



UNIVERSITY SALES CENTER ALLIANCE

Advancing the Sales Profession Through **Teaching**, **Research** and **Outreach**

# ANNUAL REPORT

2019 - 2020



# Membership

## ***Full Members***

Ball State University  
Baylor University  
Bradley University  
California State University - Chico  
California State University - Fullerton  
DePaul University  
Elon University  
Florida State University  
Georgia Southern University  
Illinois State University  
Indiana State University  
Indiana University  
James Madison University  
Justus-Liebig University  
Kansas State University  
Kennesaw State University  
Metropolitan State University of Denver  
North Dakota State University  
Northern Illinois University  
Salisbury State University  
Texas A&M University  
Texas State University  
University of Akron  
University of North Alabama  
University of Texas - Dallas  
University of Toledo  
University of Wisconsin - Eau Claire  
University of Wisconsin - Whitewater  
Weber State University  
West Virginia University  
Western Kentucky University  
William Paterson University  
Winona State University

## ***Associate Members***

Arkansas State University  
Bloomsburg University  
Eastern Kentucky University  
Eastern Michigan University  
HAN University of Applied Sciences  
High Point University  
LaSalle University  
Louisiana State University  
Oklahoma State University  
Plymouth State University  
Purdue University  
Robert Morris University  
St. Ambrose University  
St. Catherine University  
University of Applied Sciences, Weiner Neustadt  
University of Arkansas at Little Rock  
University of Central Florida  
University of Central Oklahoma  
University of Denver  
University of Nebraska - Lincoln  
University of Nebraska - Omaha  
University of North Carolina - Wilmington  
University of South Florida  
University of Tampa  
University of Wisconsin - Parkside  
University of Wyoming  
Virginia Tech

---

*The University Sales Center Alliance (USCA) is a consortium of sales centers connecting university faculty members with different backgrounds and areas of expertise. Together, these innovative educators advocate for the continuing advancement of the sales profession through teaching, research and outreach.*

# From the President



Welcome to our third Annual Report of the University Sales Center Alliance. It's been an interesting academic year (2019-2020) with the world and the academy learning to pivot through quite unfamiliar terrain. Amidst the backdrop of a global pandemic, the USCA has continued to impact higher education, providing important resources for the academy and our USCA members.

For our Fall 2019 meeting, we gathered at the University of Wisconsin-Whitewater and shared best practices on sales center director compensation and recruiting sales students. We also heard from Brian Galicia, Microsoft's Global Sales Leader for Sales Automation and LinkedIn. For our Spring 2020 meeting, our USCA members convened at the headquarters of Dell and Oracle in Austin, Texas.

In addition to engaging with key executives from these firms, our best practices sessions focused on center partnerships/sponsorships, software that sales faculty use in the classroom, and the sales analytics class. We launched our branding strategy for the USCA Sales Thought Leadership initiative at this meeting, as USCA members received branded backpacks and luggage tags. Shortly after this meeting, our members (like the rest of the world) experienced the COVID-lockdown and travel restrictions.

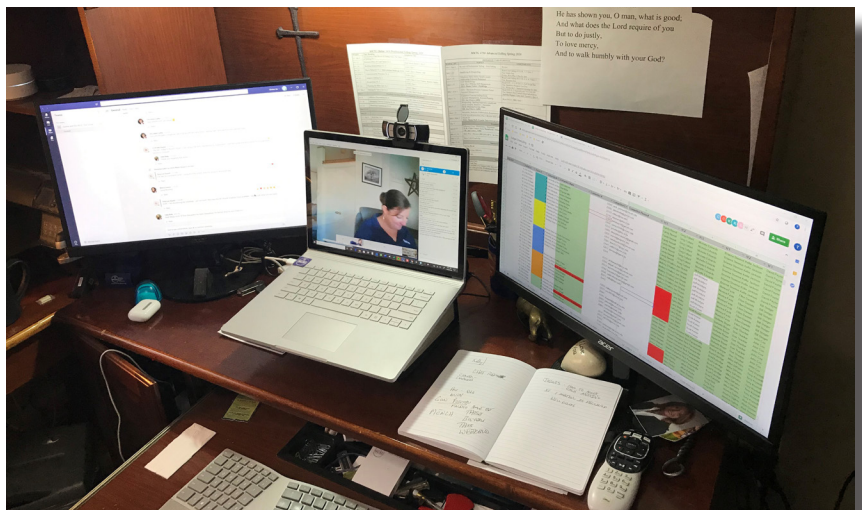
Although we had to operate *differently* in the second half of the year, we continued to build the USCA and grew from 55 to 58 members. We continued with our reaccreditation process for Full members to ensure that our membership standards, and thereby the quality of the USCA membership, remains strong. During 2019-2020, we completed 8 reaccreditation visits. During the past year, we developed the database for a prospecting strategy involving the historically black colleges and universities (HBCUs). That initiative will be a central focus for the USCA for 2020-2021.

It's been an rewarding opportunity to serve and lead this organization during the pandemic. We've celebrated our achievements in this annual report as well as the USCA newsletter that we publish on a quarterly basis. I look forward to serving you during 2020-2021 – both virtually and (hopefully) in person.

Sincerely,

A handwritten signature in black ink that reads "Andrea L. Dixon".

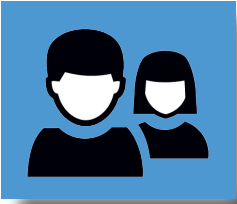
Dr. Andrea L. Dixon  
President, USCA 2019-2021



Unusual nature of the pandemic prompted virtual judging that looks like this work space of Gartner's Caitlin Seccombe.

# USCA Schools

## Students



26 of 56 offer sales major | *Median # students: 109*

45 of 56 offer minor/certificate/emphasis/concentration | *Median # students: 62*

Full & Associate Members average 503 & 266 students in sales classes

## Competitions



Participate in 4 external sales competitions, on average

Offer 2 internal sales competitions, on average

## Success



Placement of graduates: 95%

Placement for internships: 90%

## Outstanding USCA Dean



### Dr. John Chenoweth

*University of Wisconsin-Whitewater*

USCA announced that Dr. John Chenoweth, Dean of the College of Business and Economics at the University of Wisconsin-Whitewater, has been named as the Outstanding USCA Dean. The USCA Outstanding Dean Award was established in 2019 to recognize a dean who has made significant contributions and demonstrated continued support of a USCA member's sales program. Dean Chenoweth's efforts in securing additional sales faculty and his continued guidance of the sales institute, clearly distinguished him as a valued supporter of sales education.

## Corporate Involvement

### Partners

Full Associate 17  
9

### Sponsors

Full Associate 8  
6

## Engagement

### Executives

Full Associate 50  
17

### Alumni

Full Associate 8  
7

### Board Members

Full Associate 11  
6

## Average Revenue

### Partners

Full Associate \$82,000  
\$30,000

### Sponsors

Full Associate \$28,600  
\$20,650

Numbers represent the averages for each type of USCA member group

## Association and Editorial Involvement

USCA Members hold academy leadership roles (beyond the USCA): American Marketing Association and AMA Sales Special Interest Group, Global Sales Science Institute, National Conference for Sales Management, Sales Education Foundation, Direct Selling Education Foundation

USCA Members hold editorial positions: *Journal of Personal Selling and Sales Management*, *Journal of Marketing Theory and Practice*, *Journal of Marketing Education*, *European Journal of Marketing*, *Journal of Selling*, *Journal of Consumer Marketing*

USCA Members are active in industry organizations such as the American Association of Inside Sales Professionals, Sales and Marketing Executives International, Category Management Association

# Committee Updates

## Marketing Communications, Co-Chairs Tim Butler & Marianne Collins



**Key Accomplishments:** Integrated digital and traditional platforms; bestowed USCA Outstanding Dean Award; published newsletters and annual report; drove better utilization of website; hosted sales competition receptions; drove social media; updated marketing materials

**Key Goals for 2020-2021:** Continue to develop a more robust website; increase USCA's social media engagement; develop and implement event promotion strategy; develop brand recognition strategy

## Membership, Chair April Schofield/Co-Chairs Anita Dale & Katie Hill



**Key Accomplishments:** Developed and executed a prospecting campaign and prospecting database; created online membership applications; guided Associate Members through Full Membership process; developed a system to track meeting attendance; updated guest attendance policies; guided new Associate Members through the application process

**Key Goals for 2020-2021:** Create a formal on-boarding process for new members; create a membership-driven reaccreditation process; create a strategy for membership diversity; expand prospecting initiative

## Meetings, Chair Scott Inks



**Key Accomplishments:** Developed a meeting plan based on COVID-19; worked with the Board to deliver monthly webinars in lieu of face-to-face meetings

**Key Goal for 2020-2021:** Continue to develop an alternative meeting strategy

## Sales Thought Leadership, Chair Lenita Davis



### ***Academic Inquiry, Co-Chairs Alex Haas & Ravi Sohi***

**Key Accomplishments:** Launched Research Grants; initiated special issue partnerships with academic journal editors  
**Key Goals for 2020-2021:** Establish research priorities and influence the sales academy through research grants, ongoing special issues with top tier academic journals

### ***Curriculum/Pedagogy, Co-Chairs Monica Favia & Linda Mullins***

**Key Accomplishment:** Developed leading-edge curriculum strategy  
**Key Goal for 2020-2021:** Develop sales curriculum (Professional Sales, Sales Management & Advanced Sales)

### ***Industry Innovation, Co-Chair Greg Accardo***

**Key Accomplishment:** Surveyed industry leaders (innovation & sales skills)  
**Key Goals for 2020-2021:** Publish annual report on Industry Innovation; establish industry leader round table

## Treasurer, Bob Erffmeyer



**Key Accomplishment:** Established the digital infrastructure to receive membership dues

**Key Goal for 2020-2021:** Implement electronic billing/receipt of membership dues

# Sales Competitions

We showcase the winners of national competitions hosted by USCA Members involving 20+ schools.



**National Team Selling Competition**  
Host: Indiana University



**Great Northwoods Sales Warm-Up**  
Host: University of Wisconsin-Eau Claire



**International Collegiate Sales Competition**  
Host: Florida State University



**Russ Berrie Institute National Sales Challenge**  
Host: William Paterson University



**University of Toledo Invitational Sales Competition**  
Host: University of Toledo



**Selling with the Bulls**  
Host: University of South Florida



**National Collegiate Sales Competition**  
Host: Kennesaw State University

## ***Mission***

To advance the selling profession through setting and monitoring sales program standards, sharing best practices, enhancing sales curricula, and preparing students for a career in sales.

## ***Vision***

Our vision is to be recognized as the international leader and standard bearer for increasing the prestige and credibility of the sales profession.

## ***Creed***

To do together what we could not do separately to advance the sales education profession.



**USCA**  
UNIVERSITY SALES CENTER ALLIANCE

[www.UniversitySalesCenterAlliance.org](http://www.UniversitySalesCenterAlliance.org)