

The  
School  
of  
Business  
Newsletter

*For Faculty, Staff  
and Students*

**February 2016**  
Issue 6



Salt Lake  
Community  
College



# THE BIZ BUZZ

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February 19, 2016*

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## A Message From the Dean

### Continuous Improvement and Retention



*Dr. Dennis Bromley, School of Business Dean*

January 25 was the deadline for curriculum items to be passed by the Senate Curriculum Committee in order to impact the 2016-17 college catalog. In the month of January the School of Business presented over 50 curriculum items that were passed by the Senate Curriculum Committee. These curriculum items represented months of work to improve courses and programs that we offer. Curriculum changes were presented in Accounting (11), Culinary Arts (7), Computer Sciences (15), Finance/Economics (4), and Business/Management (14). I want to extend my sincere thanks to the faculty on the School of Business Curriculum Committee: Paige Paulsen (Accounting), James Bielefeld (Culinary Arts), Randy Koziatek (Computer Sciences and Information Systems), Pook Carson (Finance/Economics), Monte Sleight (Legal Studies), Lisa Fowler (Management), and Curtis Youngman (Marketing). In addition to serving on the School Curriculum Committee, James, Lisa, and Randy serve on the Senate Curriculum Committee, along with Wendy Gunn (Accounting, Finance, Economics) who was Chair of the Technical Analysis Sub Committee (TASC). All of these individuals have represented their constituents, and the School of Business very

well. I appreciate the hard work they have done to bring to pass all of these improvements to our courses and programs. As the infamous line from the infomercial goes, “But wait, there’s more!” At our most recent School Curriculum Committee meeting we passed changes to some marketing courses and we have an AAS in Hospitality Management that is being readied for submission into the approval process. All of these curriculum actions are exciting as they evidence our commitment to keep our programs current and responsive to student needs and aligned to the market demands of the community we serve.

Properly designed programs of study play an important role in student retention. In fact, it is critical that our AS/AA programs be designed so that students, upon graduation, can efficiently transfer to the USHE institution of their choice. In addition, it is critical that our AAS programs and certificates be tightly aligned with the skills necessary for successful employment. In this way, our programs will be attractive to the students they are designed to serve. Attracting students is only the beginning. We must have a plan of action that will keep students enrolled, engaged, and progressing towards the attainment of their goals. To this end we will be developing a comprehensive retention plan to deploy in the School of Business. The focus of the plan will be to retain students in classes as well as to keep them continuously enrolled through to completion. Class retention is important to program retention. For example, a study at a comprehensive community college reported that “for each additional course dropped, the likelihood of enrolling the following spring decreased by over 50%.” (Summers 2000) I look forward to working with faculty and Associate Deans to develop a comprehensive retention plan that will improve class and program retention.

i Summers, M.D. (2000). Enrollment and registration behaviors as predictors of academic outcomes for full-time students in a rural community college. Ed.D. Thesis. University of Illinois at Urbana-Champaign.

# Who Lights the First Candle?

## Congratulations to Bob Burdette, Honorary Chef

The story is often told about the light from a single candle does not diminish when it is shared with another candle. They both shine and can each light other candles. The same can be said for education. When a teacher shares what she/he knows with students they each can shine and share what they have learned with others. Such is the motivation behind Bob Burdette. His desire to share what he knows with the next generation has dominated his work at Salt Lake Community College.

Bob began teaching at the Washington School of Law in their Graduate Tax Program shortly after graduating with his Master degree in Taxation in 1993. His desire to teach was fulfilling. In 2000 Bob came to SLCC to take over a class for an instructor who had a serious medical problem. Bob taught as an adjunct instructor until 2002 when he was hired to teach accounting full time. For the next eleven years Bob taught every semester including summers.

Beginning January 2014 Bob was invited to serve as the Interim Director of the Culinary Arts program. This opportunity turned permanent during Fall semester 2014. During his tenure as the director many changes have taken place. He has led a team of old and new faculty to update the curriculum. He has successfully acquired new equipment to expand the utilization of the kitchen lab. He cleared the path for the erection of a greenhouse and acquired a composting machine to support the production of food that can be used by students in the kitchen.

The American Culinary Federation (ACF) supports local chapters of Chefs in many communities around the Country. In Utah the organization is known as the ACF Beehive State Chefs' Chapter. On Saturday evening, January 30, 2016 the chapter gathered at the Grand America hotel in Salt Lake City for the President's Dinner.

Beginning in 1980 and continuing every year for 35 years this organization has gathered input from its members to honor selected members who have shown noteworthy efforts in the industry.

This year one of our own was honored by the Beehive Chefs. Bob Burdette, Director of the Culinary Arts program was honored as the 2015 Honorary Chef of the Year. Over the past two years he has met the challenge of the Culinary Arts program with energy and vision equal to the other programs within the School of Business. If you get the chance to discuss the progress of their program during this time he will try to work into the conversation you bringing your department to the Miller campus for lunch prepared by our Culinary students. He will assure you the food is worth the drive!



# Competition at the Home Show at the South Towne Center

## Culinary Students Take 1st and 2nd place

*By Bob Burdette, Culinary Arts Director*

Saturday, January 9, 2016 was not a school day. The spring semester would not begin for two more days but two teams of culinary students competed in the cooking competition at the Home Show at the South Towne Center in Sandy, Utah.

The student teams (left to right: Brandon Scott, Andy Olsen, Shelbie Boutwell and Donna Mills) were provided a box of ingredients and were asked to prepare an appetizer and an entree using as many of the ingredients as possible within one hour. More points were awarded to the team who used more items from the box. Some of the ingredients included chicken sausage, butternut squash and cookie butter.

The judges were impressed with the creations of both teams from SLCC. After the judging was completed samples of each dish were shared with the public who watched the action.



## Upcoming Professional Development Schedule

*By Paul Benner, Accounting, Finance & Economics Associate Dean*

On January 13 the School of Business Professional Development Committee put forth its topics for the remainder of the 2015/2016 academic year. Professional development days are held on the first Friday of each month during fall and spring semesters, from 1:00 to 3:00 pm, and all full-time faculty members are expected to attend. This year, SLCC has scheduled its College Professional Development day on March 4, so the School of Business will skip that month and hold its remaining events on February 5 and April 1.

On February 5, the School of Business will offer three concurrent sessions, of which faculty members can choose two. Those sessions include "How Faculty Can Better Advise Students on Gen. Ed," presented by Academic Advisor Lee Martinez, and two hands-on sessions of generating educational videos. These sessions will cover how to use the "Explain Everything" app and "Screencast-O-Matic," two programs that allow faculty to create voice-over videos quickly and easily.

The subjects on April 1 will be "Taking your class online," "Using the Green Room," and "Video Captioning."

Faculty members will need to bring their laptop computers to the hands-on workshops both days, as they will actually create their own videos during the presentations.

# Marketing Management Department Develops Partnership with Smith's Foods

*By Barbie Willett, Management, Marketing & Legal Studies Associate Dean*

Beginning Spring 2016, the School of Business Marketing Management program is offering classes to Smith's Foods employees at their Corporate Training Center on Redwood Road. The School of Business was approached by Smith's Foods and asked if it were possible to teach classes at their facility, so their employees could earn an industry certification that would lead to management positions within their company. The details were worked out, and the first course is offered at Smith's this semester.

For several years, the Marketing Management program has worked with the Western Association of Food Chains (WAFC) to provide courses that lead to the WAFC Retail Management industry certificate. The WAFC certification verifies that the recipient has met certain competencies which are valuable within the retail food industry. Most employees, who have completed this industry certification, are earmarked for management positions in the food companies where they are employed.



Smith's employees have been taking the courses, which lead to the industry certification on SLCC campuses and online. For the first time, SLCC is offering the certification courses at the Smith's corporate location. There are 30 Smith's employees taking this first course, MKTG 1960 Professionalism in Business, together. The course is scheduled to meet the needs of the Smith's employees. So far, the employees are enjoying taking the class in familiar surroundings, with co-workers who study together and laugh together.



Most of the Smith's employees are adult learners, who did not go to college after high school, or started college, but did not complete their degree programs. Once the employees have achieved their initial goal, of obtaining their industry certification in Retail Management, they will continue to take a few more classes to complete SLCC's Certificate of Completion in Retail Management. Often, these students are motivated to complete their Associates degree at SLCC, then pursue a Bachelor's degree or higher.

There have been a few obstacles to overcome, in order to make this partnership work. Many thanks to Elisha Suazo, a manager for SLCC's Continuing Education Cohort Business programs. She works closely with businesses, like Smith's, who are seeking specialized training for their employees. Lee Martinez, the Advisor for the Marketing Management program, helped us with overcoming some of the admissions issues for the Smith's employees. Colleen Christensen, the Associate Skills Development Specialist at Smith's Foods, who reached out to the School of Business, due to her desire to provide the necessary training for Smith's employees.



## Diverse Business Student Class: Mix and Grow

*By Barbie Willett, Management, Marketing & Legal Studies Associate Dean*

The Diverse Business Student Class (MGT 2990), has hit a record enrollment of 21 students this semester! An enrollment of 21 students, may not seem as though it should be something to celebrate, unless you know the purpose and history of the class. The course was first developed to support business students, who were awarded the Diverse Business Student Tuition Waiver. Recently, the class was opened up to any business student seeking elective credit.



### COURSE DESCRIPTION

MGT 2990 is for students who are considered to be a Diverse Business Student. Diverse Business Students are those who:

- Are of an Ethnic Minority
- Female
- Economically Challenged
- First Generation College Students
- Single Parents with a dependent child
- Speaks English as a second language

The course is designed to support diverse business students to ensure their success at SLCC. Topics that will be covered in the course, may include but are not limited to:

- Time management
- Study skills
- Test taking skills
- Differences between AA/AS and AAS degrees
- Graduation and Transfer information to 4-year institutions
- Introduction to SLCC student support services

Guest speakers join the class to speak about their area of expertise from the list above. The content of the course may change each semester, based on the needs of the students in the class.

Currently, 8 of the students enrolled in the class are tuition waiver recipients. The remaining 13 students, are enrolled in the class seeking elective credit, and have heard from other students and academic advisors, of the benefits of taking the class. The diverse mix of the class can be attributed to students from a variety of countries, single parents, 1st generation college students, students whose 1st language is not English, etc. There is a wonderful mix of students, which creates an exciting dynamic within the class.

The class has become popular, because the students enrolled in the class have common goals and needs. The similarities of the backgrounds of the students, creates an atmosphere of understanding and support. One common thread between the students enrolled for Spring 2016, is that 75% of the students, have a goal to start their own business!

If you are considered a Diverse Business Student (see criteria above), consider filling out a Diverse Business Student Tuition Waiver application for 2016-17. If you are awarded the tuition waiver, you will also join the class. If you are seeking a class for 1 hour of elective credit, which will provide you will valuable knowledge, that will help you succeed at SLCC, consider taking the MGT 2990 Diverse Business Students class. Not only will you learn about support services at SLCC, you will have the opportunity to develop a support system, whose only goal is to help you succeed.

# Welcome to the School of Business

## Faculty and Staff Spotlights

### Stanley Egwuonwu, CSIS Assistant Professor

Stanley Egwuonwu (egg-woo-on-woo) started at Salt Lake Community College on January 11, 2016. His class schedule centers around Computer Programming including Java and SQL. Stanley earned his BS in Information Systems at the University of Utah. He attended Western Governor's University and earned his Master's degree in Information Systems and Security Assurance. Before he obtained those degrees, he graduated from SLCC. Woohoo!

He was attracted to SLCC because of the smaller class sizes and the connection he had as a student. One of the things he likes the most is the way SLCC has broken down the curriculum into segments for better proficiency. Students can spend three semesters learning programming and remembering it instead of cramming too much into one semester and not retaining information.

Before he came to SLCC, Stanley worked at the University of Utah Hospital computer networking department. He also worked at EMC Corporation as an Escalation Engineer. Once he spent 16 hours straight working at an air force base to get their VM Ware up and running. As a professional, he was curious to learn about business processes that didn't really come up in his education. The experience gave him a well-rounded education.

Stanley's hobbies include hunting and target shooting, playing in the outdoors and building for Habitat for Humanity. He also likes bow fishing. (That's fishing with a bow and arrow.) Stanley is part of the Nigerian Association of Utah which is committed to helping people coming from Nigeria to the US navigate the educational system. The Association helps the families get their children in school and mentors them along the way so they finish high school.

We are excited to have him in the Computer Sciences and Information Systems Department and look forward to a very promising future.



*Stanley Egwuonwu*

### Giusseppe Huaman, Part-time Secretary



*Giusseppe Huaman*

The Accounting, Finance, and Economics department is thrilled to announce that they have hired Giusseppe Huaman to serve as a part-time secretary. For many here, Giusseppe will be a familiar face. He served as a work study/ public relations assistant to the department in 2011-2012 while he was a student at SLCC. Giusseppe helped with the early editions of our school "Biz Buzz" newsletter.

After leaving SLCC, Giusseppe completed his Bachelor of Arts in communication at the University of Utah. He is currently working on his Master's degree in Education, Culture, and Society at Utah. Giusseppe has been working as a magazine writer, designer, and editor for the past 3 years. He has also been a student test proctor and departmental assistant at the University of Utah, but his long-term goal is full-time employment at SLCC!

Giusseppe will start on February 1. He and Mary Perez will share the department office in BB105. Giusseppe's hours will be 7 AM to 1 or 2 PM Monday through Friday. His early arrival will help in case there are student or faculty issues that arise before the regular staff arrives. Please make sure to drop in and say hi and give Giusseppe an enthusiastic welcome back!

## Receive Academic Advice

### Welcome our new Business Advisor, Tevita Hola

Tevita is our new Program Advisor assigned to the School of Business over all CSIS degree and certificates, and all programs under Accounting, Finance, and Economics. This includes ACCT-AAS, F&C-AAS, ECON-AS, and all Certificates within. Tevita is temporarily located in BB 107R until we open the Business Resource Center where he will be moved. Tevita has been with SLCC Academic and Career Advising for two years. He is a graduate from BYU with a degree in Sociology and is in the process of beginning an MPA. He was also a recipient this year of the Student Affairs, New Career Contributor Award. He is excited to work with the School of Business students to accomplish their academic goals.

Lee Martinez advises for all programs under the Division of Management, Marketing and Paralegal Studies. This includes Business-AA, -AS, MGT-AAS, MKTG-AAS, PLS-AAS and all of the Certificates within. Lee is temporarily located in BB 132 A until we open the Business Resource Center where he will be moved.

John Wiemer advises for the Culinary Art AAS program. John is located at the Larry H. Miller campus MFEC 211D.

If you are an upper division student in these studies, schedule your appointment with the appropriate Business Advisor. Students can schedule their own appointments online via this website:

[www.slcc.edu/academicadvising/advisors.aspx](http://www.slcc.edu/academicadvising/advisors.aspx)



Tevita Hola

## Accounting 2600 Offers Clear Path for Business Students Transferring to The University of Utah

*By Paul Benner, Accounting, Finance & Economics Associate Dean*

Beginning in Fall, 2016, SLCC will offer a new accounting course designed to blaze a clear pathway for Business AS and AA students who wish to enter the University of Utah's David Eccles School of Business.

With the rollout of Accounting 2600, the SLCC Business AS and AA degree will be modified to allow students to complete their Business AS or AA degree with ACCT 2600 filling their accounting requirements to transfer to the U of U David Eccles School of Business. By offering 2600, SLCC expects that more students will complete their associate's degrees before transferring, giving them an increased probability of success at the U of U.

It is important for students to understand that other universities in the state still require ACCT 2010/2020 or 1110/1120/2020 as pre-business courses, so students who do not intend to transfer to the U of U should still take either the two or three course option toward completion of their Business associate's degrees.

