

# USCA

UNIVERSITY SALES CENTER ALLIANCE

Advancing the Sales Profession Through Teaching, Research and Outreach

Annual Report 2021-2022



Pooja Chafekar, two-time National Collegiate Sales Competition, Bradley University and other

USCA Member Universities are

# INIT TO WIN IT



## OUTSTANDING DEAN AWARD WINNER

Todd Shawver  
Bloomsburg University  
Page 6



## USCA SALES RESEARCH GRANT WINNERS

Plavini Punyatoya  
& Avinash Malshe  
Page 4



## MOVING FORWARD USCA BUILDS TOWARDS DEI GOALS

Diversity, Equity & Inclusion  
Initiatives In 2021-2022  
Page 5

PRESIDENT'S LETTER Page 2  
AT A GLANCE Page 3  
OUR ACCOMPLISHMENTS Page 4

# PRESIDENT'S LETTER

It is my honor and pleasure to serve as President of the University Sales Center Alliance. Since its inception in 2002, the USCA has focused on enhancing the sales profession through teaching research and outreach. As one of the founding members, I've seen the USCA evolve over the years with changes in professional selling, sales education, and the needs of schools of business – in the USA and internationally.

I am proud to report that in 2022, the USCA pursued multiple initiatives aligned with both our mission of enhancing the sales profession and the strategic objectives of many schools of business. This report is a summary of our accomplishments. As you read through this report, look for QR codes providing access to additional information on the related topic. You will also see comments from business school deans regarding the value sales programs provide their schools. Below are a few of the highlights:



**Scott Inks,**  
Kennesaw State  
University

## Student Success

- The USCA formed a relationship with Salesforce.com that provided our members and their students free Salesforce.com licenses. Salesforce.com is the market leader in CRM, and students who know how to use it have a leg up in the job market.
- Over the past few years, the number of collegiate sales competitions has increased significantly. The USCA Sales Competition Committee created a set of standards to help ensure those competitions contribute to student success. Collegiate sales competitions that meet those standards will be designated as USCA Certified Sales Competitions.
- We held two annual meetings during which we shared best practices for teaching. Our members use these sessions to learn new ways of engaging students and improving teaching effectiveness.

## Diversity, Equity, and Inclusion (DEI)

We devoted a significant portion of the Fall (2022) USCA meeting to DEI. The goal was to help our members identify specific ways to attract and retain underrepresented students to their respective programs. The meeting sessions included:

- Presentation of results from a DEI-related survey of our member schools and their partners. The results highlighted the need for greater diversity and some of the related challenges associated with increasing diversity.
- A panel discussion led by corporate executives focusing on recruiting students from underrepresented groups.
- Participated in the “Dorm Suite to the C-Suite” National Town Hall.

## Graduate Sales Education and Sales Research

The USCA held a Research Symposium in April 2022. Research is a critical component of advancing any profession. The USCA seeks to encourage its members to conduct and publish sales research. The USCA also promotes sales research at the doctoral level as a longer-term strategy for ensuring the continuity of our member schools' programs. This past year, the USCA:

- The online symposium featured sales research leaders discussing current sales research and an agenda for future research. Sales scholars from around the world attended the symposium.
- Sponsored two \$1,000 research awards through Winter American Marketing Association (AMA) Sales Sig
- Sponsored a \$1,000 Best Conceptual Paper award via the *Journal of Personal Selling and Sales Management (JPSSM)*
- Awarded two \$2,000 USCA sales research grants.

## Outstanding Dean

The sales entities (e.g., centers, institutes, departments) that make up our membership thrive only when their respective university administrations support them. Perhaps the most critical component of the university administration is the dean. Each year, the USCA recognizes deans who provide extraordinary support and commitment to their sales program and the sales profession. In 2022, the USCA awarded Dr. Todd Shawver, Dean of the Zeigler College of Business at Bloomsburg University.

## USCA Leadership

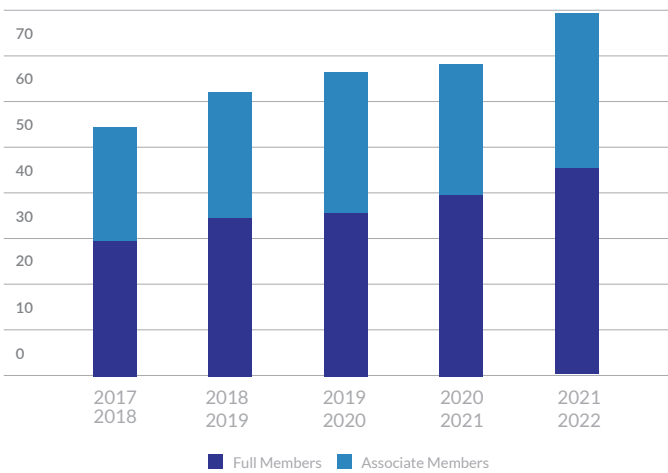
The USCA could not function without the commitment and strong work ethic of the leadership team. I am grateful for the regular contributions each of the following members made and the leadership they've shown over the last 12 months.

- **Dr. Andrea Dixon** Past President, External Relations Chair
- **Dr. Lenita Davis** President-Elect, DEI Chair, Meeting Planning Chair
- **Dr. Michael Walsh** Marketing Communications Co-Chair
- **Mr. Brian Collins** Marketing Communications Co-Chair
- **Dr. Anita Dale** Membership Engagement Chair
- **Dr. Ravi Sohi** Sales Thought Leadership Chair
- **Dr. Andrew Loring** Treasurer and Finance Chair
- **Dr. Lukas Forbes** Secretary
- **Dr. Katie Hill** Membership Acquisition Chair
- **Ms. April Schofield** Membership Acquisition Chair
- **Dr. Dawn Deeter-Schmelz** Sales Competition Chair

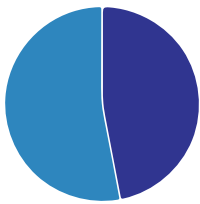
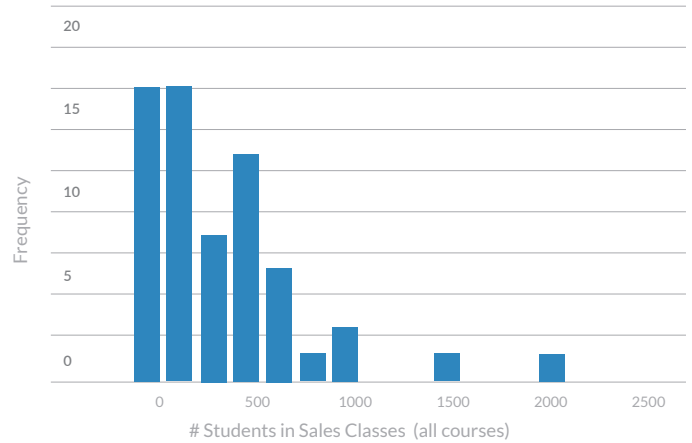
I look forward to another great year in 2023 as we continue to grow and advance the sales profession in the academy around the world.

# THE USCA AT A GLANCE

## 70 USCA Member colleges/universities



## Member colleges and universities average 413 students in sales classes



### Corporate Support

Average 15.8 corporate partners per member

### Sales degree programs

53% minors & certificate  
47% major in sales



### Placement

Average 95.8% Placement rate by Member Colleges & Universities

### Research

Average number of peer reviewed journal articles published annually by members (e.g., centers)



## Membership Growth

### New Associate Members

- Arizona State University
- Middle Tennessee State University
- Southeastern Louisiana University
- St. Cloud State University
- Stetson University
- University of Minnesota
- University of New Hampshire

### Associate Members Promoted to Full Membership

- Bloomsburg University

### Full Members Re-accredited

- James Madison University
- Salisbury University
- West Virginia University



*"Sales education has an incredible ROI for students & employers. Through classroom instruction and experiential learning, sales students understand strategy and sales technology – and more importantly, they can apply that knowledge to real-world situations. As a result, our students graduate with multiple offers because employers know their on boarding & training investment will be minimal. That's the value of sales education."*

Jared J. Llorens, Dean – Louisiana State University

# WHAT WE ACCOMPLISHED

## 2022 USCA Research Symposium: Speakers & Topics

### Developing Sales Leaders: Evidence from the Field and Opportunities for Research

- Adam Rapp,  
Ohio University
- Nick Lee,  
Warwick Business School

### Diversity, Inclusion, and Belonging in the Sales Profession

- Eli Jones,  
Texas A&M University
- JaNette Connelly,  
Insperity

### Digital Transformation in Sales

- Jagdip Singh,  
Case Western Reserve  
University
- Dan Cohen,  
Wake Forest University

### Sales, Marketing, and the Customer Experience:

#### A Turning Point in Time

- Greg Marshall,  
Rollins College
- Tim O'Brien,  
EventLink LLC

## Research Grants

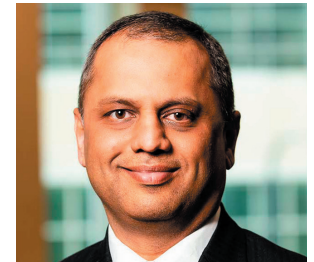
The vision of USCA is to be recognized as the international leader and standard-bearer for increasing the prestige and credibility of the sales profession.

The USCA research grant program aims to recognize sales research with potential applications for industry and/or sales educators. This year, we have awarded grants to two recipients Avinash Malshe and Plavini Punyatoya.



**PLAVINI  
PUNYATOYA**  
Doctoral Student  
University of Nebraska,  
Lincoln

*Effective time management in sales: When an hour is more than sixty minutes*



**AVINASH  
MALSHE**  
Professor of Marketing  
University of St. Thomas,  
Minneapolis

*Digital technologies and the sales-marketing interface functioning: Unpacking the dual effects*



Scan to see past USCA grant winners, how to apply for next year's award and much more

## The Smell of Suite Success!

As part of USCA's DEI Initiatives, on October 20th, 2022 USCA members participated in the "Dorm Suite to the C-Suite" Town Hall and it was a great success! The event was an opportunity for students to engage with a diverse panel of sales & marketing executives from various industries, including medical devices manufacturing, hospitality, real estate and information services. An incredibly diverse pool of 161 students participated in the event, over 95% of the students were from USCA Schools. The goal of the town hall was to allow students to gain insights from the panelists about their pathways to leadership on the backdrop of their sales careers. Special thanks to University of Wisconsin-Whitewater which provided four participating students with \$250 scholarships. We are excited about this initial effort to promote DEI in sales and to promote sales as a career to students in underrepresented communities!

## Free Salesforce.com Licenses to Member Schools

The USCA offered members value by collaborating with Salesforce and securing licenses for students to learn Salesforce at no cost. Additionally, Salesforce provided over 15 hours of free training to sales faculty, and now about 30% of our members have been trained in Salesforce basics. This market-leading CRM experience in the classroom will help our students adopt the CRM system utilized by their first destination employer far faster and better than students who have had no exposure to a CRM system, thus differentiating USCA member students from students from non-USCA schools.



# SALES COMPETITIONS

## Sales Competition Winners From Across the USA



**Steel City Sales Challenge**  
Sydney Eden  
Purdue University



**International Collegiate Sales Competition**  
Jacqueline Anzalone, Lydia Johnson,  
Colton Williams, Cameron Pavelschak  
Kansas State University



**NKU King's Hawaiian Sales Competition**  
Valerie Bohuslavsky, Morgan Perez,  
Camden Roncka, Bryson Wood  
University of Nebraska



**North Shores Sales Competition**  
Ty Lewis  
St. Ambrose University



**National Collegiate Sales Competition**  
Pooja Chafekar  
Bradley University



**West Virginia University Sales Competition**  
Noah Meyer, Andrew Arrigo  
Robert Morris University



**National Team Selling Competition**  
Alexa Black, Brian Galbraith, Beth Gosnell, and  
Gavin Hartoonian  
Baylor University



**Western States Sales Competition**  
Emma Ritchie, Jacqueline Massey-Blake, Kayla Jurd and  
Kendall Rewick  
Chico State



*"The USCA comprises universities that strongly support educating future generations of sales leaders. The faculty involved in the alliance are caring instructors, who believe that selling is an honorable profession and when done correctly it not only benefits businesses, it prospers communities."*

**Eli Jones, Ph.D. '82, Former Dean, Professor of Marketing – Peggy Mays Eminent Scholar – Mays Business School | Texas A&M University**

# OUTSTANDING DEAN

Todd Shawver is Dean of the Zeigler College of Business at Bloomsburg University. Since his deanship, he helped to create the Bloomsburg University Professional Sales Center, helped to secure funding for the center. He also created a new major in Professional Sales, the only such program in Pennsylvania. Dean Shawver has been heavily involved in the Bloomsburg sales program, frequently traveling with students to competitions.

Previously, he served as chairperson, and associate professor of accounting, and was assistant professor in the department beginning in 2012.

Scan to see past USCA outstanding dean winners, how to nominate for next year's award



Prior to joining the faculty at Bloomsburg University, Shawver served as a learning and development manager for the Institute of Management Accountants, instructor of accounting at Lafayette College, assistant professor of accounting and finance at Lock Haven University, visiting professor of finance at Bloomsburg University, and adjunct professor of accounting at both Wilkes University and King's College.

Shawver is a graduate of Nova Southeastern University where he earned his Doctor of Business Administration in business with a finance concentration.

Dean Shawver was recognized at the USCA fall meeting. In his acceptance remarks, Dean Shawver said, "The USCA has been a valuable resource for my university and our sales program. I am honored and humbled by this recognition."



Todd Shawver, Dean of the Ziegler College of Business at Bloomsburg University with USCA President Scott Inks.



*"I am proud to be able to support our professional sales program & our Professional Sales Center in the Zeigler College of Business"*

**Todd Sawver, Dean**  
Zeigler College of Business  
Bloomsburg University

# MEMBER UNIVERSITIES

## FULL

Ball State University  
Baylor University  
Bloomsburg 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  
Louisiana State University  
Metropolitan State University of Denver  
North Dakota State University  
Northern Illinois University  
Purdue University  
Salisbury University  
St. Ambrose University  
Texas A & M University  
Texas State University  
University of Akron  
University of North Alabama  
University of North Carolina-Wilmington  
University of Texas -Dallas  
University of Toledo  
University of Wisconsin - Eau Claire  
University of Wisconsin - Whitewater  
Virginia Tech University  
Weber State University  
West Virginia University  
Western Kentucky University  
William Paterson University  
Winona State University

## ASSOCIATE

Arizona State University  
Arkansas State University  
Eastern Kentucky University  
Eastern Michigan University  
HAN University of Applied Sciences  
LaSalle University  
Marquette University  
Middle Tennessee State University  
Oklahoma State University  
Plymouth State University  
Point Park University  
Purdue University Northwest  
Robert Morris University  
Southeastern Louisiana University  
St. Cloud State University  
Stetson University  
Toronto Metropolitan University  
University of Applied Sciences, Weiner Neustadt  
University of Arkansas, Little Rock  
University of Central Florida  
University of Central Oklahoma  
University of Denver  
University of Minnesota  
University of Nebraska -Lincoln  
University of Nebraska -Omaha  
University of New Hampshire  
University of South Florida  
University of Tampa  
University of Wisconsin -Parkside  
University of Wyoming



*"The recognition the sales center provides our college helps bring attention to our other successful programs. Many of the businesses that recruit our business graduates were originally drawn to the college because of the sales center. I believe our Center of Professional Selling provides relevant experiences and training that will propel our students into successful careers for a lifetime. We are very proud to be a founding member of the USCA."*

**Robin Cheramie, Dean**  
Coles College of Business  
Kennesaw State University



UNIVERSITY SALES CENTER ALLIANCE

Advancing the Sales Profession Through Teaching, Research and Outreach

## Who We Are

The University Sales Center Alliance (USCA) is a consortium of sales centers connecting university faculty members with many 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.

## Mission

To advance the selling profession through setting and monitoring sales program standards, sharing best practice, 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.

## USCA 2023 Spring Meeting

April 13-14, 2023 | Dallas, TX

### APRIL 13

- 7:30am USCA Executive Board Meeting
- 10:00am Welcome & Introductions; Membership Update
- 10:30am Best Practice Session: Attracting New Students (Jenn Riley)
- 11:15am Networking Break
- 11:30am Best Practices Internships (Lee Allison & Jess Ogilvie)
- 12:30pm Lunch, sponsored by Baylor
- 1:30pm Internship & Attracting New Students Break-out Groups
- 2:30pm Break-out Groups; Reports
- 3:30pm Networking Break
- 3:45pm The Enrollment Cliff (Scott Inks)
- 6:00pm Dinner

### APRIL 14

- 8:30am Welcome
- 8:45am Presentation: Outstanding Dean Award (Collins)
- 9:00am Research Grant Award Winner (Sohi)
- 9:45am Awards Presentation (Peltier)
- 10:00am Networking Break
- 10:15am Best Practices Session: Industry and Sales Training Practices (Runnalls)
- 11:00am PwC Keynote: Corporate Perspective on Sales Training & Managing Internships
- 12:00pm Working Luncheon: 2-min. presentations on USCA Competitions (by competition directors) and 3-min. presentations by center directors with successful results (per competition, what it takes to successfully compete) (Deeter)
- 1:30pm Break out groups to share sales competition preparation strategies
- 2:15pm Groups Report Findings on Competitions (Deeter to moderate)
- 3:00pm Preview of Fall 2023 USCA Meeting (Davis)

Check out Member Mondays on our site at the QR Code below. Accepting submissions via [uscaglobal@gmail.com](mailto:uscaglobal@gmail.com)



## Member Mondays



## Journal of Marketing Education Special Issue Call for Papers:

How Well Does Your Sales Curriculum Sell?  
Research Focused on (Re)Designing Sales Curriculum

Submission Deadline: December 31, 2023



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