



## The Lewis College of Business Monday Morning Memo

Highlighting the achievements, news, and upcoming events from the Lewis College of Business.

October 7th, 2024

### West Virginia Council of Accounting Educators

The West Virginia Council of Accounting Educators (WVCAE) recently held their annual three-day conference at the Brad D. Smith Center for Business and Innovation. The purpose of WVCAE is to enhance the professional development of the region's accounting educators by providing a forum for current issues of accounting education and by giving educators a venue to share ideas to learn from each other. The group works closely with the West Virginia Society of CPAs to provide cutting-edge continuing professional education to accounting educators. This year's conference was co-hosted by Mountwest Community and Technical College and Marshall University. Conference organizers included Gerald Doyle (Mountwest), Amanda Meadows (Marshall), and Amanda Thompson-Abbott (Marshall). Additionally, Marshall's Beta Alpha Psi group assisted with conference registration. The conference theme was "Applying Technology in Teaching." Using artificial intelligence in the classroom and utilizing key accounting software applications were among the topics discussed. The conference also featured a panel of young professionals who were recent graduates and a student reception. Approximately 30 educators attended the conference representing 12 different schools from throughout the region.



## Better Business Bureau Expo

Last Friday, the Better Business Bureau hosted a Better Business Expo in the Brad D. Smith Center for Business and Innovation. This event was the first of its kind in collaboration with the Lewis College of Business, hosting several companies and organizations, namely,

Walgreens  
Medicare Misty  
WV Insurance Commission  
Attorney General's Office  
Auditor's Associates  
Setzer's RV  
Huntington Federal Bank  
Aging and Disability Resource Center  
Underwood Senior Center

The event also hosted 3 Fraud prevention presentations throughout the day to community members and our students.

## Advisory Board

Last Friday, the Lewis College of Business Advisory Board convened to assess the college's progress. The meeting began with a University Update from Provost Avi Mukherjee, who outlined our strategic vision and commitment to academic excellence. Following this, Dean Ben Eng provided insights into the college's developments, complemented by updates from our faculty department chairs.

One such update came from Casey Baker, Department Chair of Accounting and Legal Environment, who noted some successes such as:

- Enrollment is up 20% in our Accounting Program, where the national enrollment trend is down close to 8%.
- The curriculum is continuing to stay ahead of the curve, adding Special Topics courses on AI and Cyber Investigation of Accounting Data
- Student Organization growth, with Beta Alpha Psi and the Student Center for Public Trust achieving Gold Star Status, and Beta Alpha Psi's "Meet the Professionals" event having 115 Students in attendance.



## Have an available Internship Opportunity?

Looking to bring fresh talent into your team? Lewis College of Business students are

eager to make an impact through internships! Connect with motivated interns by reaching out to [Kesling8@marshall.edu](mailto:Kesling8@marshall.edu). Let's create opportunities together!

For more information contact [Andrew Kesling](#)

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