

# R2R

The newsletter for the staff & faculty of the Rotman School of Management

October 6 2011 . 1 . 5



## SCHOOL STRATEGY

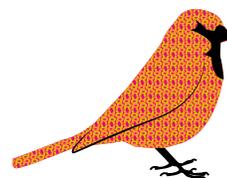
### Client Relationship Management at Rotman

Ever wondered where all the data on our students goes? Are you surprised when you try to look up a well-known alum and discover you can only find the barest details? Bothered when you frequently find yourself re-entering data? Concerned that a colleague in the next office may be e-mail blasting the very person you've just spoken with on the phone? Convinced we're missing valuable business opportunities because you can't get the relationship history you need?

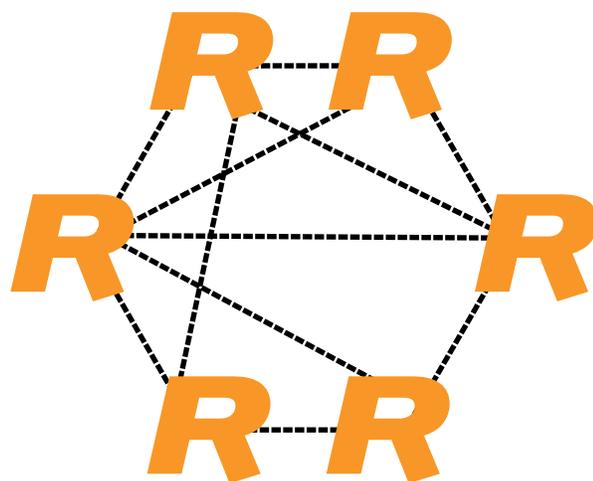
These are all issues that have surfaced as we continue to research the need for a school-wide Customer Relationship Management, (CRM) system. With the arrival of some powerful and flexible software-as-a-service (SAAS) options such as Salesforce and Microsoft's CRM products for higher education, the opportunity to phase in an integrated system now seems a realistic option. With the work being done on our new website, there's a clear need for a CRM system that will provide the underpinnings for all the data we have collected on our vast group of constituents. This is a big undertaking that includes data management, governance and security issues, as well as technology implementation and investment. Currently a small team of people from across the school are 1) mapping the current state, 2) researching the options and 3) working on a proposal to consider a coordinated school-wide system. Stay tuned and imagine what is possible!

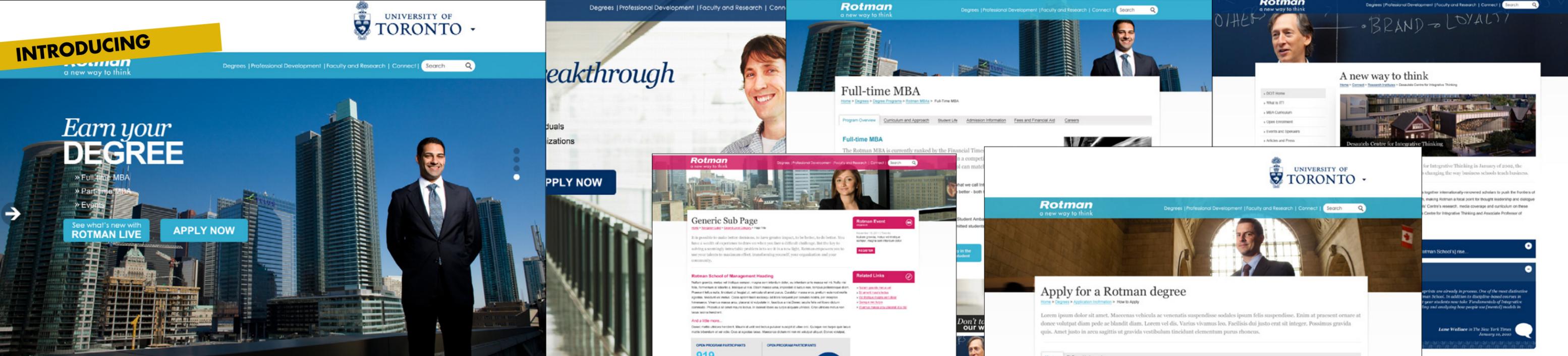
For information on some of these products visit:  
[salesforce.com/](http://salesforce.com/)  
[crm.dynamics.com](http://crm.dynamics.com)

The green roofs have been planted! See for yourself by visiting our expansion webcam



Your Rotman bird – the sparrow





**Rotman**  
a new way to think

Degrees | Professional Development | Faculty and Research | Connect | Search

# Launching Spring 2012

# rotman.utoronto.ca

For an unjumbled view visit - T:\Marketing\Web Strategy Project\Design

See what's new with **ROTMAN LIVE** **APPLY NOW**

Web sites that inspired the design  
[www.nikebetterworld.com](http://www.nikebetterworld.com)  
<http://trending.seetorontonow.com/>  
<http://web.mit.edu/>

**Rotman**  
a new way to think

Degrees | Professional Development | Faculty and Research | Connect | Search

## Live AT ROTMAN

- » Connect with Rotman Live
- » Meet our Students
- » Discover the Rotman Advantage
- » Meet Jacqueline Cyr

See what's new with **ROTMAN LIVE** **APPLY NOW**

**Research by Topic**

- Accounting
- Business Economics
- Finance
- Marketing
- Strategic Management
- Operations Management
- Organizational Behaviour and HR Management
- Working Papers
- Case Studies
- Social Enterprise Initiative
- Offshore Conference Proceedings
- Business Design and Integrative Thinking

**Rotman TV**

**Rotman School of Management**

**Rotman MSA Admissions**

# London Calling

## Interpreting Rotman's NEW Purpose & Values Statement

# PROBLEM SOLVERS for the WORLD

Values that guide our behaviour  
Excellence inspiring action for Rotman employees

How integrative thinking fits in  
Our contribution to society

By selecting, training and developing innovative problem solvers, the Rotman School seeks to contribute profoundly to our complex and challenging world.

We strive to leverage all facets of our diversity to enhance our students' capacity to think and act across the boundaries of knowledge and experience using the discipline of Integrative Thinking.

We are committed to bringing the power of research excellence to the advancement of theory, inspired teaching, practical thinking, and productive action.

At Rotman, the voice of each member of the faculty, staff and student body counts and is heard, with the corresponding expectation that each member of our community takes personal accountability for acting with civility, respect and integrity.

Rotman's Integrative Thinking content continues to reach new audiences as far away as London, England. Spurred on by Ariana Bradford and Matilda Kentridge – our former and current directors for UK and Europe – and supported by a dogged Executive Programs team, we ran our first open-enrolment executive education program outside North America in London this September. Based on the successful three-day Integrative Thinking program, the London program catered to executives from the U.K., Europe, Africa, the U.S. and Canada, marking one of our most international cohorts yet. The program was co-taught by Dean Roger Martin and Jennifer Riel, and managed by Navaz Mistry.

## Donor Recognition

that means you Vision Fund donors!

Last fiscal, 19 Rotman volunteers achieved a 60 per cent donor participation rate among staff and faculty, who collectively contributed a record \$122,000 to the Rotman Vision Fund. If you were one of them, you will find your name recognized, along with a listing of all our 2010-2011 campaign donors at [rotman.utoronto.ca/supportrotman](http://rotman.utoronto.ca/supportrotman).

## MASTHEAD

As the editorial board for R2R we represent diverse areas of the School. If you're interested, please join us. We are: Monica Bodurka, Courtney Brownell, Pym Buitenhuis, Steve Bujas, Sharon Doopan, Rummy Gill, Kamila Grigo, Claire Gumus, Jan Kloosterhuis, Ron Levy, Sasha Lucas, Rehka Morbia, Lynda Paterson, Catherine Riddell, Deanne Saunders, Sally Smith, Kimberly Silk and Stephen Watt.

### Is there something you want to tell us or do you have a question you want answered?

Call, e-mail or drop by: Courtney Brownell  
 📧 [courtney.brownell@rotman.utoronto.ca](mailto:courtney.brownell@rotman.utoronto.ca)  
 ☎ 416.978.0856,  
 📍 Room 316 Rotman Central