

DEAN'S REPORT 2016

LUMPKIN COLLEGE OF BUSINESS AND APPLIED SCIENCES



EASTERN ILLINOIS UNIVERSITY™

MISSION

The mission of the Lumpkin College of Business and Applied Sciences is to create an academic environment based on intellectual inquiry that facilitates for stakeholders the development of personal, professional, and technical characteristics that have economic and social value.

LUMPKIN COLLEGE OF BUSINESS & APPLIED SCIENCES

www.eiu.edu/lumpkin

School of Family & Consumer Sciences: www.eiu.edu/famsci/

Department of Military Science: www.eiu.edu/rotc/

School of Business: www.eiu.edu/business/

School of Technology: www.eiu.edu/tech/

COLLEGE OUTREACH AREAS:

Sustainable Entrepreneurship through Education and Development (SEED) Center: www.eiu.edu/seed

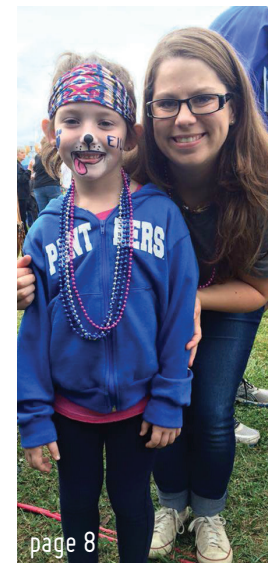
Child Care Resource and Referral: www.eiu.edu/ccrr/

Center for Clean Energy Research and Education (CENCERE):
<http://castle.eiu.edu/~energy/>

Literacy in Financial Education (LIFE) Center:
<http://castle.eiu.edu/life/>



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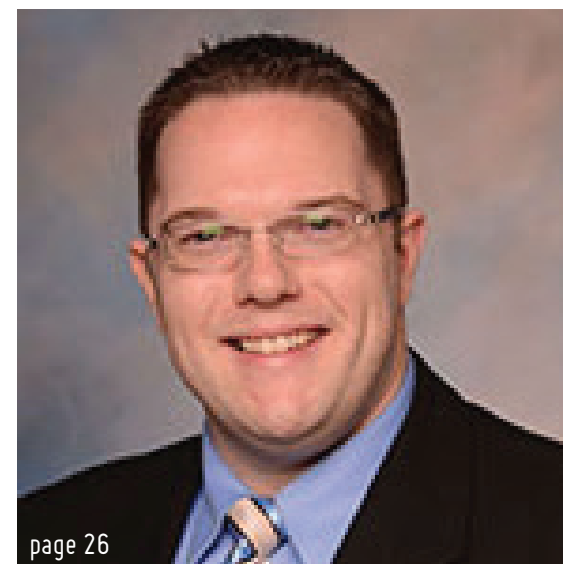
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In appreciation of those who support the Lumpkin College of Business & Applied Sciences.

DEAN'S MESSAGE

“Always bear in mind that your own resolution to succeed is more important than any other one thing.” Abraham Lincoln

by Dean Mahyar Izadi

THERE IS A famous story about a Chinese master painting a landscape and just as he is nearly finished, a drop of ink falls on the white scroll, and the disciples standing around him gasp, believing the scroll to be ruined. Without hesitating, the master takes the finest of brushes and, using the tiny glob of ink already fallen, paints a fly hovering in the foreground of the landscape. Even in the face of unprecedented state budget cuts, limited resources, competing demands and conflict, we here at EIU, in the Lumpkin College of Business and Applied Sciences, without hesitation, utilize our talents just like the Chinese master to persist with determination to create, shape, and reshape solutions in order to better serve our students.

Day by day, we see challenge as something positive, as a vision worth fulfilling,

as an opportunity to define and redefine the problems while searching for solutions. We have integrated our commitment to our students and their families with challenges created by change. As you read through our annual report, you will see evidence of our commitment. You will discover that we have developed new online programs, as well as placed, online, some of our existing programs. We have vibrant and productive teaching and learning laboratories, active and engaged student organizations that are doing some amazing things for the community, and we have ongoing, faculty and faculty-mentored research projects that make a real contribution to individuals and society.

What we want for the future does not exist, unless we create it, make it happen. We will continue to define, to invent, to create, and to be challenged. It's our job!



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4

4 PEOPLE, 4 QUESTIONS

getting to know our chairs, one question at a time.

1 AUSTIN CHENEY

SCHOOL OF TECHNOLOGY

WHAT ARE YOU READING?

I am currently reading *The Way of the SEAL*, by Mark Divine. The book derives leadership and personal development insights from how Navy Seals think and operate.

WHAT IS YOUR FAVORITE WEBSITE?

Professionally, my favorite website is The Chronicle of Higher Education (www.chronicle.com), as it provides a solid overview of what is happening in higher education nationally. I also occasionally peruse the American Council on Education website (www.acenet.edu) for professional development opportunities related to leadership in higher education.

WHAT IS YOUR DREAM JOB?

Taken literally, both asleep and awake, my dream job is Chair of the School of Technology, because I am continually thinking of ways SOT can grow and achieve as an academic unit and how students, staff, and faculty in our school can develop and lead fulfilling lives. As for aspirations, I would like to one day have an opportunity to lead a university, and implement some novel approaches for structuring and developing a special culture at the institutional level.

WHAT DO YOU LIKE TO DO WITH YOUR FREE TIME?

I have a lot of varied interests. We typically have a small vegetable garden at home during the summer, and I like spending a small amount of time each day in the garden just doing and not thinking deeply. I also enjoy going to the cinema, particularly to watch 3D movies in the action, fantasy, and comic book genres. My wife, Leigh, and I have two boys left at home, both in high school this fall, so we are often

travelling to sporting events with them. Home improvement projects are something Leigh and I enjoy planning and working on together. And I have a motorcycle that I occasionally ride.

2 LT. COLONEL PATRICIA MCPHILLIPS

DEPARTMENT OF MILITARY SCIENCE

WHAT ARE YOU READING?

Ancient Greece: The Legacy of Alexander the Great (Greatest Military Leader in History) by T.D. van Basten. I try to balance my military and leadership reading with more entertaining books – usually paranormal fiction or suspense.

WHAT IS YOUR FAVORITE WEBSITE?

Amazon.com. It has EVERYTHING!

WHAT IS YOUR DREAM JOB?

This is a pretty great job. I am impacting the future of the military one Cadet/Lieutenant at a time. But I'd like to run an animal shelter and dog kennel that caters to deployed military members. I love animals and want to continue to serve the military when I'm out of the service.

WHAT DO YOU LIKE TO DO WITH YOUR FREE TIME?

Reading and spending time with my dog and cat.

3 LINDA SIMPSON

SCHOOL OF FAMILY & CONSUMER SCIENCES

WHAT ARE YOU READING?

I am currently reading *Straight Man* by Richard Russo. The humorous novel is about the experiences and challenges of a department chair working at an underfunded college in Pennsylvania.

WHAT IS YOUR FAVORITE WEBSITE?

Amazon.com. I use the site as my primary source for purchasing household and personal items as well as gifts. I love the convenience of having everything shipped directly to my home as well as the ability for comparison shopping.

WHAT IS YOUR DREAM JOB?

To own my own company that is so profitable that I would be able to live on only 10% of the earnings and donate the rest of the money to various charities.

WHAT DO YOU LIKE TO DO WITH YOUR FREE TIME?

I spend my spare time sewing, working in the yard, and most importantly with my family. My world pretty much revolves around my granddaughter and grandson.

4 JOHN WILLEMS

SCHOOL OF BUSINESS

WHAT ARE YOU READING?

Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future by Ashlee Vance. This biography traces the life of Elon Musk from childhood in South Africa to the present day as one of the most highly regarded and successful entrepreneurs in the world. This book traces his early career at Zip2, X.com and PayPal to the present as the C.E.O. of SpaceX, Tesla Motors, and the chairman of SolarCity.

WHAT IS YOUR FAVORITE WEBSITE?

Living in Charleston which is a smaller community, my favorite website is Amazon.com. Amazon make it easy to get all of the items I need from the convenience of my own home.

WHAT IS YOUR DREAM JOB?

I have my dream job as I am a professor in an outstanding School of Business. My dream job allows me to interact with next generation of working adults.

WHAT DO YOU LIKE TO DO WITH YOUR FREE TIME?

I spend my spare time with my wife Lauri at the sporting events and activities of my teenage children, Danielle and Taylor, and with friends playing sports and socializing.

STUDENT FEATURES ▶

HOSPITALITY PROGRAM'S LAS VEGAS TRIP

During the first week of January 2016, 13 hospitality students and Dr. Wilkinson visited one of the great hospitality and tourism destinations, Las Vegas, as part of an experiential learning based course, Las Vegas Hospitality Study Tour. Students stayed three nights at one of the classic Las Vegas resorts, the centrally located Flamingo Hotel and Casino Las Vegas, and enjoyed group meals at Le Village Buffet in the Paris, Trevi Restaurant at Caesars Palace, and Margaritaville Café in the Flamingo. Group tours of a number of resort/casino properties were completed as students gathered information to complete class related projects. After the trip was completed, the class met during the semester and completed several reflective and research based assignments, centered on the Las Vegas experience. Examples of assignments included evaluating the service provided at the host hotel; comparing the physical environment at four different resorts; developing a written sales proposal, itinerary, and budget for two different specific groups traveling to Las Vegas; identifying key characteristics of meeting destinations and comparing Las Vegas to competitor destinations in the United States; and researching career opportunities available with Las Vegas based companies. As many of the students had never visited Las Vegas, the course was both an educational and fun experience.

SCOTT HARRIS - INTEGRATIVE LEARNING EXPERIENCE

Scott Harris, now an MBA alumnus, was selected as an MBA student by the Electronic Components Industry Association (ECIA) Foundation to participate in Project Host, in Las Vegas, NV, May 10-12, 2016. Project Host is an event sponsored by the ECIA Foundation to give students an opportunity to attend the electronic component industry's premiere event, the Electronics Distribution Show, and shadow electronics industry executives as they conduct "business to business" meetings throughout the event. During these various meetings that involved manufacturers, distributors, and/or manufacturer's representatives, Mr. Harris was exposed to in-depth discussions and negotiations regarding business relationships and optimizing marketing, sales and the supply chain, and was offered a rare opportunity to ask in-depth questions from seasoned industry leaders.



FEATURES

Students, Faculty, Community and Innovation



PAGE 8
For the 2015 Homecoming, SAFCS coordinated and offered face painting and sold SAFCS items to the campus and community members at tent city.

BOTTOM
Hospitality Students at Caesar's Palace



COMMENCEMENT SPEAKER SERIES ►

GABRIELLE BROWN, SPRING 2016

Each May commencement ceremony includes an undergraduate student speaker from each of the colleges at EIU. Eligible students compete for their chance to be the undergraduate speaker for their graduating class. This series was established to promote Eastern's commitment to strengthening the academic and personal experience for the students, as well as to showcase exemplary writing and speaking.

The spring 2016 Undergraduate Commencement Speaker for the Lumpkin College of Business and Applied Sciences was Ms. Gabrielle Brown. Gabrielle was a School of Business graduate with a Management concentration. Her faculty mentor was Dr. Bill Minnis from the School of Business. Please enjoy reading Gabrielle's speech on page 27.

TOP LEFT
Gabrielle Brown, Spring 2016 Commencement Speaker

TOP RIGHT
Student Dietetics Association Members helping decorate gingerbread houses at Ashmore Elementary School

BOTTOM RIGHT
The Premie Project



REGISTERED STUDENT ORGANIZATIONS ►

ASHMORE AFTER SCHOOL PROGRAM

During the 2015/2016 academic year, the EIU Student Dietetic Association embarked on a new community outreach project. Partnering with the Ashmore Mentoring Program, the SDA provided lessons on nutrition and healthy eating to elementary-aged children after school at the Ashmore Community Center. SDA members headed to Ashmore every Tuesday afternoon for a program that included a short nutrition lesson, healthy snack, and games to get the kids moving.

SDA's Ashmore program centered on a different theme each semester. In the fall the focus was "The Food Groups." Each session emphasized a different food group and introduced the children to the nutrition and fun that each food group can bring to their diet. The spring semester's theme was "Eat the Alphabet." Each Tuesday, SDA members focused on two letters of the alphabet and had the kids explore new foods that corresponded with those letters.

By helping out at the Ashmore Mentoring Program, SDA members got a chance to put their dietary knowledge into practice and provide community outreach beyond EIU. The most rewarding part of the program for members was seeing kids discover and love new healthy foods. Hopefully the kids will start incorporating healthier dietary choices at home too. Their new enthusiasm for nutrition could be contagious and just might infect their entire household.



THE PREMIE PROJECT

The Premie Project seeks to provide comfort and support to critically ill infants in Newborn Intensive Care Units, and their families. The EIU Student Dietetic Association (SDA) worked with the EIU Merchandising & Apparel Design Association (MADA) to make over 80 cloth hearts for parents and preemies. These hearts are worn against the parents' skin to absorb their scent and then are placed with the infants to serve as artificial bonding. The cloth hearts were donated to the NICU at Carle Foundation Hospital in Urbana, IL.

ITTY BITTY FASHION TRUCK

The Itty Bitty Fashion Truck event was co-sponsored by the SEED Center and the School of Family and Consumer Sciences: Merchandising and Apparel Design Association. The Itty Bitty Fashion truck is owned and operated by three sisters from Springfield, IL. Fashion trucks are the food trucks of the fashion world and allow truck owners to travel with their "stores on wheels". The Itty Bitty Fashion Truck is the first of its kind in the midwest as much of the fashion truck trend is just beginning on the East and West coasts. The event featured fashion themed pastries provided by the School of Family and Consumer Sciences Cafe and entertainment by the Eastern Illinois University Jazz Ensemble.

LEFT
Itty Bitty Fashion Truck

RIGHT: Arbor Rose Dedication
Left to Right: BRENT ZABKA (Arbor Rose co-owner and MA in Aging Studies candidate), BRANDON COMBS (Charleston Mayor), TIM YOW (Arbor Rose co-owner), DAVID GLASSMAN (EIU President), LINDA SIMPSON (Chair of Family and Consumer Sciences)



COMMUNITY IMPACT & COLLABORATION ►

AGING STUDIES ONLINE - ARBOR ROSE

Arbor Rose Memory Care Homes and the School of Family and Consumer Sciences are partnering to allow students to work with individuals who have dementia/Alzheimers and their families. The newly constructed residence will be home to 8-10 residents and will provide the opportunity for FCS/ Aging Studies faculty members to weave research projects and course curriculum within all aspects of Arbor Rose. Each program area from Family and Consumer Sciences, including the M.A. in Aging Studies graduate program and other areas of study at Eastern will benefit from this collaboration. A groundbreaking ceremony for the new activity and outreach addition of Arbor Rose was held on May 2, 2016.

FOOD PANTRY TURNED FOOD BANK

This past year, Mr. Scott Stevens, faculty in the School of Business, and Dr. Jeanne Lord, Associate Dean for the College, opened a Food Pantry in Lumpkin Hall to assist food insecure students. The Accounting Society, under the direction of Mr. Steve Benner took the lead and organized multiple food drives, collecting thousands of cans of food to stock the Food Pantry. Ultimately, it was decided that more students could benefit by accessing the various local food pantries located at the churches near campus, so our kind-of-heart and hard-working students have now become food collectors and distributors all to benefit their fellow students in need.

STUDENT PERSPECTIVES ►

CHILD DEVELOPMENT LAB GA, KAYLA SPENCER

I worked as a Graduate Assistant in the Child Development Lab for two years after taking the course my last semester of my undergraduate degree. I didn't realize at that time how much impact that experience would have on my future. I am now the Youth Development Coordinator at the Mattoon Area Family YMCA. Many of the skills I learned and practiced in the lab are the same skills I am now teaching my staff who are working with children in my programs. The Child Development Lab gives students a hands-on experience that can't be taught in the normal classroom. Learning how to teach and interact with children is much different than the actual act of doing it. The lab provided me the opportunity to put into practice the teachings we were receiving. Working as a GA in the lab then furthered the impact the class had on my life. I was then able to help other students learn the skills that had become so meaningful to me. The lab offers the opportunity for students to gain confidence in teaching children because of the great support system of other students and faculty.

THE LIFE CENTER GA, NICHOLAS PLUNKETT

My experience working with the Literacy in Financial Education Center was extremely rewarding and helped me build a valuable set of skills that are applicable to today's

LEFT
Nicholas Plunkett



RIGHT
ROTC Cadets
at the 100th
Anniversary 5K
Run on April 23

work environment. The LIFE Center's noble cause of helping students to better understand their own unique financial positions allows them to better strategize and plan for their current and future financial success. If there had to be one underlying theme or ideology behind the LIFE Center, it would be that the sooner and more you know, the better off you will be. In the past, this information was not as readily available to students which helped exacerbate poor spending habits that has plagued many students nationwide.

Being the graduate assistant of the LIFE Center required structure, knowledge, and an outgoing personality. It is astounding how many people grow up without a basic understanding of how to manage their own finances, therefore it is critical that the information is presented in a logical and easily understood fashion. Another underlying problem that faces the LIFE Center is grabbing the attention of its audience. Most students off to college for the first time are not worried about budgeting, building credit, etc. This is why it is so important that the graduate assistant has a patient, friendly, and personable personality.

Finding a job after graduation was tough; however, working for the LIFE center provided me with an abundant amount of examples to help illustrate my valuable skills to employers. During my time as a graduate assistant, I developed online modules, presented to faculty, students, and various organizations, attended educational conferences on financial literacy, and ran the day to day operations of the LIFE Center. Not only did these skills help me prepare for future employment, but it allowed me to help thousands of students better manage their own future, which was the best reward of all.



CELEBRATIONS, CONFERENCES & COMPETITIONS ►

EIU ROTC CELEBRATES 100 YEARS OF US ARMY CADET COMMAND

This year marked the 100th Anniversary of US Army Cadet Command, and EIU Cadets participated in several events to celebrate the occasion. On April 22nd, the Cadets, along with our Illinois Army National Guard and US Army Recruiting Command partners, hosted a ROTC Fair on the South Quad, complete with music, food, games, displays, a rock climbing wall, and an inflatable obstacle course. The food and activities were free and open to the campus. The real highlight for the Cadets was the opportunity to ride in a UH-60 Blackhawk helicopter, courtesy of the Illinois Army National Guard. The helicopter flew groups of Cadets from the Tarble Arts Field over to Mattoon and back.

On April 23rd, the Cadets continued the celebration by running a 5K around the local area along with Junior ROTC Cadets from Mattoon High School. Along with the JROTC Cadets, a few EIU ROTC alumni returned and joined our ranks for the 5K Fun Run.

BUSINESS PLAN COMPETITION

The School of Business held the first annual New Venture Plan Competition in Spring 2015. All of the students in the entrepreneurship minor are required to develop and present a venture plan in the capstone Entrepreneurial Management and Venture Plan Development (ENT 4500) class. The top plans are selected to participate in the New Venture Plan Competition where a top prize of \$500 is awarded. Second place wins an award of \$250 and third place wins \$100.

The spring 2016 competition was judged by Mr. Bill Skeens, CEO of Prairie City Bakery, who is also the sponsor of the award, and Mrs. Megan McElwee, a Commercial Loan Officer at First Mid-Illinois Bank & Trust. The first place winner of the spring 2016 competition was Ms. Valerie Deters! Mr. Blake Berenz was awarded second place and Ms. Stevie Fanale third place. Congratulations to all three award winners for their superb venture plans. The School of Business is pleased to be able to train future entrepreneurs.

RIGHT TOP
Spring 2016 New Venture Plan Competition winners

RIGHT BOTTOM
The 2016 Student Research and Creative Activity Conference

2016 STUDENT RESEARCH AND CREATIVE ACTIVITY CONFERENCE

The 2016 Student Research and Creative Activity Conference was held on Friday, April 1, 2016, in the Martin Luther King Jr. University Union and the Doudna Fine Arts Center. Thank you to all of the amazing students who presented! The campus-wide conference was a huge success, with a large majority of the students participating coming from the Lumpkin College of Business and Applied Sciences!

ASSOCIATED SCHOOLS OF CONSTRUCTION STUDENT DESIGN COMPETITION

In 2014, the School of Technology sponsored its first EIU team, led by Dr. John Cabage, to participate in the Associated Schools of Construction Student Design Competition. Three teams from EIU participated in 2015, and although they did not place in the competition, the students who attended benefitted from the interaction with students from other institutions and the extreme level of industry participation. A number of student attendees from EIU made personal contacts that led to full time employment or internship opportunities. The School of Technology plans to field teams again in fall 2016, and hope to place!





NEW & ONLINE PROGRAMS ▶

B.S. IN COMPUTER & INFORMATION TECHNOLOGY

For over a decade, computer courses covering topics such as operating systems, databases, programming, networking, and information security, among others, have been a growing component of our M.S. in Technology Program. During the past several years, we have also experienced increasing student demand for these topics. The success of our graduate computer coursework has created a vacuum for computer technology coursework at the undergraduate level. In fall 2015, under the leadership of Dr. Liu, a team made up of faculty in the School of Technology with computer expertise was mobilized to address this issue. The result was a new undergraduate degree program in Computer & Information Technology (C&IT), with a planned start date of fall 2017. The new program provides breadth in the above mentioned areas. In addition, students can pursue a minor in Management Information Systems through the School of Business and/or a new minor in Media Technologies.

FINANCIAL PLANNING EDUCATION PROGRAM (FPEP)

The EIU School of Business launched the Financial Planning Education Program (FPEP) in summer 2015. This non-degree granting post-baccalaureate program offers six online finance classes that prepare students to sit for the Certified Financial Planner exam. The CFP credential means that a

financial planner has shown that they have what it takes to successfully plan the financial futures of their clients. Most people hate the process of planning for their financial future. They need the help of a financial planner with the CFP credential to secure their financial well-being after retirement.

M.A. IN AGING STUDIES

The MA in Aging Studies program is an online multi-disciplinary program that includes courses from six different academic units. The program holds the prestigious National Program Merit designation from the Association of Gerontology in Higher Education. Highlights from the past academic year include a significant increase in enrollment, the participation in an alumni/student mentoring program, an increase of outreach and partnerships with community agencies, and student participation in research/creative activities. In addition, Charles Legrand, MA in Aging Studies graduate student, was selected from a competitive pool of candidates to serve as the fall 2015 Student Commencement Speaker. Dr. Kathleen O'Rourke assumed the role as the MA in Aging Studies Coordinator during the fall 2015 semester.

ONLINE MBA PROGRAM

The School of Business at EIU launched the online MBA program in Summer 2016. This online program is designed to fit into the busy lives of working business professionals who want to earn an MBA degree to enhance their career

prospects. Our online MBA is a cohort two calendar year program that offers two online courses each fall, spring, and summer semester.

MBA courses focus on the extension of existing knowledge that has been established in undergraduate business courses as well as the application of this knowledge from a managerial perspective. Since each of our MBA courses has prerequisites that will need to be satisfied prior to enrollment in the graduate-level course, our online and face-to-face MBA programs offer three convenient ways to complete prerequisite classes. Students can complete missing 2000 level prerequisite courses at two-year or four-year colleges. Students can complete missing 3000 and 4000 level courses at four year colleges. But most conveniently, students can now complete online non-credit modules for a small fee. Modules require that students pass a competency exam with a score of 80% or higher and then these modules can be used to waive the related Phase I course prerequisites

M.S. IN CYBERSECURITY

Under Dean Izadi's leadership, a cross-functional team of cybersecurity experts, Drs. Rigoberto Chinchilla and Abdou Illia, assistant chairs and chairs from the Schools of Technology and Business, was formed in 2014 to develop an online graduate program in Cybersecurity. Although

many of the competencies needed for the program could be delivered electronically, numerous discussions among faculty led to a conclusion that a technically focused degree program needed some hands-on components. The result is a two-year, low-residency program, with the vast majority of courses being delivered online with two brief visits to campus to conduct laboratory sessions and a culminating capstone class. The capstone will offer the opportunity for students to break into teams, develop a network security system, and subsequently attempt to hack a rival team's network. Students will then reflect on that overall experience. Plans are for the first class to be accepted and start fall 2017.

M.S. IN TALENT DEVELOPMENT

The American Society for Training and Development recently changed its name to the Association for Talent Development (ATD). Our resident experts in talent development, Drs. Luke Steinke and R. L. Hogan, capitalized on the opportunity presented by this shift. Employing a process known as Developing a Curriculum (DACUM), they worked with experts from the Chicago area, which hosts the Nation's largest ATD chapter, to identify the competencies and skills and the level of expertise needed by graduates of a M.S. program. The result is a new online program created by industry leaders, with a fall 2017 planned start date.



PARTNERING UP!

We are collaborating both inside and outside the College to further meet the growing needs of our students. Degrees that are interdisciplinary help to make our students more marketable!

Interdisciplinary programs are offered in:

- M.S. in Technology/ M.S. in Sustainable Energy
- M.S. in Sustainable Energy/MBA
- M.S. in Cybersecurity
- M.A. in Aging Studies program
- Entrepreneurship minor



RESEARCH BRIEFS

RESEARCH FROM OUR FACULTY



DR. JEANETTE ANDRADE

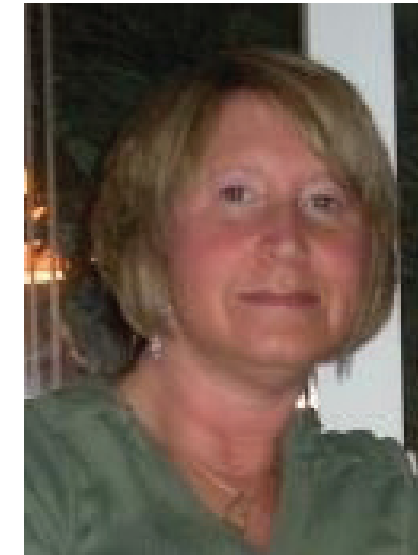
SCHOOL OF FAMILY & CONSUMER SCIENCES

PROJECT TITLE:

Key Elements in Elementary School-based Nutrition Interventions to Reduce Obesity in Mexico and the United States: A systematic review and comparative analysis

SUMMARY:

The purpose of this research was to identify and compare elements in school-based nutrition intervention programs that improved dietary habits and anthropometrics in populations of Hispanic children in the United States and Mexico. Of the ten articles included in this review, results showed that elements associated with larger improvements in outcomes across countries and programs were: using a behavior change framework, using multiple frameworks, active community participation during design and implementation of intervention, and uniform messaging from school members and parents.



DR. JACKIE FRANK

SCHOOL OF FAMILY & CONSUMER SCIENCES

DR. ELIZABETH GILL

COMMUNICATION STUDIES

PROJECT TITLE:

The negotiated identities of long-term inmates: Breaking the chains of problematic integration.

SUMMARY:

With a phenomenological and grounded theory approach, this study sought to demonstrate how inmates in a men's maximum security prison enact their evolving identities across the span of their incarceration and what challenges they experience in doing so. This research article is based on a two year longitudinal study conducted by Dr. Frank in an Indiana prison. Results indicate that negotiating multiple divergent identities results in significant uncertainties and divergence as inmates struggle to negotiate their various prison roles.



DR. KESHA COKER

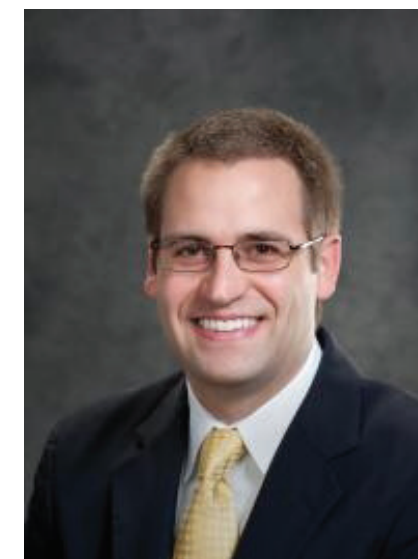
SCHOOL OF BUSINESS

PROJECT TITLE:

"Skip It or View It? The Role of Brand Storytelling in Video Marketing

SUMMARY:

This research was conducted as part of an independent study by Mr. Dominic Baima, who recently graduated with his BS in Marketing from the School of Business. The research examined the role of brand storytelling in video marketing. Results show that compared to a video that uses a strong-sell execution style, a video that uses a storytelling execution style generates more positive attitude toward the brand, higher purchase intentions, higher likelihood to share the video, and a higher chance of not being skipped. The research was presented by Mr. Baima at the spring 2016 Eastern Illinois University Student Research and Creative Discovery Conference and at the Marketing Student Research session. Dr. Coker plans to continue working with Mr. Baima to publish the research in a peer-reviewed journal in marketing.



DR. PATRICK LACH

SCHOOL OF BUSINESS

PROJECT TITLE:

Transparency in the Investment Industry: Public Perception of Brokers and Investment Advisers.

SUMMARY:

This paper examines the difference between how brokers and investment advisers are regulated and how the public thinks they are regulated. This study finds that people are misled by unregulated job titles frequently used in the investment industry such as "financial advisor" or "financial planner." Participants in this study drastically overestimated the amount of education needed to become an investment adviser or a broker. This study was referenced in The Wall Street Journal article "You Are Responsible for Your Retirement Savings." Dr. Lach was also quoted multiple times regarding the study in The Wall Street Journal article "How Come It's Still Harder to Become a Hairdresser than Financial Adviser."



DR. CHAO WEN

SCHOOL OF BUSINESS

PROJECT TITLE:

Consumer Heterogeneity, Perceived Value, and Repurchase Decision-Making in Online Shopping: The Role of Gender, Age, and Shopping Motives

SUMMARY:

Perceived value is considered as a critical motivator of customer repurchase intention. Online shoppers with heterogeneous backgrounds may respond differently to antecedents (i.e. benefits and sacrifice) contributing to differences in perceived value. This study proposes a framework to investigate the impact of gender and age on perceived value, to better understand online consumers' repurchase decision-making process. Based upon a survey of 651 online shoppers, the empirical evidence shows that both age and gender can affect online repurchase intention through moderating the relationships between relational benefits (i.e. product quality and e-service quality) and perceived value. The findings of this study offer Internet vendors practical suggestions for developing customized strategies for creating repeat sales.

PROJECT TITLE:

Shirking behavior and socially desirable responding in online surveys: A cross-cultural study comparing Chinese and American samples

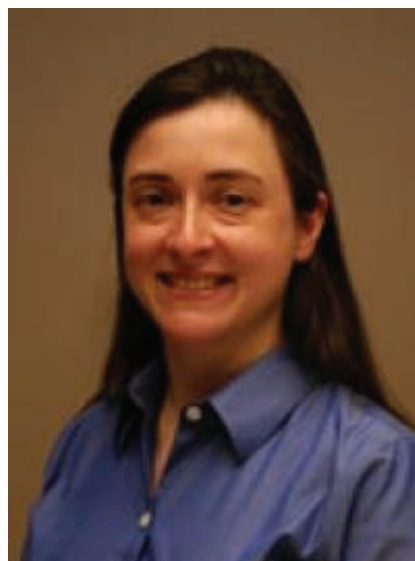
SUMMARY:

Information systems researchers frequently use survey data to draw cross-cultural comparisons. Although they control for sample characteristics, they often receive inconsistent results across different survey modes, especially when drawing cross-cultural comparisons. Little research has examined the potential underlying mechanisms responsible for the inconsistent results in cross-cultural mixed-mode survey. Our study addresses this void by examining how both satisficing behavior and socially desirable responding result in incomparable responses between paper surveys and online surveys.



DRS. THOMAS & AYSE COSTELLO

SCHOOL OF BUSINESS



PROJECT TITLE:

Globalization and the United States: Empirical Evidence Interpreted Using Propaganda Literature, Journal of Business and Behavioral Sciences

SUMMARY:

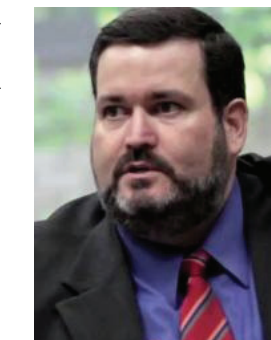
This paper continues our stream of research in the field of globalization, where we look at the game theoretic interactions between multinational corporations, public policy makers, and citizens who live in developed and developing countries. In our previous research, we found evidence that citizens support unexpected public policy stances. For example, citizens do not seem to punish public policy makers who have a pro-free trade stance, even when free trade causes job losses and fiscal difficulty. In this paper, we try to further explain our previous empirical findings by looking at the propaganda literature, which shows us how perceptions of outcomes can be manipulated to lead some parties in the game theoretic interaction to misinterpret their payoffs.

FACULTY SPOTLIGHT

dedicated faculty are the heart of Eastern Illinois University's Lumpkin College of Business & Applied Sciences

SCHOOL OF BUSINESS ►

DR. MICHAEL DOBBS



Dr. Michael Dobbs was honored as a 2015 recipient of an Eastern Illinois University Achievement and Contribution Award in the area of teaching. Dr. Dobbs received outstanding student evaluations during the previous academic year. His student evaluations for three sections of BUS 4360 (Strategy and Policy), one section of ENT 4500 (Entrepreneurial Venture Plan), and two sections of MBA 5000 (Strategic Management) all had averages of the means of well in excess of 4.65 on a five-point scale. The student comments were very positive with many students stating the he was their best or favorite teacher.

DR. PATRICK LACH



Dr. Patrick Lach was honored with the School of Business Outstanding Research Award in Spring 2016. Dr. Lach co-authored a paper published in the peer-reviewed journal Financial Management. Financial Management has an acceptance rate of 8% and is considered a top five finance journal. Dr. Lach won the 2015 Herman and Hazel Wagner Award for the highest ranking publication by a finance faculty member. Dr. Lach also serves as the Coordinator of the Financial Planning Education Program, an online post-baccalaureate program, which allow students to complete six finance courses that prepare them to sit for the Certified Financial Planner exam.

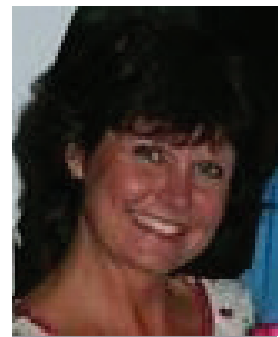
DR. KESHA COKER



Dr. Kesha Coker, Assistant Professor of Marketing at Eastern Illinois University, published two journal articles, and gave five conference presentations in the past academic year, including two presentations with a former MBA student. Dr. Coker serves on the Publication Council for the Marketing Management

Association, as an Editorial Review Board Member for the Journal for Advancement of Marketing Education, and a co-associate editor for the Americas for the Journal of Research in Interactive Marketing. Dr. Coker also served as the Director of Electronic Communications for the Society for Marketing Advances, and as the Track Chair for Marketing Technology, and Teaching Moments for the Society for Marketing Advances. In addition, Dr. Coker served on a thesis committee for a master's student at EIU and on a dissertation committee for a PhD student at SIU. Dr. Coker won the School of Business Balanced Contribution Award in Spring 2016 and a LCBAS FAIR Grant in Fall 2015. Finally, Dr. Coker won a 2015 Outstanding Reviewer Award from Emerald Literati in Fall 2015.

SCHOOL OF FAMILY & CONSUMER SCIENCES ▶



DR. MIKKI SHERWOOD

Dr. Mikki Sherwood provided in-depth knowledge and professional expertise to the Professional Development Advisory Council's Family Specialist Committee to develop a credential for professionals in Illinois that provide direct service to families. Her exceptional contributions to "Gateways to Opportunity" resulted in EIU being one of five in the state with coursework aligned to the Family Specialist Credential (FSC) requirements. Dr. Sherwood is to be commended for her work.

SOCIAL MEDIA MARKETING COURSE



Now in its third consecutive semester, the Social Media Marketing course offered by the School of Business has been a success. Dr. Kesha Coker has played an active role in developing this course and has been teaching it since its launch in fall 2015, with two sections and a total enrollment of 58 students. Dr. Coker adopts a strategic approach to social media marketing and spends the first few weeks of the semester covering topics such as ethics, goals, and strategies. For the rest of the semester, Dr. Coker focuses on topics more ger-

mane to students' professional careers, with a focus on social community and social publishing tools and tactics. The practical value of the course can be found in the hands-on application of social media to build students' personal brand on LinkedIn and to create a social media marketing plan for a real-world brand. Given advances in digital marketing, the course is designed to develop students' understanding and application of social media marketing in ways to enhance their competitiveness on the job market. The course has received glowing reception by students, with a spring 2016 enrollment in one section of 44 students and a total current enrollment of 71 students in two sections in fall 2016.



DR. KATHLEEN O'ROURKE

As a commitment to outreach and service, Dr. O'Rourke is a gerontology/aging consultant on a grant team for the Illinois Science and Energy Innovation Foundation's Smart Grid Consumer Independence Project. The aim of the project is to enable older adults and consumers with disabilities to become better informed about smart meters, consumer decision-making about pricing programs, and usage of home energy management devices and services.

As a commitment to research and scholarship, Dr. O'Rourke accepted the invitation to join the newly created Illinois Gerontology Research Advancement and Instructional Network (I-GRAIN) as a collaborating member. The Illinois Gerontology Research Advancement and Instructional



MRS. BRADLEY IS EIU

Rose Myers-Bradley (Mrs. Bradley to her students) has been the academic advisor in the School of Family and Consumer Sciences since January 1996. In her 20 plus year tenure as the FCS advisor she has guided 2,974 undergraduate stu-

dents to receive FCS Bachelor of Science degrees as of the end of Spring 2016 semester. She loves working with college students on the student affairs side of academia. Mrs. Bradley has three degrees herself from Eastern Illinois University. She has a B.S. in Home Economics '77; M.S. in Home Economics '89; and M.S. in College Student Affairs '2014. Her third degree was confirmed exactly 100 years after her Grandmother Helen Moffett Myers graduated from Eastern Illinois State Normal School (EIU). This special diploma from 1914 proudly hangs in Mrs. Bradley's office in Klehm Hall and is signed by Livingston C. Lord, the first President of EIU. Mrs. Bradley's husband and two daughters also have degrees from Eastern Illinois University. "We are EIU" is the family motto!

ABOVE
Rose Myers-Bradley and Billy!

Network is a statewide consortium of faculty and higher education institutions for the purposes of expanding opportunities to advance the study and teaching of aging.

SCHOOL OF TECHNOLOGY ▶

DR. ISAAC SLAVEN

The second area of significant increase in student engagement is involving undergraduate research. Dr. Isaac Slaven has been spearheading this effort. He revitalized the SOT Departmental Honors program, which has encouraged more students to participate in research activities. In addition, at the inaugural EIU Student Research and Creative Discovery Conference in April, 2016, the School of Technology had more poster presenters than any other academic area on campus, representing over 25% of the total number of posters.

M.S. IN TECHNOLOGY

A "release valve" has finally been created for the hundreds of international applicants to the M.S. in Technology. In fall, under the leadership of Dr. Melton, and with help from the Graduate School and Center for Academic Technology Support, the M.S. in Technology application system was converted to an electronic format through MyEIU. Beginning spring 2017, additional faculty positions were granted to meet the growing demand for the program, resulting in enrollment exceeding 235 students and making it the largest graduate program at EIU and the largest M.S. in Technology program in the Midwest. Fall 2017 numbers are expected to eclipse 300. For these achievements, Drs. Melton and Cheney were awarded the 2017 EIU Graduate Leadership Award.



DR. WAFEEK WAHBY

Dr. Wafeek Wahby received the 2015 Faculty Excellence Award from the Association for Technology, Management, and Applied Engineering.

DR. LUKE STEINKE & DR. LANCE HOGAN

Dr. Luke Steinke and Dr. Lance Hogan co-authored a text, *DACUM: The Seminal Book*, with Robert E. Adams, the originator of the Developing a Curriculum (DACUM) approach.



TOP
Dr. Isaac Slaven and Dr. Blair Lord, Provost

MIDDLE
Dr. Ryan Hendickson, Interim Dean Graduate School, Dr. Austin Cheney, Chair of School of Technology, Dr. David Melton and Allie Moran, President of the Graduate Student Advisory Council

BOTTOM
Dr. Luke Steinke, Dr. Lance Hogan and Robert E. Adams



OUTSTANDING YOUNG ALUMNUS AWARD ►



AARON GROBENGIESER '05, '06

Aaron Grobengieser has made quite a name for himself already, and it's still early in his career. A stellar student and standout collegiate competitor, Grobengieser was recognized as one of only six Ohio Valley Conference Scholar-Athletes in the 2004-05 season while on his way to earning bachelor and master degrees from Eastern Illinois University. His genuine love for his alma mater has translated to his continued involvement as the Chair Elect of EIU's School of Family and Consumer Sciences Advisory Board, as well as a leadership role on the EIU Dietetics Program Advisory Board. Grobengieser shares his wealth of knowledge and EIU pride in other ways, too. He helps write grants and serves as a resource for current EIU dietetic students who are applying for internships, and is a regular presence at departmental events in his current state of Tennessee. Complementing his continued involvement with his alma mater, Grobengieser's commitment to leadership and career development have translated to a highly visible position as the Chief of Nutrition and Food Services in the Tennessee Valley Healthcare System. He also chairs a Veterans Healthcare Committee purchasing group that has been responsible for annual savings of more than \$100 million since 2013. Named a Top 30 Under 30 Foodservice Manager by Foodservice Director magazine, Grobengieser is also a member of numerous industry-related local and national committees and workgroups. The EIU community looks forward to seeing him accomplish even more in the future.

DISTINGUISHED ALUMNUS AWARDS ►



HABEEB HABEEB '97, '99

Habeeb Habeeb exemplifies the true Eastern Illinois University spirit. His passion to motivate and inspire others to greatness through a positive attitude and humanitarianism began in 1973, when Habeeb left Lebanon and traveled to America to pursue his dream of becoming a doctor. However, shortly after his arrival in the United States, a civil war erupted in his home country. With no money and no way to contact his family, Habeeb began supporting himself by working at a local fast-food establishment. Drawing newfound inspiration from that opportunity, Habeeb combined his willingness to overcome adversity with his personal integrity and kindness. Those qualities pushed him to follow a full-time career path while earning two degrees from EIU, including an MBA. Today, Habeeb's efforts have helped him become the CEO and President of BPC, an employee benefits administration firm that was named one of the Best Places to Work in Illinois. He also founded the H-Squared Leadership Institute, an organization focused on helping people take their good lives to higher levels. He is extremely giving of his resources, time, and knowledge, frequently speaking to various organizations on topics like conquering difficulties, ethics, and customer service. He also has taken on several volunteer leadership roles in the Illinois Chamber of Commerce, The Illinois Chamber Healthcare Council, Senator Mark Kirk's Small Business Advisory Committee, and the Champaign County Republican Central Committee. In addition, Habeeb's passion for helping others has led to the establishment of two EIU scholarships—a bi-annual scholarship for nontraditional students, and the "Habeeb Family Scholarship" for business students.



ROSS MCCULLOUGH '87

Hard work, performance, and perseverance have helped Ross McCullough achieve a 32-year career with United Parcel Service (UPS), where he currently serves as President UPS Asia. McCullough started working for UPS as a local sorter while attending Eastern Illinois University in the mid '80s. Upon graduating with a Bachelor of Science degree in Industrial Technology in 1987, he took another position with UPS as industrial engineer. From there, McCullough's career spanned several facets of the organization, including operations, industrial engineering, marketing and marketing strategy, e-commerce, and merger integration. Through it all, he still played an active role at EIU, including his service on the School of Technology Advisory Board. In fact, McCullough hosted one of the board's annual spring meetings at UPS Headquarters in Louisville, where he offered a VIP tour for the group's members and to attending EIU administrators. McCullough also was named Outstanding Industrial Technologist by the National Association of Industrial Technology in 2004, and in 2014 he was the recipient of the EIU School of Technology's Distinguished Alumni Award and the Outstanding Foundation Member Award. McCullough's character and commitment to EIU was additionally evident when he gifted a room in Klehm Hall in honor of Dr. Tom Waskom, a professor who had a significant impact on McCullough's life and commitment to EIU. Along with his wife Cindy and two children, McCullough currently resides in Alpharetta, Georgia, where he also serves on various boards and advisory committees across the Atlanta metropolitan area.

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Greetings graduating class, faculty, administrators and families. What an impressive gathering of blue robes and happy smiling individuals. When preparing this presentation I imagined this moment looking over a large group all robed in blue. It appears like a field of blue butterflies nested together preparing to emerge. One has to reflect upon a time when a highly diverse mix of students enter EIU and make their initial arrival. Students come here from cities, rural countrysides, and international destinations with stories of community college, high schools, and home. We gather here today and start the process of transition that only EIU could provide.

Upon arrival at EIU, most of us had blind ambition. The betterment of our futures was the overarching theme that brought us all together. It is simple to know where you want to end up or what you want to accomplish, but the difficulty lies in the process, in the “how do we get there”. EIU offered us the opportunity to turn our blind ambition into real plans by facilitating our growth, both academically and personally.

For most of us, EIU was just the next step in our educational career following high school. Little were we aware we would learn to be on our own, be challenged to mature, and be tested for our preparedness to emerge as a contributor to the future. We found ourselves with a special group in senior courses each considering future plans of employment, graduate school, new locations, and the realization we would no longer be sitting in class with all of our friends. The classes that seemed like they would never end are now completed and our time has arrived. When did the transition occur? We were getting really comfortable here at EIU.

As students, we knew that it would take more than a single piece of paper to prepare us for the transition that faces us all today. EIU is not a university where you punch in and punch out in order to hang a diploma on a wall or to add a line on your resume. For all of us sitting here today, EIU has been more than an institution, unique from our past educational experiences. The small size of EIU has allowed us to form lasting relationships with other students and faculty. Our professors genuinely cared for our education and for our ability to succeed

in our transition from college to career. It is the small things that I will remember. A simple “Hello, how are you? How is your career search going? Did you get the interview”? These are things we heard every day from professors. The faculty of EIU are unmatched. They truly aspire every day to do something that fosters growth.

It was sometimes hard to appreciate the experiences that EIU provided for us during the process. Many of us not only attended classes but had employment here, studied abroad, completed internships, and participated in athletics. We have been busy, so busy with our lives that our growth and maturing were not noticeable. Recently, I have started to reflect more on EIU and what it has given to me. In this past semester alone, I was surprised to learn that I had received scholarships, been nominated for academic awards, and had even been approached about giving this very speech. EIU has provided me with all of these opportunities, and I’m sure it has provided you all many unique opportunities of your own. Winston Churchill once said, “We make a living by what we get. We make a life by what we give.” The torch has been passed, and now it is time for us to give back. These values are ones that we have to master and apply to our lives after today, whether it be with our families, communities, or careers.

With our parents, families, and friends here to witness this event it is time to thank them, but more importantly to demonstrate to them what we all know to be true. We need to tell them that we are ready! Are YOU ready?

As hundreds of beautiful blue butterflies who are clustered together for one last time, we will leave here and go in every direction. We will remove our blue robes and disappear as a class and become part of many societies. But remember two important points: Homecoming will be a time to regroup and share our adventures and stories of our years here at EIU and secondly, no matter where you go you will always be EIU.

Be everything that EIU has taught you inside and outside the classroom. Be bold, aim high, learn something new every day, reach out to others, and have confidence that your time here at EIU has developed you to be successful in your endeavors. Today, we all stretch our wings and fly.

Congratulations to the class of 2016!



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