



UNIVERSITY SALES CENTER ALLIANCE

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

ANNUAL REPORT

2017-2018



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
North Dakota State University
Northern Illinois University
Salisbury State University
Texas State University
University of Akron
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

Associate Members

Arkansas State University
Eastern Michigan University
Edinburgh Napier University
HAN University of Applied Sciences
High Point University
La Salle University
Louisiana State University
Metropolitan State University of Denver
Plymouth State University
Purdue University
St. Ambrose University
St. Catherine University
Texas A&M University
University of Arkansas at Little Rock
University of Central Florida
University of Central Oklahoma
University of North Alabama
University of North Carolina - Wilmington
University of South Florida
University of Wyoming
Virginia Tech
Winona State University



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 credible and innovative educators advocate for the continuing advancement of the sales profession through teaching, research and outreach.

President's Letter



The USCA's journey to shape the future of the sales education landscape reflects experiences similar to air travel. Most flights trips are smooth, marked by a productive result of moving from one city to another. This past year, the University Sales Center Alliance navigated a smooth journey, accomplishing much. We owe this positive outcome to a careful strategic planning process begun three years ago. Let me share some highlights.

First, the USCA increased member engagement over the past 12 months, evident by near-perfect attendance at the Fall 2017 meeting. Creating research-based and industry-interfacing events makes USCA meetings valuable for our members.

Second, the Executive Board executed a predictable, strategy-driven process, which leverages a 90-day delivery approach, focused on goals-strategies-tactics, to create a culture of accountability.

This cultural dynamic among USCA leadership is crucial for a volunteer-driven organization like ours. We keep our focus on process and outcomes by engaging regularly in Executive Board meetings. I applaud our current leadership team (pictured below) for their commitments to the USCA. Team-based leadership for a volunteer-driven organization is key for organizational success.

Third, our Marketing and Communications Committee created a strong set of collateral materials for USCA member use, updated our website, and created our inaugural Annual Report. Ensuring that the USCA communicates effectively with all of its constituents drives this committee's work.

Finally, we created a stronger financial base through an increase in membership dues. We are leveraging this financial base to fund more opportunities and drive the USCA's impact. Our solid financial position allows the USCA to set bold goals for a bright future.

Based on feedback from our USCA members, our Membership Committee developed a process for evaluating current member adherence to USCA Membership Standards. One goal for 2018-2019 is to launch a re-accreditation process of existing USCA members. Over a five-year period, we will re-accredit all current members within five years of becoming full members.

In the coming year, we will debut a new meeting strategy which involves meeting at a member school in the fall and a corporate headquarters in the spring. This strategy allows us to benchmark one another's facilities and interact with industry allowing continuous learning and growth.

Our committee leaders report their progress on page six. I'd like to highlight another goal that our Academic Resource Committee (ARC) is driving. Completing research and development this year, ARC will launch a research grant program to fund academic sales research.

I'm excited about what this team has accomplished and look forward to the year ahead. Thank you for allowing me to share the USCA's journey with you.

Sincerely,

A handwritten signature in black ink that reads "James W. Peltier". The signature is written in a cursive, flowing style.

Dr. Jimmy Peltier
President, USCA



USCA Leadership team: Marianne Collins (MarCom), Jimmy Peltier (President), Dawn Deeter-Schmelz (Past President), Mark Mantey (Membership), Blake Nielson (Treasurer), Andrea Dixon (President-Elect), David Fleming (ARC)

University Sales Center Alliance

The following data (averages per program) provide insight into the USCA's impact.

Sales Major

42 Programs

74 Students

Sales Minor, Certificate, Emphasis, Concentration

22 Programs

127 Students

USCA member schools engage approximately 6,000 students in sales program experiences and 18,000 students in sales classes

Students in Sales Classes

Full Members: 473

Associate Members: 200

Sales Competitions

4 External Competitions

2 Internal Competitions

Sales Student Placement Success

Internships: 100%

Full-Time: 98%

Mile Markers

Partners

(Long-Term)

Full **17**
Associate **6**

**Corporate
Involvement**

Sponsors

(Transactional)

Full **17**
Associate **11**

Full **\$110,000**
Associate **\$ 37,500**

**Average
Revenue**

Full **\$85,000**
Associate **\$31,500**

Engagement

#Executives

Full **55**
Associate **12**

#Alumni

Full **10**
Associate **5**

#Board Members

Full **15**
Associate **8**

Association and Editorial Involvement

USCA Members hold a variety of academy leadership roles (beyond the USCA) in the Academy of Marketing Sciences, American Marketing Association Sales Special Interest Group, Global Sales Science Institute, Direct Selling Education Foundation, Sales Education Foundation, National Conference in Sales Management, European Sales Competition Association

USCA Members hold various editorial positions for the *Journal of Personal Selling and Sales Management (JPSSM)*, *Journal of Marketing Theory and Practice (JMTP)*, *Journal of Marketing Education (JMED)*, *European Journal of Marketing (EJM)*, *Marketing Management Journal (MMJ)*, *Society of Marketing Advances (SMA)*, *Journal of Selling*

USCA Members are active in industry organizations such as the Sales Enablement Society, Sales and Marketing Executives International (SMEI), Academic Advisory Council for Signage Research and Education (AACRSRE)

Committee Updates

Marketing Communications Committee, Chair Marianne Collins



Key Accomplishments: Developed collateral materials (brochures and advertisements targeting prospective member schools, prospective PhD students, prospective sales students, and corporations); completed a comprehensive website update; produced our first annual report and the USCA newsletter; worked with Membership to complete the new member acknowledgement process involving communication strategies directed toward university deans

Key Goal for 2018-2019: Expand the USCA's social media presence and launch the Dean of the Year program

Academic Resource Committee, Chair David Fleming



Key Accomplishments: Researched the academic grant process for external research funding and developed a model for the USCA Research Grant program; funded the AMA Sales SIG PhD and AMA Collegiate Sales student awards

Key Goal for 2018-2019: Launch the USCA Research Grant program

Membership Committee, Chair Mark Mantey



Key Accomplishments: Developed a process for evaluating current member adherence to USCA Membership Standards; worked with Marketing Communications to complete the new member acknowledgement process involving communication strategies directed toward university deans; launched the USCA Mentorship program

Key Goal for 2018-2019: Launch a re-accreditation process of existing USCA members

Sales Competitions

USCA member schools offer a variety of sales competitions for student development. We showcase the winners of those national competitions involving 20+ schools.



2017 NTSC Winners
National Team Selling Competition
Host: Indiana University



2017 GNW Winners
Great Northwoods Sales Warm-Up
Host: University of Wisconsin-Eau Claire



2017 ICSC Winners
International Collegiate Sales Competition
Host: Florida State University



2017 RBI Winners
Russ Berrie Institute National Sales Challenge
Host: William Paterson University



2018 UTISC Winners
University of Toledo Invitational Sales Competition
Host: University of Toledo



2018 NCSC Winners
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.



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

USCA

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www.UniversitySalesCenterAlliance.org