

**SANDERS  
HALL**



**COLLEGE OF BUSINESS**

**Bachelor of Science**  
with majors in:

- Accounting
- Acquisition & Contract Management
- Enterprise Systems Management
- Logistics and Supply Chain Management
- Management
- Human Resource Management
- Management of Technology

Accredited  
by the  
Accreditation Council  
of Business Schools  
& Programs



Fall 2011

**BUILDING SUCCESS STORIES ... ONE STUDENT AT A TIME**

**FROM THE DEAN ...**



The College of Business has been very busy during the past 2011 year. Our new programs (Logistics/Supply Chain Management; Acquisition/Contract Management; and Enterprise Resource Management) have continued to grow from approximately 200 students in 2010 to 250 students in 2011. Students who major in Human Resource Management have courses structured so that they will be able to sit for the Society of Human Resource Management Certification upon graduation, rather than having to wait until after one year of employment. We are adding minors to the Management of Technology degree in Operations Management and Project Management. These will also allow for students and those in industry to obtain certification in these areas. The Accounting Program continues to grow as students return to take classes to sit for the CPA and also to take advantage of a field that provides many jobs. Finally, Management continues to be our standard degree with many opportunities to add to it with a wide array of minors.

We are happy to have two new faculty members, Professor Gus Tucker and Dr. Jackie Russell, who joined us Fall Semester, 2011. Professor Tucker teaches Management and MIS courses and Dr. Russell teaches Accounting courses. Professor Tucker comes to us from a career at Lockheed and Dr. Russell has 15 years experience in industry. We welcome you both! Please see the article about both of these new faculty in this issue.

We have two faculty members who retired at the end of the Summer Semester. Dr. David Nye began teaching for Athens State in 1987 in the Department of Human Resources specializing in Labor Management. Dr. Robert Gulbro taught Business Policy to almost every graduating senior since 1994. We miss both of them and wish them the best in their retirement! More can be found in this issue about their retirement.

The College of Business has partnered with Defense Acquisition University in Huntsville, AL so that the Department of Defense workforce can take courses in our programs in Acquisition and Contract Management, Logistics/Supply Chain Management and Enterprise Resource Planning for Level I or II certification/training. Also this partnership will allow ASU students to receive credit for courses taken at DAU to apply to our course work within the programs mentioned above. This provides our students with an advantage in their careers with the government and also with their classes needed for graduation or certification from Athens State. For further information you may contact Dr. Rick Roberts at 256-216-5387 or at

[Charles.Roberts@athens.edu](mailto:Charles.Roberts@athens.edu)

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**STRICTLY BUSINESS**

**Editor:  
Stacie Hughes**

## The President's Corner



Dr. Robert Glenn, President

As the calendar year draws to a close, let me take a moment to review for you the events that have taken place at your alma mater over the last twelve months. This has been a period of much excitement and activity for the university and there is even more coming down the pipeline in the near future. This is an exciting and dynamic time at Athens State, and, as always, we are striving to continually make the University an institution of which our alumni can be proud.

First and foremost, I was extremely pleased that our Vision 2020 Task Force completed its work on a strategic plan for the University and formally presented its work to me on October 19, 2010. The Task Force presented a plan that included fourteen major goals and eighty one action steps that will move the institution forward over the next ten years. The Vice Presidents and I then spent the next several months reviewing the plan and making specific work assignments. We created a "dashboard" document that will enable us to track the work that needs to be done and stay on course. You may review the entire plan on the University's website.

Another major project that began in the fall of 2010 was the groundbreaking for the North Alabama Center for the Arts in downtown Decatur. This is a truly unique partnership between the University, Calhoun Community College, Morgan County and the City of Decatur to develop a center where associates and bachelor degrees in the fine and performing arts can be earned, while also making a major impact on the revitalization of the downtown Decatur area. Phase I of the partnership is the construction of an \$8 million facility for the teaching of the visual arts. Future plans call for facilities for the teaching of drama, music and dance. Additional phases will be implemented as funding becomes available. Classes in the visual arts are scheduled to begin in the fall of 2012.

The North Alabama Center for the Arts is important for two fundamental reasons. The first is that there is no baccalaureate institution in North Alabama that has a fine and performing arts focus. The success of this project can change the face of north Alabama by providing a regional focus for the arts that does not currently exist. The second reason is that the collaboration between ASU and Calhoun Community College to deliver degrees on a separate campus is unique within higher education. The  
(Continued on p. 11)

## ATHENS STATE AND DAU FORGE STRATEGIC PARTNERSHIP FOR CAREER TRAINING PROGRAM

Athens State University and the Defense Acquisition University (DAU) have entered into a Strategic Partnership to create a collaborative relationship offering professional development programs and curriculum targeting the Department of Defense Acquisition workforce and potential future members of that workforce.

The Defense Acquisition University is the U.S. Department of Defense's corporate university that trains and enables military and civilian personnel in the fields of acquisition, federal contracting, technology, and logistics, including Senior Service leadership and program management. This is the initial collaboration between the two universities to create educational professional development opportunities for current and future members of the acquisition workforce. This reciprocal partnership benefits both ASU students and DAU and is designed to allow a maximum transfer of credit as well as ease of transition for students. For government approved employees, an approved course taken at ASU will be accepted for required training at DAU. ASU students who have completed appropriate coursework in logistics/supply chain management, acquisition and contract management, or enterprise systems management may apply to DAU for Level I and II certification in a number of career fields.



from left: DAU Dean of South Region Campus, James L. McCullough, and ASU President Bob Glenn, signed the agreement at a special ceremony on September 14 at ASU.

"Essentially, this will be a strategic alliance that benefits both our students and the Department of Defense," states Vice President for Academic Affairs Denver Betts. "We will be producing graduates who are career-ready for immediate integration into the defense industry. The programs we will put into place will streamline the employee training process and therefore provide a seamless transition from school desk to work desk."

The Strategic Partnership defined under the Memorandum of Understanding is scheduled to begin with the Spring Semester 2012.

## WELCOME OUR NEW FACULTY . . .

### **JACKIE RUSSELL** ASSISTANT PROFESSOR OF ACCOUNTING



Jackie Russell, Assistant Professor of Accounting, earned both the bachelor's and master's degrees in Accounting from Birmingham-Southern College. He is also a graduate of Miles Law School. He has more than 15 years experience in accounting and finance, including a range of specialties--Trust, Management Accounting, Financial Accounting, Internal Reporting, Lease Accounting, Budgeting, Gas Accounting, and Internal Controls as a SOX Coordinator. He also has 11 years of adjunct teaching experience. Jackie and his wife have five children, ranging in age from 20 to 3. When he has free time, he enjoys tutoring and mentoring, coaching sports and playing basketball with his kids, and working with his church.

### **GUS TUCKER** ASSISTANT PROFESSOR OF MANAGEMENT/MIS



Gus is no stranger to many of the ASU family. He is a graduate of Athens State, with majors in mathematics and computer science. He has a Master's degree from Alabama A&M in Management Information Systems, and has been teaching at ASU as an adjunct for several terms. His work experience includes 12 years with the U.S. Navy and more than 15 years experience in industry, primarily with Lockheed Martin. Gus and his wife Irene have four children and live in Huntsville

## CONGRATULATIONS!!

### RETIREMENTS:



**Dr. Bob Gulbro and Dr. David Nye** retired at the end of summer term: Dr. Gulbro after 17 years of service to the College of Business, and Dr. Nye after 24 years of service to the College of Business. They were honored at an ASU Reception in June, and at a reception in the College of Business in August. We extend our thanks for their service and our best wishes as they enter

new phases of life We look forward to hearing about their travels and adventures.

### SERVICE AWARDS:

At the 2011 University Inservice, the following COB employees were recognized for years of service.

- 5 Year Award: Mike Essary, Laura Lynn Kerner, Jackie Smith, Gary Valcana  
10 Year Award: Bill Wilkes  
20 Year Award: Linda Hemingway

### BIRTHS:

Keeping things "in balance," two of our accounting faculty have new additions to the family:



**Collin Levi Corzine**  
04/14/2011 ~ 7 lbs, 11 oz  
with "Big Sister" Ella

**Michael 'Carter' Gatlin**  
8/30/11 ~ 7 lbs, 11 oz  
with "Big Sister" Ella



CONGRATULATIONS TO THE CORZINES AND THE GATLINS!

## ASU BUSINESS STUDENTS HELP THE COMMUNITY AND LEARN TOO!

In addition to traditional teaching, faculty can provide opportunities for students to serve our community by involvement in real projects that allow students to gain experience that can be used after graduation in their chosen career fields. Some of these projects are detailed below:

### The Birdie Thornton Center--ASU Business Students Help the Community and Learn Too!



ASU COB Students in an online marketing research class were asked to create a new logo, marketing brochure and website for the Birdie Thornton Center.

The Birdie Thornton Center is a facility in Athens, AL that offers creative and quality habilitative services for intellectually delayed adults over the age of 21. The center also offers transition programs that help integrate high school students into the community and assist with their job training skills, plus offers early intervention services for infants to age 3.

Students visited the facility so they could understand the work done at the facility to understand their requirements for the marketing materials. Since it was an online class, the students worked with each other “virtually” using collaborative tools. Student teams coordinated tasks so that the materials developed for the brochure and the website were complementary. The brochure and website teams had to wait on logo approval before submitting their projects for approval from Center officials.

These projects gave the students “real” world experience. Just as in the commercial business world: plans, schedules and timelines were developed; plans submitted for review; feedback received; adjustments made before receiving final approval from the Center. Then tasks were completed to meet the end of semester deadline.

These are real world situations. Learning to meet customer expectations and complete projects on time are skills that are necessary to be successful in many types of business situations. Students who want to experience real world marketing projects always praise Ms. Kerner, saying things like: “The project was not only fun, but was a great learning tool. We got to work on a real life project and had to work as a team” and “The real life project really showed us how to apply what we are learning and it is more than a project, it is almost like being an intern!”

Another real benefit from doing these projects is that the projects can be added to the “experience” category of a resume. Professor Kerner feels it is important to give the students hands-on experience with a qualified professor in charge, so students can have the opportunity to apply what they are learning before graduating. The students can also show potential employers that they have practical experience which enhances their marketability as a potential employee.

The students received praise from Ms. Allen, the Director, saying “*We would like to thank Mrs. Kerner and her students for completing such a huge project for us. Both were a pleasure to work with and the students did a wonderful job. They put in extra hours and some are coming back on their own time to add material to our website. We were truly blessed to have had the honor of working with such an exceptional class.*”

### Joint Project: PTK Alumni Association and the Accounting Club



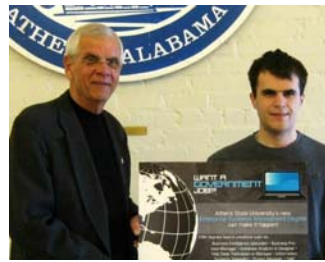
PTK Alumni Association and the Accounting Club sponsored an activity with a few of our local teenagers here in Limestone County who are members of the Success Program (a program through which the College of Business collaborates with middle schools and high schools in north Alabama to decrease drop out rates in schools). The students showed great enthusiasm and participation in the activities and brain teasers presented. Whether it was building the “Tallest Tower” with tape, construction paper, and plastic straws, mapping out “Likes, Dislikes, Work-Ons, and Work-Tos,” or making their own “Personalized License Plates,” each of the teens displayed kindness, eagerness, and understanding of each game’s true goal. In addition to the games, the Accounting Club provided each member of the Success Program with a copy of *The Seven Habits of Successful Teenagers*. PTK provided stuffed goodie bags and food—what is a party without food?

## ASU Marketing Student, Christina Minnon, Works on Filming Project for Lilies of the Valley.



Christina Minnon, an ASU student in one of Prof. Kerner's Marketing Research classes, served as the Director for the filming of a project for Lilies of the Valley Foundation in Huntsville. Their mission is to educate, raise awareness, and disseminate information about ovarian cancer to patients and survivors, the general public, and the medical community in the Tennessee Valley region, and to provide education on the symptoms of ovarian cancer and its treatment. The film will be used by the National Ovarian Cancer Coalition as a part of their educational outreach.

## Joint Project for Marketing Classes



Vice President of Student Affairs Jim Hutto and COB student Adam Hazy are holding a sample of a design for a billboard which was prepared by one of the groups in a COB advertising class. This unique project involved two marketing classes working

together on a project to promote the University to adult learners, community colleges, businesses, under- and unemployed individuals. The Marketing Research class researched "how to" market effectively to each of these groups and shared their findings with an Advertising class. The Advertising Class then used the information to create materials to market to each of the target groups. All the information was shared with Jim Hutto, VP of Student Affairs who immediately began using the information to increase enrollment in each of these sectors.

## Exciting New Organization at Athens State University!

### Student Chapter of American Advertising Federation--North Alabama

ASU in collaboration with the American Advertising Federation--North Alabama has created a student AAF chapter at Athens State University. AAF offers many resources to students interested in advertising. AAF has over 40,000 business professional members around the country and over 2,000 student members. Also, it offers scholarship programs, awards, conferences, and limitless networking. Students may participate in monthly meetings in which local businessmen/women will present discussions about different aspects of advertising.

The ASU chapter already has around 15 members and is adding new members monthly. The student club is open to any student with an interest in marketing, advertising, art and graphic design. The ASU club elected officers; they are: Layton Holman, President, Flat Rock, AL; Alex Coronado, VP, Powell, AL; Jake Worthington, Treasurer, Athens, AL; Leonard Morris, Public Relations, Decatur, AL.

AAF-Athens State plans to offer students the opportunity to attend a larger monthly meeting at the AAF-NA chapter and to meet professionals from north Alabama. Future plans include raising money to send members to conferences across the country. This is truly an exciting opportunity for students at Athens State and we look forward to seeing you at the next meeting!

Layton Holman

## STUDENT SUCCESS STORIES

R. Jamison Shireman, CPA  
Class of 2008



What a ride it has been obtaining the CPA designation! While studying for my accounting degree at Athens State I was working a contract accounting position. It was a cost accounting role that I was lost in for the first two months--until I started my advanced cost accounting course. I held that job until my contract ended--about 8 months. Then life got interesting...I entered public accounting 4 months before I graduated from ASU in the Summer of 2008. While working crazy hours at a prominent tax firm in Huntsville, I would go home and study for an additional 4-5 hours a night preparing for the CPA examination.

Sleep is something an aspiring CPA should not get used to getting every night. After working my way up to Senior Staff Accountant with the firm and receiving my CPA designation, one of my clients approached me about helping take their corporation to the next level. In May of last year I took over as controller of the corporation (STS Group) and received a further promotion to CFO a few months ago.

Since I did not want to just "throw away" all of the knowledge I had gained working in public accounting (if you don't use it you lose it) I decided to go ahead and start my own firm in my

*(Continued on p. 7)*

## COLLEGE OF BUSINESS STUDENT ORGANIZATIONS: ACCOUNTING CLUB (IMA)

*MISSION STATEMENT: To create a vibrant organizational community for students that will provide them with the necessary tools to compete effectively in the professional business community through programs that create education and networking opportunities, community and university involvement, and build a framework of highly ethical behavior.*

### WELCOME TO THE ANNUAL CONFERENCE AND EXPOSITION



(from left: LaSeenia Rogers, Taya Shadrina and Prof. Hemingway)

The accounting Club had another Award winning year. One of the highlights for the students was the opportunity to travel to Anaheim, California for the 11<sup>th</sup> annual Student Leadership Conference. The club has participated in this event ten out of the last eleven years, only missing the first conference. This was the first time we traveled so far away from Athens. The first day we were treated to a tour of the Angels baseball stadium, including the press box, the VIP rooms, and the dugout. The accounting staff addressed the students and it was obvious that they loved being able to combine their love of accounting and love of baseball into an exciting and challenging career.



Lisa Gels, Accounting Club President

As always the club had numerous speakers and service projects throughout the year. The year ended with receiving the Gold Award of Excellence from IMA. As a gold award winner the Club was then chosen as an Outstanding Student Chapter. Professor Hemingway, together with

Taya Shadrina and LaSeenia Rogers traveled to Orlando, Florida to receive the award at the Student Award Luncheon at the Annual IMA conference.

In addition to regular monthly meetings, the Accounting Club participates in many events and projects throughout the year--both academic and community. Members may attend national

meetings, participate in job fairs, in tours to area business facilities, etc. In recent years, we have attended conferences in California, Florida, Ohio, Arizona, Texas and Missouri. Members are invited to participate in service projects such as collecting items for the Salvation Army Christmas



Angel Project and collecting food items for the local food pantry. The Accounting Club sponsors a food booth at Fiddler's each year which is a fundraiser for the Club. In October students and faculty staffed the "Smokin' Box" booth and provided great food along with a little entertainment (see photo below). Funds raised go to support Club activities.



Fiddler's Convention 2011



### Christmas Angels Project



### Collections for food bank





## COLLEGE OF BUSINESS STUDENT ORGANIZATIONS: DELTA MU DELTA

*MISSION: To prepare students by bridging their successes from college to career through ethical activity, skill enhancement and community contribution.*

### DELTA MU DELTA ANNUAL SPRING INDUCTION CEREMONY



The Alpha Iota Chapter of Delta Mu Delta (International Honor Society in Business) inducted into membership 75 students and 3 honoraries on April 10, 2011 at the Annual Spring Induction Ceremony. Thomas “Mike” Smith, Alpha Iota Chapter Vice-President and ASU Accounting major, served as Master of Ceremonies and presided over the initiation.

As part of the ceremony, Kristin Rodarte was awarded the Robert L. & Mildred S. McCall Scholarship and Adam Hazy received the William C. Sharples Scholarship. Adam Hazy was also the recipient of the DMD Medallion Award, which recognizes an outstanding senior for his/her contributions to the DMD chapter. Professor Laura Lynn Kerner was this year’s recipient of the “Excellence in Teaching” award for her outstanding commitment, talents, and dedication to the teaching profession. The next induction ceremony will be held on the Athens State campus on February 26, 2012.

The Alpha Iota Chapter is also very excited about upcoming opportunities for service in the community, including events such as the Fiddler’s Convention, Resume-Building workshops, and “Santa” deliveries for cancer patients in the children’s hospital. Thanks to Danielle Dutcher, Alpha Iota Chapter President and ASU Business Management major (ACM minor), for her leadership in these efforts.

*(Continued from “Success, p. 5)*

hometown of Athens. It is never going to be a huge firm (due to time restrictions on my part), but it will require me bringing on employees in the next 6-8 months.

My advice to anyone pursuing the CPA: gain as much experience as you possibly can, in every facet of accounting; apply what you learn in one field of accounting to another; don’t focus on the salary you are drawing now--learn everything so that you become a valuable commodity in the field. As the economy struggles there is still a very good market for strong accountants. I could talk for hours about what I went through to get my CPA designation, and what it means to me; but at the end of the day I can easily say that Athens State did a superb job in preparing me for passing the exam through the exemplary instruction I received from the professors. Some of my friends look at me and say “What job are you going to fall into next?” and I can easily laugh at them because if you are not in the field, you can’t understand the hours a practicing CPA puts into their career.



Dr. Thomas Pieplow of the COB Logistics Department presents an award on behalf of ASU at the NCO/Soldier of the Year Luncheon on June 13, 2011



Prof. Laura Kerner at Delta Mu Delta Fiddlers' Booth

Dr. Rick Roberts, and visitors at the ASU booth at The Defense Acquisition University Alumni Association-South Region 7th Annual Conference & Expo.



## CCC Career Development Day



Jim Kerner, Penny Roberts & Linda Hemingway at the annual Work Force Expo held February 2, 2011 Calhoun Community College.

## FACULTY IMPACT ...

## BEYOND the CLASSROOM



Dr. Kerner working with Phon-a-thon



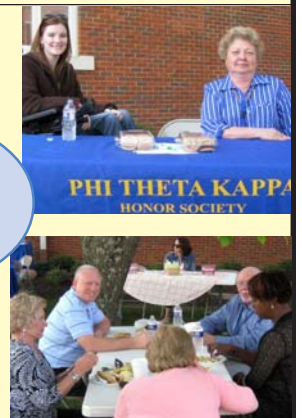
COB participants at the 88th Annual Meeting of the Alabama Academy of Science at Jacksonville State University (Pieplow, Kerner, Kerner, Essary)

## SAP Users' Group Meeting



Recent graduate Chris Ponder, Professors Mike Haghighi, Jordon Shaw, and Lisa Rich in front of the ASU Booth at SAP Users Group meeting at UAH in August.

## SGA Cookout



## DISTINGUISHED ALUMNUS OF THE YEAR



(from left: Dr. Linda Shonesy, Mary Catherine Dickens, Rodger Pearson, David Salinas)

Athens State University’s Office of Alumni Affairs and Alumni Association recently held its 103rd Annual Alumni Awards Banquet and Annual Meeting where five outstanding graduates were recognized.

**Mary Catherine Dickens** of the College of Business Class of 1993 was named the **Lydia Malvina Hammerly Distinguished Alumnus of the Year**.

Ms. Dickens is a leading contracting officer at Redstone Arsenal, and is Director for the Contracting and Acquisition Management Office for the Space & Missile Defense Command/Army Forces Strategic Command.

## ADJUNCT SPOTLIGHT

[Copied from HR Newsletter, March 2011, Athens State University Human Resources]

Kim Roberts graduated from the University of Alabama in 1995 with a Bachelor’s degree in Chemical Engineering. She attended the University of North Alabama at night while working full time and received her Masters in Business Administration in 2001. Ms. Roberts has over fifteen years experience in the process industry, progressing from a process engineer to production manager. She currently works at Ascend Performance Materials in Decatur, where as the Business Unit Leader, she is responsible for the overall safety, quality, production, and cost of a specialty chemicals unit.



Ms. Roberts has served as an adjunct instructor for the ASU College of Business since August 2008 and says, “I absolutely love it.” She has taught both traditional and online courses and “enjoys adapting new technology into the classroom and distance learning courses to evolve the learning process for students.” She currently teaches Operations Management. She has also been an adjunct instructor for Calhoun Community College in the Process Technology program.

Ms. Roberts and her husband reside in Athens. Her hobbies are reading, baking, watching Alabama football, and running. She has completed a 5K and 8K race and her goal is to run a 10K race.

## INTERNATIONAL BUSINESS UPDATE

**Dr. Tom Pieplow** and **Dr. Mark Anderson** represented Athens State in a Panel Discussion on “TURMOIL IN THE MIDDLE EAST: HOW IT AFFECTS YOU” at Oakwood University. The event, sponsored by the Oakwood University Students in Free Enterprise was held at the McKey Business and Technology auditorium on the Oakwood campus.

### NAITA SCHOLARSHIP AWARD

**Ms. Kristin Rodarte** is this year’s winner of NAITA’s annual scholarship award. She competed against hundreds of students from across all of Alabama and clearly is being recognized as being the “best of the best.” Kristin is majoring in Management with minors in International Business and Logistics and Supply Chain Management.

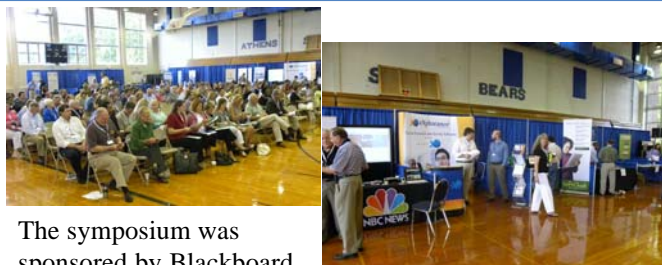
Congratulations, Kristin, on winning this prestigious award!



Kristin Rodarte, 2nd from right, with Senator Mo Brooks at NAITA Meeting

*NAITA is a business-driven organization with the mission to promote economic growth through international trade education, training and networking. NAITA, a non-profit membership organization, provides an international networking forum, education on trade issues, and prepares business for global success.*

## ASU's 2nd Annual eLearning Symposium



The symposium was sponsored by Blackboard, Inc. and hosted by Athens State University at its Athens campus.

**Rajeev Arora, Vice President of Blackboard Collaborate**, was keynote speaker for the event. Combining the capabilities of industry leaders Wimba and Elluminate, the Blackboard Collaborate platform provides a comprehensive learning platform designed specifically for education.

Blackboard is a global leader in enterprise technology and innovative solutions that improve the experience of millions of students and learners around the world every day. A growing number of higher education, K-12, and corporate organizations across Alabama are using Blackboard solutions to enhance the educational experience. Within the Alabama Community College System, an overwhelming majority of higher education institutions use Blackboard as their learning management system.

Other educational software companies from the Blackboard Alliance Program™ scheduled to attend include **Connect Yard, Follett Higher Education Group, NBC Learn, SoftChalk, Tegrity, Sprint, Brainshark, eXplorance, ShareStream, Blackboard Developmental Education, and McGraw Hill Higher Education**. Representatives from these companies will be available to answer questions about their products and offer breakout sessions to provide more in-depth previews of products.

This event provides unique networking opportunities among the ACCS's 27 educational institutions, acting as a system-wide professional development opportunity especially among those involved in online education.

Athens State President **Dr. Robert Glenn** states, "The conference provides us with a tremendous opportunity to bring together our sister institutions, as well as the leading providers of eLearning technology, to advance our state's commitment to providing the highest quality distance learning environment for our current students to prepare the way for the future."

## Q.E.P.: Building Success through Writing

by Jackie Smith

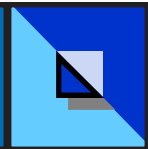
ASU is entering into its second year of implementing the *Building Success through Writing* plan that focuses on improving students' writing skills. Some activities that were part of this implementation include:

- Conducting a national search and hired a Writing Center Director
- Administering the ETS Proficiency Profile to all students enrolled in Capstone courses
- Hosting a writing workshop for all faculty featuring writing specialist Dr. Terry Zawacki from George Mason University
- Hosting the first intra-college faculty forum where faculty from across the university shared successes and challenges related to improving students' writing
- Working with faculty from the College of Arts & Sciences to consolidate various existing rubrics into one common writing rubric
- Convening the first Faculty Ambassador event for the purpose of developing partnerships with feeder (community) colleges to support college-level writing
- Administering a variety of surveys related to *Building Success through Writing* to faculty, students, and community college partners
- Participating in the 2<sup>nd</sup> annual ACCS eLearning Symposium and sponsoring a table
- Creating an organization in Blackboard dedicated to the Writing Center
- Hiring Fall Semester tutors (representing all 3 Colleges) for the Writing Center

The support for this initiative has continued to grow as different ASU stakeholders recognize the importance of strong writing skills for all students, regardless of their major. The long term goal of *Building Success through Writing* is to create a campus climate that encourages and values writing as a core competency in all programs of study.

The National Association of Colleges and Employers conducted a survey of 457 employers in the U.S. and found that the most important skill employers are looking for among college graduates is communication skills, both verbal and written (Coplin, 2003). The ASU College of Business recognizes the relationship between writing and the future success of our graduates by integrating these skills into every core course. In addition, the COB will be creating an *ASU Business Research Journal* intended to support and encourage excellence in undergraduate research in all areas of business and to provide a vehicle for the dissemination of quality research studies by Athens State University students.

(continued on p.11, QEP)



## The President's Corner *(continued from p. 2)*

ability of our two institutions to work cooperatively in the arts will provide us with a foundation to work with other Alabama Community College System campuses to deliver a wide variety of degrees. In other words, being successful in teaching art, in collaboration with Calhoun Community College, in downtown Decatur, will enable us to deliver degrees in Education in Hanceville, or degrees in Business in Rainesville, or degrees in Religious Studies in Boaz. The success of this collaboration has the potential to change the way higher education can be achieved in Alabama and could be a model for other states to emulate.

Last spring we had another groundbreaking opening when we opened the ASU Center for Life-Long Learning (CLL) on the Square in downtown Athens. The CLL will house all of the University's non-credit and continuing education classes. The Center offers a wide array of instruction in a broad spectrum of interest areas. In addition to face-to-face classes in the Center, there are also a large number of on-line classes available for your use. Whether your interest is in learning conversational Spanish just for fun, or to get a needed business certification, there are classes that fit your needs. In addition, the Center offers shoppers in downtown Athens a warm and inviting place to sit and rest while enjoying one of the many gourmet coffee offerings of the "Undergrounds" Coffee Shop. The next time you find yourself on the Square, I hope you will go by the Center to take a closer look. You will find it on the east side of the Square in the location of the former Ben Jaffe Department Store. You can also find a complete listing of courses on the University website.

Finally, I am pleased to announce the appointment of Dr. Ronald Cromwell as ASU's new Provost and Vice President for Academic Affairs. Dr. Cromwell comes to us most recently from Mount Aloysius College in Cresson, PA, where he served as Senior Vice President for Academic Affairs/Dean of the Faculty and Professor of Education. Dr. Cromwell has also served in positions at Bridgewater State College, State University of New York College of Oneonta, Marist College, and Indiana University East, as well as a number of positions in elementary and secondary education across the country. Dr. Cromwell earned the Bachelor of Arts degree in Philosophy and Humanities from St. Thomas College, the Master's Degree in Speech/Theatre from University of Colorado, the Master's Degree in Theology/Ministry-Pastoral Counseling from Seattle University, and the Doctorate in Education in Educational Leadership from Seattle University. We are very excited about the rich and textured educational experience Dr. Cromwell brings to the institution and the exceptional leadership he can provide our faculty. He already has a very long "To-Do" list that includes developing programs for international students, developing an Adult Degree Completion Program, and working with Calhoun Community College to open our new facility for the teaching of visual arts while preparing for the next phases in the North Alabama Center of the Arts program. Whenever you are on our campus, I hope you will go by the Provost's Office and meet Dr. Cromwell and welcome him to the ASU Family.

By now you can begin to sense just what a dynamic time this is for our University. Our aim is to serve the citizens of our state, while also making you even prouder of your alma mater. If you haven't been to campus recently, I hope you will make it a point to come and visit us soon. When you do, remember that the door to the President's Office is always open to you. In the meantime, I wish all the best to you and yours for a safe and prosperous holiday season.

### **(Q.E.P. continued)**

This journal will serve as a vehicle to highlight and encourage student writing and research. Our students are producing some exemplary work – help us share it with the entire University community. We hope you will encourage your students to submit their writing for review by the journal editors. Guidelines will be available soon!

Coplin, B. (2003). *10 things employers want you to learn in college*. Berkeley, CA: Ten Speed Press.

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