

# Student Success in the College of Business

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In the College of Business, we pride ourselves on being committed to student success. During the last few years, we have started several new initiatives with student success at the forefront.



*Corporate Mentor Carlye Wannamacher and COB student Min Zhao*

In the fall of 2013, COB started a new Corporate Mentor Program to connect first-generation students and underrepresented student populations with key business leaders in the Springfield metro area. The goal is to help students develop professional skills through observation and mentoring, as well as to gain exposure to professional career paths. Students are paired with community mentors who meet with them once a month during the school year. Ten students participated in this program during the 2013-2014 school year.

The Bears Business Community (BBC) Living Learning Community that launched fall 2013 is focused on building a successful foundation for freshman students. The eighty students (male and female) live on two floors of the Blair-Shannon residence hall. As members of the BBC, students have the opportunity to participate in interactive activities with COB faculty. Past activities have included financial literacy sessions on how to budget during their first year, and professional development opportunities such as the etiquette dinner.

Beginning in the fall semester of 2012, COB started a new initiative to support international learning opportunities for students. Any student participating in a COB Study Away program receives a \$500.00 stipend toward trip expenses. Many students have taken advantage of this opportunity, and there has been an increased interest and participation in COB Study Away.

Also in 2012, COB created a new full-time staff position of a Corporate Relations Specialist. The person holding this position is dedicated to promoting and assisting student success initiatives related to internships and full-time careers. Part of their duties include recruiting employers to attend the COB Career Fair, offering professionalism workshops throughout the year on various topics, and meeting with employers in the Midwest region to encourage them to hire COB students for internships and



*Financial Markets Study Trip in NYC*

full-time positions. This individual arranges on-campus interviews for companies planning to hire our students, and serves as the COB liaison with the MSU Career Center to promote other campus-wide student success initiatives. Starting in 2012, each of the twenty-three COB student organizations receives a \$2,500.00 annual stipend from the college. These funds are designated to enhance opportunities for all members in areas such as competition travel, conference travel, supplies or other items as needed to improve the organization.

In 2013, a committee was formed to begin working on a complete renovation and expansion for the physical space of Glass Hall,



*Dean Stephanie Bryant*

which houses the College of Business. The focus of the design is enhancing student success. These elements will include technology updates, as well as hands-on learning labs such as a mock advertising agency and a financial trading lab, new study rooms that can double as interview space when employers visit campus, executive classrooms, meeting rooms, and a new facility for career services and advisement.

During strategic planning in 2013,



*COB student Kenneth Rowey and Mentor Rob Dixon at the Chamber of Commerce*

COB Culture was evaluated and identified. The number one priority is a focus on student success. Identification of our culture has been a collaborative

process, which has enabled us to define what we stand for, what we aim for, and how we present ourselves. To begin the process, our Culture was informed by our COB Mission and Vision Statements, Shared Values and Guiding Principles and our COB Strategic Plan. We then followed up through consultations with key stakeholders including COB Executive Advisory Council members, university administration, COB administration, faculty, and students in the spring and fall 2013 semesters. Several themes emerged, which developed into the following components of COB Culture:

1. Putting Student Success First
2. Demonstrating the Personal Touch
3. Thinking Bigger and Bolder
4. Demonstrating Professionalism and Integrity at all Times.

The goal of this COB Culture is to clearly position ourselves within our university and set us apart from our peer institutions.



*Instructor Sherry Cook at the BBC LLC Etiquette Dinner*

We hope that others see us living this culture daily. Each month we work to promote, inspire, and recognize student success with an article in our COB Bear Biz newsletter. Articles feature individual students and groups who have achieved distinction.



*President Smart and Dean Bryant at the Career Fair with COB students*

Over 20,000 current students, faculty and staff, COB alumni and friends of COB receive the newsletter regularly. Each of the seven academic departments within COB offer peer-led study sessions for various courses. Some are arranged in an official capacity through the department while others are more informal and arranged on an as-needed basis by faculty members.

Over the last few years, COB has worked to establish alternative program options for students who may not be able to attend traditional daytime classes and those students making the transition to MSU from 2-year institutions. Such programs include a partnership with Ozark Technical Community College (OTC) for students who earn an Associate of Arts in Business. Students who complete this degree meet all of the requirements to satisfy the MSU general education program as well as most of the COB

admission courses. Additionally, we offer a night general business track for OTC students, allowing them to continue their education and complete a Bachelor in General Business with all course work in the evening or online.

We are also transitioning many on-campus only programs to add fully online options to assist in student success. We offer General Business and Accounting programs in our Evening College Plus pathway and Finance, General Business, and Technology Management in our Online Completion pathway. The Master of Business Administration program is also available completely online. Offering multiple pathways to graduation assists students in achieving their goal of earning a Bachelor's or Master's degree in a flexible way that accommodates their current lifestyle needs.

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