



UNIVERSITY SALES CENTER ALLIANCE

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

ANNUAL REPORT

2018 - 2019



Membership

FULL

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 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
Winona State University

ASSOCIATE

Arkansas State University
Bloomsburg University
Eastern Michigan University
Edinburgh Napier University
HAN University of Applied Sciences
High Point University
La Salle University
Louisiana State University
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 Nebraska - Lincoln
University of North Alabama
University of North Carolina - Wilmington
University of South Florida
University of Tampa
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



Welcome to our second Annual Report of the University Sales Center Alliance. We are pleased to report the progress that we've made in continuing to impact higher education. This past year, the USCA accomplished several key initiatives during my final year as President.

To enhance our USCA member connections in the corporate community, we launched our new spring meeting strategy. Previously spring meetings were tied to one of three academic conferences. To create a stronger bridge to corporate America, we transitioned the meeting location to a corporate headquarters. For the spring 2019 meeting, USCA members gathered at Gartner's headquarters in Ft. Myers, Florida. In conjunction with this spring meeting, we held our first USCA Research Symposium.

Another key initiative touching the lives of our membership involved our new reaccreditation process. During our strategic planning process, we leveraged the opportunity to reinforce member standards, and thereby the quality of the USCA membership, through a process of reaccrediting Full members of the USCA. During 2018-2019, we completed ten reaccreditation visits.

Our third key initiative involved sales research. We expanded our financial support for research journals with ties to sales and sales management. We also put the final touches on our Research Grant program for USCA Member schools and their faculty. We announced this funding program during our Fall 2019 USCA meeting.

We are proud to have selected the first USCA Outstanding Dean, Dr. Eli Jones, who has supported major sales initiatives at the University of Houston, Louisiana State University, and most recently at Texas A&M University. We celebrated Dr. Jones and the support he has provided to the sales area during our Fall 2019 USCA meeting.

I've enjoyed the opportunity to serve and lead this organization during the past two years. We've celebrated our achievements in this annual report as well as the USCA newsletter that we launched during my tenure. I look forward to seeing how Dr. Andrea Dixon advances the USCA cause as the next USCA President.

Sincerely,

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

Dr. James W. Peltier
USCA President, 2017-2019



USCA Leadership team: Scott Inks (Webmaster), Andrea Dixon (President Elect), Bob Erffmeyer (incoming Treasurer), Jimmy Peltier (President), Lenita Davis (incoming ARC Chair), Marianne Collins (Marketing Communications Chair), April Schofield (incoming Membership Chair)

University Sales Center Alliance

Students



28 of 53 programs offer a sales major
-Median number of students is 112

44 of 53 programs offer a minor, certificate, emphasis, or concentration
-Median number of students is 61

Full & Associate Members average 525 & 210 students in all sales classes

Sales Competitions



Participation in 4 external sales competitions, on average

Offer 2 internal sales competitions, on average

Typical program has 64 student participants in sales competitions

Student Success



Placement of graduates: 98%

Placement for internships: 100%

Outstanding USCA Dean

Dr. Eli Jones Texas A&M University



USCA Announced that Dr. Eli Jones, Dean of the Mays Business school at Texas A&M University, 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 Jones' efforts in securing a naming endowment for Texas A&M's Reynolds & Reynolds Sales Leadership Institute, funding for additional sales faculty, his continued guidance of the sales center, in addition to his extensive industry, academic and research experience, clearly distinguished him as a valued supporter of sales education.

Mile Markers

Partners

(Long-Term)

Full 17
Associate 6

**Corporate
Involvement**

Sponsors

(Transactional)

Full 15
Associate 13

Full \$86,000
Associate \$50,000

**Average
Revenue**

Full \$50,000
Associate \$17,500

Engagement

#Executives

Full 36
Associate 25

#Alumni

Full 8
Associate 10

#Board Members

Full 16
Associate 10

Typical Alumni Giving is approximately \$2,520 per program

Association and Editorial Involvement

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

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)*, *Journal of Selling*

USCA Members are active in industry organizations such as the Sales Enablement Society, Sales and Marketing Executives International (SMEI)

Committee Updates

Academic Resource Committee, Chair David Fleming/Lenita Davis



Key Accomplishments: Researched the academic grant process for external research funding and developed a model for the Research Grant program.



Key Goal for 2019-2020: Execute the Research Grant program and identify initial award recipient(s); explore Special Issue for USCA with *Journal of Personal Selling and Sales Management (JPSSM)*; develop strategy for better publicizing award winners; establish research roundtable at USCA meetings

Membership Committee, Chair Mark Mantey/April Schofield



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



Key Goal for 2019-2020: Create/distribute mentor/mentee survey; establish meeting strategy for mentors/mentees; create membership snapshot to share at meetings; develop a policy for member guests and for prospective members attending USCA meetings; re-evaluate class size exception report; conduct research on the value of international membership; develop a proactive strategy for prospective USCA membership; coach Associate Members eligible to move to Full Membership.

Marketing Communications Committee, Chair Marianne Collins



Key Accomplishments: Finalized criteria and selection process for inaugural USCA Outstanding Dean; published newsletters and annual report; drove better utilization of website capabilities; furthered membership communication strategies such as hosted receptions at sales competitions, social media presence and faculty recruitment outreach.

Key Goal for 2019-2020: Develop a content plan for MarCom; launch a social media calendar and continue to develop a more robust website; develop a strategy for recapping learnings from meetings; audit use of USCA logos on members' websites; develop Certified Sales Student digital badge.

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.



2018 NTSC Winners
National Team Selling Competition
Host: Indiana University



2018 GNW Winners
Great Northwoods Sales Warm-Up
Host: University of Wisconsin-Eau Claire



2018 ICSC Winners
International Collegiate Sales Competition
Host: Florida State University



2018 RBI Winners
Russ Berrie Institute National Sales Challenge
Host: William Paterson University



2019 UTISC Winners
University of Toledo Invitational Sales Competition
Host: University of Toledo



2019 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.

Creed

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



USCA
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www.UniversitySalesCenterAlliance.org