**2015 330.010A Allegation Against Bloch Administration**

**RE:** Bloch Dean **David Donnelly** and GEI Department Chair **Jeff Hornsby** knowingly reporting false and fabricated data to the Princeton Review in 2014; with the Dean being involved in earlier reporting as a person with oversight responsibilities and knowledge of issues with numbers reported

This allegation is clearly supported by the facts. There is no escape from the facts of this case – the individuals involved admit to ‘fraud’ on paper.

Such behavior warrant the punishments available under CRR420, but also under CRR 330.010.A “*The personal conduct at all times of any employees of the University shall be of such a nature as not to bring discredit upon the institution. Conduct contrary to this policy will result in the termination of such employees' connection with the University.*” Given the misrepresentations by these individuals led directly to the only retraction of the PR rankings by the PRB (the three previous years’ ranking were retracted by the University preemptively), that fulfills the condition that they personally brought discredit upon the institution, and must be removed, from at least their administrative power, if not their positions at the University entirely. It is ridiculous that they, however, have been rewarded for their ‘fraud’ with two of the highest salaries at UMKC (with little real to support these levels relative to the real successes of some of their peers and faculty). It is horrible that they continue to be in positions of power where they can do further damage to the lives of Faculty and Students. This situation must be addressed, as it flies in the face of the spirit, if not the letter, of some of the most important CRRs.

>link to the story about losing 2014-based 2015 PR rankings and pulling three earlier years as well

[http://www.kansascity.com/news/local/article8946158.html](https://webmail.umkc.edu/owa/redir.aspx?C=EK51DsKFhUC99ObaRPNrw0E4ds6MPtIIen-3tGOTvi_Y5yWBgNDrB1FYzqUWqrqs1PspSL2KsP0.&URL=http%3a%2f%2fwww.kansascity.com%2fnews%2flocal%2farticle8946158.html)

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**RE:** Misrepresentations (in 2014) knowingly made to the PRB – citing the PwC report (attached)

As part of its ranking process, PRB issues a survey to be completed by universities. The data collected in the survey is the primary data PRB uses to compute the PRB’s rankings. As it relates to University enrollment data, the PRB asks various questions related to formally enrolled students, graduation rates, and percentages of students who have started a business. Specifically, PRB asks the following questions:

1. “*What was the total formal enrollment (full time and part time) of your [undergraduate or graduate] entrepreneurship program for the [current] academic year?*” This question is asked in both the undergraduate and graduate surveys distributed by the PRB.

PwC analyzed the Graduate and Undergraduate submissions made by the former IEI Director, the IEI’s Managing Director and the Regnier Institute’s Interim Department Chair on behalf of UMKC’s Institute for Entrepreneurship and Innovation Program at the Henry W. Bloch School of Management and noted the following:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **2010** | | **2011** | | **2012** | | | **2013** | | **2014** |
| **Graduate** | 224 | | 359 | | 349 | |  | 232 | | 305 | |
| **Undergrad** | 99 | | 438 | | 454 | |  | 544 | | 600 | |

In our interview with the IEI’s Managing Director on December 4, 2014, he [Jeff Hornsby, or John Norton reporting to Jeff Hornsby directly] informed us of the following:

He informed us that when he was tasked with handling the PRB submission, he reached out to the Director of Content Development from the PRB to get clarification on appropriate responses for certain questions. He informed PwC that the Director of Content Development at PRB’s response was to “interpret the questions” the way you want to.

He had conversations with the former IEI Director and the former Bloch School Dean regarding the information UMKC was submitting to the PRB and that they agreed on the definition of an entrepreneurship student. This definition included students that were part of the e-scholar program who, according to him, are “technically not enrolled students”. He does not believe the numbers UMKC provided to the PRB in this area were a fair representation of the true formally enrolled student population.

He discussed his concern over submitting what he believed to be “wrong” data to the PRB with the former IEI Director, but the former IEI Director informed him that the information was acceptable so he did not raise any additional concerns.

When asked if UMKC was selectively using information in order to most effectively market the Bloch School, he replied, “That is fair, yes”. This information relates to the inclusion of e-scholar students in certain question responses and the exclusion of all formally enrolled students in other questions.

In our interview with the current Bloch School Dean on December 4, 2014, he [David Donnelly] informed us of the following:

He personally reached out to someone at the PRB, who he believes may have been the Director of Content Development, in order to get clarification on expected responses for certain questions. He asked the PRB if UMKC could include certificate programs in their responses and the PRB said they would allow certificate programs in addition to degree programs. He also informed us that the PRB does not like to discuss details of the methodology they employ in creating their rankings.

He does not believe that students in the e-scholar program were formally enrolled graduate or undergraduate entrepreneurship emphasis students. He informed us that only “degree seeking” students should be considered formally enrolled students.

As it related to the 2011 Undergraduate student population listed as 438 students, he stated that number “isn’t right” and he could not explain how it came to be. He did not believe that the formal enrollment of students in the Entrepreneurship Emphasis program had reached such a high number and believed this number to be more in line with students taking an entrepreneurship class. He informed us that information provided to the PRB would have been much different if he had to fill out the submission himself.

He never asked to see the math on how numbers were calculated and submitted and that he was relying on his people to provide accurate information.

2. “*What percentage of your total [undergraduate or graduate] student body (full time and part time degree seeking) was formally enrolled in your entrepreneurship program for the [current] academic year?*” This question is asked in both the undergraduate and graduate surveys distributed by the PRB.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **2010** | | **2011** | | **2012** | | **2013** | | **2014** | |
| **Graduate** | 23% | | 81% | | 62% | | 62% | | 34% | |
| **Undergrad** | 23.2% | | 92.2% | | 64.5% | | 60% | | 40% | |

From Kami Thomas’s excel spreadsheet, the real 2013 percentages were about 17% at the Graduate level (see attachment); there is no reason to believe that that changed in 2014.

In our interview with the IEI’s Managing Director on December 4, 2014, he informed us of the following:

Any student taking a class in entrepreneurship was included in both the percentages of formally enrolled entrepreneurship program students as well as percentage of students taking an entrepreneurship related course. He did not agree with this methodology, but the former IEI Director informed him that this was how they were to present the information to the PRB.

In our interview with the Bloch School Dean on December 4, 2014, he informed us of the following:

In relation to the percentage of students formally enrolled in the entrepreneurship program being the same as the percentage of students being enrolled in an entrepreneurship related class from 2012 to 2014, he said, “There’s no way I can say any of that makes sense”.

In our interview with Regnier Institute’s Interim Department Chair [Jeff Hornsby] on December 4, 2014, he informed us of the following:

He was responsible for filling out the 2014 PRB form and received approval from the Bloch School Dean [David Donnelly] prior to its submission. The Bloch School Dean informed him that it was acceptable to include e-scholars related information in his submissions.

In our interview with the Director of Content Development for the PRB on December 19, 2014, he informed us of the following:

The PRB specifically asks two distinctly different questions and any student taking a class in Entrepreneurship would not count as a formally enrolled student in the Entrepreneurship program.

The PRB does not perform an audit of responses provided by any University. The PRB requests a signed affidavit from each University stating that the information they are providing is accurate.

In our interview with Regnier Institute’s Interim Department Chair on December 4, 2014, he informed us of the following:

As part of their submissions to PRB, they focused on e-scholar related students. He was informed by the Bloch School Dean that this was an acceptable practice. He informed PwC that submitting data related only to e-scholar students, which did not include the entire population of graduate and undergraduate students, “was not an attempt to be misleading”.

In our interview with the Director of Content Development for the PRB on December 19, 2014, he informed us of the following:

E-scholar students would be allowed to be included in this response as the question does not clearly state “degree seeking” students. He informed us that the PRB is in the process of evaluating this question; however, UMKC’s use of only e-scholar students would not be acceptable.

As part of PwC’s analysis of the submissions made by UMKC to the PRB, PwC noted that the response to this question in 2012 included a note from the former IEI Director for both the undergraduate and graduate submission that stated “*Relates to the Escholar class of 2012: 35 graduates / 70 admits*”.

This methodology of only including e-scholar related students was also employed in 2013 and 2014 for both undergraduate and graduate submissions to the PRB. UMKC’s submitted responses to the PRB did not include all formally enrolled graduate or undergraduate students, and was solely focused on data related to the e-scholar program.

5. “*For the most recent graduating class, what percentage of formally enrolled [undergraduate or graduate] entrepreneurship students have launched a business since graduation?*” This question is asked in both the undergraduate and graduate surveys distributed by the PRB.

PwC analyzed the Graduate and Undergraduate submissions made by the former IEI Director, the IEI’s Managing Director and the Regnier Institute’s Interim Department Chair on behalf of UMKC’s Institute for Entrepreneurship and Innovation Program at the Henry W. Bloch School of Management and noted the following: Graduate 2014 = 100%

In our interview with Regnier Institute’s Interim Department Chair on December 4, 2014, he informed us of the following:

UMKC does not receive data on all students who have graduated from UMKC so they rely on information provided by the e-scholar certificate students rather than the graduate and undergraduate degree students.

UMKC does not track data on graduating students very well at both the undergraduate and graduate degree level.

In our interview with the Bloch School Dean on December 4, 2014, he informed us of the following:

A UMKC Professor of strategy and entrepreneurship [me] raised questions surrounding the PRB submissions in 2012 and at that point, he had a meeting with the former IEI Director to better understand the submissions. PwC showed him an email in which he stated, “*To be honest I understand the faculty concern over the numbers because I can’t explain them either.”* He informed the former IEI Director that the numbers he was seeing did not accurately reflect his image of the entrepreneurship department.

As part of its ranking process, PRB issues a survey to be completed by universities. The data collected in the survey is the primary data PRB uses to compute the PRB’s rankings. In the survey the PRB asks, “*How many officially-recognized clubs/organizations do you offer that are specifically for entrepreneurship students?”* This question is asked in both the undergraduate and graduate surveys distributed by the PRB.

PwC analyzed the Graduate and Undergraduate submissions made by the former IEI Director, the IEI’s Managing Director and the Regnier Institute’s Interim Department Chair on behalf of UMKC’s Institute for Entrepreneurship and Innovation Program at the Henry W. Bloch School of Management and noted the following: Graduate 2014 = 5

In our interview with Regnier Institute’s Interim Department Chair on December 4, 2014, he informed us of the following:

He advised that in his discussions with the IEI’s Managing Director surrounding lowering the number of clubs from 29 to 5 that the Managing Director did not argue with him.

In our interview with the Director of Content Development for the PRB on December 19, 2014, he informed us of the following:

The number of clubs reported being the same at both the undergraduate and graduate level would not raise concern since it is his assumption that students at both levels could participate in a club.

He defined a club as officially sponsored and sanctioned by the school and informed us that a club would not be considered for their purposes if it is not officially recognized and sanctioned by the school.

[<https://roogroups.collegiatelink.net/organization/BSSA/about>

There is one umbrella organization for Bloch Clubs, and only one of the 8 clubs is connected to ENT – that being Enactus.]

As part of its ranking process, PRB issues a survey to be completed by universities. The data collected in the survey is the primary data PRB uses to compute the PRB’s rankings. As it relates to University Mentor Programs, the PRB asks, “*How many officially-sponsored mentorship programs do you offer specifically for entrepreneurship students?*” This question is asked in both the undergraduate and graduate surveys distributed by the PRB.

PwC analyzed the Graduate and Undergraduate submissions made by the former IEI Director, the IEI’s Managing Director and the Regnier Institute’s Interim Department Chair on behalf of UMKC’s Institute for Entrepreneurship and Innovation Program at the Henry W. Bloch School of Management and noted the following: Graduate 2014 – 33 reported.

In our interview with Regnier Institute’s Interim Department Chair on December 4, 2014, he informed us of the following:

The e-scholar program included 139 mentors in the most recent year and that these mentors have expertise in various functional and industry areas. The numbers provided to the PRB related to this question in 2011, 2012 and 2013 were very high and that currently UMKC most likely has two unique programs at the most.

The 33 mentorship programs submitted to the PRB in 2014 is “wrong” and that if he evaluated his answer to that question today, he “wouldn’t do that now” since he has a better understanding of the mentorship programs.

In our interview with the Bloch School Dean on December 4, 2014, he informed us of the following:

The number of programs in their submissions to the PRB “sounded high”; however, he did not know exactly how the PRB defined a mentorship program.

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**RE**: reported in Entrepreneur Magazine (based on Princeton Review numbers – see attachment):

>there are 19 courses only, or 3+11 *vs the 34 reported*:

[http://catalog.umkc.edu/course-offerings/graduate/ent/](https://webmail.umkc.edu/owa/redir.aspx?C=EK51DsKFhUC99ObaRPNrw0E4ds6MPtIIen-3tGOTvi_Y5yWBgNDrB1FYzqUWqrqs1PspSL2KsP0.&URL=http%3a%2f%2fcatalog.umkc.edu%2fcourse-offerings%2fgraduate%2fent%2f)

[http://www.entrepreneurship.bloch.umkc.edu/academic\_programs/mba\_entrepreneurship\_track.asp](https://webmail.umkc.edu/owa/redir.aspx?C=EK51DsKFhUC99ObaRPNrw0E4ds6MPtIIen-3tGOTvi_Y5yWBgNDrB1FYzqUWqrqs1PspSL2KsP0.&URL=http%3a%2f%2fwww.entrepreneurship.bloch.umkc.edu%2facademic_programs%2fmba_entrepreneurship_track.asp)

>there are only 8 mentors and 1 is a doctoral student *vs the 16 (104) reported:*

[http://www.entrepreneurship.bloch.umkc.edu/e\_scholars/mentor-review-schedule.asp](https://webmail.umkc.edu/owa/redir.aspx?C=EK51DsKFhUC99ObaRPNrw0E4ds6MPtIIen-3tGOTvi_Y5yWBgNDrB1FYzqUWqrqs1PspSL2KsP0.&URL=http%3a%2f%2fwww.entrepreneurship.bloch.umkc.edu%2fe_scholars%2fmentor-review-schedule.asp)

>there is no proof that 108 companies have been founded in last five years; the School does not keep records of this (see the PwC report)

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Please treat this allegation seriously. Addressing these kind of ‘crimes that pay’ in the Bloch School needs to be done if there is any hope of re-building its reputation.