

A New Journey Begins



LEWIS COLLEGE
OF BUSINESS

Monday Morning Memo **from the desk of Dean Don Capener**

March 4, 2024

What is our shared responsibility as teammates in the College of Business?

Drive relevancy and sustainability.

This translates into maintaining enrollments and improving teaching, research, thought leadership, student career services, and financial returns, both from net tuition revenue and gifts to the college. We must be relevant, so our graduates are better prepared than those from competitive schools.

Encourage innovation.

How and what we deliver as a business school is crucial. More experiential learning experiences and opportunities beyond the classroom are encouraged. We seek funding for these “Delta” activities and deploy our resources to help students succeed and to develop faculty as thought leaders. Delta activities are funded by donations to the Marshall Foundation and the dean’s office.

Assess the competition and communicate boldly.

We regularly review the most successful programs in our region that students want and enroll in. We track where these students apply and what externalities beyond the right major and facilities attract young talent to Marshall. We consistently examine our value story from the perspective of the student. We track what degree programs, certificates, or industry badges are growing in popularity and what skills are in demand with employers today. Lastly, take a careful look at how the higher education experience at Marshall is reviewed and/or criticized by students in our program. Then we execute plans and evaluate the results.

Align the faculty.

Driving home the mission and distinctive characteristics of how the College of

Business drives student success is the job of everyone on our team. Marshall University is a regional Carnegie research two (2) institution with an emphasis on applied research and best practices. The Brad D. Smith Schools of Business has a goal to excel and become one of the top business schools in all of Appalachia. Knowing who we are as a school, our shared goals, along with a comprehensive strategic plan, brings our collective vision into alignment. Not just in the dean's office, but with every member of the faculty and staff, students, and board members alike.

Identify resources.

For the benefit and quality of instruction, we are investing every day in our recruiting and retaining the best faculty, staff, student prospects, and facilities as best demonstrated by our new 77,000 square foot Brad D. Smith Center for Business and Innovation. The facility was built to create a forum for students, faculty, and staff to thrive.

Mentor.

Departments, programs, and student organizations need leaders today and in the future. Mentorship is all-important to cultivating such leadership. Making time to invest in mentoring relationships is a great investment in the future of our region. We encourage alumni to get involved in mentoring relationships.

Strategize.

We are purposeful when planning. We rely on guidance and support from faculty, administration, board members and/or advisors. Deans never succeed alone. Collectively, we determine what programs need development versus those programs that are no longer serving your school's needs. We prepare Marshall graduates to be successful business leaders and stay competitive in the global economy--it takes more than the dissemination of knowledge or even passing exams. It takes experiential opportunities, relationships with industry, advice from alumni, and mentorship by faculty and staff.

We are committed to helping students find ways to solve complex problems with a global mindset. We cultivate a student's courage to go out, dare to be bold, and take on difficult tasks and calculated risks. Our recent graduates are not only smart and creative but also fearless. Their success is why we do what we do, and what my job is all about.

Appalachian Research in Business Symposium

The Appalachian Research in Business Symposium provides a venue for presenting new research, discovering contemporary ideas, and building connections among scholars at Appalachian State University, Eastern Kentucky University, East Tennessee University, Marshall University, Radford University, and Western Carolina University. This year is the tenth in its history.



Request for Sponsorships

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Submissions to the symposium are encouraged from scholars who use different theoretical and empirical approaches to deliver research results in various business fields, including:

- Accounting
- Business Education
- Business Law
- Communication
- Computer Information Systems
- Data Analytics
- Economics
- Entrepreneurship
- Finance
- Healthcare Management
- Hospitality and Tourism
- Insurance
- International Business
- Management
- Marketing
- Project Management
- Risk Management
- Sports Management
- Supply Chain Management
- Technology
- And Similar Disciplines

This year's symposium will be hosted at the new Brad D. Smith Center for Business and Innovation at Marshall University. Participants will present new research, discover contemporary ideas, and build connections. A welcome reception will be held on the evening of Thursday, April 4th. Presentations will be held on Friday, April 5th.

Sponsorships Available:

Breakfast: \$750 | Lunch: \$600 | Snacks: \$250 | Evening Reception: \$400



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Service Wire Company stops by SBUS

Last week, Service Wire Company stopped by the Brad D. Smith Center for Business and Innovation for a short tour of our building, and to discuss ways that we can work together to establish a world-class Sales Center.



The Service Wire Company Transformative Sales and Service Excellence Center was made possible by a generous donation from Service Wire in an effort to provide our students with a space that could adequately prepare them to be a step ahead of the competition in their professional careers.

TEDxMarshallU Event

On Tuesday, Feb. 27th from 7-9 PM, TEDxMarshallU hosted its sixth annual event at the Joan C. Edwards Playhouse. Nine speakers from around the world, including four students for the first time ever, delivered enlightening talks centered on this year's theme: "Connecting Threads." The theme was inspired by Marshall University's Higher Learning Commission Quality Initiative theme for the 2023-2024 academic year: "Building Bridges."

With over 250 audience members in attendance, LCOB junior Luke Jeffrey (Accounting/Entrepreneurship major) gave TEDxMarshallU's first-ever duo talk alongside junior Evan Green (Journalism major). Their energetic talk, entitled "Level Up Your Career: The Superpower of Interdisciplinary Networking," focused on the importance and benefits of networking outside your own professional industry or discipline. Regarding his talk, Luke had the following to say: "As a business student, the importance of interdisciplinary networking is pretty clear. However, I wanted to share that importance with a greater audience, and TEDx gave me that opportunity."



Additionally, LCOB seniors Jamison Lewis (Management major, second from the right in photo) and Gracie Queen (Marketing major, far left in photo) have served on the student-led organizing team for this year's event, with their work taking the form of an Honors College internship course taught by Dr. Brian Kinghorn. Jamison, the Event Manager, has been responsible for ticketing and various elements of production. Gracie, the Marketing and Social Media Coordinator, manages the team's social media and other promotional efforts.

Cohen Professionalism Series - Energy in WV

Last week on Wednesday, February 28th, we hosted our second panel of the Cohen Professionalism Speaker Series on the topic of Energy in West Virginia. The Business Professionalism Speaker Series is a professional enrichment program offered by Marshall University's Lewis College of Business and Brad D. Smith Schools of Business. This semester's theme is "Growth and Development in West Virginia" in an effort to stimulate inspiration and ideas on

how we can bring more commercialization, industry, and jobs back to West Virginia.



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MARSHALL
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COHENTALKS

**Cohen Professionalism Speaker Series
Presents: *Energy in West Virginia***

With:

**Terry Hollandsworth - President-Elect of West Virginia
ASHRAE**

**Garrett Weaver - Energy Development Specialist - WV
Office of Energy**

**Robin Blakeman - Executive Director - Energy Efficient
West Virginia**

Jill Watkins - Owner of Watkins Design Works

Moderated By: LCOB Professor Margie Phillips

Wednesday, February 28th 2:30 - 3:30
PM Via Microsoft Teams

For this panel, we sat down with Terry Hollandsworth, President-Elect of West Virginia ASHRAE; Garrett Weaver, Energy Development Specialist for West Virginia's Office of Energy; Robin Blakeman, Executive Director of Energy Efficient West Virginia; and Jill Watkins, owner of Watkins Design Works.

During the panel, we talked about how students interested in the Energy Sector can seek opportunities in that field, and where they can start, be it an internship or working towards an Energy Management position. We also discussed how young entrepreneurs can build a business that can focus on how to bring sustainable, clean energy to West Virginian homes, businesses, and companies.

The link to this panel can be found on our LCOB YouTube at:
<https://www.youtube.com/watch?v=6pVAucf-0tl>

For more information contact [Andrew Kesling](#)

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