

The  
School  
of  
Business  
Newsletter

*For Faculty, Staff and  
Students*

February 2014

Salt Lake  
Community  
College



Step Ahead.

# THE BIZ BUZZ

Issue 5

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[www.slcc.edu/schoolofbusiness.com](http://www.slcc.edu/schoolofbusiness.com)

March Newsletter deadline for submissions:  
February 26th  
Send your story ideas to: [Lisa.McFadden@slcc.edu](mailto:Lisa.McFadden@slcc.edu)

## A Message From the Dean:

# ATTRIBUTES and EDUCATION

We are in the business of preparing students for a successful future. While there are many facets to success, employment certainly plays a major role in success. We have put forth great effort in designing academic programs to help prepare students for successful employment. We articulate learning outcomes and sequence courses filled with learning activities and assessments to measure student progress and mastery. We use transcripts to convey to potential employers the knowledge, skills and abilities that students developed throughout the program. Indeed, a favorable transcript may play a critical role in the graduate's ability to land a job. But, what does it say about the student's ability to succeed once s/he is hired? The perhaps subtle difference between getting a job and being successful in the job lies in the difference between the knowledge, skills and abilities to get the job and the attributes critical to employment success.

As the culminating activity for my PhD I conducted a study focused on attributes critical to employment success and whether or not they could be developed through appropriately structured learning activities in conjunction with employment through a cooperative work experience program. (On a side note, SLCC students in Curtis Youngman's marketing classes participated in the study as I included community college students in Utah, Wyoming, and Montana.) I conducted that study in 1992. I recently did a Google search on the question "What attributes are critical to employment success?" Several articles came up. Interestingly, some 20-plus years later, the list of attributes critical to employment success has not changed even though there have been significant changes in technology and discipline-based information.

As we look to upgrade programs of study in order to stay aligned with industry needs, we should include conversations about attributes critical to employment success. We will greatly enhance our programs when we identify the attributes students develop, establish a mechanism for documenting those attributes, and empower students to evidence the attributes to prospective employers. I am not suggesting that we add courses or shift content in courses to make room for additional topical coverage. Rather, I am suggesting that the accumulation of student experiences be structured so that the attributes are outcomes from the composite of experiences with documented evidences compiled as evidence of each attribute. Just as the transcript documents the evidence for content knowledge, the ePortfolio can portray evidence of attributes critical to employment success.

The use of signature assignments and the ePortfolio have been institutional expectations in classes with a "Gen Ed" designation for several years. Two years ago I introduced the notion of the ePortfolio as a business program requirement. Little has been done to advance that concept until recently. A task force has been formed to do just that. My thanks to Lynnette Yerbury, Heather Schumacker, Eric LeDuc, Basil Chelemes, Melodee Lambert, and Dave Alldredge for their interest in advancing the initiative of the ePortfolio as a "high impact practice" requirement for the AAS Accounting and AS Business programs. I ask that you support their efforts and actively engage in the process of creating more engaged learning experiences for our students through the use of the ePortfolio.



*Dennis Bromley, Dean, SLCC School of Business*



## Opportunity Quest

Once again colleges and universities have engaged their students in this exciting, annual entrepreneurial experience (Opportunity Quest), which assists the students in their career plan. Opportunity Quest is student directed and involves students as volunteers under the direction of the Pierre Lassonde Center. The Opportunity Quest competition is designed to further enhance the entrepreneurial desire of students. This tremendous undertaking has been made possible by generous support from sponsors, mentors, judges and faculty members of colleges and universities.

Opportunity Quest takes place at the University of Utah and 11 other participating Utah colleges. Each campus has representatives who direct the competition and manage the awarding of cash prizes. Participants receive an educational forum to aid in developing a professional, competitive executive summary. Opportunity Quest is managed by students through the Utah Entrepreneur Series, a division of the Lassonde Entrepreneur Institute and the David Eccles School of Business.

Salt Lake Community College is one of those institutions that conducted their local competition and will be sending their students on to the state event during the next 2 months. We are proud of these students.

Natalie Callahan, SLCC DECA Collegiate President, served as the student director for SLCC's Opportunity Quest. She assisted in the promotion, arranged the actual event and secured competent judges to evaluate the students executive summary and their personal video of their proposed business plan.

Natalie along with Curtis Youngman, SLCC's Collegiate DECA Advisor, recently announced the top three winners of the SLCC Opportunity Quest. "The 2014 OQ competition brought in many innovative submissions," said Justin Stevens, director of the 2014 Opportunity Quest Competition. "These teams are motivated, dedicated and truly represent the entrepreneurial spirit that is shaping our future. We wish each of the teams the best of luck."

**\*1st Place - Justin Beck**, received \$1,000.00

**2nd Place - Emilie Callahan**, received \$750.00

**3rd Place - Nicholas Acord**, received \$500.00

\*Note: Taking 1st place locally, automatically puts Justin in the top 30 level of competitors.

These three students will compete at the third and final event in the Utah Entrepreneur Challenge (UEC). In this event, student entrepreneurs from across the state submit a comprehensive business plan for an opportunity to win a \$40,000 grand prize. The UEC is sponsored by Zions Bank and offers business services to the winning team. Students from the colleges and universities around the state of Utah will participate in this exciting event. What a great opportunity for our students to create, present and validate their business idea. During the state event these student will submit their executive summary, their business plan and a video of their business idea.

# Business Communications Students Provide Service to the Community

Service Learning as a methodology in BUS 2200 has multiple benefits because it engages students as agents of their own education as they:

- learn through service by using their business communication skills to solve problems and meet the legitimate needs of a community non-profit or other underserved or marginalized groups.
- develop contacts with local non-profits and other members of the wider Salt Lake community, thus connecting SLCC with its community.
- reflect, in writing as well as orally, not only about their growth as students in a specific course but also about their potential to be involved proactively as.

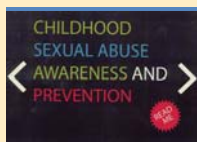
Service learning as a methodology in any course strongly correlates with student success in courses across the curriculum—and in colleges and universities across the nation. In a journal article she wrote, SLCC English Professor Elisa Stone noted that:

*“service learning provides another opportunity for democracy in action, for empowering students . . . as agents in the discourse of their neighborhoods and cities.”*

Ernest Boyer, underscored the value of service learning in an article in the Journal of Public Service and Outreach:

*The scholarship of engagement means connecting the rich resources of the university to our most pressing social, civic, and ethical problems, to our children, to our schools, to our teachers, and to our cities.*

During Fall Semester, several business students in Melodee Lambert’s Business Communications classes chose the Service Learning option for their final group project.



**STOPPING CHILD SEXUAL ABUSE.** DezaRay Mons, Darla Everill, Charlee Holtey and Nicole Jensen did primary and secondary research about community understanding of and efforts to stop child sexual abuse; they then created a powerful and visually stunning booklet based on their findings and are distributing it to the local community.



**GETTING THE WORD OUT ON SLCC’S SUICIDE PROTOCOL.** *Katie Zastrow, Nick Fronk, Nichole Steinfeldt and Todd Wandell* worked directly with SLCC’s Health & Wellness Center to inform students about the College’s new Suicide Protocol. Their remarkable work—based on primary and secondary research that included crunching the numbers of over 500 surveys SLCC students completed—is now available in a brochure at the Health & Wellness Center.

## Students Provide Service (continued)

**INCREASING AWARENESS OF HPV AND ITS CONSEQUENCES.** *Josh Butler, Marisol Orona, Aldo Ramirez and Scott Schroeder* conducted primary and secondary research as well, brought a speaker from the American Cancer Society to campus and created a highly informative brochure about HPV to counteract the lack of knowledge about it among SLCC students.



**EDUCATING CHARITIES ABOUT CROWD FUNDING.** *Amy Garcia, Stephen Allen, Jake Blue, Emily Millar and Cade Thueson* created an attractive, informational brochure aimed directly at charities and non-profits to help them raise funds through crowd funding; their brochure points NPOs toward successful crowd funding sites such as Indiegogo, Splitzee, Go Fund Me, Just Give, and Crowdrise.



**CREATING A MARKETING CAMPAIGN FOR MANA ACADEMY.** *Gennie Beale, Jesse Armstrong and Kenzie Olsen* worked directly with Mana Academy to create a marketing campaign for this new local charter school. The result: an eye-catching brochure and flyers advertising the school, all of which Mana Academy is now using.



**EDUCATING POTENTIAL PET ADOPTERS.** *Larissa Esquivel, Andrea Velasquez, Rachel Coggins, Mitch Reuckert* worked with the Humane Society and the Pet Adoption Center to create an educational brochure for those thinking about adopting a pet. Two main goals were to help potential adoptees be realistic about how suited they are to adopt and thus to reduce the number of animals returned after an unwise adoption.



**INFORMING STUDENTS ABOUT THE ACA.** Three groups, one in each of three classes, conducted research about the Affordable Care Act; all produced credible, informative and attractive documents. Though these are technically Business Research projects, they also qualify as Service Learning because using their business communication knowledge and skills, these students provided a clear service to students and others who are uninformed and/or misinformed about the ACA.



*Klare Wagner, Pat Alderman, David Chidester, Angala Gubler and Natalie Parisi* created a postcard and a website—an excellent website—that lets users find answers to their questions and calculate costs as well: <http://aca4you.weebly.com>.



*Dave Granado, Matt Calaman, Neil Blamires and Sharon Vuong* created a brochure that speaks directly to a college-age audience; it's colorful, inviting and edgy.

*Ken Weihing, Cathy Hanzon, Tyler Hand, Tyler Powell, Weston Thompson* created an 8-page newsletter that while more traditional in design, is highly informative and easy to read.



## FACULTY SPOTLIGHT

*Get to know your Faculty...*



**Rolayne Day**

Rolayne Day is a professor in the Management and Marketing Division. She teaches Professionalism in Business, Customer Service, and Business Presentations. She began teaching part-time at SLCC 38 years ago, and full-time 30 years ago. She received both her BS and MS Degrees from Utah State University.

For 23 years the College “loaned her” to the Utah Senate each general session, where she helped staff the Higher Education Appropriations Subcommittee. She supervised the Senate committee secretaries where she amended bills, created transmittal letters between the Senate and the House, and various other duties as needed. Rolayne has been an accreditation evaluator for the Northwest Commission on Colleges and Universities for several years and has chaired evaluation committees for the last three years. She recently trained to be an ACBSP accreditation evaluator and will be going on her first evaluation visit in March.

Rolayne remarked, “I love my students! I love to see their growth as they progress through the semester and through to graduation. I love watching them “get it;” when the light goes on and they apply what they learn in their lives and in their careers.” Rolayne thinks it’s important to answer students’ emails throughout the day so they get quick feedback. Because she teaches customer service and human relations, she said she thinks it’s important for her to “walk the talk.” She strives to be fair and understanding, but also believes firmly in letting consequences happen so that students learn responsibility. She believes a sense of humor is vital for her students and likes to use humor often to teach principles. She said, “If you can have fun learning, why not!?”

Rolayne grew up on a dairy farm in Draper, and moved back to Draper four years ago. She has three grown children, two sons and a daughter, and 11 grandchildren with one more on the way. She loves to read, garden, do jigsaw puzzles, travel and go to the movies.

## School of Business ADVISORS

Do you need to speak with an Advisor? You may contact the general Academic Advising phone number at 801-957-4978. The Advisors in the School of Business are as follows:

**Lee Martinez, Business Advisor** - located at the Redwood Campus in Room BB132A. Walk-ins are welcome M-F mornings from 8:30-11:30 a.m. (on a first come-first served basis). Appointments may be scheduled at the following times: Mondays 1:00-2:00 p.m; Tuesday - Friday 1:00-3:30 p.m. Students may call 801-957-4990 to schedule an appointment. In addition students may check the calendar on Lee’s door for availability.

**John Weimer, Culinary Arts Advisor** - located at the Larry H Miller Campus (9750 S 300 W) in Room MFEC126. John is available Mondays from 9:30 a.m.-6:00 p.m. and Thursdays from 8:00 a.m.-4:30 p.m. Students may call 801-957-5323 to make an appointment. Appointments are preferred but not required.

**Sidney Brown, Paralegal Advisor** - located at the Redwood Campus in Room TB315. Sidney is available daily M-F, from 8:30-10:30 a.m. and 1:30-3:30 p.m. Students may call 801-957-6215 or 4978 to make an appointment. Walk-ins are welcome from 10:30-11:30 a.m. daily. Students may also email Sidney.Brown@slcc.edu with questions, or to make arrangements to meet outside the above listed scheduled.

# Bachelor's Degrees at SLCC?

Dominic Bria, USU Marketing Manager

Every now and then, you see students at the SLCC Redwood campus wandering around eating ice cream out of little blue cardboard cups. Those students got that free ice cream as part of an effort by Utah State University – Salt Lake to let SLCC students know of their presence right here on our campus. Their office is on the second floor of the Business Building, and every few weeks, they bring coolers full of Aggie Ice Cream to give away, just to let SLCC students know they're here.

Okay, so they're here. What does that mean for SLCC students? For business students it's actually kind of a big deal. It means SLCC students can stay at the SLCC Redwood campus to earn a Bachelor's degree in Business Administration through USU. It's the same degree you'd earn from USU in Logan except you attend classes via video broadcast. You interact with your professor and other students around the state via interactive video, complete with microphones, cameras, and a big display screen. It's very high-tech and a surprisingly efficient learning method.

Right now, you can try it out on Wednesdays at 6 p.m. in Room 330A in the Business Building. It's a free business lecture series being broadcast from the USU main campus in Logan to various locations around the state, including SLCC Redwood. In this case, unfortunately, you can't interact with the speaker or students in other locations but at least you can see how it works...and get some free Aggie Ice Cream.

## USU Entrepreneur LEADERSHIP SERIES

The Utah State University's Entrepreneur Leadership Series will be held each Wednesday at 6:00 p.m. at the SLCC Redwood Campus, in the Business Building Room BB 330A. All SLCC students and staff are invited to attend the free series.

**Feb 5** - Corbin Church, CEO of Miche Bag

***SELLING INNOVATIVE PRODUCTS WITH A UNIQUE BUSINESS MODEL***

**Feb 12** - Steve Cloward, CEO of Big-O Tires, Owner of Grease Monkey Quick Lube Stores

***BUILDING AN EXCEPTIONAL CUSTOMER SERVICE SYSTEM***

**Feb 19** - Brady Murray, President of Mass Mutual Intermountain West, Founder of RODS

***BUILDING A BUSINESS WITH HEART***

**Feb 26** - Judy Robinett, Founder of J Robinett Enterprises, LLC

***BUILDING A POWERFUL TEAM AND NETWORK FOR SUCCESS***





## SLCC School of Business 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.

Feb 5	Kevin L. Jones	Snap Daddy's Bar B Que Sauce
Feb 12	Jodi Vawdrey	Northwest Mutual CLU, CASL
Feb 19	Gary Sandberg	Chariman, Granite Mill
Feb 26	Don Mantyla	CPA, Mantyla-McReynolds

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Receive College credit for the forums by registering for:

Accounting 2950 CRN: 25456

Finance 2950 CRN: 25935

Management 2950 CRN: 23486

