



Wednesday, April 2, 2025

Registration and Check-in

5:00pm - 8:00pm

- Please check in at the Executive Dining Room, located in LaCava Center 395, Bentley University.

Optional: If you arrive on campus early, a tour will depart from the Check In table at 5:15 PM.

NUBS/CUBS Joint Dinner

6:00pm - 9:00pm

- Executive Dining Room, LaCava 395.
Reception: 6:00-7:00pm

Dinner & Welcome from the Bentley Team begins at 7:00pm
Keynote Address: [Paul Romer](#), Seidner University Professor,
Boston College

Traveling to Bentley:

- A free shuttle service will collect guests from the Courtyard Marriott at 5:30 PM and from the Westin at 5:45 PM, returning participants to the hotels following dinner.
 - If you are driving to campus, please park in the visitors' lot located at the LaCava Center. You can find this lot marked as L2 on the map provided at the end of this program.
Events will take place on the third floor of the LaCava Center.
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Thursday, April 3, 2025

Registration and Check-in

7:30am - 9:00am

- Check in at the Executive Dining Room, LaCava 395
-

Breakfast & Affinity Discussion

8:00am - 9:00am

- Discussion topic: Reaction to Federal Changes
Executive Dining Room, LaCava 395
-

Welcome from Bentley

9:00am - 9:15am

- Welcome from the Bentley Team
Executive Dining Room, LaCava 395
-

Business as a Force For Good

9:15am - 10:45am

- Moderated by Aaron Jackson, Bentley
 - Bentley/Gallup Business & Society Partnership, Cynthia Clark
 - The Bentley Social Innovation Incubator, Jonathan White
 - Notre Dame's Powerful Means Initiative, Andrew Wendelborn
 - Miami University's Social Innovation Weekend, Chanelle White
 - University of Washington's Consulting and Business Development Center, Christina Fong
 - Indiana University's Kelley Impact Competition, Laurie Colglazier
- Executive Dining Room, LaCava 395
-

Refreshments & Break

10:45am - 11:00am

- Executive Dining Room, LaCava 395
-

A shuttle service will collect interested attendees from the Courtyard Marriott at 7:30am and from the Westin at 7:45am.

For those who are driving to campus, please use Lot 2 for parking (refer to the map provided at the end of the program).

Thursday, April 3, 2025

Enhancing the Business Student Experience – Recruitment and Retention

11:00am - 12:15pm

- Whitney Milhouse, Wake Forest University;
Anne Pagel, Laura Ullrich, University of Arizona
Executive Dining Room, LaCava 395
-

Lunch

12:15pm - 1:30pm

- Advisors convene in LaCava 305
All other NUBS participants convene in LaCava 325
-

Advising Session – Enhancing the Student Experience through Strategic Communication

12:45pm - 1:30pm

- Jackie Murray, Lauren Wypiszynski, University of Wisconsin
LaCava 305
-

NUBS Innovation Showcase I

12:45pm - 1:30pm

- Institutions will have 3 minutes to provide a
brief synopsis of an innovative program/initiative
LaCava 325
-

Coffee Break

1:30pm - 1:45pm

- Executive Dining Room, LaCava 395
-

AI in Business Education Panel

1:45pm - 2:50pm

- Moderated by Bridget Stomberg, Indiana University.
Panel Includes Jennifer Xu, Bentley University; Lindsay Quilty
Syracuse University; Erica Studer-Byrnes, University of Florida;
Jennifer Eury, Penn State University; Shannon Brecheisen;
Michigan State University
Executive Dining Room, LaCava 395

Thursday, April 3, 2025

Advising Session – Innovation in Advising: Bentley’s FDS Model

1:45pm - 2:50pm

- > Melissa Jenkins, Jamie Bang & Tiffany Goodall,
Bentley University
LaCava 305
-

Refreshments & Break

2:50pm - 3:00pm

- > Executive Dining Room, LaCava 395
-

Rapid Benchmarking

3:00pm - 4:15pm

- > Paul Kirsch, University of Michigan, will lead us through a series of rapid benchmarking questions to understand the current B-school landscape.
Executive Dining Room, LaCava 395
-

Advising Session – Hot Topics & Networking

4:20pm - 5:30pm

- > Join fellow advising leaders in a discussion on hot topics in advising.
LaCava 325
-

Business Meeting

4:20pm - 5:30pm

- > NUBS Representatives.
Agenda will be provided at Thursday’s breakfast
Executive Dining Room, LaCava 395
-

Dinner at Bistro 781

6:30pm - 8:30pm

- > Join us for a special dinner as NUBS takes over a local favorite, [Bistro 781](#), owned and operated by a Bentley alumnus.
Location: 336 Moody Street, Waltham, MA

A shuttle is scheduled to collect those interested from Bentley at 6:00 p.m. to take them to Bistro 781. After dinner, this shuttle will also offer rides to the Courtyard Marriott and Westin.

Friday, April 4, 2025

Breakfast & Affinity Discussion

8:00am - 9:00am

- Discussion Topic: Inclusion & Belonging in Clubs/Organizations
Executive Dining Room, LaCava 395, LaCava Center
-

Enhancing the Business Student Experience – Supporting and Developing the Whole Student

9:00am - 10:15am

- Jess Taverna, Tara Hardison, University of Utah;
Sarah Diaz, Meghan Welsh, University of Arizona
Executive Dining Room, LaCava 395, LaCava Center
-

Refreshments & Break

10:15am - 10:30am

- Executive Dining Room, LaCava 395
-

Innovation Showcase II

10:30am - 11:45am

- Institutions will have 3 minutes to provide a brief synopsis of an innovative program/initiative from their school.
Executive Dining Room, LaCava 395, LaCava Center
-

Closing Remarks & Lunch

11:45am - 2:00pm

- We will close out the 2025 NUBS with brief remarks and boxed lunches will be provided. You are welcome to stay in the Executive Dining Room, LaCava 395 through 2:00pm, or take lunch with you to your next destination!
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A shuttle service will pick up attendees who are interested from the Courtyard Marriott at 7:30 am and from the Westin at 7:45 am. Please note that transportation to the hotel will not be available after NUBS concludes.

You are welcome to bring your luggage to Bentley; we will have storage space for your belongings in the LaCava Center.

BENTLEY UNIVERSITY CAMPUS MAP



BUILDINGS

B11	Harrington House
B12	Stratton House
B14	Boylston A and B
B15	Rhodes Hall
B16	Collins Hall
B17	Kresge Hall
B18	Forest Hall
B19	Miller Hall
B20	Falcone North
B21	Falcone West
B22	Falcone East
B23	Student Center
B24	Slade Hall
B25	Tree Dorms
B31	Orchard North
B32	The Castle
B33	The Cape
B34	Orchard South
B35	Lewis Hall
B36	Facilities/Receiving
B37	Dana Athletic Center
B38	Dovecote
B39	Copley South
B41	Copley North
B42	Fenway Hall
B43	Arena
B45a	University Police
B45b	Counseling Center and Wellness
B52/B53	LaCava Center
B54	Bentley Library
B55	Morison Hall
B56	Adelman Academic Center
B57	Smith Academic Technology Center
B58	Lindsay Hall
B59	Jennison Hall
B61	Rauch Administration Center
B63	North Campus A
B64	North Campus B
B65	North Campus C
B66	North Campus D
B121	President's House

PARKING GUIDELINES

VISITORS

L1E
L2

FACULTY AND STAFF

L3 L8 L22
L5 L9 L23
L6 L13 L29
L7 L18 L34

COMMUTER STUDENTS

L1W L8
L6 L9
L7

FIRST YEAR STUDENTS

L1W

15-MIN PARKING

L14*
L15*

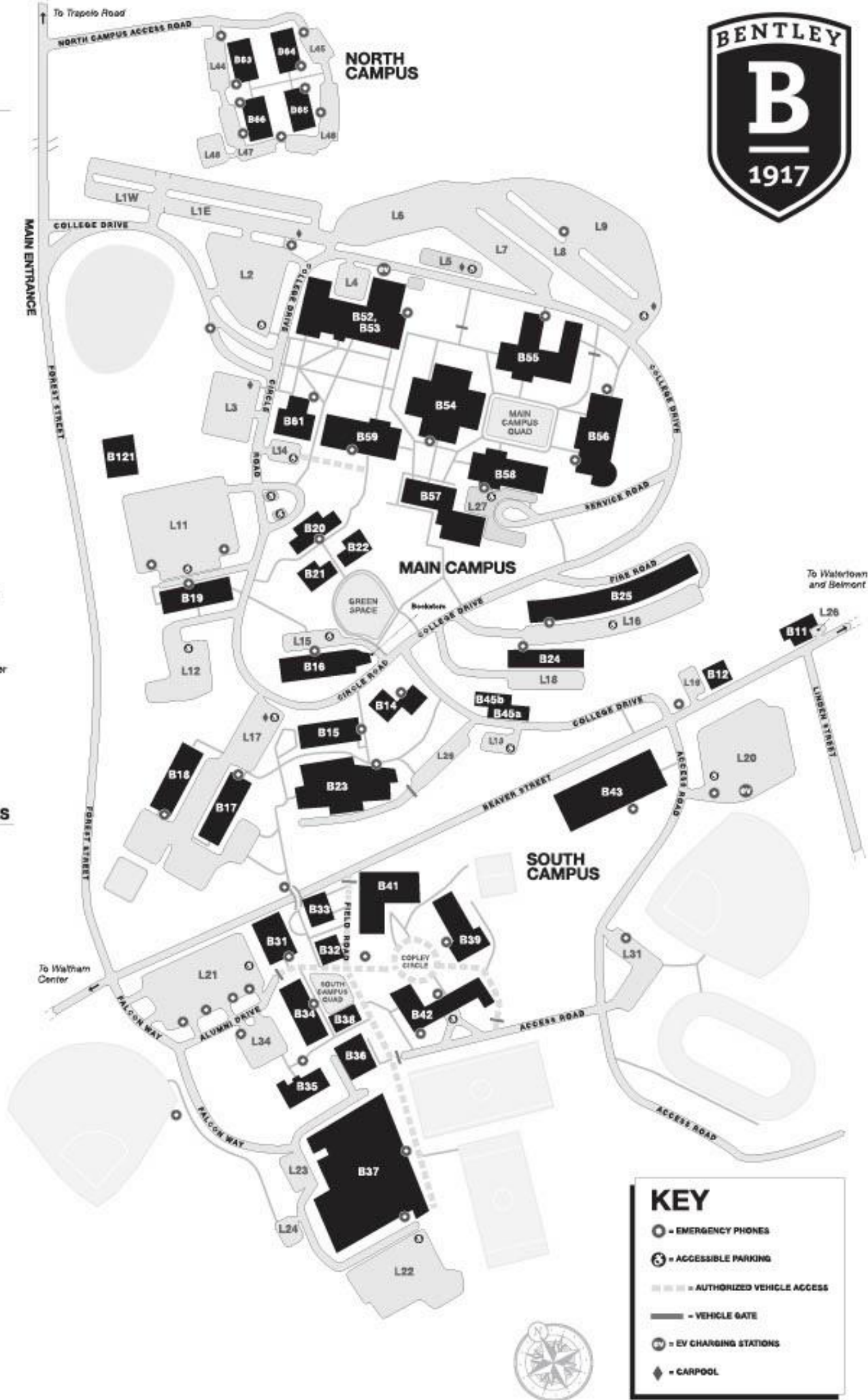
SERVICE/VENDORS

L4 L21
L14 L27
L20

RESIDENTS

L11 L19 L46
L12 L22 L47
L15* L31 L48
L16 L44
L17 L45

*Marked spaces only



KEY

- = EMERGENCY PHONES
- = ACCESSIBLE PARKING
- = AUTHORIZED VEHICLE ACCESS
- = VEHICLE GATE
- = EV CHARGING STATIONS
- = CARPOOL

Jamie	Bang	Associate Director, Student Success Programs	Bentley University
Randy	Estrin	Grad Assistant	Bentley University
Aaron	Jackson	Senior Associate Dean of Business, Faculty Affairs, Research, and Strategic Initiatives and Professor, Dean of Business & Graduate School	Bentley University
Melissa	Jenkins	Director, Undergraduate Academic Advising	Bentley University
Erin	Kelley	Associate Dean, Assurance of Learning and Accreditation	Bentley University
Sanjay	Putrevu	Dean of Business	Bentley University
Helkki	Topi	Professor and Associate Dean of Business, Academic Programs and Student Affairs, Dean of Business & Graduate School	Bentley University
Erica	Graf	Assistant Dean	Boston College
Ethan	Sullivan	Senior Associate Dean	Boston College
Rhonda	Sandberg	Director of Advisement	Brigham Young University
Laura	Bentley	Director, Academic Affairs & Operations	Case Western Reserve University
Terry	Hinders	Associate Dean	College of William and Mary
Erica	Osterman	Director of Student Services, Dyson School	Cornell University
Sarah	Wolfold	Assistant Professor, Academic Director	Cornell University
Kathleen	Duffy	Senior Director Career Development	George Washington University
Cassin	Dyson	Executive Director	George Washington University
Mirasol	Espanola	Executive Director, Undergraduate Programs	George Washington University
Deb	Coburn	Associate Dean	Georgetown University
Justin	Smith	Associate Dean	Georgetown University
Laurie	Colglazier	Executive Director, Kelley School of Business Undergraduate Program	Indiana University Bloomington

Dave	Dyer	Senior Director	Indiana University Bloomington
Bridget	Stomberg	Ugrad Program Chair	Indiana University Bloomington
Kerry	Madden McCann	Associate Director, Advising	Lehigh University
Naomi	Rothman	Associate Dean of Undergraduate Education & Professor of Management	Lehigh University
Anne	Bonanno	Assistant Director of Academic Advising	Miami University
Chanelle	White	Assistant Dean	Miami University
Shannon	Brecheisen	Assistant Dean	Michigan State University
Richard	Spreng	Associate Dean for Undergraduate Programs	Michigan State University
Scott	Bourdeau	Senior Director, Advising Operations & Student Services	New York University
Jessica	Rosenzweig	Senior Director of Academic Initiatives, Advising	New York University
Keely	Croxton	Assoc. Dean	Ohio State University
Andrea	Evans	Associate Director, Advising	Ohio State University
Jana	Lithgow	Executive Director	Ohio State University
Jennifer	Eury	Associate Dean for Undergraduate Education	Pennsylvania State University
Alla	Hatfield	Director of Engagement & Outreach	Pennsylvania State University
Kelly	Blanchard	Assoc Dean of Student Experience and UG Programs	Purdue University
Abbey	Mikesell	Director of Undergraduate Advising	Purdue University
Lindsay	Quilty	Assistant Dean, Undergraduate Programs	Syracuse University
Sarah	Diaz	Assistant Dean	University of Arizona
Anne	Pagel	Associate Dean, Undergraduate Programs	University of Arizona
Laura	Ullrich	Senior Director of Academic Advising	University of Arizona
Meghan	Welsh	Director, Events, Leadership and Marketing	University of Arizona
Emma	Daftary	Assistant Dean, Undergraduate Programs	University of California Berkeley

Elinor	Gregorio	Director of Academics	University of California Berkeley
Erika	Walker	Senior Vice Dean	University of California Berkeley
Bree	Orozco	Director of Undergraduate Student Services	University of Colorado
Kelli	Stevens	Executive Director, Undergraduate Program	University of Colorado
Kelly	Kennedy	Director of Transformative Learning	University of Connecticut
Nora	Madjar	Associate Dean	University of Connecticut
Brandy	Nelson	Executive Director for Undergraduate Programs	University of Connecticut
Jaime	Little	Director, Academic & Career Advising	University of Florida
Debra	Marcum	Director of Undergraduate Business Career Services	University of Florida
Erica	Studer-Byrnes	Assistant Dean & Director, Heavener School of Business	University of Florida
Leslie	Lewis	Associate Director, Academic Success	University of Illinois at Urbana-Champaign
Nehemiah	Scott	Associate Dean of Undergraduate Programs	University of Illinois at Urbana-Champaign
Mike	Schluckebier	Director of Undergraduate Enrollment, Tippie College of Business	University of Iowa
Joseph	Bailey	Associate Dean	University of Maryland
Brian	Horick	Senior Assistant Dean	University of Maryland
Paul	Kirsch	Managing Director	University of Michigan
Katrina	Vegter	Academic Advising Director	University of Michigan
Brooke	Arnold	Director of Advising & Student Affairs	University of Minnesota
Mary	Benner	Associate Dean of the Undergraduate Program	University of Minnesota
Jordan	Hale	Assistant Dean	University of North Carolina at Chapel Hill
Shimul	Melwani	Associate Dean and Professor	University of North Carolina at Chapel Hill
Andrew	Wendelborn	Assistant Dean	University of Notre Dame
Monica	Jacobe	Director of Advising	University of Pennsylvania

Teran	Tadal	Director of Student Development and Initiatives	University of Pennsylvania
Patrick	Cates	Associate Dean for Undergraduate Programs	University of Southern California
Maureen	McHale	Assistant Dean and Director Marshall Undergraduate Advising & Student Affairs	University of Southern California
Charles	Enriquez	Assistant Dean, Academic Services & Student Affairs	University of Texas at Austin
Polly	Trigger	Director of Student Affairs	University of Texas at Austin
Tara	Hardison	Assistant Dean	University of Utah
Jess	Taverna	Associate Dean	University of Utah
Lauren	Voorhees	Senior Associate Director-Undergraduate Advising Services	University of Utah
Roger	Martin	Director - Undergraduate Program	University of Virginia
Danny	Steeper	Associate Dean for Student Success	University of Virginia
Vikki	Day	Assistant Dean	University of Washington
Christina	Fong	Associate Dean for UG programs	University of Washington
Jim	Franzone	Associate Dean	University of Wisconsin-Madison
Jackie	Murray	Assistant Dean of Undergraduate Student Affairs	University of Wisconsin-Madison
Lauren	Wypiszynski	Assistant Dean	University of Wisconsin-Madison
Whitney	Milhouse	Senior Associate Director	Wake Forest University
Seth	Youngblood	Associate Director	Wake Forest University
Yoon	Groves	Assistant Dean and Director of Academic and Student Affairs	Washington University in St. Louis
Paige	LaRose	Senior Associate Dean of Undergraduate Programs	Washington University in St. Louis