

Summer 2013 Issue



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### CONGRATULATORY NOTE

"You make us very proud. I cannot imagine a finer group of young men and women."  
*Keith T. Miller, Ph.D., President*

"Congratulations to the Reginald F. Lewis School of Business class of 2013."  
*W. Weldon Hill, Ph.D., Provost*

Congratulations on a job well-done!  
*Dia Nichols, Chair of Executive Council*

"On behalf of faculty, staff, and industry stakeholders, congratulations to all of our graduating seniors. You have worked hard to achieve excellence. We are proud of you and wish you much success."  
*Mirta M. Martin, Ph.D., Dean*

2013: THE SPRING SEMESTER IN PICTURES





## Freshman Business Major is one of only 11 Dominion Diversity Scholars

Winning a \$5,000 scholarship and earning a Fortune 500 paid summer internship that comes with it is a big deal; it is even a bigger deal when you are one of only 11 people in the country to do it! That's precisely what Ce'Erra Patton, a Management Information Systems major at the Reginald F. Lewis School of Business, did when she earned the Dominion Diversity Scholarship. For the freshman from Chicago, "the opportunity to represent Virginia State at a company with the kind of stellar reputation of a Dominion is one that I recognize few freshmen are so fortunate to be afforded" said Ce'Erra.

## "Glossophobia" no big deal for these students!

According to multiple surveys, "glossophobia" i.e. the fear of public speaking, ranks first in a list of Americans' top fears. So, when students in the Reginald F. Lewis School of Business voluntarily participated in an industry speech competition; it was of note! For the second year in a row, The Urban Financial Services Coalition (UFSC) Richmond Chapter Oratorical Competition was represented exclusively by students from the Reginald F. Lewis School of Business. Marketing, Management, and Management Information Systems majors impressed a room full of bankers and finance executives demonstrating absolutely no "glossophobia".

## Did someone say Dobro požalovat?

Led by Dr. Mirta Martin (Dean) and Dr. John Moore (Chair of Accounting), Russian M.B.A. students from the Moscow School of Business spent a week learning about financial investment practices and using Morningstar simulation. The Honorable Laura Fornash, Secretary of Education, welcomed the delegation on behalf of Governor Bob McDonnell. Mr. Ron White, delivered remarks on behalf of Congressman Randy Forbes. The delegation also heard from the Virginia Gateway Region, Greater Richmond Chamber of Commerce, Greater Richmond Partnership, and Decide Smart.

Escorted by Jonathan Young (Director of Corporate Relations) the group visited the Federal Reserve and Clark Nexsen. This is the second year that the School of Business hosted the Russian delegation for its International Summit. We thank Dr. Ceslav Ciobanu, former Ambassador of Moldavia to the U.S. and distinguished professor of economics at VSU for coordinating the visit.



## Reginald F. Lewis School of Business profiled on FOX

The spring semester saw the Reginald F. Lewis School of Business take to the airwaves in a big way! In addition to Project Shadow being featured on NBC in January, the School was profiled no less than five times on FOX Richmond's Morning Marketplace. Hosted by Markette Smith, FOX interviewed faculty for sessions that aired in February, March, and April. Topics of discussion regarded innovation at the School and included Dr. Andrew Feldstein discussing how digital Social Learning Communities have facilitated students developing peer-to-peer relationships like never before; Dr. Basil Hamdan articulating how the Reginald F. Lewis School of Business is training students in Cyber Security and Forensics; Mr. Steve Holeman, Dr. Yun Lee, and Dr. Mark Kunze discussing the benefits of our integrated curriculum; and Dr. Mirta Martin (Dean) sharing how because of digital delivery of text the School is saving students a lot of money while at the same time improving academic performance!

Said Dr. Feldstein, *"One of the more exciting things that we are doing is our Social Learning Communities which are online learning communities in which everyone in the class can communicate with one another, collaborate with one another, share videos, share links, and share thoughts about all of the different subject that we are learning in class."* Regarding another topic Dr. Yun Lee remarked, *"The most important and good benefits the students are seeing from this integrated course is that they like to be trained as a global business leader. That is one of our main missions that we are trying to pursue."*



To Watch,

CLICK HERE:

[http://www.foxrichmond.com/sections/news\\_features/morning-marketplace/videos/feb-19-virginia-state-university-261.shtml](http://www.foxrichmond.com/sections/news_features/morning-marketplace/videos/feb-19-virginia-state-university-261.shtml)

[http://www.foxrichmond.com/sections/news\\_features/morning-marketplace/videos/feb-25-vs-u-school-business-277.shtml](http://www.foxrichmond.com/sections/news_features/morning-marketplace/videos/feb-25-vs-u-school-business-277.shtml)

[http://www.foxrichmond.com/sections/news\\_features/morning-marketplace/videos/mar-19th-virginia-state-university-360.shtml](http://www.foxrichmond.com/sections/news_features/morning-marketplace/videos/mar-19th-virginia-state-university-360.shtml)

[http://www.foxrichmond.com/sections/news\\_features/morning-marketplace/videos/april-2nd-virginia-state-university-16-421.shtml](http://www.foxrichmond.com/sections/news_features/morning-marketplace/videos/april-2nd-virginia-state-university-16-421.shtml)

[http://www.foxrichmond.com/sections/news\\_features/morning-marketplace/videos/april-16th-virginia-state-university-17-451.shtml](http://www.foxrichmond.com/sections/news_features/morning-marketplace/videos/april-16th-virginia-state-university-17-451.shtml)

Dr. Mark Kunze added, *"The course is intense. It's intense for the instructors and it's intense for the students.....they (students) have to manage a lot of things at one time."* Kunze continued, *"One of the things it takes is a committed faculty because without that research has shown that the program falls apart."* Regarding the digital delivered curriculum, Dr. Mirta Martin said, *"In the School of Business you can save between \$6k and \$9k or even more because by using 21<sup>st</sup> century technology you (students) don't have to pay for it out of pocket."* Martin continued, *"We won several accolades and awards but what is more important is now our students have access to education, to knowledge, using 21<sup>st</sup> century technology. It's teaching our students to learn with different modalities how to best maximize learning potential."*

## Friday for the Arts

Fashion, art, music, food, and good company are for JnBaptiste Marnelle Fanfan (Management major) the key ingredients to a successful Friday for the Arts. An intern for the City of Petersburg's Department of Cultural Affairs; Fanfan was asked by Kevin Kirby (Department Director) to develop a program to augment Friday for the Arts. *"It was a little intimidating at first to be invited to develop a new program for an event that is already so successful and regularly attended by so many people but the experience to build and to be a project manager was invaluable"* said Fanfan. Among other tasks, JnBaptiste had to recruit vendors, coordinate logistics, secure music and a DJ, promote the event, and assess customer satisfaction. Fanfan said of her experience *"It was stressful but fun and definitely a great learning experience."*

## Congratulations; Class of 2013 To Watch, CLICK HERE: <http://www.youtube.com/watch?v=BCTCQvguVxY>

"Mixed emotions" is how some in the Reginald F. Lewis School of Business class of 2013 described graduation. On the one hand, graduates conveyed an enthusiasm for celebrating their accomplishments. On the other hand, graduates understood how much they would miss their time in Singleton Hall. For ninety-one students, May 12<sup>th</sup> marked not an end but rather a new beginning. Said Antonio Sanders (Management major); *"It was a fun ride."* Val Simpson (Marketing major) added, *"Great experience."*

On why the students appreciated their tenure in the school, Simpson said, *"A lot of job opportunities, hands-on internships, job shadows"*. Sanders continued, *"I learned a lot from my teachers."* As for plans after graduation, *"I got the job at SMP!"* said Kevanique Cherry (Accounting major).



### "School" of Business becomes "College" of Business

Effective July 1, 2013, The Reginald F. Lewis School of Business will become The Reginald F. Lewis College of Business. More than just a name, the change will allow for more latitude in offering degree programs to include graduate and continuing studies. As a "College", it will continue to provide first-rate education while launching exciting new initiatives. "Stay tuned!"

## Small-Group Role-Play with industry continues to thrive

*"I didn't know what to expect"* said Theodore Bright (Management major) in commenting on Career Launch. A unique curriculum, the course consists exclusively of industry facilitated small-group role-play pertinent to real-world topics like sales, cold calls, conflict resolution, etc. Over 125 companies this semester coached students; *"I was able to network with employers"* said Bright. *"Not only did I overcome my fear of speaking but I also improved my skills in networking"* said Alexis Coleman (Marketing major). The course instructor, Jonathan Young, said, *"the aim is to refine "soft skills", augment career awareness, and develop "real world" skills not often learned in a traditional classroom."* Said Bright, *"awesome!"*

## Undergraduate Bridge, faculty work with Matoaca High School

Thanks to a new partnership, information technology students at Matoaca High School will have the benefit of access to Reginald F. Lewis School of Business faculty/curriculum. Dr.(s) Ade Ola and Basil Hamdan (Management Information Systems Professors) will lead classroom discussions and facilitate learning opportunities. Already, Dr. Ola attended a breakfast with Stacy Bradshaw (Coordinator for Matoaca's IT Center) to discuss collaboration and six students from Matoaca's Cisco Networking class participated in a School of Business mock interview workshop with MWV.

## Faculty/staff forge close ties to local community colleges



A new initiative to collaborate with the region's community colleges is gaining steam. Led by Kenneth Newman (Assistant Professor of Management) and Marcus Hubbard (Transfer Coordinator), faculty/staff are serving as guest instructors, hosting functions, and providing training to business students in local community colleges. Newman, who has spoken to classes at John Tyler Community College (JTCC) and J. Sargeant Reynolds Community College (JSRCC) has been invited to join a JSRCC advisory board.

Regarding the objective for the efforts, Ken Newman said, *"establish a permanent presence at the community colleges so that their business students will consider attending The Reginald F. Lewis School of Business."* Hubbard, who was an advisor at JTCC aims to *"create awareness"*. Mirta Martin, Dean of the Reginald F. Lewis School of Business and a member of the State Board for Community Colleges said the new articulation agreement signed with JSRCC *"will provide a seamless transition and is a significant first step to attract the myriad of talented students from the community colleges. A big thanks to Dean David Barrish. We look forward to welcoming his graduates to the Reginald F. Lewis School of Business"*.

## Student helps to produce TV commercials



When Breyana Baggett (Marketing major) was invited to intern in the Office of President Keith T. Miller, she conveyed enthusiasm for an opportunity few students are afforded. Little did she know at the time just how unique the opportunity was or precisely what she would be doing. As it turned out, Breyana spent the past year working on TV production under the tutelage of 14-time Emmy award winning Producer and Director Jesse Vaughan. A Coordinating Producer, Baggett's responsibilities included coordinating production schedules, casting, promotion, etc. For Breyana, who aims to become a Communications Strategist for an advertising company after earning a graduate degree from VCU's Brandcenter where she will attend in the fall, the opportunity was *"like none other"*.

To Watch, CLICK HERE: <http://www.youtube.com/watch?v=JWfRdxkypJU&list=UUdlGDR6Ctraka1dFaCXJgJw&index=5http>

## An Interview with a Student



Latasha Richardson is a sophomore Accounting major from Sussex

Age: 19 years old      Career Goal: Certified Public Accountant

**What is your most memorable experience in the School of Business?** I have truly learned the meaning of professionalism. I have networked with a lot of great people that have helped me.

**Identify your favorite quote.** *"I've learned that people will forget what you said, people will forget what you did but people will never forget how you made them feel."* Maya Angelou

## An Interview with Faculty



Basil Hamdan, Ph.D. is an Assistant Professor in Management Info Systems

Place of origin: Amman, Jordan      Education: VCU (Ph.D.)

**What are your expectations and objectives here?** Grow our Cyber Security program and provide students with the theoretical knowledge and the hands-on skills which would enable them to be up and running from day one of their employment and thus be more competitive in the job market.

**Identify your favorite quote.** *"The quieter you become, the more that you are able to hear."* Page 6

## An Interview with an Alum

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NaKeema Wright is a December, 2008 graduate

Employment: Senior Associate at KPMG

**What is the most challenging part of your job?** The most challenging part of my job is the most rewarding. I primarily work in three different industries, which in itself is a challenge. This is because I must be knowledgeable of these industries and the external factors that impact. Our clients lean on us for our expertise requiring that I am constantly abreast of the external factors concerning their businesses. It provides me the opportunity to teach.

**Most rewarding?** The mentoring aspect of my job is particularly rewarding because I get to share my knowledge and industry experience with the junior associates that are eager and willing to learn.

## An Interview with an Industry Stakeholder



Curtis Monk is the President and CEO of Commonwealth Public Broadcasting

Education: MBA and BS from The University of Virginia

**What is your most rewarding experience with the School of Business?** We're privileged to be hosting an intern this summer - it's a two-way street in that we benefit from her ability to help and we hope she benefits from learning about our business and culture.

**Identify your favorite quote.** *"If a person is called to be a street sweeper, they should sweep the streets even as Michelangelo painted or Beethoven composed or Shakespeare wrote. They should sweep streets so well that all the hosts of heaven and earth will pause to say, "Here lived a great street sweeper who did their job well."* Martin Luther King, Jr.

## An Interview with an Industry Stakeholder



Marilyn West is the CEO of M. H. West & Co., Inc.

Accolade: Humanitarian Award of 2012 from the Virginia Center for Inclusive Communities for bridge-building connecting communities

**Why do you work with students in the School of Business?** My brother has a graduate degree from VSU and I got to know Eddie Moore who was from Philadelphia and then I got to know Keith Miller and his work for Go Red for Women. He and VSU were really the first school in the area to support Go Red for Women. Also, because of Mirta for what she has done as a minority at a minority institution. As a business person, I have been very impressed with what has been done. I have been around VSU and

have been hearing about VSU for a long time so I guess it was natural for me to get involved and to support the Reginald F. Lewis School of Business.

**Identify your favorite quote.** *"I don't look to jump over 7 foot bars; I look around for 1 foot bars that I can step over."* Warren Buffett

## Marketing students conduct brand research for local nonprofit

For marketing students, the opportunity to collaborate with a local non-profit to conduct a brand audit was so enticing that not just one team of students but two took on the job! Invited by The James House, a nonprofit that provides support, advocacy, and education to people experiencing sexual or domestic violence and/or stalking, to assess the organization's brand, two teams of students invested an entire semester convening focus groups, interviewing donors, benchmarking, and developing proposals.

Among the proposals included a new logo, changes to the website and ways to augment social media. In presenting their findings along with proposals at the end of the semester to four representatives of The James House, John Alexander and Breyana Baggett demonstrated a savvy and business acumen expected of graduate-school level work. It was evident that the more than 10 students that participated in the project had invested an exorbitant amount of time and been very well coached.

*"We are fortunate to have such a great resource in our backyard. Please make sure the students know how much we appreciate their hard work and time"* said Andy Clark, board member at The James House. Remarked John Alexander, *"it was a lot of work but it was worth it."* Jamarl Asbery (Marketing major) added, *"I have had the opportunity to improve upon my learned marketing skills while being of service to the community."* Baggett shared, *"All of the skills that I developed under the tutelage of Dr. Andrew Feldstein (Associate Professor of Marketing) were invaluable in performing our work for The James House. Dr. Feldstein really taught me so very much."* Kiffy Johnson, Director of Donor Relations for The James House said of the students' work, *"They're work with our supporters even prompted one of them to reach out and inquire about our needs – exactly what I was hoping for"* and she added *"they are doing a fantastic job."* Jonathan Young (Director of Corporate Relations) solicited the collaboration and who led the one team said, *"Each of you performed ably and I am very grateful and most impressed. You all are terrific professionals and will be extremely successful in your respective professions."*

For the Reginald F. Lewis School of Business, the project was yet one more example of partnering with organizations to provide students real-world training



***"Excellence is at the core of who we are, experiential learning is at the core of what we do."***  
Dr. Mirta M. Martin, Dean



*"This school provides new beginnings; example, what started as a Project Shadow at AT&T materialized into a job."*  
Rolston Jackman, Senior Accounting Major