lifelong Learning; and as is most important to ACBSP... Teaching Excellence.

To connect with President Alderman, please email him at [jalderman@acbsp.org](mailto:jalderman@acbsp.org)

I have said before the challenges facing higher education may be greater than ever, however, it is so awe-inspiring to observe up close that commitment and dedication you all share for your learners.

Therein lies my point as it is the resiliency of higher education that has withstood the test of time. Withstood changes in philosophy. Endured shifts in ideology. Weathered mandates for change.

Despite calls to the contrary, a college education remains the best pathway towards a stable, well-paying job. Your expertise and care exposes students to diverse perspectives, cultures, and ideas, fostering intellectual maturity and personal growth.

Undeniably, an educated population leads to more innovation and opportunity, and it is through the efforts and resilience of our member institutions and members that will continue to drive societal advances.

I want to express my heartfelt gratitude once again to each of you for your ongoing commitment to ACBSP and to the collective mission we share.





“

I am overwhelmed by the breadth of experiences, the depth of relationships, and the unmistakable momentum we've built together under the banner of our 2024-25 theme: Bridges Across Borders.



# Bridges Across Borders

## A Reflection on a Year of Global Impact



By Dr. Kristina Collins  
ACBSP Board Chair

Serving as Chair of the ACBSP Board of Directors has been one of the greatest honors of my professional life. As I reflect on the past year, I am overwhelmed by the breadth of experiences, the depth of relationships, and the unmistakable momentum we've built together under the banner of our 2024-25 theme: Bridges Across Borders.

This theme was born out of a belief that business education—and ACBSP's role within it—must transcend geography. To remain relevant, we must be globally minded, intentionally inclusive, and committed to lifting one another up, no matter where we call home. This year, we took deliberate steps to build bridges: between institutions, between cultures, and between vision and action.

One of the most inspiring examples of this theme in action came with

the launch of ACBSP's Faculty Exchange Program. Designed to give faculty from member institutions the opportunity to share teaching and expertise with fellow ACBSP faculty and institutions, this initiative goes beyond curriculum—it creates mutual understanding and builds authentic cross-cultural relationships. As more members participate, this program will become a powerful tool for global collaboration and shared learning.

To activate the bridges across borders theme, I was able to work alongside home office to connect globally as we spread the ACBSP message. In November 2024, I had the distinct privilege of attending the Association of African Business

Schools (AABS) Annual Conference in Rabat, Morocco. Meeting with deans and academic leaders from across the African continent, I saw a shared commitment to elevating business education through innovation, quality, and global alignment. Our presence at this event opened doors for deeper partnerships and reminded us of our responsibility to ensure that accreditation is accessible, empowering, and reflective of regional strengths.

Shortly after, in December 2024, I traveled to Ecuador, for the ACBSP Region 9 Evaluator Training, hosted at the Universidad Internacional del Ecuador's beautiful campus in Quito. I witnessed firsthand how passionate faculty and admin-

**“** Throughout the year, I've been deeply inspired by the commitment and creativity of our members.



**“** The future of business education is brighter, more inclusive, and more connected than ever before.

istrators in Latin America are about improving their programs and expanding opportunities for students. We also visited Universidad Técnica de Cotopaxi in Latacunga, where we spent time with faculty and students who are currently in the candidacy process. Their enthusiasm and pride in pursuing ACBSP accreditation was contagious—it underscored how transformational this journey can be for institutions of all sizes and locations.

In the spring, our Puerto Rico members were thrilled to personally connect with Board leadership as we met with them to support their dedicated work with ACBSP. These member institutions have remained extremely dedicated to ACBSP while navigating many challenges.

The AI Taskforce was launched in June 2024 and has seen tremendous growth and recognition in such a short time. This dedicated team of members has worked diligently to develop a repository of institutional AI statements that can serve as reference for our members as they construct their own mission driven AI policies. Best Practices in Teaching with AI have also been accumulated by the AI Taskforce to help our members initiate and excel in teaching using the latest developments and tools. To highlight the AI Task Force work, in April

2025, I joined ACBSP's Associate Degree Task Force at the AACC Annual Conference in Nashville, Tennessee, where we presented “The Emerging Faculty Role in an AI Environment”. It was incredibly rewarding to spotlight the innovations happening at this level and to affirm ACBSP's commitment to supporting associate degree programs around the world. This presentation was also showcased at the January 2025 CHEA conference in collaboration with ACBSP's AI Taskforce.

At the 2025 ACBSP Annual Conference in Las Vegas, the work of the AI Taskforce is on full display with an AI focused preconference session, AI Taskforce concurrent sessions, and several member concurrent sessions!



Throughout the year, I've been deeply inspired by the commitment and creativity of our members. From regional conferences to international gatherings, I've had the opportunity to witness the diversity and strength of our global community. The Bridges Across Borders theme was not just about where we went—it was about how we showed up for one another. Whether serving as peer evaluators, contributing to the Transnational Journal of Business, volunteering on committees, or presenting research, ACBSP members have consistently stepped up to lead with integrity, generosity, and passion.

I want to extend my heartfelt thanks to the ACBSP Board of Directors, the exceptional staff at our home office, and our vast network of volunteers. You are the heartbeat of this organization. Your dedication to continuous improvement and educational excellence is what allows ACBSP to thrive.

As I prepare to close this chapter, I do so with a deep sense of fulfillment and optimism. The bridges we've built are strong—and they will support the journeys of many who come after us. I look forward to seeing how our organization continues to grow, evolve, and lead, knowing that the future of business education is brighter, more inclusive, and more connected than ever before.

Let us continue to build. Let us continue to bridge. And let us continue to move forward—together.

# ACCOMPLISHMENTS



**144 FACULTY** Participated in the Faculty Exchange



## A.I. GUIDELINES

Our A.I. Task Force reviewed hundreds of member policies to develop seven easy-to-follow guidelines



## A.I. BEST PRACTICES

Our Task force has curated a collection of 43 best practices in A.I. that is available to all members as a resource



## MEMBER LEADERSHIP TRAINING

Trained all Committee Chairs, Vice Chairs, and BOD Liaisons in new protocols designed to improve leadership effectiveness



## MEMBER SATISFACTION SURVEY

Soft-launched satisfaction survey to gather member input, and are planning a full release in the coming months



## BUSINESS CONTINUITY PLAN

for Home Office Leadership



## SUCCESSION PLANNING

Implemented for Regional Leadership



## ACCREDITATION DEPARTMENT ENHANCEMENT

Our Board of Directors is guiding the development of our Accreditation Department's current and future state, which includes an additional Director of Accreditation to accommodate projected growth





# NAVIGATING AI IN EDUCATION

## FERPA Compliance and Ethical Application



By Dr. Laura De La Cruz  
New Mexico State University

The rapid adoption of artificial intelligence (AI) tools in education is reshaping the teaching and learning landscape. However, as we embrace AI's potential to enhance personalized instruction, streamline administrative tasks, and foster innovation, educators and institutions must carefully navigate compliance with the Family Educational Rights and Privacy Act (FERPA). Missteps in how we use AI could result in legal, ethical, and reputational consequences. But with thoughtful implementation, AI can operate within the boundaries of FERPA while transforming education for the better.

### THE RISKS: FERPA COMPLIANCE AND STUDENT DATA PRIVACY

FERPA mandates the protection of students' personally identifiable information (PII), giving families control over access and disclosure. Many AI tools, especially those driven by machine learning algorithms, rely on vast amounts of data, often including sensitive student information. Risks arise when institutions:

#### 1 Outsource to Third-Party Vendors:

Many AI tools are developed by private companies. If student data is shared without sufficient safeguards, schools may inadvertently violate FERPA by disclosing PII to unapproved entities.

#### 2 Overlook Data Storage and Retention Practices:

AI systems often store data in the cloud, sometimes in international locations with weaker privacy protections, complicating compliance with FERPA's mandates.

#### 3 Lack Transparency:

Some AI tools lack clear communication about what data they collect, how it is processed, and who has access. This opacity increases the likelihood of unauthorized data sharing.

A widely discussed example is the use of automated proctoring tools during exams. Several programs have been criticized for collecting excessive data, such as video footage and keystrokes, and storing it in ways that could violate FERPA's requirements for data security and limited access.



AI has immense potential to transform education, from helping students master difficult concepts through adaptive learning tools to streamlining grading and administrative tasks.

## THE SOLUTIONS: IMPLEMENTING AI WITHOUT VIOLATING FERPA

To harness AI effectively while maintaining compliance, institutions must prioritize ethical and transparent practices. The following recommendations can serve as a guide:

- 1 Vendor Vetting and Agreements:** Institutions should work only with vendors who explicitly adhere to FERPA requirements. Contracts must outline how student data will be used, stored, and destroyed. For instance, specifying that data will not be used for commercial purposes or shared with third parties ensures greater security and compliance.
- 2 Data Minimization:** Educators and administrators should choose AI tools that collect only the minimum amount of data needed to function. By reducing the scope of data collected, the risk of unauthorized disclosure decreases significantly.
- 3 Invest in AI Literacy for Educators:** Educators should understand how AI tools process data and what safeguards are in place. Offering professional development on ethical AI use ensures that educators are equipped to select and deploy compliant tools in the classroom.
- 4 Centralized Oversight:** Institutions should establish AI governance committees to oversee tool implementation. These committees can evaluate compliance risks, ensure transparency, and establish guidelines for appropriate use of AI in classrooms and administrative settings.
- 5 Transparent Communication with Families:** To build trust, schools should inform families about the AI tools being used, what data they collect, and how they protect privacy. Allowing families to opt out of certain tools respects their rights under FERPA.
- 6 Focus on Local Data Storage:** Whenever possible, institutions should opt for AI systems that allow for local data storage, reducing the risk of data breaches in international jurisdictions with less stringent privacy laws.

## A BALANCED PATH FORWARD

AI has immense potential to transform education, from helping students master difficult concepts through adaptive learning tools to streamlining grading and administrative tasks. But its deployment must not come at the expense of student privacy or legal compliance. By proactively identifying risks and implementing robust safeguards, educators can strike a balance between innovation and responsibility.

The key to FERPA-compliant AI usage lies in treating AI systems like any other “school official” under the law. This means implementing strict controls on data access, ensuring proper security measures, and maintaining transparency about how student information is used.

FERPA is not a barrier to progress but a framework that reminds us of our obligation to protect our students. With careful planning, transparent practices, and a commitment to ethical implementation, AI can become a powerful tool that enriches education while upholding the principles of privacy and trust.



Global recognition, continuous improvement, student mobility, quality of education, professional development, and student confidence, among others, are increasingly tangible results that make ACBSP even more valued.

## OPENING MORE OPPORTUNITIES IN THE FIELD OF ACCREDITATION

By Wilfredo Giraldo, Ph.D.,  
Regional Head, Latin American Operations

Over the years, it has been proven that international accreditation with the Accreditation Council for Business Schools and Programs (ACBSP) not only elevates the quality of educational programs but also offers a series of benefits that positively impact students' experience and professional future.

In Region 9 of Latin America, in addition to the individual efforts of business schools to advance their accreditation processes, various projects have been developed that have opened up collaborative spaces internationally, strengthened the network of universities, and generated greater interest in joining the ACBSP.





## CRITICAL PATH IN ACCREDITATION

With the support of ESPOL of Ecuador, a virtual accreditation training was held in March. Best practices were shared from the experience gained in the process of implementing standards and principles of the ACBSP model, using a critical path approach, to help ensure a structured and effective process for international accreditation. More than 600 people participated in the three-day event.

## TRAINING AS INTERNATIONAL EVALUATORS

This initiative seeks to ensure the sustainability of the ACBSP accreditation process, avoiding disruptions due to leadership changes or faculty turnover. This initiative is aimed at training professionals with more tenure at their institutions. These professionals will initially be candidates for evaluators, and upon completing the process within their organization, will be able to participate as evaluators.

At UIDE's headquarters in Quito, two days of intense learning and sharing of experiences were held, strengthening mastery of the standards and principles of international accreditation with ACBSP. Many thanks to Kristina Collins, Board Chair of ACBSP, Lucie Depoo, Janitza Ariza, and Jesenia Verdezoto, who accompanied Wilfredo Giraldo as tutors in the workshops.



## LEARNING OUTCOMES BENCHMARK

Learning Outcomes Benchmark, is a system created six years ago with the support of CompanyGame, in which students organized into teams from each undergraduate and graduate business program make decisions using various business simulators and observe the impact of these decisions on their management results over three months. Through this process, competencies are comparatively evaluated so that institutions can use the information to identify opportunities for improvement in their professional training processes to achieve better learning outcomes. A total of 3,694 teams and 11,042 students participated in this experience, up to now, and their results were presented in a student forum held in November, attended by the participating teams.

## CONGRESS FOR DEANS AND DIRECTORS

For eight years and counting, the Congress for Deans and Directors has brought together executives from Latin American business schools to reflect on the current environment and the need to reorient their management, supported by accreditation.

At the last meeting, this was done under the STOP, REVIVE, SURVIVE approach, led by Diego Tovar, at UADE's headquarters in Argentina. This was complemented by a training session on the strategic approach to international accreditation.

**There is no doubt that global recognition, continuous improvement, student mobility, quality of education, professional development, and student confidence, among others, are increasingly tangible results that make ACBSP even more valued.**

**From Region 9, we will continue to advance, creating more and more bridges across borders for the integration and benefit of our students, faculty, and other stakeholders.**



# WHERE COMMUNITY MEETS EXCELLENCE

## WHY ACBSP'S REGIONAL CONFERENCES BELONG ON YOUR CALENDAR

As the leaves change and campuses come alive for a new academic year, ACBSP members around the world gather for one of the most meaningful events of the season: the ACBSP Regional Conferences.

More than just a professional meeting, these globally hosted conferences are where relationships are built, new ideas take shape, and cross-border collaborations begin. Whether you're new to ACBSP or a long-time member looking to deepen your involvement, the Regional Conferences are the perfect place to plug into the global heartbeat of our community.

### AN EXPERIENCE TAILEDOR TO YOU AND YOUR REGION

With 11 regions spanning six continents, each Regional Conference reflects the unique character, priorities, and educational landscape of its member institutions. From South America to Southeast Asia, from the Midwest U.S. to the Middle East, no two conferences are the same, but all are united by a shared commitment to quality, equity, and global engagement in business education.

Sessions are crafted to address regional trends while also engaging with global themes, like accreditation in an international context, building student-centered programs that prepare graduates for a borderless world, and expanding the reach of scholarly research. You'll leave with practical takeaways and global inspiration alike.



### PROFESSIONAL DEVELOPMENT THAT MOVES YOU FORWARD

Wherever you are on your ACBSP journey, Regional Conferences offer direct access to tools, training, and thought leadership that will help you grow:

- **Session Tracks Designed for Impact:** Learn from faculty, deans, and thought leaders tackling challenges you face, across classrooms and continents.
- **Hands-On Accreditation Guidance:** Whether pursuing initial accreditation or preparing for reaffirmation, attendees benefit from sessions with ACBSP Commissioners, peer evaluators, and staff.
- **Publication & Recognition Opportunities:** Submit your work to the Transnational Journal of Business, nominate a colleague for the Teaching Excellence Award, or take the stage at a future ACBSP Conference. These opportunities often start with visibility at your regional event.

### LEADERSHIP STARTS HERE

Many of ACBSP's international leaders began their journey by attending a Regional Conference. These events offer a clear path to becoming more involved, whether through serving on a committee, mentoring institutions, presenting research, or eventually applying for global



leadership roles such as the Board of Directors or Board of Commissioners.

If you've ever wondered how to take the next step in your ACBSP membership, this is your moment. Regional Conferences are where introductions happen, where ideas are shared, and where emerging leaders are recognized.

### A SPACE TO BE HEARD—LOCALLY AND GLOBALLY

Each Regional Conference is intentionally intimate, fostering genuine conversations and connection. But these aren't small in scope: many conferences welcome international attendees,

hold bilingual sessions, and represent diverse institutional types and cultural perspectives. That's because business education today is inherently global, and ACBSP is proud to be a truly international accreditor.

Whether you're in Quito, Kuala Lumpur, Kansas City, or Cairo, your voice matters. And these conferences are where it's heard.

### WHY IT MATTERS

In a time when higher education must be more agile, inclusive, and globally minded than ever before, ACBSP's Regional Conferences serve as a timely reminder: we are stronger when we learn from one another - across campuses, countries, and cultures.

By attending, you're investing in your own growth while also contributing to a stronger, more interconnected future for business education worldwide.

### READY TO JOIN US?

Many events offer evaluator training, exclusive networking opportunities, and sessions designed to spark innovation across borders.

Join us this fall and be part of something bigger than your title or institution. Be part of a global movement toward excellence! Find your region's conference dates and details at [acbsp.org/regions](http://acbsp.org/regions).

# TOP 6 WAYS TO GET INVOLVED AT AN ACBSP FALL REGIONAL CONFERENCE

**1 Present a Session:** Share your expertise or institutional best practices with fellow members. Regional presentations are a great way to build confidence and visibility before presenting at the international level.

**2 Nominate for Teaching Excellence:** Honor a deserving faculty member - or yourself! Regional winners move on to compete for the International Teaching Excellence Award at the ACBSP's annual conference.

**3 Submit to ACBSP's Transnational Journal of Business:** Contribute to ACBSP's peer-reviewed journal, now accepting articles in both English and Spanish!

**4 Enter the School of Thought Competition:** Encourage your students to join this entrepreneurial challenge. The top teams from across all 11 regions will compete at ACBSP's annual conference.

**5 Learn How to Join a Committee:** Fall Conferences are the perfect place to explore leadership and service. Talk with regional leaders and ACBSP staff about how to get involved in committees that align with your interests.

**6 Make Meaningful Connections:** Build relationships with fellow educators, institutional leaders, and future collaborators. Whether over a meal or during a breakout session, this is where strong professional networks begin.



# INTRODUCING THE NEWEST



## Elesha O'Neil

### What is your role with ACBSP?

I am a digital marketing coordinator, specifically helping with events. I work closely with my fellow marketing team, Kelly Lorigan and the board chair to ensure that all marketing materials are ready to go.

### Tell us a little bit about yourself.

I live in Lawrence, Kansas (Rock Chalk!), but I'm from Lake of the Ozarks so I love all things summer from hiking to boating. I also enjoy reading, plants, and DIY projects. My current projects are starting my first cut flower and veggie garden and building a cowboy pool and patio in the backyard.

### What was your childhood ambition?

In kindergarten I had a Tonka truck and very badly wanted to be the garbage man. I'm happy to have pivoted to marketing for ACBSP instead. Later I really wanted to be a florist and now hopefully I'll be selling small bouquets from my home this summer.

### What do you know now that you wish you had known then?

The garbage men have a much harder job than I realized at the age of 5 and I would not make the cut. All jokes aside, I thought that being creative in work every day would be fun, and while it definitely can be, it can also be very difficult. It takes a team to generate new ideas and willingness to move outside your comfort zone.

### What are you most proud to have accomplished in your life?

Through working in marketing, I'm very proud to have found a love for learning new things. There's always something new to try. At work, I call that professional development where I've been experimenting a lot with AI and recently, I attended the SXSW conference. At home, I call that collecting hobbies which looks different all the time.

### What is the best piece of advice you've ever received?

Someone told me that your adulthood is about rediscovering the things you loved when you were a child. Looking at life through that lens has been fun.

### What do you like most about working for ACBSP?

ACBSP is truly a team environment. Companies I've worked for in the past have not had much of 'culture', especially working from home. ACBSP is different in that we're very connected every day and it's clear that everyone actually enjoys and celebrates each other. It's very refreshing.

### What are three qualities that got you where you are today?

I love to learn, I'm open minded and I am not afraid to ask questions.

### If you weren't doing this, you'd be...

Owning a plant business would be an interesting challenge!



# MEMBERS OF OUR ACBSP TEAM



## Marcus Murphy

### What is your role with ACBSP?

IT Systems administrator

### Tell us a little bit about yourself.

I'm a father of two and love anything to do with animation and gaming. I have an associates degree in animation from ACBSP accredited JCCC.

### What was your childhood ambition?

I wanted to make video games from a young age.

### What do you know now that you wish you had known then?

Contracts are important even in a friendship with working projects.

### What are you most proud to have accomplished in your life?

Raising my kids and taking care of our family has been my biggest accomplishment. We have purchased our 3rd home in 2023 and run an in-home daycare at it.

### What has been your greatest challenge?

My greatest challenge has been overcoming chronic depression. While it's never gone it has reached a much more manageable state that I'm more aware of and able to adjust to.

### What is the best piece of advice you've ever received?

Never give up.

### What do you like most about working for ACBSP?

The family atmosphere and knowing that my work has the potential to effect the future of education around the world.

### What are three qualities that got you where you are today?

Reliability, Persistence, Flexibility

### If you weren't doing this, you'd be...

In a much worse place mentally and financially.

### What kind of work would you do for free?

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The screenshot shows the CAPSIM|inbox interface. On the left, there's a sidebar with 'Folders' (Inbox: 19, Sent Items: 0), 'Drive' (Company Information, Organizational Charts, Midwest Sales/Ops), and 'Instant Messages'. The main area shows an inbox with several emails. One email from Jen D. Grawl (SVP Sales & Marketing) discusses a 'Key Account Classification Project'. Another from Jackie Mendoza (Accounts Receivable) is about 'Discount verification'. A third from Sheryl Sibley (Lead Project Manager, Research and Development) is about the 'Casa Project', mentioning a delay and its impact on the release date. Below this, Lew Williams (Operations Manager) forwards a revision to operational metrics, and Cora Samson (East Region Director, Sales and Operations) provides advice. Tom Vedder (CEO, idigtech.com) is mentioned in a missing/incorrect discount context. On the right, a detailed view of Sheryl Sibley's email is shown, with a red box highlighting the 'Casa Project' section. A list of five action items is provided: 'Reply to Sheryl thanking her for keeping you up to date and asking her to send along the adjusted production schedule.', 'Reply to Sheryl recommending that she send this update to the entire company.', 'Forward to Jen to get her thoughts on this delay.', 'Forward the email to the rest of your team.', and 'Save this email for later reference and follow-up.' A 'Respond' button is at the bottom right.

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We extend our deepest appreciation to the volunteer evaluators who participated in site visits during the Fall 2024/Spring 2025 term to help ACBSP schools going through the initial accreditation and re-affirmation processes.

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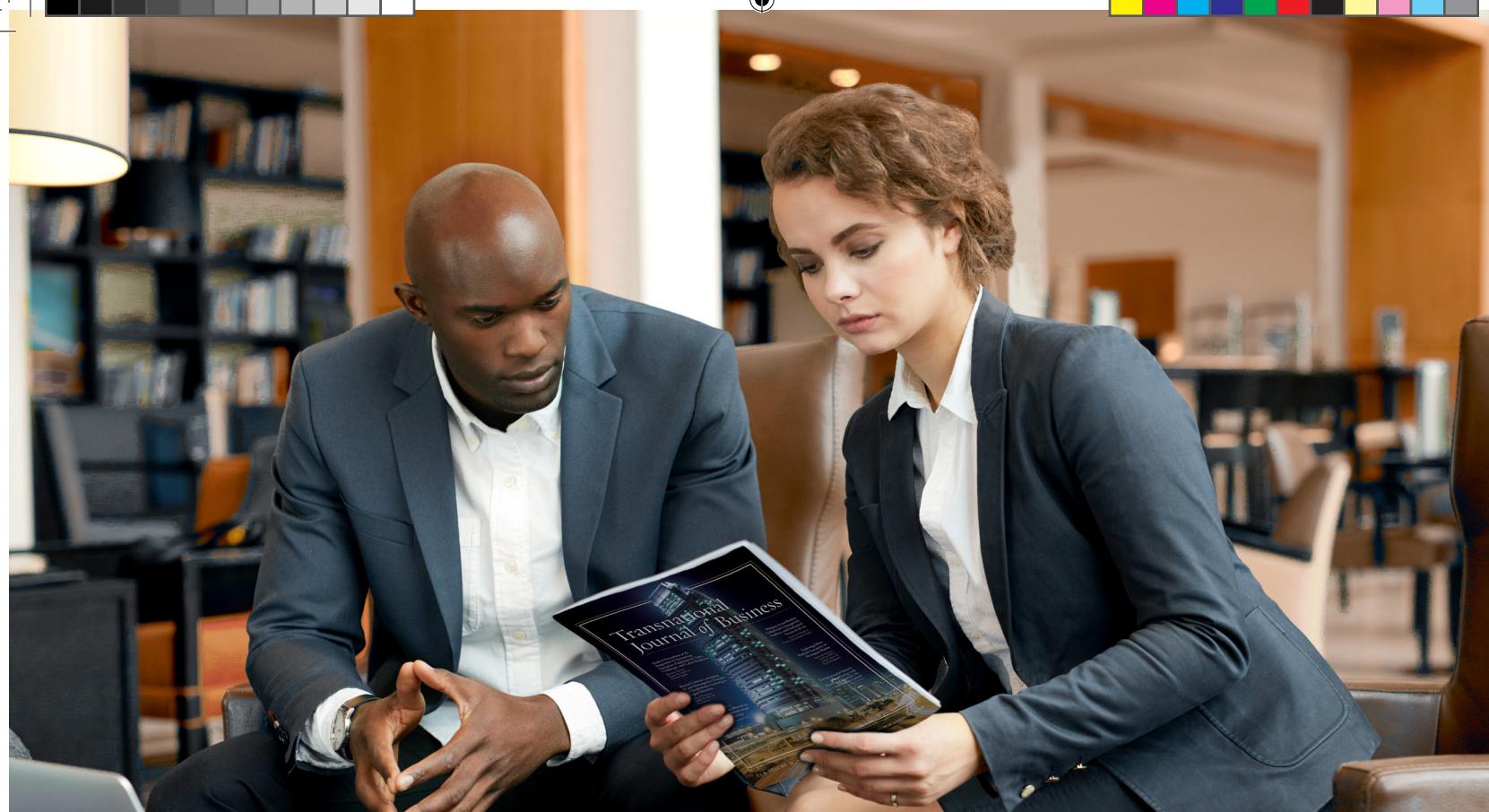


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# ACBSP Team

This list provides an overview of the staff members at ACBSP's headquarters roles support the organization's daily operations and help ensure ACBSP continues to fulfill its mission of advancing excellence in business education.

## Executive



**Jeffrey Alderman**  
President/CEO

## Accreditation



**Dr. Steve Parscale**  
Chief Accreditation  
Officer

## Global Operations



**Dr. Wilfredo Giraldo**  
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## Administration



**Mary Riley**  
Vice President  
of Finance



**Dr. Lucie Depoo**  
Director of  
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**Dr. Abraham Lincoln  
Owusu Kwame**  
Regional Head,  
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**Sherry Williams**  
Senior Coordinator,  
Administration



**Cari Hunziker**  
Accreditation  
Administrator



**Dr. Diana Hallerud**  
Special Accreditation  
Advisor

**Oliver Olson**  
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## Member Services



**Marta Garcia  
de la Cruz**  
Manager,  
Member Services

## Marketing & Communications



**Shelby Huff**  
Manager,  
Marketing &  
Communications



**Paige Faircloth**  
Coordinator,  
Accreditation &  
Member Services



**Gary Arnold Seavers**  
Graphic Designer/  
Web Designer



**Angela Sawyer**  
Coordinator,  
Member Engagement



**Elesha O'Neil**  
Digital Marketing  
Coordinator

## Event Services



**Kelly Lorigan**  
Manager,  
Event Services and  
Operations

## Computer Systems



**Marcus Murphy**  
IT Systems  
Administrator

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