

The School of Business Newsletter

*For Faculty, Staff and
Students*

October 2013



Salt Lake
Community College



Step Ahead.

THE BIZ BUZZ

Issue 2

In This Issue

Page 2 - A MESSAGE FROM THE DEAN

Page 3 - VIDEO LECTURES TO ENHANCE BUSINESS COURSES

Page 3 - FORMER STUDENT FEATURED IN MAGAZINE

Page 4 - CULINARY ARTS NEWS

Page 5 - UPCOMING DECA FUNDRAISING EVENTS

Page 6 - MISCELLANEOUS OVERHEA(R)DS

Page 7 - KIM'S CORNER

Page 8 - FORUM SPEAKERS

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www.slcc.edu/schoolofbusiness.com

November Newsletter deadline for submissions:
October 28th

Send your story ideas to: Lisa.McFadden@slcc.edu

A Message From the Dean: Why Do You Do What You Do?

A few weeks ago I attended a meeting related to our Quality Collaboration project with the University of Utah. The meeting was at the Board of Regents office and involved representatives from the Commissioner's Office, AAC&U, SLCC, and the University of Utah. Towards the end of the meeting we were asked the question "Why do you do what you do?" or, put another way, "What motivates you?" This was a thought-provoking question and the responses were intriguing and included expressions such as "to be motivating it must make sense," "to be motivating it must be good for teaching and learning," and "to be motivating it must practical." For me, to be motivating the project must be exciting and stimulating.

The first half of the fall semester has been both exciting and stimulating as we unveiled several initiatives and embarked on plans of action aimed at implementing them. The in-service



Dennis Bromley, Dean, SLCC School of Business

sessions held in September and October are early highlights of the exciting activities going on in the School of Business. The presentations made by faculty were superb and revealed the excellent work already underway with regard to flipped classrooms and the use of the ePortfolio.

We will continue to advance the School of Business initiatives that align with SLCC's strategic priorities. The School of Business Strategic Planning Committee will be reactivated and charged with developing plans to implement the initiatives. The following individuals were nominated and accepted the invitation to serve: Wendy Gunn, Accounting, Finance and Economics; Eric LeDuc, Management and Marketing; Margarethe Posch, CSIS & Paralegal Studies; and Jim Bielefeld, Culinary Arts. I, along with the Associate Deans, will join them. Our first priority will be to "map" the School of Business Initiatives to the SLCC Strategic Priorities and create an updated School of Business Strategic Plan.

On October 30-November 1 we will host the ACBSP Region 7 conference. The theme of the conference is "Engaged Learning in the Digital Age" and will feature eight "Best of Region" presentations including one by Dave Alldredge and Paige Paulsen. Spencer P. Eccles, Executive Director of the Governor's Office of Economic Development, will keynote the luncheon. On Thursday night we will have an old fashioned western barbeque catered by the SLCC Culinary Institute. It is not too late to register for the conference. This is a busy, and yes, a very exciting, stimulating, and motivating season.

News from Management & Marketing

Video Lectures to Enhance Business Courses

by E. G. Engh

Faculty face the challenge of keeping business courses current with trends in industry and society. Courses must serve the students who, take note, are already working, many of them full-time, as professionals. Yet, business evolves so rapidly that any course not linked to the real world quickly falls behind, and risks failing in its primary objective to serve the student, and through them, society. Salt Lake Community College is working to keep course content relevant.

Just this week several instructors took key steps to keep course content current with industry. They recorded key portions of lecture material for use specifically in a new online course called “Introduction to Business” (BUS-1010). Roger Lee, Melodee Lambert, Eric LeDuc, and others recorded videos of key portions of lectures to be included in the course content. By incorporating these video-lectures into the course, faculty hope to bring the online course into near-equivalency with the quality normally associated with traditional face-to-face courses.

There is good science supporting the notion that students retain more critical information if it is presented in more than one medium, such as audio plus video, as well as reading and lecture. Retention of critical content increases when a PowerPoint presentation supplements the video-clip. Using text, graphs, formulae and occasional proofs, will engage parts of the student mind that function independent of those parts reached by the video-clip. By adding these video clips the course begins to approximate the goal of whole-mind engagement, in ways that do not occur in mere directed-reading courses. As courses gain access to the whole-mind they approach a whole-student. The goal of the School of Business is to engage the “whole student” with relevant, real world learning experiences.

Former Student Featured in Magazine

Salt Lake Community College Culinary Arts Graduate, Ken Willard, was featured in the Fall 2013 issue of Sizzle Magazine. Ken was previously selected as the Culinary Arts Student of the Year in 2013. Ken said one of the most important lessons he learned took place while working at the Capitol as a student. He said, “Being around all the state representatives and guests from out of state caused me to hold myself to the highest standard and I had to hold myself accountable for my actions. I knew there would be no expectation I couldn’t meet or even exceed.” Sizzle Magazine is produced by the American Culinary Federation.



Student Places First in State Culinary Competition



Trisha Peay, SLCC Culinary Arts Student

Congratulations are in order for SLCC Culinary Student, Trisha Peay. Trisha recently participated in the Utah State SkillsUSA competition where she placed first in the Action Skills Category. Each candidate was required to give a 5-7 minute presentation before a panel of judges. Trisha's presentation was entitled '5 Ways of Zesting Citrus.' She went on to the National competition in Kansas City, where she placed second.

SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled workforce. SkillsUSA is a national nonprofit organization serving teachers and high school and college students who are preparing for careers in trade, technical and skilled service occupations. It was formerly known as VICA (Vocational Industrial Clubs of America).

Trisha said, "I love the Culinary Arts Program at SLCC and really enjoy the hands on experience I receive." She plans to graduate in May 2014 with an AAS Degree in Culinary Arts.

Culinary Students Participated in Local Fundraiser

SLCC Culinary students participated in the Local First Utah Fundraising Event, 'Celebrate the Bounty.' The event was held October 10, 2013 at the Union Pacific Depot in downtown Salt Lake City. Local First is a not-for-profit organization which was organized by a small number of volunteer business owners and community minded residents with the goal of empowering a movement which would help recognize the value and vitality of locally owned, independent businesses in our communities. They have more than 4000 locally owned and independent business partners currently participating with them.

SLCC Culinary Arts Director, Jason Talcott said the students had the opportunity to work alongside participating chefs. Their menu selections were: Duck Confit Tostadas with Prickly Pear Gastrique; Berkshire Pork Tostadas with roasted Serrano Salsa and Smoked Veggie Tostadas with Cilantro Lime Creama.

A colorful illustration of the Union Pacific Depot building in Salt Lake City. A sign on the building reads 'Buy local FIRST UTAH'. Below the building is a banner for the event: 'Celebrate THE BOUNTY'. The event is on Thursday, October 10th, 6-10pm, at the Union Pacific Depot, 400 W South Temple. The poster lists ticket prices: '\$65 FOOD + BEVERAGE', '\$55 FOOD ONLY', and '\$1000 VIP TABLE for 8'. It also includes the website 'WWW.LOCALFIRST.ORG/CELEBRATE' and the slogan 'Don't wait to buy tickets, last year's party sold out!'.

DECA's Deliciously Diverse Cookbook!

by Victoria Willett, VP of Public Relations, SLCC DECA

From now until January 31st, DECA, the business and entrepreneurship club here at SLCC, would like to collect your favorite recipes! DECA will be assembling a cookbook that will highlight the cultural melting pot of the students and staff at the college, as one of its fundraiser projects this year.

The cookbooks will be a great way to expand your recipe repertoire, and/or they would make great gifts! The cookbooks will be available after spring break and will cost only \$10 each.

If you would like to add your masterpiece(s) to the cookbook, please submit the following: your name, recipe title, instructions, and pictures of your recipe to:

DECA@SLCC.EDU

We look forward to receiving your deliciously diverse dishes!



DECA's Motorcycle Ride Fundraiser



by Victoria Willett, VP of Public Relations, SLCC DECA

Do you ride a motorcycle? Would you like to bring a smile to a child's face? DECA is collaborating with the Timpanogos Harley Davidson shop to host the *Ride-4-Shriners'* event.

The ride will take place Saturday, October 19th. The meeting location will be at the Harley Davidson at 555 South Geneva Road in Lindon. There will be a Pancake Breakfast at 8:00 a.m. followed by a cruise to the Build-A-Bear store in Orem.

DECA is asking for donations from participants. The ride fee is \$35. All proceeds from this event will go toward making stuffed bears from the Build-A-Bear Workshop for children at Shriners Hospital. DECA is very excited to work side-by-side with the motorcycle community to make a difference in the lives of the children at Shriners.

If you are interested in this event and/or would like more information, please email: DECA@SLCC.EDU.



Miscellaneous Overhea(r)ds

From the Division of Accounting, Finance & Economics

by Dave Alldredge, Interim Associate Dean

Division Facts: The division became the largest division in the School of Business based on enrollments, with nearly 3,700 students taking courses in 177 sections taught onsite, online, hybrid, flipped or concurrently.

Upcoming Items: The division has a few projects underway that are worth noting:

- **Remodel of the accounting lab** including new computers, more computers, tutoring/lab office, lounge area, new paint and carpet, photos and plaque of AAS in Accounting graduates and accounting/business signage. We are awaiting the lava lamp order before having our grand re-opening.
- **Redesign of the finance lab**, including tables in pods for better viewing and more suitable for group projects. Installed monitor in the hallway to promote AAS in Finance with more customized content and signage to come. According to one faculty, “it’s better”.
- **“Block classes are best”** said a student somewhere, sometime, I am sure. For Spring semester, the division will be offering 8 sections of block 1 & 2 classes based on this indisputable evidence.
- **Stackable Certificates are the new black.** The division, along with Marketing & Management and CSIS, is working towards new degree opportunities giving students the option of putting certificates together to create a field of study that interests them.

Flipped Tip of the Month: The flipped classroom gives faculty more opportunities to answer students’ questions. It could be that 25% of the class time is spent answering student questions with this delivery method. How much time can faculty spend answering questions in a lecture-based classroom?



Kim's Corner

Computer Sciences & Paralegal Studies



by Kim Cosby, Associate Dean

The Division of Computer Sciences and Paralegal Studies is a happening place. With the semester half way through, the Division is preparing the schedule for next term and getting ready for the New Year. I have the opportunity of co-chairing the AD Council with Dale Smith and we are working with that committee to organize adjunct training dollars and internship opportunities. I am also serving on the Discussion Team to work through current issues, trying to provide an administrative perspective while keeping the faculty close to my heart.

Enrollment in Computer Sciences and Information Systems has grown every semester and has the highest FTE in the School of Business. As exciting as that is, the Division is not done with innovation regarding student access or supporting student retention and success. New tutors are being hired to help with programming classes. Two new faculty will be hired in Spring 2014. Paralegal Studies has established a strong program with very little attrition. I am excited to announce a new Secretary in the Division office, Angelica Garcia. I would like to express gratitude for the efforts of all the faculty and staff for your hard work and commitment to making this a great place to work.





Leadership Forum Speakers

SLCC students, faculty and staff are invited to learn from the experts at the School of Business Leadership Forums, held each Wednesday from 12:00 - 12:50 p.m. in the Business Building Room 119.

Oct 16	- Fall Break -	
Oct 23	Tom Huyhn	Realtor, & West Valley City Council Member
Oct 30	Josh England	President, CR England Trucking
Nov 6	Jim Croft	Retired, Former Chairman, Federal Home Loan Bank Board
Nov 13	Richard Jaffe	Surgeon, Department Head, U of U School of Medicine

