

Name: Michael Wayne Wakefield
Rank: Professor
Tenured: Yes
Primary Teaching Field(s): Director, Healy Center, since October 2012
Management/Strategy/Entrepreneurship

Education

Highest Degree/Year: Ph.D., 1995
Major Field(s): Strategic Management/Business Policy.
Degree-Granting Institution: University of Nebraska – Lincoln

Dissertation Title: Antecedents of Conflict in Family Firms: An Empirical Study

Other degrees: MBA 1990; BA 1988 (Both New Mexico State U.)

Intellectual Contributions in the previous five years (January 1, 2019 through December 31, 2023)

In support of our mission to engage in outreach, and in response to the encouragement by past CSU Pueblo Presidents, Provosts and HSB Deans, who have, on more than one occasion, each articulated the importance of outreach activities that support our community, I am actively engaged in projects that are challenging to categorize as routine faculty output, in both my capacity as Director of the Healy Center and as a faculty member. Many of the projects listed below are results of those efforts. Each of these projects is a result of my personal outreach to community members, offering a service that also provides a learning application and network opportunity for our students. I provide significant guidance based on my research skills and expertise for all projects adopted by the Healy Center plus live-client projects developed within the context of a course. In addition to directed research in courses, most projects require significant amounts of editing so that each final project would be acceptable to present to clients, and reflect HSB in a positive light. My contribution and involvement in these projects frequently extends far beyond my involvement in other, more traditional, academic courses, such as a typical strategic management course, or international business course. Most student groups lack adequate personal skill development and professionalism to design and complete the project independently, thus requiring expert assistance. Many projects require survey development, data input, statistical analysis and interpretation.

Feedback from clients indicate that they believe the value of this course-based consultation to their organization ranges from \$500 to \$10,000, or more. The average value of projects as determined by surveys of clients is consistently about \$3,000. **Given the 24 course projects completed under my direction during this time period, our region's business community has received approximately \$72,000 worth of consultative expertise through the combined efforts of my student and myself during the past five years.**

PUBLICATIONS:

Peer-reviewed journals:

Demonstration of Currency for Practice Academics - Applied Research, Directed Research to Benefit Southern Colorado:

Healy Center Funded Research:

- St. John Newmann – Two-phase project. Phase 1: Focus groups (parents, teachers, staff, non-Catholic community members) evaluation with recommendations to the Board of Directors. Phase 2: Marketing Plan developed using input from focus groups and decisions of Board of Directors. Spring and Summer, 2022. (Fees waived by HSB Dean, Steve Norman - \$8,000)
- Legacy Bank and InBank merger combined Economic Impact. Spring and Summer 2022. With Dante Bartolo. (Fees waived by HSB Dean, Steve Norman - \$4,000)
- City of Pueblo – Economic Impact of Early Closure of the Xcel Energy Commanche Plant. Summer 2021. With Dante Bartolo and Zachary Maguire. (\$1,500)
- Mission and Vision Statement revision for CSU Pueblo Foundation. In Process - Fall 2021 and Spring 2022. With Dante Bartolo and Nicole Buttram. (Fees waived by HSB Dean Steve Norman - \$750)
- Black Hills Energy New Construction Project – Economic Impact. With Dante Bartolo and Taren Welch. Fall 2020. (\$1,500)
- History Connections of Pueblo Economic Impact – With Cameron Leben, Dante Bartolo, Taren Welch, and Amber Vaught. Fall 2020. (\$5,000)
- Health Solutions Economic Impact – Economic Impact of Health Solutions in Southern Colorado – With Cameron Leben. Summer 2020. (\$2,000)
- Sangre de Cristo Economic Impact 2020 Update – With Cameron Leben and Dante Bartolo. Summer 2020. (From previous project, 2019 - \$16,500)

Expert Witness Testimony:

Providing expert witness testimony relevant to the Economic Impact Study for the XCEL Commanche Plant (cited previously in funded research). November-December 2021

Consultant – Pro Bono:

CSU Pueblo Talent Pipeline. Providing expert advice regarding surveys and program development. Fall 2020 – Fall 2022.

Grant Applications:

Application made to Minority Business Development Agency, Department of Commerce, funding opportunity MBDA-OBID-2021-2006874, up to \$300,000/yr

for 3 years. Principle investigator, with Bruce Raymond, Nicole Quartiero. Outcome: not funded. Summer 2021

Venture Activity:

CSU Pueblo Venture Work – Over a period of two years, worked with 7 lawyers, wrote a business plan, interacted with CSU Pueblo Foundation Board, Product Inventor, and CSU Ventures to launch Lines Away. Foundation elected to not fund project. Ended Fall 2020

Additional Healy Center Projects (*-Should be Considered Category B)

- Entrepreneurship Competition - 2022
- PIVOT – Promotion and Facilitation of a program developed at CSU Ft. Collins. Intent is to help entrepreneurs and business owners quickly adapt to changing environmental conditions to ensure organizational success. Co-delivered with Pueblo County and Pueblo Community College. Five sessions, five hours each facilitated in Fall 2021. Approximately 20 local participants.
- *Economic Forum – Pueblo County Research and Co-presenter October 2021
- Entrepreneurship Competition – April 3-4, 2021 – Garrison Ortiz speaker for students, Glenn Sterns speaker for adults.
- *****Pueblo Business Economic Recovery Team Surveys and community reports – total surveys: 5 Business Perceptions, 1 Consumer Perception. Three articles published in Pueblo Chieftain. (Each survey should count for a separate B publication = 6 Total)
- *Economic Forum – Pueblo County Research and Co-presenter October 2020
- *Economic Forum – Pueblo County Research and Co-presenter October 2019
- Entrepreneurship Competition - 2019

Conferences and Additional Scholarly Work

- “Practice Labs Instead of Classrooms: On Reframing the Mission of Regional Colleges and Universities for Communities in Need.” Proceedings, Southwest Academy of Management Conference, Houston, TX, March 10, 2023. With Jose Castillo, University of Arkansas at Pine Bluff.
- Agreement finalized for Jake Jobs Professional Certification Program, October, 2021. With Bruce Raymond
- Presentation – To Jake Jobs for Certification Program. With Bruce Raymond, Summer 2020.
- Editorial – “*Economic Study Examines Pandemic Response in Pueblo.*” 9/28/2020, Pueblo Chieftain.
- Report – “*Economic Study Examines Pandemic Response in Pueblo.*” AG Journal Online. September 28, 2020.
<https://www.agjournalonline.com/story/news/coronavirus/2020/09/28/economic-study-examines-pandemic-response-in-pueblo/114157698/>

- Editorial – “*Pueblo Residents Give Feedback on Business Handling of COVID-19.*” Pueblo Chieftain, August 20, 2020.
- Interview by Carl Winder – KOAA – “*Pueblo Residents Give Feedback on Business Handling of COVID-19.*” August 20, 2020. <https://www.koa.com/news/coronavirus/pueblo-residents-give-feedback-on-business-handling-of-covid-19>
- Guest Speaker – Kiwanis. July 1, 2020.
- Editorial – “*Local Businesses Show Guarded Optimism.*” Pueblo Chieftain, June 27, 2020.

PRO-BONO CONSULTING – Through supervised student groups (Delivered to live clients, directed research and heavily edited – Category B)

Spring 2021

- United Way – Developed algorithm system to evaluate funding requests.
- Pueblo County – Developed Employee Scholarship Plan
- Pueblo Latino Chamber of Commerce – Created program to help organizations respond to pandemic constraints.
- A Caring Pregnancy Center – Conducted market survey
- Lines Away – Created logo and revised brochures

Fall 2020

- Sarah Shaw Dance Studio Expansion Project – Feasibility Analysis

Spring 2020

- Spoon Pillow – Market Analysis
- Lines Away – National Client List
- Boys and Girls Club – Marketing Plan
- Pueblo West Chamber of Commerce – Promotion Material Development

Fall 2019

- Land Use Feasibility – Feasibility Study
- Personal Impact Foundation – Business Plan
- Music Department Newsletter – Business Plan
- Ultimate Fishing Buddy – Business Plan
- Heritage Market LLC – Business plan
- Designs by La Doris – Business plan
- Online Newspaper – Business plan
- Vertigo Recreational Device – Business plan
- Full Body Wellness – Business Plan

Spring 2019

- Music Stand Business – Marketing Plan
- Activ Armor – Online Marketing, Video Creation
- Census of Pueblo Not-For-Profits – Census, Brochure Creation
- CSU-Pueblo Master of History Program – Feasibility Study

- Personal Impact Foundation – Market Survey

Teaching Assignments:

Fall 2023	MGMT 414; MGMT 485; MGMT 585 Online
Summer 2023	MGMT 585 Online
Spring 2023	MGMT 485 (2 Sections); MGMT 555
Fall 2022	MGMT 414; MGMT 485; MGMT 585 Online
Summer 2022	MGMT 585 Online
Spring 2022	BSAD 480; MGMT 491 (Later named MGMT 314); MGMT 555 (Overload)
Fall 2021	MGMT 214; MGMT 414; MGMT 555 (Overload); MGMT 585 Online (Overload); Developed online section of MGMT 414 (Overload)
Summer 2021	MGMT 585 Online
Spring 2021	BSAD 480; MGMT 475; MGMT 555 (Overload)
Fall 2020	BSAD 491(new prep); MGMT 414; MGMT 585 Online (Overload)
Summer 2020	MGMT 201 Online; MGMT 585 Online
Spring 2020	BSAD 480; MGMT 475
Fall 2019	BUSAD 475; MGMT 414; MGMT 585 Online (Overload)
Summer 2019	MGMT 201; MGMT 591- Special Topics, MGMT 585 Online
Spring 2019	BUSAD 480; MGMT 585; MGMT 585 Online (Overload)

Other Teaching:

Fall 2023	Delivered Networking presentation, BUSAD 101, 2 Sections
Spring 2023	Delivered Networking presentation, BUSAD 101, 2 Sections
Spring 2022	Delivered Networking presentation, BUSAD 101, 2 Sections
Fall 2021	Delivered Networking presentation, BUSAD 101, 2 Sections
Spring 2021	Delivered Networking presentation, BUSAD 101, 2 Sections
Fall 2020	Delivered Networking presentation, BUSAD 101, 2 Sections
Spring 2020	Delivered Networking presentation, BUSAD 101, 2 Sections
Fall 2019	Delivered Networking presentation, BUSAD 101, 2 Sections
Spring 2019	Delivered Networking presentation, BUSAD 101, 2 Sections

Service and Outreach Activities:

Community Service/Outreach:

- United Way Board of Trustees, Fall 2023 to Present.
- Participant, One Pueblo Town Hall Summer 2021.
- Board Member, Rotary International 43. Fall 2018 – Summer 2022.
- Facilitator, PIVOT program. Collaboration with CSU, Pueblo County and Pueblo Community College, extended workshop for small business development. Fall 2021.
- Committee member, One Pueblo Talent Pipeline. Fall 2021 – Fall 2022.

- Pueblo Latino Chamber of Commerce Small Business Summit Steering Committee. Summer 2017 – Fall 2019.
- Volunteer – HSB member for Tom and Louie’s Cupboard, November 2016, 2017, 2019, 2021.
- Volunteer – HSB member, Pueblo City Park Clean-up, April, 2016, 2017, 2018, 2019, 2021.
- Founding Board Member Start-Up Pueblo – (Entrepreneurship facilitation) - Fall 2015 – Fall 2019.
- Small Business Development Center Advisory Council – Since Fall 2015
- Advisory Board Member - CSU Pueblo Nursing Department - Fall 2013 – Present.
- Board Member, Junior Achievement - Fall 2013 – Present.

University/School Service:

- Director, Healy Center for Business and Economics Research and Services Fall 2011 – Fall 2022; Fall 2023 to present.
- Southern Colorado Entrepreneurship Competition Coordinator, Fall 2022 – Spring 2023.
- Chair, Management Faculty Search Committee, Fall 2022 – Spring 2023.
- Member, HSB Dean Search Committee, Fall 2022 – Spring 2023.
- Member, HSB Promotion and Review Committee, Fall 2022-Spring 2023.
- HSB Curriculum Committee, Fall 2022 to Present.
- Member, Faculty Compensation Committee, Fall 2023 to present
- Member, University Grievance Committee, Fall 2019 to present.
- Arranged a student tour of American Furniture Warehouse Facility and meet Jake Jabs, Fall 2023.
- Arranged a student tour of American Furniture Warehouse Facility and meet Jake Jabs, Spring 2023.
- Arranged a student tour of American Furniture Warehouse Facility and meet Jake Jabs, Fall 2021.
- Arranged a student tour of American Furniture Warehouse Facility and meet Jake Jabs, Fall 2019.

Awards

HSB Dean’s Excellence in Service Award – Fall 2021

Professional Membership

Rotary International - Spring 2012 - Present

Academy of Management – Spring 1995 – Present

SELECTED WORKSHOPS, ADVISING, SPEAKING ENGAGEMENTS

Professional Development Workshop/Seminar/Webinar: Attended

Company: CSU Pueblo – Pueblo, CO

Webinar: The Roots & Building of a Sustainable Pueblo Economy

Presenters: John H. Giordanengo, national speaker, Colorado author and conservationist
November 29, 2023

**CSU-Pueblo Hasan School of Business – Presented Faculty Development Sessions –
Experiential Education, August
17, 2021 1:00 – 2:30 p.m.**

**Creating and teaching an online/Hybrid Course -Colorado State University-Pueblo
Facilitators: Denise Henry and Alexis Wolstein - 37 hours plus course instruction
completed.
July 26, 2020**

Attendee: Colorado Compact - Community Engagement Seminar. This seminar

SELECTED PROFESSIONAL ACTIVITIES/MEMBERSHIPS

- Spring 2012 – Present. Rotary International.
- Since 1994 Academy of Management member.