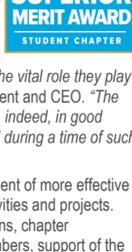


Fifth Year in a Row!

The College of Business' student chapter of the Society for Human Resource Management (SHRM) was again recognized for its achievement in active engagement. The chapter was awarded the **2019-2020 Superior Merit Award** designation for providing superior growth and development opportunities to its members.



"Today's members of our student chapters are the HR leaders of tomorrow. They are the movers and shakers of the future, and we cannot understate the vital role they play in SHRM's success," said Johnny C. Taylor, Jr., SHRM-SCP, SHRM president and CEO. "The Clayton State University SHRM chapter is evidence that the future of HR is, indeed, in good hands. I applaud their accomplishments and ability to fiercely move forward during a time of such change and uncertainty in the workplace."

The merit award program encourages the development of more effective student chapters and distinguishes outstanding activities and projects. Chapters are recognized based on chapter operations, chapter programming and professional development of members, support of the human resource profession, and SHRM engagement. The award is based on the number of activities completed during the cycle from April 1, 2019, to March 31, 2020.

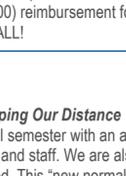


Kungu



Prieto

The student leaders were Madison Mayben (President) and Shanique Godfrey (Vice President). Also recognized were Dr. Kenneth Kungu and Dr. Leon Prieto, who were co-advisors for the chapter.

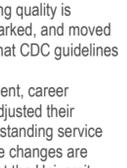


Mayben



Godfrey

In addition to the chapter award, 2020-2021 chapter president Rachel Gaines was awarded the 2020 SHRM-Atlanta Certification Exam Preparation Course and SHRM-CP/SHRM-SCP Certification Exam Scholarship by SHRM-Atlanta. The award includes \$750 toward the registration fee for the SHRM-Atlanta Certification Exam Preparation Course that began in August, 2020, as well as a 50% (up to \$200) reimbursement for the SHRM-CP/SHRM-SCP exam fee. Congratulations ALL!



Gaines

Dean's Message

The New Normal: Enhancing Our Quality While Keeping Our Distance

With the Corona virus "still in charge," we started the fall semester with an abundance of caution to ensure the health and safety of our students, faculty, and staff. We are also ensuring that our core mission of educating students continues unimpeded. This "new normal" has required all of us to be flexible, change, and adapt. In my opinion, we have done that well.

Over the last five to six months, our faculty members have worked hard to fine-tune their virtual courses to ensure that our teaching quality is maintained and enhanced. The staff has measured, marked, and moved furniture in classrooms and common areas to ensure that CDC guidelines for social distancing are followed appropriately.

Academic support services such as academic advisement, career services, academic success center, and library have adjusted their service delivery methods. They continue to provide outstanding service virtually and/or in a socially distanced manner. All these changes are results of meticulous planning and hard work of many at the University, and we are grateful to all who have been involved in this critical transition.

Throughout all of this, our students have worked hard and have performed well in their classes while continually adjusting to the changes to their environment. In fact, student performance in spring and summer classes have been "as good" or "better" than during normal times. This is remarkable and gives us confidence that going through this pandemic has made all of us, but especially our students, more resilient and better prepared to succeed in the increasingly uncertain world that we live in today. This, after all, has always been our primary goal. Have a great Fall 2020.



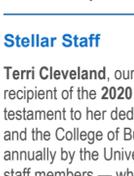
Jacob M. Chacko, Dean

Local Focal Point: Economic Development Planning in Clayton County

Within the College of Business at Clayton State University, there is a hidden gem in its midst: the **Center for Research on Economic Sustainability and Trends (CREST)**. The Center is led by Dr. Iryna Hayduk, Assistant Professor of Economics. CREST's mission is to address economic development challenges within the South Metropolitan Atlanta area through community-engagement studies. According to Dr. Hayduk, research done by the center will "serve as a guide for the local government and the business leaders for making key economic decisions and allocating resources." CREST also gives students the opportunity to participate in these community-engagement efforts and to gain valuable training and experience that can give them a competitive advantage when entering the workforce.

Currently, CREST is working on the Clayton County Strategic Economic Development Plan — a major community-engagement project with an estimated cost of \$75,000 that is funded by the Development Authority of Clayton County. "Clayton County has a strong need for the strategic planning because its economy had begun shrinking even before the pandemic had started," says Dr. Hayduk. The goal of the strategic plan is to identify the priorities for economic development and to propose effective strategies for fostering economic growth in Clayton County. In addition to Dr. Hayduk, the project team also includes four other COB faculty, Dr. Reza Kheirandish, Dr. Vinod Vincent, Mr. Brian Hunt, and Dr. Russell Spears, as well as several research graduate assistants. On October 2nd, 2020, CREST and the Development Authority of Clayton County hosted the Economic Development Plan Steering Committee Retreat, a successful event that was attended by the community leaders. The CREST team plans to conclude the study by May 2021.

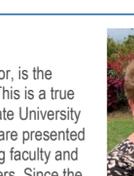
According to Dr. Hayduk, "CREST's community-engagement studies are not only aligned with the University's and the College's missions but are also vital for maintaining AACSB accreditation. They also bring exposure to the University and enhance its image. More importantly, the study findings will benefit the local business community and county residents."



Kheirandish



Vincent



Hunt



Spears

Input and Outcomes: The Role and Impact of Our Advisory Boards

We are excited to announce our new **College of Business Advisory Board** and the **Student Advisory Board**. As the names suggest, these Boards advise the College of Business leadership on how we can best meet our goals. While the objectives of these two Boards are similar, the perspectives they bring are different; and so are the stakeholders they represent. Both are extremely valuable and are key to the success of the College of Business as we grow new programs and adapt to changes in the world of higher education.

The Charter of the Advisory Board emphasizes its role as a bridge from our courses to industry and practice. The Board's input and feedback helps to ensure that our academic programs are current, relevant, and prepare our students for career success. Another key role of the Board is to assist the College in attracting resources from external sources to supplement the limited budget for co-curricular student activities, faculty growth, and staff development.

The first meeting of the new Advisory Board was held on September 21st. Members of the Board are: Roger Boniface (Founder and Managing Director, EDISIM); Karmetia Dunham Burton (General Manager, Global Corporate Supplier Diversity and Inclusion, Delta Air Lines); Greg Campbell (Senior Regional Operations Manager, Fastenal Company); Kristy Clabaugh (Founding Partner, ELEMENT Certified Public Accountants and Consultants); Pam Davis (Senior Vice President of Branch Delivery and Operations; Delta Community Credit Union); Don Dobbs (Founder and Managing Partner; M16 Marketing); Geoff Fulton (Partner; Fulton & Kozak, LLC, Certified Public Accountants); Jon Geldbach (Vice President, PMP, Release and Project Manager, Truist Bank); Pierre Miller (Vice President of Sales Operations, Planning, and Marketing; Kane Logistics); Shawn Nelson (AVP and Safety Region Director; Liberty Mutual Insurance); Matt Peace (Chief Financial Officer; CloudNine); Mike Scott (Commercial Banker; Ameris Bank); and Vibha Singla (Founder, Vibha Singla CPA – P.C.). We heartily thank these members for agreeing to be an integral part of our College and for the support they will ultimately provide.

We opened a dialogue concentrating on student engagement through a virtual Town Hall meeting on September 29th; we then established an all new Student Advisory Board. The primary roles of this group are to represent the student body of the College of Business; to partner with the faculty and staff for student initiatives; and to explore proposals on academic programming, student learning, and student success. Students offer instrumental insight as the College engages with the community and enhances its brand.

Stellar Staff

Terri Cleveland, our Office Services Administrator, is the recipient of the **2020 Alice Smith Staff Award**. This is a true testament to her dedicated service to Clayton State University and the College of Business. The Smith Awards are presented annually by the University to the most outstanding faculty and staff members — who are nominated by their peers. Since the inception in 1995, awards have been bestowed upon seven College of Business faculty members and one staff member.



Marketing Mavens

Dr. Anita Whiting, Professor of Marketing, and **Dr. Linda "Joie" Hain**, Assistant Professor of Marketing, received the **Best Abstract Award** in the Marketing Education Track at the Atlantic Marketing Conference. The 2020 Conference marked the 45th Anniversary of the Atlantic Marketing Association, encouraging development of long friendships through networking opportunities. The abstract title: "Increasing Student Engagement and Enjoyment in Online Classes." Clayton State students assisted with conducting research for the study.

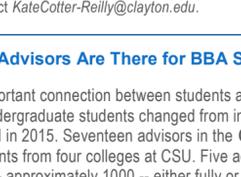
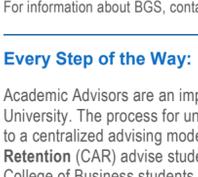


Whiting

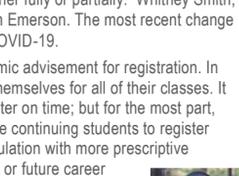


Hain

Abstract: *The Spring 2020 COVID-19 caused a major disruption in the United States for higher education delivery systems. Courses were immediately shifted from campus hosted synchronous classes to both synchronous and asynchronous online formats. The topic of student engagement was already under consideration by professors. Yet the "overnight" transformation of all higher education classes to an online format caught many professors unprepared for the new delivery system. Student engagement in the online format reached a critical delivery point. This study surveys students in an online course delivery format, prior to COVID 19, to understand what drives their engagement and enjoyment to further their learning and participation. The results of this study will support all professors that currently teach online and those that anticipate teaching online in the future.*



Dr. Joie S. Hain, Assistant Professor of Marketing, was recognized as the **Professor of the Month** for September 2020 by textbook publishing company Stukent. Dr. Hain was selected for her zeal and dedication to helping students! Stukent is an educational company that publishes digital marketing textbooks and software.



Read more at <https://www.stukent.com/potm-joie-hain/>.

Research Realized: Thinkers50 Hall of Fame

Dr. Leon Prieto was invited to attend the **Thinkers50 Hall of Fame** ceremony (dubbed the "Oscars of Management Thinking" by *Financial Times*) in September. Among the 2020 Inductees is Charles Clinton Spaulding (Father of African American Spaulding); this tribute is based on the research Dr. Prieto has conducted. Charles Spaulding will join the ranks of other Management Thinkers such as Peter Drucker, Clayton Christensen, C.K. Prahalad, etc. This is an overdue honor for a great management thinker who had been ignored until Dr. Prieto's research showed his great contributions to Management thinking. For details, visit <https://thinkers50.com/hall-of-fame/> and <https://thinkers50.com/blog/the-four-cardinal-points-of-entrepreneurship-lessons-from-charles-clinton-spaulding/>.



Prieto



A Key to Success: Beta Gamma Sigma

Beta Gamma Sigma (BGS) is an international honor society founded in 1913; it is open solely to students from universities recognized by the Association to Advance Collegiate Schools of Business (AACSB). Only about 5% of business schools worldwide have attained AACSB accreditation. Clayton State University's College of Business is among this exclusive few.



Novin

Since its inception in 2006, our chapter has inducted over 400 students into BGS. For several years, the Clayton State chapter was fortunate to have Dr. Adel Novin, Professor of Accounting, as its advisor. Dr. Novin recently stepped down from this position. The new advisor is Ms. Kate Cotter-Reilly, Lecturer of Accounting. She is very excited to accept this role; she hopes to build upon Dr. Novin's legacy by continuing to grow chapter activities and increase the significance of BGS.



New initiatives include: hold two inductions annually in the fall and spring semesters instead of only in the spring; and launch a BGS speaker series hosting professionals and entrepreneurs to inform and inspire students, staff, and faculty. These efforts will facilitate the chapter's student engagement and goal of being an active organization both on campus and in the community. The physical presence has also been enhanced with the relocation of the BGS Key to the main lobby on the first floor plus a display wall on the second floor.

The inaugural BGS Key Speaker Series Fall 2020 welcomed two outstanding guests:



Janke

Kim Janke co-owns Janke Glassblowing Studio with her husband of thirty-three years, Glass Artist Matt Janke. The studio was founded in 1996 and has been located in the Old Fourth Ward since 2000. Kim is currently the only African American woman who owns a glassblowing studio in the country. She spoke on October 5th about the quantitative and qualitative attributes of leadership and how these are the most important skillsets for a leader.



Reilly

Michael J. Reilly was the Founder and President of Energy Insurance Brokers, Inc which was formed in 1989 and specialized in providing insurance services for several key industries. Mr. Reilly also held management positions at Marsh & McLennan Inc., Atlantic Richfield Company, The Lawrence Group Inc., Jardine Insurance Brokers and Great Northern Insuring. On October 26th, he spoke about the importance of financial statements for non-accountants. For information about BGS, contact KateCotter-Reilly@clayton.edu.

Every Step of the Way: Advisors Are There for BBA Students

Academic Advisors are an important connection between students and the resources of the University. The process for undergraduate students changed from in-house college advising to a centralized advising model in 2015. Seventeen advisors in the **Center for Advising and Retention (CAR)** advise students from four colleges at CSU. Five advisors are dedicated to College of Business students -- approximately 1000 -- either fully or partially: Whitney Smith, Aaron Parker, Amaka Nwoko, Tristen Jones, and Malcom Emerson. The most recent change is the addition of virtual advising via MS Teams due to COVID-19.



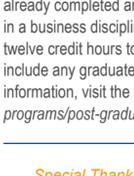
Smith

Business students primarily seek academic advisement for registration. In most cases, students will then register themselves for all of their classes. It can be a challenge for freshman to register on time; but for the most part, students do really well. Advisors motivate continuing students to register early -- particularly the junior/senior population with more prescriptive schedules. Advisors query about current or future career plans to gauge students' interests in order to assist with selecting elective or upper division classes. Staying on track with the required curricula is an important focus. Advisors make sure students locate classes that work for their curriculum. Online students, for example, can only take classes labeled as online.



Emerson

We asked our advisors to share some observations:
"I love seeing students get excited as they complete courses and get closer and closer to graduating," says Amaka Nwoko.
"Working with transfer students, many of them are attending multiple schools or have taken long breaks. Graduating is a goal that is a long time coming. Seeing them achieve it is a great feeling."
"Many COB students have big plans and are usually already taking the proper steps needed to accomplish their goals. It is nice to watch," comments Tristen Jones.
"Witnessing students develop from the initial orientation session to our final advising session and supporting students to the finish line of degree completion is always rewarding," states Whitney Smith. "I love when a student overcomes a challenging course and succeeds."



Nwoko



Jones

Sherwin James (former in-house COB advisor and now CAR Director) has been invested with our students for several years. He created the Major Mentor Program — a unique program for College of Business students. Major Mentors are experienced and knowledgeable junior and senior business majors who provide exceptional peer resources about BBA majors and support development of relationships and networks on campus. For information about Major Mentors, contact WhitneySmith@clayton.edu.



James

Virtual Vectors: Connecting with Industry Professionals

The **Accounting Club** presented "Meet with a CSU Accounting Alumni Online" on Element 17th featuring Kristy Clabaugh, a managing and founding partner at Element CPA in Cabbagetown/Atlanta. Her firm has a large industry niche that uniquely serves the film, TV, and music entertainment industry from Georgia to New York to Los Angeles to India. Kristy is also a member of the Georgia Society of Certified Public Accountants and the American Institute of Certified Public Accountants.

The **APICS Supply Chain Roundtable** held meetings on September 10th and October 10th spotlighting speakers from Home Depot, DHL, and CHEP.

The **SHRM Student Chapter** hosted Jennifer Currence on October 13th.

The **Jim Wood Speaker Series** welcomed Steve Roemcke, District Manager with Fastenal Company on September 17th. The FASTRAC program will provide practical work experience to support classroom education.

A **College of Business Alumni Panel** was moderated by Michael Little, Director of Alumni Engagement and Annual Giving, on October 15th. Panelists were: Sherrie Miller (VP of Sales Operations, Planning, and Marketing at Kane Logistics), Jenice Larmond (Coram Regional Sales Manager at CVS Health), Christina Zolotova (Experiential Marketing Consultant and Social Media Affiliate Marketing Director), and Anthony Bentil (Manager, Strategic Projects and Analytics at Collins Aerospace, A Raytheon Technologies Company). These alumni are impressive! View the Panel video at: https://mediaspace.clayton.edu/media/Business+Alumni+Panel+Recording/1_javj0a58/186107113

Internships: Partnering with Companies for Experiential Excellence

Internships in the College of Business are hands-on training experiences integrated with a real-life business setting. This training gives our students opportunities to apply the classroom's learning and theory-based concepts to current business world situations and develop valuable business skills. Internships give students a chance to develop practical business skills and connections in the business field. These learned skills are invaluable in building a great resume and the relationships that lead to information about future opportunities.

Some of the companies with which business students have secured internships are: Aerotropolis of Atlanta, Fastenal, Masco, Fulton & Kozak, Amazon, Home Depot, DSC Logistics, Centers for Disease Control, Fayette County Chamber of Commerce, Piedmont Hospital (Atlanta, Henry, Fayette) and the City of Atlanta.

All students registered in the College of Business during and after Fall 2019 must complete one three-hour internship course. The student must have Junior status (60 credit hours). It is the student's responsibility to find and get hired for an internship. However, the University's Career Services Department has many job/internship listings on their Career Zone site as well as excellent workshops to prepare for the internship hiring process. Internships can be on-site, teleworking, or both if they meet the Agreement requirements. Students must log 150 hours of work during the semester of the internship course. The Internship Learning Agreement must be completed and signed with three learning objectives agreed upon by the student and the internship Site Supervisor. The College of Business Internship Coordinator and Department Chairs must approve all Internship Agreements prior to course registration. For questions about the College of Business Internship program, contact Mr. Michael Smith, Lecturer of Management, at MichaelSmith@clayton.edu.

Twelve Hours = Opportunity: Certificate Programs

The business world is ever-changing. To keep pace with the latest industry trends and stand out to employers, an **advanced or post-master's certificate** is an easy and efficient way to update skills and knowledge and to acquire new specializations. The College of Business offers advanced certificates in Digital Marketing and Supply Chain Management; applicants must have already completed a bachelor's degree in a business discipline. Post-master's certificates are available in Human Resource Leadership and International Business; applicants must have already completed an MBA degree or Master of Science degree in a business discipline. Students will be required to complete twelve credit hours to obtain a certificate. These credits may not include any graduate courses previously taken. For more information, visit the website: <https://www.clayton.edu/business/programs/post-graduate-certificates>.

Special Thanks to Newsletter Contributors **Zakkiyya Johnson** and **Ariane Adams**

Preview of Next Edition: Spring 2021

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