



Happy New Year 2019

Dear Friends and Colleagues:

I wish you all a Happy New Year 2019! This year marks the 50th anniversary of the Lewis College of Business at Marshall University. Our Lewis College of Business has achieved its excellence over the past five decades primarily because of our highly successful alumni, our exceptionally committed faculty and staff, our applied approach to business education, our impactful research, our dedicated community outreach, and our deep commitment and ingenuity to help students realize their needs, goals, and dreams. Our business school has grown in its mission of education, research and community outreach, while simultaneously boosting the region with economic development through the creation of an enviable talent pool, generation of practical business knowledge, expansion of internship programs, and supporting a thriving community of businesses and entrepreneurs.

Just recently, alumnus and Intuit Chairman and CEO Brad D. Smith and his wife, Alys Smith made a \$25 million gift to our Business programs, leading to the creation of the Brad D. Smith Undergraduate School of Business and the Brad D. Smith Graduate School of Business. President Gilbert described the gift – one of the largest in Marshall's history – as “transformational” and one that will provide new and dynamic opportunities for current and future business students.

And so, as we start 2019, I want to express my gratitude to Brad and Alys Smith, and to all those who have helped and inspired us to maintain our excellence in business education. For 2019, we will be moving forward in exciting and innovative ways by better anticipating and satisfying the needs of all our stakeholders, enhancing our image and reputation in our service region, rebuilding on our AACSB dual accreditation, reimagining our undergraduate and graduate program curricula, fostering interdisciplinary collaboration, and engaging our outreach centers with measurable successes and impact. We will be strengthening our new and existing academic programs, diversifying our modes of instruction, internationalizing our presence and reach, innovating on student advising and career support, branding ourselves through improved marketing collaterals, and connecting with the world of business through long-term mutually beneficial partnerships. With the support of our campus leadership team, we would look for even more effective ways to garner resources, collaborate with other colleges and units on campus, and position ourselves as the benchmark for new ideas and best practices.

For 2019, we would look for even more effective ways to achieve and celebrate our student successes and faculty/staff accomplishments. Let's engage more closely with the community that we are a part of. Let's bring our alumni, corporate leaders and board members into our classes and in other forums as mentors, coaches, judges, and guest speakers. Let's work with chambers, organizations and institutions locally and globally, and share our expertise and knowledge to make our local economy stronger and the global economy more connected. And, let's work towards making the Brad D. Smith Schools of Business the first choice for our target group of students and positioning ourselves as a well-differentiated focused innovative business school in West Virginia and the entire United States.

Again, best to you all, and may 2019 be a year of extraordinary achievement and excellence for each of us individually, as well as for Marshall University and our Lewis College of Business.