BAYLOR BUSINESS REVIEW
READERSHIP SURVEY RESULTS

In fall 2015, with some nail biting and butterflies in our bellies, we unveiled a new, redesigned Baylor Business Review (BBR) magazine. We had asked for our readers’ suggestions in earnest, and we took it to heart—publishing a more streamlined alumni magazine. A year later, with our second annual readership survey results in, we can revel in its success. Nearly 97 percent of respondents read the print version—22 percent more than last year. It is worth noting, though, that we still produce and manage an award-winning, online version of the magazine at bbr.baylor.edu. (Only 5.6 percent of respondents reported reading the magazine online.)

In the survey, many of you voiced concerns about our environmental footprint. The Baylor Business Review magazine, and the print publications produced by the Communications & Marketing Department in the Hankamer School of Business, are printed on FSC-certified 100 percent postconsumer waste paper, which is made entirely with non-polluting, wind-generated energy and contains 100 percent postconsumer recycled fiber. We have done so since 2007. This paper stock choice allows us to be environmentally friendly without an increase in cost.

You, our reader, spoke, and we listened. In fact, this issue’s theme was pulled from the reader theme suggestions, which as the editor and a millennial, I found insightful and timely. Last year, we removed articles with less than 30 percent readership, taking the magazine from a dense 60 pages to 32. This year, every article’s readership well exceeded that limit, and 90.5 percent of respondents said the magazine length was “great.” The top three most read, recurring sections are the cover story, Alumni News, and the page reduction not only improved readability of the publication, but as a result, it produced a nearly 48 percent decrease in costs.

With your direction, we will continue to strive to create the best business school magazine for you. We appreciate your honest feedback and your investment in the future of this publication. For those who did not receive our readership surveys (and would like to), or for those who would just like to share feedback, send us an email at BaylorBusiness@baylor.edu or post your comments at bbr.baylor.edu. We will continue to conduct online readership surveys annually to stay abreast of our readers’ habits and preferences, so please monitor your inbox for an email from me in the coming months.

Becca Broaddus
Editor, Baylor Business Review
bbr.baylor.edu/survey-sp17

GRAD STUDENTS FROM ACROSS NATION VIE IN ROBBINS CASE COMPETITION FOR HEALTHCARE MANAGEMENT

Graduate students from across the nation gathered at Baylor University to compete in the 2nd Annual Robbins Case Competition in Healthcare Management. The event was held Oct. 19-21 and hosted by the Robbins Institute for Health Policy and Leadership at Baylor’s Hankamer School of Business.

The team that took first place was from Baylor University. Winners of the competition receive monetary rewards as well as national recognition for their accomplishments. Second and third place went to teams from the University of Washington and Ohio State University, respectively.

BAYLOR BUSINESS ALUMNI AND FACULTY WORK TO BRING AFFORDABLE LOANS TO WACO COMMUNITY

The Community Loan Center of the Heart of Texas (CLCHOT) is a nonprofit looking to help the city of Waco in a sustainable way. Burrington is a 2016 scholarship recipient of the Texas Business Hall of Fame, and an annual basis. The winners for 2015 were announced at the Senior Appreciation Banquet Nov. 4. The awards recognize outstanding family businesses that have demonstrated a commitment to the needs of their industries and communities as well as their employees.

BAYLOR UNIVERSITY EXECUTIVE MBA STUDENT INDUCTED INTO THE TEXAS BUSINESS HALL OF FAME

Baylor University is proud to announce Executive MBA student Steve Ernest Fletcher, senior lecturer in the Finance, Insurance & Real Estate Department and a Baylor Business graduate, is serving on the CLCHOT board of directors. CLCHOT will provide a streamlined, low cost alternative for the city of Waco as compared to payday and title loans that carry higher interest rates and fees.

BAYLOR BUSINESS HONORS TEXAS FAMILY BUSINESSES

Now in its 27th year, the Institute for Family Business (IFB) at Baylor University’s Hankamer School of Business honored several Texas family businesses at the 2016 Texas Family Business of the Year Awards banquet Nov. 4. The awards recognize outstanding family businesses that have demonstrated a commitment to the needs of their industries and communities as well as their employees.

FOSTER CAMPUS LUNCHEON COMPOSED OF NOTEWORTHY SERENADES

Chamber music ensembles from the School of Music performed in the atrium of the Paul L. Foster Campus for Business and Innovation, providing music for students and faculty between 12:15 and 12:30 every Thursday during the fall semester.

INFORMATION SYSTEMS PHD CANDIDATES RECEIVE AWARDS

Two PhD candidates from the Information Systems department received high honors from Baylor for 2015-2016. Puzant Balouian received an Outstanding Dissertation Award, and Michael Milovich was awarded the Outstanding Graduate Student Instructor Award.

BUSINESS SCHOOL FACULTY RECOGNIZED

Baylor’s Hankamer School of Business bestowed faculty awards on an annual basis. The winners for 2015 were announced at the Senior Appreciation Banquet in April. The following Baylor Business faculty members received awards: Mitch Neubert, John Knue, Liz Umble, Meredith David, Peter Klein and Emily Hunter.

BUSINESS SCHOOL SCHOLAR RECOGNIZED

Baylor University’s Hankamer School of Business honored several Texas family businesses at the 2016 Texas Family Business of the Year Awards banquet Nov. 4. The awards recognize outstanding family businesses that have demonstrated a commitment to the needs of their industries and communities as well as their employees.

97% of respondents read the print version

90.5% of readers found the length great

48% decrease in production cost

Only 59.4% of readers rated the writing style very good to excellent

64% rated layout and design very good to excellent

49% feel represented when reading the BBR

64% of all audience segments report feeling proud when reading the magazine

20.6% of all audience segments report feeling connected

80.8% of all audience segments report feeling informed

READERSHIP SURVEY RESULTS

HAPPENINGS / EVENTS / HONORS / THE LATEST NEWS FROM HANKAMER

BAYLOR Business BUZZ