



LEWIS COLLEGE OF BUSINESS
BRAD D. SMITH SCHOOLS OF BUSINESS
MONDAY MORNING MEMO
from Associate Dean Nancy Lankton

September 26, 2022

Design Thinking for Social Impact

On Friday, September 23, Dave Zasada, Vice President of Education and Corporate Responsibility at Intuit, held a Design for Delight (D4D) workshop for Lewis College of Business faculty to address social impact. Dr. Ben Eng, faculty member and Executive Director of the college's iCenter, facilitated the workshop, along with Paige Leonard, Assistant Director of the iCenter. The goal of the session was to help faculty find ways to make a social impact through their teaching, research, and service.

The workshop began with Dave Zasada introducing the goals, reviewing the D4D process, providing a definition of social impact, and an overview of the United Nation's Sustainable Development Goals. Three of these goals: SDG 5 Gender Equity; 8 Decent Work and Economic Growth; and 9 Industry, Innovation, and Infrastructure were the focus of the initial workshop as these goals prove to be challenges in West Virginia. Dr. Eng performed three customer empathy interviews with faculty on the topics of gender and wage gaps, student employment outcomes, and grant writing, which conform to each of the chosen SDG goals. Under Dave's direction faculty worked in groups to identify a list of pain points and ideate possible solutions. To end the session, they were tasked with coming up with their three "best" ideas as determined by a hypothetical allocation of \$100 to the top ideas.



iCenter

Center for Entrepreneurship
and Business Innovation
part of the Lewis College of Business

The college is sincerely grateful to Dave Zasada and Intuit for holding this event. The outcomes from the workshop will be used in future workshops to further develop the ideas and test them with D4D methods. Faculty who participated in the workshop include Kevin Knotts, Nabaneeta Biswas, Amanda Meadows, Chuck Stivason, Liz Alexander, Margie Phillips, Yi Duan, Jingran Zhang, Tim Bryan, Jennifer Mak, Lei Ouyang, Tom Norton, Rick Weible, Anil Gurung, Amanda Thompson-Abbott, Deepak Subedi, and Ryu Jungsu.

Staff Awards

Barbie Adams, Administrative Secretary Senior, was recognized for 10 years of service at the 2022 Staff Recognition and Service Awards luncheon. Barbie works in the college's Department of Finance, Economics, and International Business and is always ready to help students, faculty, and other staff members. Says Barbie, "I've enjoyed working at Marshall for the last ten years and even more so in the College of Business since 2014. You've all become my second family and the award is just a simple reminder of that." We congratulate Barbie on all her hard work and are glad she is part of our college.



Lacie Bittinger and Wes Spradlin both won our college's 2021-2022 Service Award were recognized at the College's Annual Retreat. Lacie Bittinger is the Director of Student Services and has overall responsibility for the college's undergraduate advising including scheduling, progress reports, graduations, probation, and more. when asked about her award, Lacie



explained, "I was honored to receive the LCOB Staff Recognition Reward and I consider it an award for the whole advising team. The whole team worked tirelessly to help students continue striving towards their educational goals and overcome all of the hurdles that COVID created."



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