



J. Whitney Bunting College of Business

Annual Report

J. Whitney Bunting
College of Business



Fiscal Year 2011-2012

Georgia College & State University
J. Whitney Bunting College of Business

Matthew Liao-Troth, Dean

October 2012

Dean's Report

Hi all,

This spring the J. Whitney Bunting College of Business was ranked for our part-time MBA program by U.S. News and World Reports. Not only were we nationally ranked for the first time, but we leap-frogged over many AACSB accredited part-time MBA programs in the state, coming behind the Ph.D. granting universities, but ahead of everyone else as well. We are the top-ranked part-time MBA not only for central Georgia, but for the whole state outside of the Atlanta metro-area and Savannah.



As we were putting this newsletter to print, the U.S. News & World Report rankings for undergraduate studies came out. Once again Georgia College and the J. Whitney Bunting College of Business performed extremely well. For the university as a whole, Georgia College is the # 10 ranked public regional university in the South. In addition, Georgia College is the top-ranked public regional university in Georgia. The College of Business is the top ranked, non-Ph.D.-granting business school in the state of Georgia, and tied for third among all public regional universities in the south. We are ranked alongside other regional business schools such as the College of Charleston, The Citadel, and the University of North Carolina system schools at Ashville and Wilmington. These rankings point to the high quality of our faculty and staff members, and the career successes of our graduates.

A lot of our success in the rankings this past year had been due to successfully telling our story to other business school deans via a monthly electronic newsletter, as well as increased promotion via radio and Web advertisements in the Atlanta area for the Georgia WebMBA® at Georgia College and in the central Georgia area for our part-time masters degree programs at the Macon Graduate Center and Robins AFB. We have recently updated the ad copy as we begin the next round of these marketing activities to potential new students and future alumni of our professional network.

As you read this I have temporarily assumed duties as interim provost of Georgia College. The university has initiated a national search for our next provost. During my absence from the College of Business our associate dean Dale Young has stepped in as interim dean. We recently welcomed our new president, Dr. Steve Dorman., who previously served as dean and professor in the College of Health and Human Performance at the University of Florida in Gainesville.

I trust you will enjoy this summary of our activities here in the College of Business during this past year.

Sincerely,

A handwritten signature in black ink that reads "Matthew Liao-Troth". The signature is written in a cursive, flowing style.

Matthew Liao-Troth, Dean
College of Business
J. Whitney Bunting College of Business
Georgia College & State University

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Engaged Learning

At Georgia College engaged learning is a hallmark of the student experience. In the College of Business engaged learning encompasses techniques as varied as consulting projects with client organizations, case studies, student-run enterprises, programming and sales competitions, collaborative research projects led by faculty members, and use of classroom tools such as Polycom and Second Life.



Consulting Project A Success for Marketing Students

During the fall 2011 semester graduate Marketing students, under the direction of Dr. Dee Sams, completed several marketing plans for Atlanta-based PossibleNOW. Students applied course knowledge to create marketing plans for each separate marketing initiative. The students gained practical experience as they worked directly with industry leaders. For example, one group was able to observe a sales negotiation. The company contact was Rob Tate with the firm's business development group; he is an alumnus of Georgia College's College of Business.



Use of Social Media by Student Groups

A recently published study found that employers are using LinkedIn most among social networks as a recruiting tool. The Georgia College Career Center encourages current students to develop a presence on LinkedIn. Students and alumni can join the Georgia College Alumni Group on LinkedIn, which is nearing 1500 members.

This year both the MIS/CS and Accounting disciplines developed a LinkedIn user group for alumni. Senior students have been invited to join the groups. Student organizations that have created Facebook groups include the Association of Information Technology Professionals and the Association of Computer Machinery, as a way to help students keep up with group activities.

Computer Science Phidget Projects

For the past several years, at the end of the fall semester, Computer Science programming students under the direction of Dr. Gita Phelps have presented their class projects to the public in the Atkinson Hall student lounge. The projects apply object-oriented programming and graphical user interfaces to create software that interacts with phidgets, which are used to measure light, vibration, and motion to control motors. Projects included a vending machine, a mathematical educational game, and a remote controlled car. Visitors voted on their top three projects.



App Development by Business Students

Several smartphone applications (apps) have been created by business information systems and computer science students, under the direction of Dr. Gita Phelps. Projects include the SNAP (Student Night Auxiliary Patrol) app used by Georgia College students to connect with Public Safety, and the Career Center app, Bobcat Track. The Career Center app allows students to track degree progress and get job search advice. Students have an opportunity to take a class in app development, as well as to be paid for the app development.

CS Students compete at Mercer University Programming Contest

Two teams of Computer Science students competed at the Mercer University Programming Contest, February 28, 2012. They faced tough competition including six teams from Georgia Tech. Our Senior Division ranked 16 out of the 35 teams; our Junior Division ranked fourth among the Junior Division teams competing. Georgia College competitors were:

Senior Division: Michael Church, Ryan Price, and Charles Kiser
Junior Division: Brent Zucker, David Miller, and Ryan Smith



Michael Tan's Superbowl Commercial

Computer Science student Michael Tan is an international student from Paris, France who worked on a Dannon Yogurt commercial that ran during this year's Superbowl. He has been making short films since 2008, winning his first competition in Paris approximately two years ago. Michael and his partners created their own company, Neymarc Visuals, and began applying to competitions run by advertising companies. They have won awards at competitions run for Cadillac, Jaguar, AT&T, the American Red Cross, and Tropicana. Michael's specialties are visual effects, final renders, and animations.

Their most recent competition was the Dannon commercial. Dannon's marketing department asked the group to reshoot the advertisement in Hollywood using the actor John Stamos. The 30-second spot appeared in the Superbowl broadcast on February 5, 2012 during the third quarter.

AITP Programming Contest

The first Middle Georgia Regional *Association of Information Technology Professionals* competition was held Saturday, February 18 at Middle Georgia Technical College (MGTC). Dr. Bryan Marshall worked with Macon State and MGTC to coordinate the event. Thirty-two students from MGTC, Macon State, and Georgia College participated. Twelve Georgia College students participated, placing in the following events:

Database Design

1st- GC - Marissa Knight & Philip Robertson
2nd - GC - Kim Linton & David Toler
3rd - GC - Daniel Pittman & Marcus Tillman

PC Troubleshooting

1st - Philip Robertson
2nd - Marcus Tillman
3rd - Daniel Pittman

Network Design

1st - David Tler & Lauren Canova
2nd- Ronrico Slack & Marissa Knight

Microsoft Office Solutions

1st - GC - Lauren Canova & Casey Humphries
2nd - GC - Charles Brown & Chuck Cherry

Banner Competition

2nd place

“Shades of Green” Week

Topics such as environmental and organizational sustainability, and “green” careers were part of a week-long, campus-wide focus. Shades of Green received support from the mayors of Milledgeville and Macon, who sent official proclamations to launch the activities. The kick-off luncheon, in Macon, featured a panel discussion from sustainability experts.



Presentations and events included the following:

Sustainability in Transportation - Chevrolet displayed their electric car, the Chevy Volt, as well as a Tahoe hybrid, and Valvoline demonstrated the process of recycling oil. Panelists from General Motors, JM Family Enterprises, Inc., Southeast Toyota Distributors, and the Middle Georgia Clean Cities Coalition discussed environmental issues involved with transportation.



General Motors participated in the week’s activities, displaying the Chevy Volt and a hybrid version of the Chevy Tahoe, and offering test drives. Two students, Emily Scarboro and Angel Watkins, received a loaner hybrid Chevy Tahoe to use at an all-expense paid national conference in Orlando Florida. The two competed for internships in public relations within GM.

Sustainability of the Food Supply - Panelists from Frito Lay, Davis Farms, Sodexo, and Sysco discussed the importance of sustainability of the food supply and ways to implement sustainable practices from the grower to the consumer. This topic area also included a “Times Talk,” led by Greg Kaufman and the Global Business Student Leaders Association, who discussed the sustainability of the United States’ food supply.

Technology Applications and Water Quality - Representatives from M3V, an environmental consulting and software development firm, discussed their involvement in maintaining and improving processes to support environmental regulatory requirements.

Sustainable Healthcare Panel - Panelists from Oconee Regional Health Systems, Perry Regional Hospital, and Walton Rehab Hospital discussed sustainability in the healthcare field.

Sustainable Manufacturing - A mid-day luncheon at the Women’s Leadership Forum featured Melissa DeSota (pictured), Market Developer with Steelcase of Grand Rapids, Michigan. She spoke about sustainability research and environmental protection in Steelcase’s global products.



Business Student Quoted in *Business Week*

Freshman Chuck Cherry, MIS Major, was quoted in the 1/18/12 issue of *Business Week*, in an article on virtual internships, regarding his work with JumpStart HR, a small Washington-based human resources consulting firm. He has produced PowerPoint presentations and videos as a way to get business experience as a freshman. “I have to go out of my way to set myself apart from any other business administration majors,” says Cherry.

National Collegiate Sales Competition

For the fourth year marketing professor Dr. Amit Poddar coached a team of business students at the annual National Collegiate Sales Competition (NCSC), held March 3-5, 2012 at Kennesaw State University.



The NCSC is a sales role-playing competition that enhances sales skills and professionalism. The competition brings together students and sponsoring vendors for professional networking, a sales competition, and career leads during the three-day event. Twelve Georgia College students participated, including (pictured to the left): Jacqeline Drummond, Lauren Buchheit, Justin Doll, Rochelle Smalls, Stephanie Clark, and Nigel Sanyangore.

The 62 undergraduate and eight graduate teams brought 140 participating students. Nearly 350 total students were there to compete, serve as alternates, or attend the job fair that featured forty companies. Competing schools included Baylor, Clemson, Florida State, Indiana University, Kennesaw State, Louisiana State, Michigan State, Texas Tech, the University of Georgia, University of Nebraska, University of Alabama, Virginia Tech, and Washington State. Supporting firms included Aramark, Xerox, Scripps, Cisco, Aflac, ADP, Mutual of Omaha, Verizon, Liberty Mutual, Cox Media, State Farm, McAfee, UPS, FedEx, and Cintas.

Contestants receive a company profile, and information about the product and the prospect. The role of buyer is played by corporate executives. Competitors are judged on their ability to build rapport, identify the customer need, match the product benefits to the buyer needs, handle objections, and close the sale by asking for the order where appropriate. Communication skill requirements include active listening, restating, rephrasing, clarifying, and probing for better understanding. During the competition Stephanie Clark progressed to the undergraduate quarter finals and Rochelle Smalls came in second in the graduate individual round. The competition is an excellent venue for a job search. Georgia College business students received 28 offers to interview at the event. Four received job offers; two received multiple offers.



Peer-developed Videos for Computer Science



Computer Science students of Dr. Gita Phelps created videos to help their peers by increasing retention rates in CSCI 1301 and 1302. They created videos on common programming topics. Selected juniors and seniors are funded by a grant to produce videos over topics that faculty members indicate are problem areas. Other students in the courses volunteered to create videos over topics they missed on the midterm exam for extra credit. Reviewing the material helped the student currently in the class and the videos will be used to help future students. The videos are posted on YouTube on the *cspeerteacher* channel. Over 100 videos have been created with more than 11,000 views. Karen Gilmer (pictured) has produced several of the videos.

Student Research Project Presented at Conference

In October 2011, three Georgia College undergraduates participated in the Intellectbase Academic Conference in Atlanta. The students conducted research to extend a previously published study. Pictured left to right at the conference are Emily Scarboro, Zachary Tuman, and Lauren White.

The study examined students' perception of the importance of creativity in their success as business students and as future business leaders. Dr. Dee Sams worked with students to incorporate their work into the conference paper "*Creativity's Role in the Success of College of Business Students: An Empirical Study*" that was presented at the conference. Five students are listed as co-authors for their contribution. The paper was also published in an academic journal: D. Sams, M. Hersh, S. O'Keefe, E. Scarboro, Z. Tuman, and L. White (2011) "*Creativity's Role in the Success of College of Business Students: An Empirical Study,*" *Review of Higher Education and Self-Learning*, 4(13).



Liberal Arts MBA Students Study Abroad



German stock exchange in Frankfurt. They also traveled to the European Parliament in Strasbourg, France.

In the summer of 2012 the second MBA cohort completed a short-term study abroad, travelling to India with Dr. Bryan Marshall and Cynthia Orms, JD. Stops included businesses and partner universities in Mumbai and Pune.

The college's full-time, cohort-based Liberal Arts MBA program is designed for students who have earned an undergraduate degree in a field other than business. The initial cohort in the program began during the summer of 2010. As a required part of their graduate studies, those MBA students under the direction of Dr. Jan Flynn traveled to Germany during the summer of 2011. The students visited four areas of Germany, touring businesses and economic development offices, including the wine industry in the Rhine Valley. They visited the seat of government, the Bundestag, in Berlin and the



Engaged Learning - Short Takes

The Macon Museum of Arts & Sciences Board of Directors implemented the recommendations of an MBA marketing team for a project that was completed in the spring of 2011.

Senior Marketing majors Jackie Hooper, Courtney Kennedy, and Kimmie Wingo attended the AMA Collegiate Conference in Atlanta, February 2012.

Georgia College continues to succeed in placing students into the Disney College Program.



Dr. Dee Sams' Marketing classes have conducted several Skype sessions with students in Canada, Venezuela, and China. The in-country contact in China is Amy Chastain (pictured), the former marketing director for Goodwill in Macon who has been teaching in China for the past two years. She is an Instructor at Shantou University in the English Language Center.

The "Engaged Learning" brochure published by the university featured several stories about activities in business classes:

- Dr. Dee Sam's Marketing class linked with students in Spain using Web conferencing,
- Student-run entrepreneurial activities from the business school's Entrepreneurship Learning Community led by Dr. Renee Fontenot are carried out at the Milledgeville farmers market,
- Smart-phone application development completed by Dr. Gita Phelps and the Georgia College Computer Science students, and
- Application of the virtual world *Second Life* to create and execute a business plan in a Management entrepreneurship class taught by Dr. Bob Duesing.

Dr. Gita Phelps was awarded a \$7,000 STEM mini-grant for "Tutoring Program in Computer Science," as part of the "Math + Science = Success" initiative.

Marketing research students completed more than 1,500 hours of experiential credit across six projects for clients that included: Main Street Macon, Marketing Theatre, PossibleNow, the City of Milledgeville City Planner (TSPLOST), and DreamGigs.

The College of Business continues to explore opportunities for partnerships with schools in India. Dr. Jan Flynn was in country to meet with several of our partner schools during the spring term. She visited Magarpatta City Institute of Management & Technology - Pune exploring executive development programs. In the summer representatives from the Kohinoor Business School were in Milledgeville to review our business programs; they also traveled to Orlando to review the Disney College Program.



Student Professional Development Activities

Each year the College of Business provides business majors a variety of opportunities to enhance what they have learned in the classroom by developing their professional skills through activities such as networking luncheons with alumni, classroom speakers, mock interviews, resume reviews, mentoring, and guest lecturers who are hosted by various student groups.



Alumni and Student Networking Event at AT&T, Lenox Park Campus, Atlanta

Business alumni met with current undergraduate and graduate students at a networking event in Atlanta, November 4, 2011. James Wall of AT&T hosted the group. Approximately 80 business graduates, current students, AT&T representatives, and Georgia College faculty and staff met for networking, a luncheon, and a round-table discussion led by AT&T human resources staff members. Attendees included five members of the College of Business Advisory Board (Tom Hogan, John Rawlins, James Robertson, James Wall, and Kim Wall), two members of the Georgia College Foundation Board (Alex Gregory and Jeff Wansley), and two representatives from the Georgia College Development and Alumni office (Bill Doerr and Bob Preston).



During the discussion time Pam Booker, Mitzi King, Jessica Taylor, and Perry Welch, all from AT&T, provided tips on resume creation, usage of social media, and interviewing. Regarding resumes, they told the audience that a resume must have no typos, be accurate and up-to-date, show a logical progression of activities, and be relevant to each prospective employer by directly addressing key skills in the job description. The work history must focus on outcomes and accomplishments, not simply list job responsibilities, by noting rankings and performance measures. Leadership roles in student organizations are very important; they can help offset limited work experience. A cover letter can be effective, especially if a candidate's background is not an obvious fit for the position, but the letter must emphasize transferrable skills.



Social Media such as Facebook is very pervasive, thus candidates should be careful about on-line portrayals because it affects the perceptions of hiring managers. AT&T uses LinkedIn for recruiting. They have found links of interest to the firm among passive job seekers. All pictures used on-line must be professional because those pictures create a first impression with the hiring organization. In addition, watch the content of voice mail answering messages.

Interviewees should have specific examples drawn from personal experiences. Be able to talk about what was done and why it was done that way. A useful tool for “telling a story” is STAR – **S**ituation, **T**ask, **A**ction, and **R**esults. Be able to describe a specific situation and the required task, thus drawing a picture for the interviewer. Describe the actions taken relative to that task; focus on the results by explaining what was accomplished and what was learned.



Career Fairs: Accounting & Information Technology

The fall 2011 and spring 2012 Accounting and IT Career Fairs, sponsored by Beta Alpha Psi, were held in September and February in the Magnolia Ballroom. Eleven organizations attended both the fall and spring fairs to recruit Georgia College students. Accounting majors, management information systems majors, and computer science majors attended. Pictured is Ken Neil from Clifton, Lipford, Hardison, and Parker, LLC.



A “Do/Don’t” List for Interviewing

- Don’t forget to follow up with the interviewer and return calls promptly
- Don’t speak negatively about former employers or former jobs
- Do be very sure you understand the question so you don’t give the wrong answer
- Don’t offer “fuzzy facts” – have all the application information you need when completing the application, such as graduation dates and contact information
- Do talk enough to give the interviewer a good picture of who you are, but...
 - Don’t talk too much!
 - Don’t forget to turn off your cell phone!
- Do make certain your dress and behavior are professional
- Do be engaging and energetic – show interest in the position
- Don’t walk in cold – research the position and the firm
- Do be on time, and be very clear in written correspondence about the position you are applying for.



Georgia Education Mentorship Program (GEM)

The GEM program pairs students with members of the Georgia Chamber of Commerce, who work in fields such as education, law, industry, healthcare, and politics. GEM students learn about leadership that benefits the community and their profession, and participate in professional development programs on campus. Selection criteria include classroom performance, extra-curricular participation, and performance in a competitive interview. One-third of this year’s GEM participants were from the College of Business. Students and mentors:

- Ryan Brown, Economics; Claude McIver III, partner, Fisher & Phillips LLP
- Elizabeth Bryant, Management; Herbert Short, partner, Sutherland Asbill & Brennan
- Eleanor Clifton, Economics; Willie M. Paulk, president Dublin-Laurens Chamber
- Maxwell R. Pichan, Marketing; Joel C. Williams Jr., partner of Bryan Cave LLP
- Senitra Syas, Management; Robert Brown Jr., president & CEO, R.L. Brown & Assoc.
- Gustavo H. Zanette, Accounting & Management; G.L. Bowen III, president of Georgia Traditional Manufacturers Association
- Rachel Zechiel, Accounting; James Allgood Jr., chairman of Allgood Pest Solutions

Executive of the Year: Insights on Career Development

Ken Cornelius, the 2012 J. Whitney Bunting College of Business Executive of the Year, spoke to students and faculty members on Friday, February 2, 2012. Ken is the President and CEO of Siemens One Inc., a division of Siemens Corporation.

His comments to 250+ students and faculty members focused on career progression. He encouraged students to “own” their career path, because no one should be more concerned about that path than they are. Mr. Cornelius emphasized the need for engagement outside of normal work activities. Ken pointed out how these outside activities broaden a manager’s focus, help them build new relationships beyond their own firm, and allow them to learn from other executives.

He encouraged students to:

- Be vocal about positions of interest - sell yourself,
- Be flexible about career possibilities,
- Identify career mentors – including those outside your direct chain of command,
- Build a professional network to receive advice and develop professional references,
- Learn from your annual reviews – to take criticism during that annual review, and
- Recognize every contact is an interview – you are always under some form of assessment.



Employers evaluate potential new hires using criteria such as communication and interpersonal skills, problem solving and decision making ability, initiative, and accountability. He pointed out that attitude is as important as education. One simple candidate evaluation method is for the reviewer to ask “would I want to be stuck on an island with this person?”

Mr. Cornelius showed a chart of his personal career growth. In two to four year stages, he moved through sales, sales manager, product manager, marketing manager, general manager,

regional manager, vice president of sales, to president and chief executive officer. He has been CEO for ten years. He suggested that career decisions not be made out of fear; only take a job if you are willing to do it the rest of your life.

Executive Speakers, Corporate Recruiting, and Career Events

Speakers - *Dialogue with an Executive Series*

“Servant Leadership from a Business Perspective” was hosted by the Society for the Advancement of Management (SAM). City Planner Mick Couch described his path to becoming a public servant and encouraged students to pursue a career that they will enjoy.

“Understanding the Creative Process for Problem Solving and Decision Making in Business” was hosted by Delta Sigma Pi. Dr. William Carr, Professor of Music at Immaculata University, discussed the incorporation of the creative thought processes into business. Through the performance of music, he encouraged students to view situations using multiple perspectives and to look for innovative solutions.

“Rules of the Road for Financial Planning” was presented by financial advisor Joseph Rosebury, who discussed the importance of investment and financial planning. He urged students to invest early, diversify, and review their investment strategy annually. He also shared information regarding career opportunities with Edward Jones.

“Negotiating Your First Salary” was hosted by Delta Sigma Pi. Dean Matthew Liao-Troth outlined how recent college graduates should negotiate their first salary.

“Chick-fil-A Leadership and Career Opportunities” was hosted by SAM. Georgia College alumnus Daniel Moore discussed leadership and career opportunities with the firm.

Recruiting within the College of Business

Modern Woodman of America - Scott Bennett shared information on internship and career opportunities with Modern Woodmen of America.

TAG Job Fair, Atlanta, was cohosted by Georgia College. Students explored career opportunities with leading technology companies in the Atlanta area.

Kalu Yala - Georgia College alumnus Victor Ansley discussed internship opportunities at a sustainable development project in Panama.

College of Business Career Events

Accounting Resume Workshop - Accounting students received guidance on how to create and revise their resume, in preparation for the fall accounting and technology career fair.

Mentoring – Undergraduate and graduate business students were mentored by executives as part of the college’s program to develop the professional skills of students.

Alumni-Student Networking Luncheon - In the fall students networked with alumni and AT&T employees who presented resume and interview advice. This spring business students met with alumni at GEICO in Macon.



Job Search Techniques: Beta Alpha Psi Hosts Speaker

The Lambda Phi Chapter of Beta Alpha Psi, the honorary organization for accounting, finance, and information systems majors, met February 8, 2012. They welcomed Tim Sobon, the HR Recruiting and Retention Manager at Moore Stephens Tiller LLC, a CPA firm in Atlanta. He discussed networking basics, resume development, interviewing techniques, and effective ways to correspond with prospective employers.

Mock Interviews

Each semester the college holds mock interview sessions. These one-on-one interviews with members of the Business Advisory Board help students prepare for networking events and job interviews. During the interview sessions students receive immediate feedback and suggestions for improvement from the executive interviewer. Following the interviews, the student and interviewers continued to informally network at lunch.



Job Placements: Six Month's Out Survey

The survey of 2011 business graduates revealed that 93.7% of those surveyed were either employed or in graduate school within six months of leaving Georgia College. Specifically, 68.3% were employed, another 17.5% were in graduate school and 7.9% were both working and in graduate school.

University Career Events

Business students participated in several university-wide career events during the academic year, including the on-campus GC Career Expo and Interview Day (3/5/12), the Etiquette Dinner and Workshop (3/13/12), and the College-to-Career Fair in Atlanta (4/10/12). They also made use of the university's internship and job posting site, *Career Connection*.



“Essentials of Networking”

Gabby Acuna, a 2009 College of Business marketing graduate, spoke to students on March 7, 2012. She is an Account and Project Manager at Foundry, a marketing agency that provides digital marketing services. One of her clients is *Chick-fil-A*, where she manages many of their online marketing initiatives.

She discussed the importance of networking as a job search and career advancement strategy. She laid out six networking actions: prep yourself, develop your pitch and action plan, identify contacts, build an online profile, start networking, and maintain the network.

She encouraged students to:

- promote themselves through a personal network that provides much needed referrals,
- develop an elevator speech that concisely tells personal interests and career goals,
- actively follow-up with each prospect after delivering the elevator speech,
- build a marketable set of experiences that include an internship,
- manage a digital persona with tools such as LinkedIn, Twitter, and a blog, and
- maintain professional contacts throughout their career by “getting out there” regularly.



She emphasized twice during the presentation that the firms she has worked for hire strictly from referrals, rather than by using a formal review of applications that get submitted to the firm. Gabby pointed out that submitting resumes in the absence of networking simply puts you in a long line with a large number of other people. She noted that some organizations are now



searching profiles available on social networks as a way to identify prospective employees.

Gabby enforced the practical value of the networking action steps by telling a few of her personal stories. It is because of her contacts that she was able to land an internship with Joe Gibbs Racing, gain her first job after graduation, as well as her current job at Foundry. The presentation included questions from the floor and a time for one-on-one conversations between Gabby and the students.

Professional Development: A Large Firm Viewpoint



Dennis Canaday, Application Engineer at Procter & Gamble, met with students throughout the day on March 12, 2012. During the discussion of global organizations he explained the work style and electronic tools required to support distributed teams. His team is scattered across Western and Eastern Europe, China, and the Philippines. Tools include the camera on his PC for conferencing, smart boards, and video conference rooms. Although P&G requires employees to speak English, multi-continent teams force managers to avoid a U.S.-centric view while becoming sensitive to cultural issues.

The evening session was attended by more than 80 students, plus faculty and staff members. Students in Macon participated via the Polycom system, which provided live video and audio. He challenged students to plan career preparation activities beginning in their sophomore year. By their junior year they

should be spending ten hours per week researching firms and making contacts to secure an internship; the senior year should feature twice that amount of time per week in career preparation and a second internship. Students were encouraged to read business journals in order to become familiar with industry events and trade jargon. P&G hires 1% of the 500,000 applications it receives each year; many of those hires are in markets such as China and India.

Expected skills for entry-level hires include the functional or discipline-area skill set for the position. Job candidates should learn as much as possible about the target firm, including its products, competitors, and key managers. Internships, volunteer activity (an indicator of social skills), and professional appearance are important. Be able to understand a financial statement and make a business case for any proposed investment. Social networks are a key outlet for building a professional network, but be aware that hiring firms check outlets such as Twitter and Facebook for content. Once hired you should continue to build your communication skills, grow professionally by taking risks, and be aware of the need for creating a personal and professional life balance.



Student Professional Development - Short Takes

Brett Campbell, Director of Marketing for Moe's Southwest Grill in Atlanta, visited Georgia College 2/1/12. He spoke to the Marketing & Advertising Club.

Alumnus Chris Turner, founder and CEO of Dream Gigs, discussed entrepreneurship as a career option, noting great rewards for those that can stay the course and not get discouraged.

Madie Martin from GEICO explained what students should take to a career expo, how to address potential employers, and job opportunities with GEICO.

Community Service, Alumni Events, and Other Activities

College of Business students are deeply involved in a variety of community activities that are not directly related to their classroom responsibilities. That involvement ranges from service projects to recreation. Our students are fully connected to the Milledgeville-Baldwin County community. After graduation, we engage with our alumni through social and networking activities.



2012 Totes 2 Tots Suitcase Drive

Lambda Phi, the Beta Alpha Psi chapter at Georgia College, supported Totes 2 Tots as its service activity. Totes 2 Tots is a suitcase drive to benefit Georgia's foster children. Since launching in 2003, more than 25,000 bags have been collected and distributed. The drive was open to College of Business faculty, staff, and students, who made donations. The campaign ran during December and January. A campaign article appeared in the December 22 issue of the *Union Recorder*. Donations were collected from various locations around town by members of Beta Alpha Psi, who delivered them to Oconee Regional Hospital, where Z-97 Operations Manager Tony Taylor broadcast the drive. A total of 576 bags were collected for the 2012 drive, exceeding the goal of 500. Of those, the College of Business contributed nearly 100 bags.

Liberal Arts MBA Soccer Team a Success

In the fall 2011 the College of Business fielded an intermural soccer team composed of Liberal Arts MBA graduate students. The team went undefeated until the championship game. The College of Business provided the t-shirts, which say “Liberal Arts MBA” across the back. The group fielded a co-ed intramural softball team in the spring 2012. Congratulations on a successful season. Pictured are the team members. In the front row are Leo Bernardes, undergraduate business student and Andrew Kim, graduate student. In the back row are graduate students Justin Doll, Jordan Eisner, Andrew Johns, David Browne, and Jerome Leborgne.



Boys & Girls Club Donations



Faculty and staff of the College of Business sponsored gifts for children who are members of the Baldwin County Boys & Girls Club. Volunteers brought in gifts over a two-week period, and Santa's helpers delivered them to the annual Christmas party where 95 boys and girls all received a gift. The Pi Kappa Alpha fraternity and Hillel members at Georgia College co-sponsored the annual event.

Social Gatherings for Atlanta-area Alumni



In October, forty business alumni gathered at the *5 Seasons Brewery Westside* for the fall alumni get-together. Three business alumni couples, who met at Georgia College - the Walls, the Cagles, and the Chapmans – attended. The business graduates enjoyed the food, drink, and conversations with fellow classmates as well as meeting alumni who preceded or followed them. Alumna and advisory board member Getra Thomason (BBA'89) organized the evening, which was a great success.

Atlanta-area alumni gathered on Saturday, June 2 for an “All you can eat Party Deck” at the Gwinnett Braves baseball game.

iPad Workshops

In June 2012, Dr. Gita Phelps, Associate Professor, Information Systems & Computer Science, offered two workshops on integrating iPads into classroom instruction. One workshop was for K-12 teachers in Baldwin County. The second was for teachers in the YES afterschool program. Using the iPad participants learned skills related to assessing student learning and how the iPad can be used to actively engage students. Workshop topics included: the iPad and accessories, educational iPad Apps, and integrating interactive activities into classroom instruction.

Community Service, Alumni Events, Other Activities - Short Takes

John Swinton regularly conducts a “Playing the Stock Market Game” workshop for middle grade and high school teachers around the state.



Scott Zhang (CS, 2011) visited a freshman Computer Science class taught by Dr. Gita Phelps to talk with new students about the computer science field and how his college coursework and class projects helped him land his first job out of college. He works with Proven Method in Atlanta. Scott presented a \$600 donation to department chair, Dr. Tanya Goette, for use in the department and for Association of Computer Machinery activities. Pictured (left to right), are Dr. Goette, Scott Zhang, and Dr. Phelps.

Awards, Recognitions, and Special Accomplishments

College of Business faculty, staff, and students are regularly acknowledged for their service, academic achievements, and effectiveness in the classroom. The following pages highlight some of this year's notable recognitions.



College of Business Faculty Honored by Student Athletes

During the February 7, 2012 men's basketball game, senior Georgia College athletes recognized faculty members who have made significant contributions to their personal growth and college academics. Business faculty members who were recognized were Dr. Chuck Ryan, Dr. Sally Humphries, Dr. Tanya Goette, Mr. Ron Smith, and Dr. Renee Fontenot.



Pictured with Dr. Sally Humphries are (left to right): Ryan Aquino (basketball), Leah Frazer (soccer), and Leo Bernardes (tennis). Not pictured is nominator Michael Cunningham, (cheerleading).

Standing with Dr. Tanya Goette, Management Information Systems, is her nominator, Karen Bonilla (soccer).



Mr. Ron Smith, Marketing, was recognized by Erica Padula (soccer), and Walker McKinven (baseball).



Dr. Renee Fontenot, Marketing, was honored by Kimme Wingo (Sassy Cats).



Dr. Chuck Ryan, Management, is pictured with Benton Yaun (baseball).

Faculty Awards

Dr. Amit Poddar, associate professor of Marketing, received the Georgia College 2012 Excellence in Scholarship Award.

Dr. Renee Fontenot, associate professor of Marketing, received the 2012 Georgia Association of Marketing Educators - Marketing Educator of the Year Award.

Dr. Chris Clark, associate professor of Economics, received the 2012 College of Business Student's Choice Award.

Dr. Dee Sams, associate professor of Marketing, was honored with a cash award from the university for her work in mentoring undergraduate students in research.

College of Business Executive of the Year

The Executive of the Year Award, sponsored by BB&T, recognizes a Georgia executive who is making a significant contribution to our state. Ken Cornelius is this year's awardee. Former recipients in attendance at this year's ceremony, and the year of their award, were Alex Gregory (2002), President and CEO of YKK Corporation, Mike Garrett (2004), retired President and CEO of Georgia Power Corporation, and Malcolm Burgess (2009), President and Chairman of Burgess Pigment Company. Pictured left to right are Garrett, Ken Cornelius (2012), Burgess, and Gregory.



Student Honor Society: Beta Alpha Psi



The Lambda Phi Chapter of Beta Alpha Psi held its spring initiation in February welcoming five new members (pictured left to right): Katlyn Sims, Erin Bartlett, Lauren Canova, Patricia Williams, and Jamie Potteiger. Beta Alpha Psi is a scholastic and professional organization dedicated to the advancement of financial information professionals.

2012 Atkinson Honors

The college's annual award dinner and ceremony was held April 13, 2012 in the Magnolia Ballroom. Prior to the awards banquet was the initiation ceremony for Beta Gamma Sigma, an international honorary society that recognizes the top academic achievers at AACSB-accredited business schools. During Atkinson Honors outstanding undergraduate and graduate majors from each department, and for the entire college, were recognized, along with scholarship recipients and members of the college's student organizations.



Awards & Recognition - Short Takes

100% of College of Business faculty and staff members participated in the recently completed Georgia College capital campaign.

Dr. Tanya Goette, Department Chair, Information Systems & Computer Science, is a member of the Technology Association of Georgia - Middle Georgia Advisory Board.

Dr. J.F. Yao, professor Computer Science, is an ABET commissioner for the 2012-2013 term.

Economics Associate Professor Chris Clark won an award from the *National Association for Business Economics* (NABE) for "Best article for the issues from October 2011 - July 2012."



Economics professors Dr. Brooke Conaway and Dr. Chris Clark started a radio show—Radio Free: Georgia College on WRGC, 88.3 FM. Each month they welcome various guests. The first program featured Dr. Ben Scafidi (Economics) and Dr. Stephanie McClure (Government & Sociology) who discussed "School Choice in Georgia."

David Erickson, BBA – Marketing ('12) has begun his career with a NASCAR Nationwide team - JD Motorsports. His duties include developing sponsorship proposals for companies around the world, corporate hospitality, and creation of PR releases for the media.

Execution of Strategy

The College of Business continues to successfully execute its strategic plan through careful allocation of resources and a clear focus on our most critical priorities.



AACSB Maintenance of Accreditation

During the fall of 2011 the College of Business was visited on site by a team of deans from other AACSB-accredited schools, who reviewed our performance over the past five years using a broad set of accreditation criteria. The team recommended, and the AACSB Board approved, maintenance of the college's accreditation for an additional five-year period.

The team examined the college's programs using the lens of our mission. The mission of the College of Business is rather distinctive ("the development of capable business professionals who are responsible citizens grounded in a liberal arts education"), and we have had broad participation in developing it. We have also implemented several programs as a result of that mission, including the liberal arts MBA.

With respect to assurance of learning, the college must demonstrate to our accreditors that business students learn what we claim they do. While we have the flexibility to design our own metrics, one measure is the ETS test of business knowledge, given to our seniors. Our students are regularly in the 90th percentile or higher for the field of their major.

Finally, faculty not only need to teach well enough that our students meet course learning objectives, but they also must participate in the development of that curriculum and engage in scholarship that reinforces the field and knowledge that is taught in the classroom. Our faculty members are highly engaged and collectively have more than two-hundred publications over the last five years.

After reviewing our report, the three-member team visited to verify what we reported was accurate. Deans from Central Arkansas, The College of New Jersey, and UNC Wilmington visited with us in early November. Their recommendation was that we had earned the right to maintain our accreditation. This external validation is excellent news because it serves as recognition that we have mastered the basics of a business school for more than 20 years. While we will continue to maintain that mastery across new students and faculty, we will also build on that mastery in coming years as we move from being a good college of business to becoming a great one.



College of Business Advisory Board

The Business Advisory Board continues its support of the college through initiatives such as mock interviews, one-on-one mentoring, alumni and student networking events, and through the financial contributions of Board members. The Board chair this year was Larry Entrekin.

This year we added two new discipline-specific advisory boards, one for information technology and one for accounting. Both boards were active this past year with student professional development. Details about each board follow.



Ms. Kim Wall (BBA '81), incoming vice chair of the College of Business Advisory Board is Director, Community Development at the Georgia United Credit Union. The credit union won five awards for excellence in marketing and branding at the Credit Union National Association Marketing & Business Development Council Conference this year. In addition, Kim was inducted into the CMBDC Hall of Fame for a 29 year career of marketing, business development, and public relations!

Accounting Advisory Board

The Department of Accounting recently established the Georgia College Accounting Advisory Board, which held its first meeting in May 2012. Two committees have been created to help the board fulfill its mission of providing advice, guidance, and support for the department's programs. The purpose of the Professional Development Committee is to support career development activities and services that enhance the personal and professional growth of accounting students. The purpose of the Advancement and Alumni Relations Committee is to support the accounting programs through the generation of gifts to fund scholarships and provide resources for student, faculty and alumni activities. The board and committees will meet regularly throughout the year to plan and implement activities in coordination with the Department Chair, Dr. Catherine Whelan.

Board members:

Ken Neil – Director of Audits, Clifton, Lipford, Hardison & Parker, LLC (Advisory Board Chair)

Anissa DeRieux – Chief Financial Officer at Flint Electric Membership Corporation

Rhonda Gilbert – Partner at Large & Gilbert, P.C.

David Irwin – Manager at Mauldin & Jenkins, LLC

Charles Hall – Quality Control Partner at McNair, McLemore, Middlebrooks & Co., LLC

Brad Kuglin – Client Service Manager at Resources Global Professionals

James "Buddy" Mason – Director of Financial Reporting at Southern Company

Greg Peacock – Chief Financial Officer at the Georgia Department of Revenue

Wayne Perry – Director of Accounting Services at Georgia Farm Bureau

Deborah Smith – Controller at Burgess Pigment Company

Tim Sobon – HR Recruiting and Retention Manager at Moore Stephens Tiller LLC

Information Technology Advisory Board

In the fall of 2011, the Department of Information Systems & Computer Science, chaired by Dr. Tanya Goette, held the first meeting of its new IT Advisory Board. The board was created to provide guidance to faculty and students in the IT field. Board members have already begun making donations to support the program.

Rhonda Wood, a member of the college's Business Advisory Board and a long-term financial supporter of the college, is chairing the group.



This year IT Board member Rob Betzel (BBA '98), President of Infinity Network Solutions, made a donation to fund an annual scholarship for an information systems student.

IT Board member James Robertson was named one of this year's Premier 100 IT Leaders by Computerworld.

Board members:

Cindy Bush (BBA '90) – Information Systems Manager, Baldwin Co. Board of Commissioners
James Robertson – VP Technology Infrastructure & Broadcast Transmissions, Turner
JB Dial (BBA '03, MMIS '04) – CIO, VA Hospital, Dublin
Joshua Spillars (BS/CS '07) – Software Application Developer, S1 Corporation
Sheri Johnson – System Consultant, SunGuard Higher Education
Jerrell Payton – IT Manager of Reporting Systems, Georgia Farm Bureau
Goran Bencun – Program Director, Advanced Core Concepts
Mike Hamlin – IT Manager of Policy Systems, Georgia Farm Bureau
Alan Whitehouse – CIO, Oconee Regional Medical Center
Robert Betzel (BBA '98) – President, Infinity Network Solutions
Mike McCranie (BBA '96) – Dir. of Information Technology, K-C Professional, Kimberly-Clark
Rhonda Wood (BBA '84, MMIS '89) – Branch Chief, U.S. Office of Personnel Management
Crystal Cammon (BS/CS '03, MMIS '05) – Program Manager, Department of Defense
William Avenel – CIO, Central Georgia Health System
Arnold Nzailu (BS/CS '07) – Graduate Research Assistant, Dakota State University
Bernard Lannan, Chief Technology Officer, Robins Air logistics Center
Beverly Farris (BBA '01) – Data Manager, Central State Hospital
Bryson Payne – CIO, North Georgia College & State University
Carlos Aguilera (BS/CS '04) – Senior Security Analyst, IBM
Jill Burgess (MS '10) – Chief, Resource Management Division, Engineering Directorate, WRAFB
Kenneth Folmar (BBA '00, MBA '07, MMIS '08) – Project Mgr., Info.Systems, Ricoh Americas
Mike Madison (BBA '06, MBA '07) – Product Manager, PossibleNOW
Rachel Harvey (BBA '06, MBA '10) – Senior IT Analyst, Plum Creek
Kevin Ulshafer (MMIS '05) – Dir. of Computing and Information Resources, Wesleyan College

Samples of Print and Web Promotional Materials

The following promotion for the Georgia Web MBA ran in the AJC.com, spring 2012:

The screenshot shows an advertisement for the Georgia Web MBA program on the AJC.com website. The ad features a woman on the left and a central banner with the headline "Make Your Next Move. With The Georgia Web MBA® from Georgia College." and the AACSB logo. Below the banner, there are several news articles and a "The Buzz" section. A prominent ad for the Georgia Web MBA is visible, stating "Now Accepting Applications for Fall 2012" and "Make Your Next Move. With The Georgia Web MBA® from Georgia College." with a "CLICK HERE FOR MORE INFORMATION" button. The background of the ad includes a Kroger advertisement for cereal.

Prospects who clicked on the AJC ad were directed to <http://makeournextmove.org/>:

This is a detailed view of the Georgia Web MBA promotional page. The page features the Georgia College logo and the headline "Make Your Next Move. With The Georgia WebMBA® from Georgia College." and the AACSB logo. A large blue banner on the left says "100% online curriculum" next to an image of a laptop displaying the program's website. On the right, there is a "Learn More" button and a photo of Matthew Liao Troth, Dean of the J. Whitney Bunting College of Business. Below this, there is a "Hear from our students" section and a "About The Georgia WebMBA®" section with bullet points: "Top 50 online MBA in the U.S. (U.S. News and World Report)", "#1 in student satisfaction (GetEducated.com)", and "#2 in public perception (GetEducated.com)". At the bottom, there is a "Move Today!" button and a "MBA Fast Facts" section. The page also features the Georgia College logo and the text "Georgia Web MBA®" at the bottom right.

Graduate recruitment poster for off-campus recruitment trips:

Recruitment Poster 2012_Layout 1 2/7/12 1:09 PM Page 1

GEORGIA'S PUBLIC LIBERAL ARTS UNIVERSITY



Thinking about graduate school?

Graduate programs in the
J. Whitney Bunting College of Business

- **Liberal Arts MBA** - The MBA for the Non-business major
- **Applied MBA** - Part-time evening program
- **Georgia WebMBA®** - Online MBA program

- **Accountancy**
- **Logistics Management**
- **Management Information Systems**

A Georgia College representative will be visiting

Date: _____ Time: _____ Location: _____



**GEORGIA
COLLEGE**
GEORGIA'S PUBLIC LIBERAL ARTS UNIVERSITY

J. Whitney Bunting College of Business



mba.gcsu.edu



Georgia College, the state's designated public liberal arts university, combines the educational experience expected at esteemed private liberal arts colleges with the affordability of public higher education.

Graduate program print advertisement:

**ACCREDITED.
ACCESSIBLE.
AFFORDABLE.
QUALITY.**



Liberal Arts MBA
The MBA for the non-business undergraduate:
15 months full time, residential, cohort based.

Master of Accountancy
Students have the option of completing this
30-hour program in one year by attending full time
or in two years by attending part time.

Master of Management Information Systems
Part-time, 30-hour program for students from
any undergraduate background.

Georgia WebMBA®
Online, part-time, cohort-based, 30 hours,
two-years professional experience required.
*Ranked Tier 1 by *CEO Magazine*

Applied MBA
Part-time, 30 hour-program for working professionals
from any undergraduate background.

*Campus-based programs are offered in
Milledgeville, Macon and Warner Robins*



Accredited by The
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For more information
contact **Lynn Hanson**
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