

The School of Business Newsletter

*For Faculty, Staff and
Students*

April 2012



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Salt Lake
Community
College



Step Ahead.

THE BIZ BUZZ

Issue 7

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May Newsletter deadline for submissions
April 23th

Send your story ideas to the newsletter staff:
Giusseppe Huaman ghuaman@mymail.slcc.edu
Barbie Willett barbie.willett@slcc.edu

A message from the Dean:

Great Job School of Business

Last week I attended The Quality Collaboratives conference sponsored by the Association of American Colleges and Universities (AAC&U). Participants came from 20 colleges and universities spread across 8 states. Each participating college is part of a state program to improve assessment and articulation leading to seamless transferability for students. Presenters were from participating states and shared successes and challenges in their work with assessment, articulation, and the development of learning outcomes.

A significant amount of time was devoted to “team” work where representatives from the colleges worked together on their projects with the final session devoted to each team presenting its project plan to other teams. Barbara Grover was also in attendance at the conference. Our partnering institution, the University of Utah, was unable to send representatives. This left Barbara and me to develop a plan to present. We began with an audit of the School of Business Assessment Plans and details. Our focus was on the elements of the AS Business degree program that make up the 6 core, pre-major courses. Our audit revealed a complete and comprehensive assessment plan that showed learning outcomes that were mapped to courses. Each assessment was mapped to a specific assignment and, in many cases, detailed rubrics were in place. This work is “light years” ahead of the other participating colleges.

My congratulations and heart-felt thanks to all who have participated in the work, often tedious, to put together this sophisticated assessment plan. I hope you have an idea of the quality of the work you have done. I was privileged to see the looks on the faces of others as they learn of your work. Many had learning outcomes and have connected them to courses however; nobody indicated they have learning outcomes mapped to specific assignments with well-developed rubrics. I was proud to present your work as a model for others to follow. Your accomplishments in the realm of learning outcomes and assessment are second to none.

Looking ahead (because that’s what Deans do), where do we go from here? The Quality Collaboration project gives us the opportunity to play a significant leadership role throughout the State of Utah. By sharing the work you have done, with our sister institutions, we can engage in a conversation about common learning outcomes and

rubrics. Developing common learning outcomes and rubrics will enable us to compare performance between students at various institutions. Through continued dialog we can identify best practices in teaching as evidenced by student performance. In this way we inform our teaching practices. Best of all, we move closer to the ideal of guaranteed transfer and admission of our graduates as matriculated students. The work is largely done internally. Now comes the time to lead USHE in this direction.

The Luminus-funded Quality Collaboratives Project will provide the resources and you can provide the expertise to make significant advancements over the next 3 years. A USHE embraced set of learning outcomes, assessments, and rubrics will be in the best interest of all students enrolled in business programs throughout the State. The attainment of this goal will come by SLCC faculty leading the way.



Dennis Bromley, Dean, SLCC School of Business

Thank you to our Program Advisory Members!

A few students in the School of Business know what members of the Program Advisory Committee (PAC) do. They do more than we actually realize. Members of the PAC provide assistance in assessing current status and future needs of curriculum, equipment and instruction. The members of the PAC also assist students through curriculum relevancy and job placement. A PAC consists of at least six members. Every member is selected because of their knowledge and understanding of their area of specialization. Their expertise is essential in helping Salt Lake Community College address trends, as well as meet the needs of employers.

PARALEGAL STUDIES

B. Kent Morgan,
PAC Chair
Dyer Law Group PLLC

Patrick Adams
Salt Lake Legal Defenders
Association

Lacey Bagley
Legal Assistant
Federal Public Defender

Judge John Baxter
Salt Lake Justice Court

Scott Cheney
Utah Attorney General's
Office Litigation, Civil

Jasmine Diamanti,
Paralegal
Ray Quinney & Nebeker

Rich Egan, CPA
Schiff Nutritional Int'l

Krystal Hazlett
Salt Lake County District
Attorney's Office

Jenelle Daley
Trupiano Law

Mary Mark
Mary H. Mark & Associates

Roy Rasmussen
Certified Public Accountant

Kelly Soucie

Mark K. Vincent
Assistant US Attorney

Kim Cosby
Division Chair, Computer
Sciences & Paralegal
Studies

K. C. Jensen
Paralegal Studies Faculty

Monte Sleight
Paralegal Studies Faculty

CSIS PROGRAM

Ted Cowan, PAC Chair

Brad Giles

Bruce Larson

Carl Lyman

**Christine Barton & Don
Brenner**

Danial Opoulos

Dave Heldenbrand

Dave Olsen

David Lee

David White

Diana Tabor

Greg Anderson

James Hodges

Jan Hedberg

Jay Hill

Jim Anderson

John Dunn

Ken Cuddeback

Kenneth Morley

Patrick Richter

Quinn Mitchell

Richard Bangerter

Roger Blohm

Ryan Wallwork

Seth Kleman

Skip Clavell

Steven Porter

Terry Stone

Troy Jessup

Kim Cosby, Division Chair
Computer Sciences &
Paralegal Studies

Robert Baird
CSIS Dept. Coordinator

**Lee Martinez/
Devan Church**
Academic Advisor

MANAGEMENT & MARKETING

Dr. Michael Sutton
PAC Chair
Westminster College

Louis Caudillo
Director/Employee
Relations, Questar

Rogelio Franco
Entre Latinos

Monte Peterson
President, Peterson's
Marketplace

Moana Kropushek

Dave Jhett
Granite School District
Program Manager

Wayne Dittmore
Jordan School District

Vicki Nelson
Tooele School District

Patricia Thomas

Brian Dean

Fred Krau
Marketing Director
Rocky Mountain Care

Joel L. Deaton

Jim Ackerman
Ascend Marketing

Elliott R. Mott

Jay Powell

Andreas Fleckenstein
Division Chair, Division of
Marketing, Management &
Culinary Arts

Rolayne Day
Department Coordinator –
Marketing

Don Gren
Department Coordinator –
Management

Ann Mackin
Women in Business
Director – SLCC

ACCOUNTING/ FINANCE & CREDIT

Jamie Siglin, PAC Chair
Owner, Chair,
Accounting For It

Annette Andersen
Tanner LLC

Jonathan Bryant
Student Representative—
Finance/Economics Dept

Preston L. Cochrane
President and CEO
AAA Fair Credit Foundation

Dara Hoffa
Westminster College
Gore School of Business

Barbara Iwaniec
Preferred Accounting, Inc.

Susan Lujan, CCE
Corporate Credit Director

Garrett Koerner
Tax Mgr, Ernst & Young

Ali R. Manbeian
Managing Partner, Global
Positioning Solutions

Carolina Rivas
Staffing Consultant, Wells
Fargo Regional Banking

BJ Thomson
VP Finance, National
Benefit Services, LLC

Jodi L. Vawdrey
Financial Representative
Northwestern Mutual

Dean Wangsgard, CCE
President, NACM Business
Credit Services

Brian Wells
Sr. Financial Analyst
Adobe Systems

**Barbie Willett, Division
Chair**, Accounting, Econ/
Finance

Dennis Watson
Department Coordinator
Finance and Economics

Paige Paulsen
Dept Coordinator,
Accounting

CULINARY ARTS

Bernhard Gotz Chair,
Grand America

Allyson Gamble
Capitol Preservation Board

Andrea Gamble

Brad Burton

Deborah Heaster

Deon Corkins

Ed Box
Grand America

Frank Krause

Joyce Fenton

Kay Morgan

Kenneth Grover

Mary Ellen Dworshak

Mike Bailey

Pat Baker

Pearl Hart, CFCS

Penny Moline

Raymond Lammers

Rebecca Greene

Robert L. Sullivan

Shawnee Mouna

Vicki Nelson,
CTE Specialist

Andreas Fleckenstein
Division Chair, Division of
Marketing, Management, &
Culinary Arts

Basil Chelemes
Department Coordinator-
Culinary Arts

Jan Dalby
Manager, ATC Marketing

Lee Martinez
Academic Advisor

Leslie Sieferle
Instructor

Sheral Schowe
Instructor

Be assured that Career & Technical Education is working

Opportunities are almost limitless for students involved in higher education today. As students start their educational journey, there are many directions they can go to help them prepare for their career. One direction is Career and Technical Education (CTE) which is alive and progressing in the State of Utah. CTE shows students a direct connection between doing well in high school and a smooth transition to post-secondary opportunities or to getting a good job when they graduate.

CTE Pathways are rigorous programs of study that assure strong technical and academic preparation that provides students with critical learning and hands-on skills. Concurrent Enrollment (CE) is one essential strategy that assists in this rigorous training.

Concurrent Enrollment augments the CTE Program objectives and provides challenging college-level experiences for high school students. More than 27,444 Utah students earned over 188,000 credit hours of post-secondary education last year.

The Marketing Management Program at Salt Lake Community College is an active experiential program that is highly engaged in Concurrent Enrollment. Faculty members work with high school faculty at Alta, Cottonwood, Riverton, Herriman, Jordan, Skyline, Copper Hills, Brighton, Kearns and Taylorsville High Schools.

SLCC's Concurrent Enrollment Marketing courses taught on high school campuses include:

- MKTG 1030-Introduction to Marketing
- MKTG 1070-Promotion
- MKTG 1010-Customer Service
- MKTG 2000- Cooperative Education (Academy of Finance participants only)



Emily Dzatlik, CTE Student

Emily Dzatlik is a SLCC student, who serves as an example of what Concurrent Enrollment programs along with the Career & Technical Student Organizations (CTSO) can do to enhance education. Emily was a senior at Jordan High School when SLCC's Concurrent Enrollment liaison Curtis Youngman met her during one of his visits to her school. That year, Emily was president of the Jordan High DECA Organization. DECA involvement prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management. Emily had participated in Fall Leadership Conferences, both State and International Career Development Conferences, and many community and campus service activities. She saw first-hand the value of developing leadership skills and being prepared for the business world.

During Mr. Youngman's Concurrent Enrollment visit, he talked about the AS/AAS degree options at SLCC, the hands-on educational experiences provided in the classroom, SLCC's Collegiate DECA (a continuation of high school DECA), and the opportunity for tuition waivers to assist students in their college journey.

After high school graduation, Emily enrolled at SLCC and was chosen as the Collegiate DECA State Vice President for Communication. Emily's competitive nature rose again as she entered the Advertising Campaign Event and placed 1st in state and 2nd at the International Career Development Conference in Orlando, Florida.

Being a state leader was not enough for Emily. While at the International Conference in Orlando Emily ran for an International officer position, and was selected to be one of five student leaders representing the international delegation of collegiate DECA. What a journey Emily has been on! One of her goals is to make sure the 2012 Collegiate DECA International Career Development Conference (ICDC) in Salt Lake City is a very memorable and successful DECA experience for the 1500 or more students who will attend the conference.

Emily's transition could not have been any smoother. The challenging and rigorous training from Concurrent Enrollment provides experiential activities that assist students in their future opportunities. The key training that DECA and Collegiate DECA offers our students ties the training together and prepares students to be civically and economically engaged with their communities.

CTE programs integrate student leadership elements with career training which leads to student success.

CTE - An educational program that is working.

While at SLCC, Al has served as the Collegiate DECA advisor and was recently recognized as the Utah Collegiate DECA advisor of the year

SPOTLIGHT ON Al Cole

Al Cole has been a faculty member at Salt Lake Community College for 19 years. At the end of the Spring 2012 semester, Al will celebrate his retirement and move on to a new phase in his life. "Things have really changed, but for better, that's for sure." Al says in reference to his time at SLCC.

At age 16, Al joined the Air Force. He served his country for 8 years and learned to love to serve others. Soon, he realized that he needed to get a higher education and enrolled at Weber Junior College.

Later he attended Brigham Young University while working at the Utah State Prison. During this time, Al got married and decided to move to Salt Lake City and became a "RED" as he started to take classes at the University of Utah.

Al went back to the Air Force and stayed with them for another 27 years, then he retired from his civil service duties. After all those years, Al found his real passion — teaching and serving others.

For Al, teaching business is more than just giving concepts. "We could teach marketing and business principles, but we need to give the student a way to relate these concepts to actual business. They need real world experience, and here at SLCC we can provide that." After all his time teaching, Al loves that "Aha" moment when a student sees that something we are talking about falls into place."

After retirement, Al plans to travel with Miriam, his wife of 50 years. "I don't want her to travel to exotic places without me and school interferes with travel." Al and Miriam will spend more time with their 3 daughters and 11 grandchildren. As much as he hates to leave his students and co-workers, he says at 78 it's getting hard to climb the stairs to the 2nd floor.



Al Cole, Associate Professor of Marketing



Student Receives Valuable Experience in Retail Store Operations Course

By: Jon Pratt, SLCC Business student and future business owner

For the 2012 spring semester, I was given the opportunity to enroll in the Retail Store Operations course at the State Capitol.

I previously worked in various positions within the production, finance, services, and retail industries, but I wanted experience in running a retail business. I felt strongly that this was a course that most closely mirrored my intent, not only in furthering and attaining my degree, but also in the advancement, fulfillment, and application of necessary skills required to become a successful business owner.



STATE CAPITOL

Further, the skills learned in predicting customer wants, inventory control, proper display of merchandise, self-presentation, proper training, and effective management has opened doors and presented opportunities that simply would not have been available beforehand. I look back now and cannot fathom where I would be without the guidance of my professor Barbie Willett, and the empowerment I have gained from what I have learned.

For any individual going into business, I recommend you to take this course, regardless of your particular focus. There are many benefits associated with the experience this course provides in the ability to apply what you learn, and the capacity to say “this is what I can do.”

Capitol Culinary Arts Project – second session a success

January 17th thru March 8th is when the Utah State Capitol Legislative session took place this year. The Legislative session proceedings include, but are not limited to, House and Senate session debates and committee hearings among other things.

The event brings many lobbyists, industry representatives, and other officials from state agencies to the Capitol to petition State government for funds for the coming fiscal year. The population of Capitol swells in size, which puts the pressure on the Capitol Culinary Arts Project team. John Houldridge, Chefs Jackie Pappas and Bruce Johnston, lab aids Kenya Coleman, John (“Jack”) Mehegan, Presten Thompson, and students from the SLCC culinary program met the challenge head on – besting last years performance and earning accolades from high profile catering guests including the Director of the Capitol Preservation Board. Well done!



Congratulations to our Paralegal Program for their ABA accreditation recertification.

Thank you to the faculty and staff who recently compiled and submitted a 200 page report for their American Bar Association recertification. Kudos to Monte Sleight, K.C. Jensen, and Sharee Laidlaw - Paralegal faculty, Jessica Guiver - Administrative Assistant, Denette Burge - Secretary, and Kim Cosby - Division Chair for your work on this important project.

Congratulations to Chef Laura Marone

Recent Carl Perkins Grant Award for Culinary Adjunct Professor of Baking

Congratulations to Chef Laura Marone for receiving a Perkins Professional Development Grant to attend two professional pastry arts workshops. The award not only covers tuition, but air fare and expenses total more than \$5000. Here are the details direct from the award announcement:

#1 PRIVATE WORKSHOP with Marina Sousa of Just Cake, Capitola, CA(\$2,146.55) April 1, -2, and #2 PRIVATE WORKSHOP with Maggie Austen of Maggie Austen Cake, Alexandria, VA (\$3, 295.00) for a TOTAL AMOUNT of \$5, 441.55



The Impact of Diverse Students at SLCC

Diverse students can be defined as those students who do not fit into the traditional profile of college students. This would include students of color, students from poor economic backgrounds, first generation college students, students with disabilities or with some other type of minority status. These students have multiple issues which may create obstacles beyond what typical students face, which can limit college success. A college's faculty, staff, and administration must first understand these obstacles, then set up policies, procedures, and programs which can assist students in overcoming these obstacles in order to give them an equal opportunity to achieve their educational and career goals.

More than 55 percent of all minorities and women in higher-education attend community colleges. By the year 2016, 51 percent of individuals entering the workforce will be women, minorities or foreign-born individuals. Two-thirds of these jobs will require training available at most two-year institutions.

You may ask how this impacts you as a faculty or staff member or student at SLCC? If SLCC wants to be a true provider of education and job skills in Utah, then we must truly prepare our diverse student population for the current and future diversity of our local communities, state, and nation. Research has shown that diverse students are more successful in college, if some of the following needs are met by the college:

1. Student engagement has emerged as a strong predictor of student success. The more engaged students are on campus, the stronger the likelihood that they will succeed in college and graduate.

2. College Preparedness (especially for first-generation students). One proposal, from California State University-Dominguez Hills, was to develop an introduction to college course, called "University 101" which was mandatory for all first-year students. The course is designed to ease the transition to college and provide skills for college and beyond. Students who took University 101 said the course helped them balance work, school, and other activities and created networks with other students. The course has increased retention rates at the university.

3. Another focus at Jarvis Christian College was to improve customer service on campus. All campus services must be consistently helpful to students.

4. Under-represented populations tend to be attracted to community-oriented academic work. Very capable minority undergraduates tend to transfer from majors in science, engineering, math or technology (low context fields) to pursue degrees in the humanities or social

sciences (high context fields). First generation students benefit more from engaging in peer interactions and participation in academic/classroom and extracurricular activities than other students.

5. Improve College Structural Diversity refers primarily to the racial and ethnic composition of the student body, faculty, staff, and administration.

6. Improve College Classroom Diversity is the incorporation of knowledge about diverse groups into the curriculum. This takes place when colleges recruit more faculty who include content and research on different groups in their courses. Curricular change can also take the form of the development of ethnic studies and women's studies programs, co-curricular academic support programs, and multicultural programming. Equally important is informal interactional diversity, which is the opportunity to interact with students from diverse backgrounds in the broad, campus environment.

SLCC has demonstrated pockets of success in relation to diverse student programs. However, diversity is not the purview of one department or program on campus. It is a constant awareness, which must be incorporated into all aspects of our institution. It is not enough to provide access to diverse students, without the mechanisms to support retention, completion and success.

