

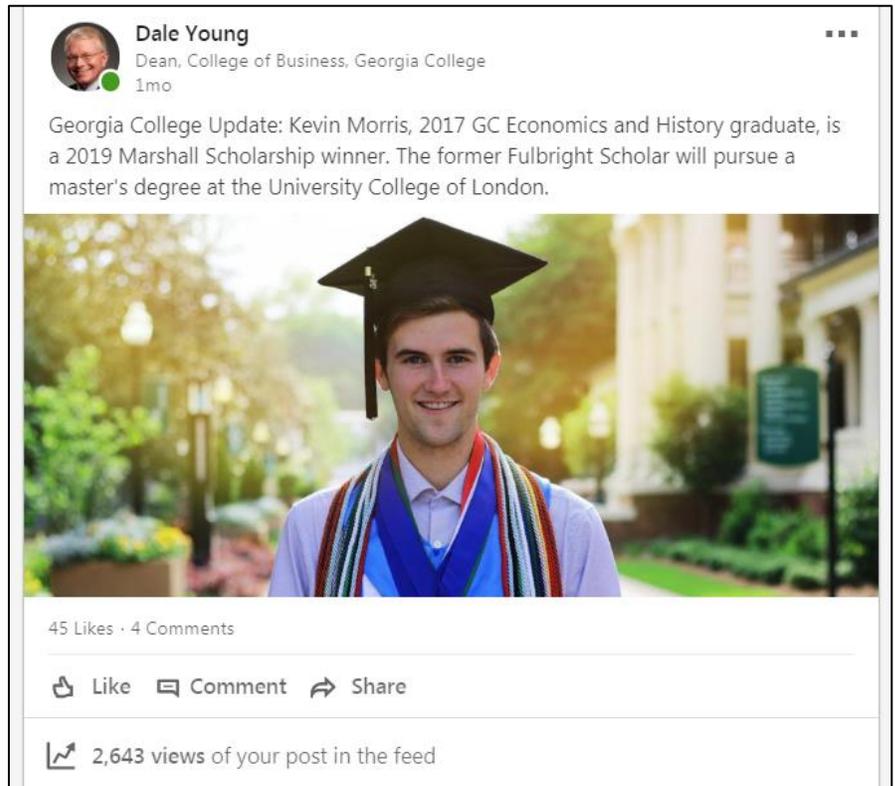
In terms of inputs, demand for College of Business (CoB) programs remains high, especially for the BBA. Fall 2018 enrollment in CoB BBA programs was at a record high of 1,449, or 60 above fall 2017. Fall-to-fall enrollment growth in the BBA across the past five years is up 20.0%. BS enrollments in Economics and Computer Science also remains strong. The CoB is an exceptional steward of resources, having one of the lowest cost per student credit hour at Georgia College (GC). Regarding outputs, employers are actively recruiting and hiring our graduates.

Student Outcomes

National scholarships and joint student-faculty research are evidence of preeminence. Kevin Morris (BS ECON '17) is both a Fulbright and a Marshall Scholar; see the accompanying screen shot from a LinkedIn posting.

Jonathan Mangrum is GC's first David L. Boren Scholar, a prestigious award that enabled him to spend fall 2018 studying in India. He is a junior Economics and Political Science major. For details see: <https://frontpage.gcsu.edu/article/news/gcs-first-boren-scholar-study-urdu-india>.

Hannah Pasko (BS ECON '18) won the award for the outstanding undergraduate research paper in Economics at the 2018 *Academy of Economics and Finance Annual Meeting* for her paper "Does Social Media Usage Affect Suicide Rates in the United States?" For details see <https://frontpage.gcsu.edu/article/news/may-2018-economics-major-wins-national-research-award>. She's the fourth GC Economics major to win this award in the last four years.



Business majors are active in researching with CoB faculty members; at a conference this year Sarah Penoyer and Breana Reynolds, GC undergrad MIS majors (pictured right), won the best paper award, based on research from a directed study with Dr. Bryan Marshall, Professor of MIS. The CoB-sponsored Constitution Week, directed by CoB business law faculty member Jehan El-Jourbagy, attracts several hundred student participants.



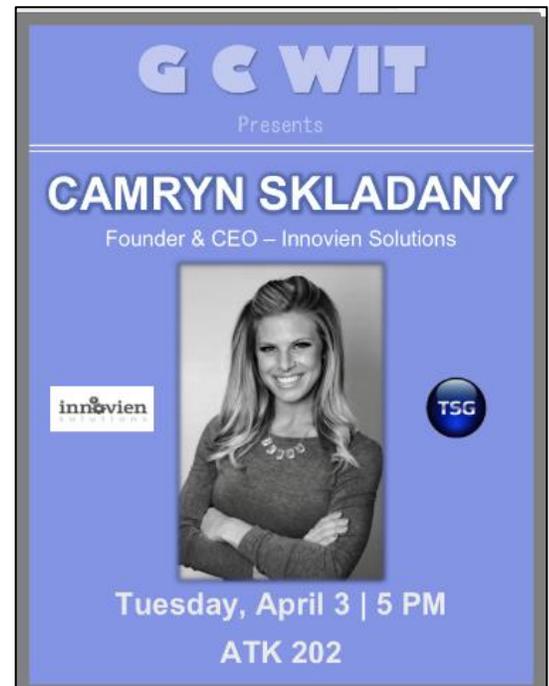
In February, eight business majors (pictured left) presented their research at the *Academy of Economics and Finance* Conference. Two of the students are international, from Iceland and Korea; they are now in graduate school with scholarship funding in excess of \$25,000 a year. Dr. Brooke Conaway and Dr. Brent Evans, both assistant professors of Economics and both GC alumni, attended the competition and assisted the students. For details see <https://frontpage.gcsu.edu/announcement/economics-student-takes-home-national-research-award>.

Job Placements: In addition to the GC Career Fair, both Accounting and MIS run a dedicated career fair. Marketing majors are accepting positions in sales, marketing communications, and customer relations. Management majors were placed at firms including UPS, DHL, VALIC, J.B. Hunt, and C.H. Robinson. MIS and Computer Science majors last year had a 94% placement rate 90 days after graduation, accepting offers from firms such as Bank of America, Allstate, Deloitte, Ernst & Young, IBM, Lockheed Martin, NCR, Siemens, and UPS. Robins Air Force Base actively recruits undergrads and graduate business majors.

CoB attendees at the fall 2018 Grace Hopper Conference, a STEM event for females in technology fields, enjoyed significant success with offers for internships and full-time job placements; the average starting salary for our students who attended the conference was more than \$73,000.

Transformative Experiences: CoB students have multiple opportunities for industry engagement. Alex Gregory (MBA '78, MSA '79), the *GC Leader in Residence* spoke in a number of CoB classes during the fall 2018. Advisory Board member Wilbur Strickland (MBA '15) is this year's *Marketing Executive in Residence*, speaking to both large groups of students and small-group luncheons, focusing on career preparation.

The Women in Technology Club, GC WIT, features female executives as guest speakers. Economics incorporates faculty-led student research into its senior-level, two course sequence. The Women's Forum and Executives Forum allow the CoB to engage outside speakers with both the university and the community.



Dale Young
Dean, College of Business, Georgia College
1w

Georgia College Update: Out of 400+ competitors, the top five finishers from the fall GEICO Elevator Pitch Competition are pictured below.

Georgia College, J. Whitney Bunting College of Business and GEICO
Eleventh Biannual Elevator Pitch Competition
November 16, 2018



1st Samantha Aldridge (Accounting); 2nd Mary Caroline Tracy (Marketing);
3rd Laurel Hughes (Marketing); 4th Alec Dino (Management Information Systems);
and 5th Ellie Rhinehart (Mass Communications) with GEICO Representatives

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GEICO continues to sponsor the fall and spring elevator pitch competition, which is directed by Dr. Renee Fontenot. All the corporate-donated funds are awarded to student participants. In the fall 2018 400+ students participated in the event that builds communication skills, encourages students to reflect on their strengths, and is an outlet for some to receive offers for job interviews.

See the accompanying screenshot from a LinkedIn posting of the fall 2018 winners of the competition.

This year GC females who participate in the GC Leadership LLC can attend the Women's Forum lunch series. Accounting, Information Systems, and Computer Science have moved student professional development into coursework for their majors. Marketing uses out-of-classroom projects to serve clients in the community. In AY 2018 Marketing majors contributed over 4,000 hours to client-based projects, with a market value exceeding \$100,000.



The CoB enjoys corporate financial support to fund the annual Atkinson Honors awards banquet where we recognize the performance of outstanding CoB majors. This year's sponsors were Century Bank, Exchange Bank, Georgia Power, and Zschimmer & Schwarz. Eric Tillirson, President of Thiele Kaolin, was inducted into the CoB Hall of Fame during Atkinson Honors.

The GC Entrepreneurs Club regularly hosts business owners; one owner – Bob Buzzell (BBA ECON '96), pictured left with our students, is sponsoring the club's activities this year.

Graduate Programs

During calendar year 2018 the CoB Graduate Curriculum Committee (GCC) completed a detailed review of all CoB graduate programs. Working with the program coordinators the GCC reviewed potential new programs and produced a five-year projection for enrollment in each CoB graduate program. The report was reviewed by the CoB Strategic Management Committee, CoB faculty members, and the strategy committee of the college's Advisory Board. One outcome of this graduate program enrollment projection was a review by an external consultant, during fall 2018, of website traffic, leading to an update of CoB graduate program Web pages, the addition of video content during CY 2019, and a thorough analysis of college-wide promotional activities.

See the following URL for a list of CoB graduate program rankings: <http://www.gcsu.edu/business/gradbusiness>.

By working closely with GC graduate school staff, the CoB graduate programs director and program coordinators carry forward a well-planned recruitment agenda, with activities, such as: banner ads, search engine optimization, social media (e.g., LinkedIn, Twitter, and Facebook), a website for online graduate programs (www.makeyournextmove.org), webinars, booths at trade shows (e.g., GA Logistics Summit, CSCMP, and Grace Hopper), and graduate school fairs. Growth in the consortium-delivered Georgia WebMBA has stabilized. Similarly, the CoB faces increased competition for graduate students in the logistics program; at a recent logistics conference where we set up a recruiting table ten other schools were recruiting – all except GC were large, nationally-branded research schools.

Nearly 70% of BBA accounting program grads enter graduate school immediately after graduation. In AY 2018 GC had 100% placement from the Master of Accounting - prior to graduation! The CPA exam pass rate for GC accounting majors is higher than the AACSB, state, and national averages for all testing events as well as for first-time test takers. In fact, the GC CPA exam pass rate on the first-time attempt in 2017 was higher than both Emory and Georgia Tech.

Enrollment in both the Master of Accounting and Master of MIS are up for fall 2018 compared to fall 2017, but MBA enrollments remain pressured. The CoB requested and Academic Affairs approved discontinuing the spring cohort of the graduate logistics program, which is now a fall-only start.

Faculty and Staff

2017-2018 CoB award recipients for university-wide awards were:

- Excellence in Teaching - Dr. Chris Clark, Economics and Finance
- Excellence in Scholarship and Creative Endeavors – Dr. Brent Evans, Economics and Finance
- Excellence in Online Teaching – Dr. Joy Godin, Information Systems and Computer Science
- Irene Rose Community Service Award – Cynthia Orms, Accounting
- Staff Individual Service Excellence Award – Lynn Hanson, Director of Graduate Programs in Business



In addition to the university-level teaching award, Dr. Chris Clark (pictured left), Economics and Finance, is the recipient of this year's University System of Georgia Regents Teaching Excellence Award - the Felton Jenkins Hall of Fame Faculty Award. Chris was the December 2018 Commencement ceremony speaker at GC.

Dr. John Swinton (pictured right), Professor of Economics and Director of the Center for Economic Education, was awarded the *2018 Gold National Association of Economic Educators Curriculum Award* for the game he created for Principles of Microeconomics that teaches how trade is beneficial and restraint of trade a hindrance.



Dr. Brooke Conaway, Associate Professor of Economics (pictured left), spoke to incoming freshmen during the August 2018 Freshman Convocation ceremony. CoB faculty-led study abroad during the summer included Cynthia Orms, who led a group of undergraduates on a trip to Australia.

Personnel Changes: The CoB is operating with an interim assistant dean – Dr. Chris Lowery, and an interim chair for Management, Marketing, and Logistics – Dr. Bill Miller. After a successful run as Accounting Department chair Dr. Catherine Whelan assumes a deanship in Australia, leaving in May 2019. Also this summer Dr. Ken Farr, Chair - Economics and

Finance, will retire. In anticipation of the retirement of Dean Young, transition planning is underway for a dean search with a targeted on-board date for the new dean of July 2020.

In the fall 2018 the CoB welcomed a tenure-track faculty member in Accounting – Dr. Eddie Thomas, a lecturer in Computer Science – Frank Richardson, and a limited-term lecturer in Management – Dr. Francis Adams. Dr. Jan Flynn in Management returned half-time to help with section coverage during the search for a new Strategy faculty member; that search was successful. Dr. Lucky Narain, Professor of Finance, is retiring in 2019; the CoB was successful in hiring a replacement. Logistics faculty member Dr. Donnie Williams left for another academic position. Samantha Haisten is a new Management staff member; Paula Jefferson retired.

Promotion and Tenure (P&T) Processes: In Academic Year 2018, after a two-year test, CoB faculty members approved the use of external reviewers to support candidates for promotion to the rank of professor. The CoB P&T Committee developed and faculty approved a number of changes in the CoB P&T document in response to the university-wide P&T Task Force recommendations.

Inclusive Excellence and Diversity

The CoB Diversity Action Plan (DAP), under the guidance of Dr. Brooke Conaway, Dr. Gita Phelps, and Dr. Joanna Schwartz guides our initiatives to improve diversity awareness among CoB faculty and students. These efforts are donor supported during 2018 and 2019. The CoB supports the PhD Project (<https://www.phdproject.org/>) to publicize CoB faculty searches among diverse audiences. Each summer the CoB hosts the Minority Youth &

Business program, a week-long, residential experience where high school students learn about business. Marketing professor Dr. Joanna Schwartz was an invited speaker at the fall 2018 AACSB diversity summit. The Grace Hopper conference and Women in Technology are other CoB diversity initiatives.

AACSB Accreditation and Strategic Plan Execution

The CoB Strategic Management Committee (SMC) continues to guide execution of the CoB Strategic Plan. The SMC benchmarked the CoB against other master's-large AACSB-accredited business schools in regard to metrics such as operating budget and the school's endowment. Endowment growth remains a target. The findings were shared with the CoB Business Advisory Board. The CoB publishes each year a separate report on strategic plan outcomes.

Academic Year 2018 was Year 1 of the current, five-year AACSB accreditation cycle. In the fall 2018 each CoB department examined faculty qualifications regarding research productivity as part of an end-of-year-one review for the current AACSB cycle. The next on-site visit from AACSB is during the 2021-2022 academic year.

The CoB uses an email template to share a newsletter with board members, alumni, and friends of the college. The dean continues to use LinkedIn as a way to communicate with alumni and friends. The CoB co-sponsors with the GC alumni office after-hours alumni events in locations such as Macon and Atlanta; at some of those events our business majors have an opportunity to network with GC alumni.



CY 2018 Goals



Advancement: The CoB will collaborate with prospects on opportunities for endowments and identify candidates for President's Society gifts. We are working with several major gift prospects. **Outcomes:** Donors began endowing two new scholarships this year and a third provided an annual scholarship gift; the Advisory Board is close to completing a challenge gift from a former board member to establish a scholarship. A donor provided funds for CoB Diversity Plan activities, another is funding a speaker series, and a donor helped with student travel. The Information Technology Board provided significant financial support for students to attend Grace Hopper.

With the assistance of Tommy Weber (pictured left with Dean Young to his right and Jonathan Pope, Exchange Bank on the left), the CoB has endowed a Bankers Scholarship funded by community banks in the region.

Bobbie Jo and Bill Davidson have endowed a scholarship for GC students, provide a second, annual scholarship, and fund a luncheon to honor business majors who are athletes and who are also exceptional scholars. Attendees at this year's luncheon are pictured right, representing baseball, softball, soccer, and tennis.



Graduate Enrollment Management: The dean will work with CoB graduate coordinators to create a multi-year enrollment plan and also review opportunities for potential new programs. This graduate program review will include a detailed analysis of website and Radius traffic from prospects, inquiry tracking, and careful allocation of internal advertising dollars to promote online graduate programs. **Outcomes:** The teach-out of the RAFB MBA program will be completed in the spring 2019. The graduate program review was completed fall 2018.

CY 2019 Goals – Two Focus Areas

Focus areas from the current CoB Strategic Plan are as follows:

Objective 2 – Visibility. Execute and enhance the CoB Communication Plan and Web presence.

Objective 3 – Resources. Grow funding for student scholarships and program sponsorships.

