JONES COLLEGE

STORIES

- Developing Students 4
- Developing Faculty and Staff 14
- Developing Friends 22
- Developing the Brand 28
In my exciting first year as dean of Jennings A. Jones College of Business, we have made great strides toward fulfilling our vision of national prominence and regional dominance. In line with the University’s mission and the Quest for Student Success, the Jones College strategic plan focuses on developing students, developing faculty and staff, developing friends, and developing the Jones College brand.

I have participated in over 425 individual and group meetings with alumni, business and community leaders, government officials, and other Jones College supporters. They are excited about our direction and have pledged their support.

There have been many changes to the Business and Aerospace Building this past year to better meet the needs of our students, faculty, and staff: many cosmetic renovations but also a new advising center and sales lab plus a complete computer-lab upgrade.

I invite you to review our progress to date in this report. I wholeheartedly thank you for your ongoing support, looking ahead to another, even greater year.

David Urban, dean, Jones College of Business
To increase retention and on-time graduation, enhance academic and professional development, and continuously improve the quality of the student body, Jones College has

- increased recruiting efforts,
- improved classroom teaching technology,
- multiplied efforts to provide ongoing feedback, tutoring, and counseling,
- hosted multiple career fairs,
- held several additional networking events,
- hosted numerous guest speakers,
- conducted curriculum reviews to upgrade the quality of our programs,
- sponsored several student organization teams in national competitions,
- forged new partnerships with area businesses to facilitate career placement after graduation,
- created new graduate programs including the M.S. in Management, and
- developed accelerated programs for earning both a bachelor’s and a master’s degree within five years in Economics or Information Systems.
Innovative Teaching

Jones College has been a campus leader in implementing experiential learning classes and innovative methods. In Jackie Gilbert’s flipped class, student teams taught management topics with feedback from John Blank of DHR International, Franklin. Sandy Benson conducted a Quiz Bowl for her Commercial Law students, sponsored by Jobe, Hastings & Associates.

Career Placement

A multitude of career and networking initiatives included the following:

- **Career fairs.** Accounting Meet the Firms; Economics and Finance Career Fair; Computer Information Systems (CIS) IT Connect; Management and Marketing BEST, Digging Deeper, Sales Career Fair
- **Seminars.** Resume preparation and career-fair networking
- **Raiders’ Closet.** Job interview apparel for students
- **Internship information sessions.** Frito Lay, Buckle, Perfect Equipment, Northwestern Mutual, Tennessee Commercial Warehouse, GradSpring, Summit Medical Center (HCA), Altria
- **Career Tuesdays.** Ingram Content Group, Frito Lay/Pepsi, Hershey, UBS

Laura Buckner, at right, and Jean Wilson, Management and Marketing, coordinated internship information sessions and Career Tuesday events.
Student Organizations

Accounting society Beta Alpha Psi’s Zeta Gamma Chapter placed third in the Southern Region’s 2014 Leadership Presentation Competition. The chapter earned Superior Chapter status and placed second in Deloitte’s Best Practices Innovation competition at the 2013 national meeting.

AITP (Association of Information Technology Professionals) hosted speakers Ashley Spangler, senior security auditor from LBMC, and Scott Augenbaum, a cybersecurity specialist from the FBI. The chapter placed second in website competition at the national meeting in Atlanta.

Jones College formed an American Marketing Association (AMA) chapter with Michelle Beauchamp and Don Roy as faculty sponsors. Jeremy Conrey of Liberty Mutual gave a presentation to the group about face-to-face networking.

The Financial Management Association (FMA) hosted speakers Daniel Crews, CFA, Tennessee Department of Treasury, and Matthew Wright, CFA, Disciplina, on how CFA certification augmented their careers.

Enactus students completed two service projects, raising over $5,000 for each. With a Coca-Cola grant, the group provided Way of Hope Women’s Resource Center a computer, software, printer, phone system, and website retooling. These projects offer students an opportunity to practice decision-making skills and make a difference in the community.
Special Events on Campus

Global Entrepreneurship Week, sponsored by the Department of Business Communication and Entrepreneurship (BCEN), featured speakers including former Babies “R” Us president Elliott Wahle and Clouse-Elrod Foundation Inc. founder R. Wilburn Clouse.

The Nonprofit and Social Innovation Student Summit was hosted by the College of Liberal Arts with Jones College departments of Management and Marketing and BCEN. Jones College coordinators were Leigh Anne Clark and Deana Raffo, Management and Marketing.

The Scales Project, coordinated by Lara Daniel, brought Tennessee Supreme Court justices to campus to hear cases with students observing.

In the MTSU Institute of Leadership Excellence, students studied leadership theory and practice under director David Foote and faculty members Earl Thomas and Deana Raffo, Management and Marketing. Foote and Raffo also made presentations at True Blue Leadership Day, hosted by MTSU’s Omicron Delta Kappa Circle.

The Antitrust Summit, organized by Patricia Wall, Accounting, featured speaker Victor J. Domen Jr., Tennessee Attorney General’s Office.

Nathan Neely was the first student to enroll in the Accelerated Bachelor’s-to-Master’s program in Information Systems.
Student Travel

A $500 scholarship is available to Jones College majors for a study-abroad program conducted by a Jones College faculty member.

FMA students visited the Chicago Mercantile Exchange, Chicago Board Options Exchange, and Federal Reserve Bank of Chicago.

CIS faculty and students attended the MBAA International Conference in Chicago, with Jeff Clark serving as executive director.

Allen Burns and Chanin Prietzel competed at the AMA Student Conference. Kelsey Haney represented Jones College at the National Collegiate Sales Competition.

Kim Sokoya taught a three-week study-abroad trip to Finland, Sweden, and Estonia. The group attended classes and visited U.S. companies based in Finland and Finnish MNCs with major strategic alliances with U.S. firms.

Kenny Jih, CIS, taught Knowledge and Innovation Management Excellence in Taiwan.

Ronald Taylor, left, of the Student Center for the Public Trust in Nashville, talks to Anna Nickell and Miranda Walker at Accounting’s Meet the Firms career fair.
AITP team members, from left, Ross Mohsenzadeh, Mayank Juyal, Mykyta Miakysh, Reema Kurani, and Lee Lester, placed second in national Web design competition.
Student Presentations

Wright Travel Chair in Entrepreneurship and Tennessee Small Business Development Center (TSBDC) sponsored the first campus-wide Student Business Idea Competition.

Jones College students were well represented during Scholars Week, which showcases MTSU’s best student research.

The Department of Economics and Finance held a Friday Seminar Series featuring presentations by graduate students and outside speakers.

Kevin Zhao’s finance team advanced to the Chicago Mercantile Exchange Group Trading Challenge championship, among the top 10 percent of 400 teams from universities such as New York University, the University of Chicago, and Duke University. The CFA Equity Research Challenge team tied for second in competition in Nashville. Zhao’s students, managing $500,000, made a 34 percent return in the 2013 TVA Investment Challenge, beating the S&P total return. Chuck Beauchamp’s finance students competed in the Business Valuation Challenge national finals sponsored by Seattle Pacific University.

Allen Burns placed fourth among 75 students in the RBI Sales Challenge at William Paterson University’s Russ Berrie Institute for Professional Sales.

The Gamma Iota Sigma (GIS) Omega Chapter won the Well-Rounded Chapter Award in international competition in Charlotte, North Carolina.

Lake Summar, the recipient of a $500 scholarship funded by the TSBDC Foundation, presents her business plan in class.
High School Outreach

Jones College deans and advisors traveled to six Tennessee metropolitan areas to recruit high school students as part of the True Blue Tour.

BCEN faculty hosted 90 Antioch High School students, who learned about management and marketing majors and careers, and served as judges for the Future Business Leaders of America regional conference.

College GPS is funded by a cooperative grant from the U.S. Department of Education and administered by the Tennessee Department of Education with Jones College’s Center for Economic Education (CEE), Robert B. Blair director, Maria Edlin assistant director, and Courtney Davis project coordinator. The project includes four modules covering 17 personal finance topics (Considering My Future, My Financial Plan For Education, I’m in College, and All Grown Up—No More Spring Breaks), an interactive website, social media, a graduate course for up to 40 high school personal finance teachers, and a middle school workshop series.

A total of 279 Tennessee high school students participated in the CEE-sponsored International Economic Summit, and nearly 6,000 state high school students participated in the Tennessee Stock Market Game.
Jones College is committed to supporting faculty and staff through development seminars, technology upgrades, guest speakers, building improvements, and travel opportunities such as a short-term visiting professorship program with China’s Guangxi University. Success and quality were demonstrated in 2013–2014 by high productivity in research and professional service, enhanced participation in cross-disciplinary initiatives, promotion and tenure for 12 faculty members, and service awards for 21 faculty and staff members.

Leadership Changes

In the Dean’s Office

David Foote
Associate Dean

Kim Sokoya, Associate Dean
Graduate Business and Executive Education

Lara Daniel
Assistant Dean for Assessment

Courtesy Angie Gambill
Awards and Honors

Ken Hollman, Martin Chair of Insurance, placed first as Favorite MTSU Professor in Murfreesboro’s Daily News Journal “Ruthie” Awards.

Dan Morrell was named Bridgestone/Firestone Distinguished Assistant Professor. He serves as advisor for the M.S. in Management program.

Mark Jobe, Accounting, was voted Outstanding Professor in Jones College in GIS Omega Chapter’s annual election.

Tim Koski was awarded the first Advisory Board Outstanding Professor of Accounting Chair.

The Tennessee Board of Regents selected Kim Sokoya as a 2014 Maxine Smith Fellow.

Amy Harris served as faculty assistant to the dean in the College of Graduate Studies.

Development director Tom Keith received the Council for Advancement and Support of Education District III inaugural Mentor of the Year award. He is also a graduate of the 2014 Leadership Middle Tennessee class.

Robert B. Blair, BCEN, is National Business Education Association president-elect and National Association for Business Teacher Educators president. BCEN faculty hosted the Tennessee Business Education Association annual conference with Sherry Roberts presiding.
Virginia Hemby, above, was NBEA Collegiate Teacher of the Year and opened Raiders’ Closet, providing students apparel for interviews.

The International Association of Applied Psychology named Tom Tang, Management and Marketing, a Fellow, its highest honor, at its conference in France.

Sandra Benson, Accounting interim chair, received MTSU’s Outstanding Teacher Award.

Charles Apigian, CIS chair, received MTSU’s Outstanding Public Service Award.
State-of-the Art Technology

Jones College leads the way in innovative technologies, as evidenced in its new student-engagement initiatives.

The Jones College Student Engagement Pilot Program for all business courses includes the application of learning activities via flipped classrooms, polling of students through activities both in and out of class, and lecture capture of live classes. In addition, faculty will have the ability to create screen capture modules directly from their offices.

New lecture capture and student response systems include Panopto and TopHat subscriptions. The college has upgraded software and increased availability of direct-response clickers for student interaction.

Regular computer and software upgrades in master classrooms and faculty and staff offices are on schedule to ensure systems are up to date.

A new D2L course management system template for Jones College gives faculty a standard online course presence that can be customized with class information, providing students improved access to schedules, assignments, tests, resources, grades, and communication.

Qualtrics Research Suite, adopted for the updated online survey management system, is available for faculty, students, and staff to use to create and deploy advanced online surveys for classes and research.

Lynda.com and Jones College have partnered to provide faculty, staff, and students unlimited access to over 42,000 high-quality, topic-oriented training video tutorials anywhere, anytime, and with any device. Topics include business skills, productivity, management, career development, presentations, spreadsheets, communication, collaboration, and databases in addition to Web development and design.

The Jones College Computer Lab has been renovated with an increased focus on student convenience and customer service. The lab now features an open work-centered environment, comfortable notebook-friendly lounge furniture, additional team study rooms, wireless printing, mobile/laptop charging stations, new advanced-technology Windows computers, servers virtualized to the campus cloud service, and wireless video collaboration software.

The Bloomberg Financial Trading Room is being upgraded with new furniture and new digital signage for data feeds and ticker displays.

In the newly remodeled Sales Lab, students will hone their skills using DartFish.tv, an advanced video publishing and sharing platform that provides quick feedback and analysis.

The iPad Classroom proposal by Don Roy, Management and Marketing, was accepted for 2013–2014.

The Jones College Master Web Calendar allows visitors to see all College of Business activities.
Jones College Computer Lab director Carlos Coronel teaches faculty and staff how to use the latest classroom technology as part of a series of faculty and staff development seminars. Here he shows a Prezi presentation.
Jerry Kudlats  
Business Communication and Entrepreneurship  

Kudlats received a D.B.A. in management from Kennesaw State University, an M.B.A. from the University of Western Ontario, and a B.A. from York University in Toronto. He worked for 37 years in private business as an entrepreneur, owning and operating several businesses including a family business in Toronto and a consulting business in Roswell, Georgia.  

His research is on family firms, and his dissertation focused on multifamily businesses, exploring how these businesses operate harmoniously and successfully. He teaches undergraduate entrepreneurship and anticipates teaching a family business course.

Kim Honaker  
Accounting  

Honaker received her D.B.A. from Kennesaw State University and both her M.Acc. and B.S.B.A. from the University of Tennessee–Knoxville.  

As a CPA with experience in both Big 4 public accounting and industry, Honaker worked as a corporate tax director for publicly traded companies. Her research interests are in corporate taxation with a focus on tax avoidance, the purchase of auditor-provided tax services, and the impact of regulation on the supply and demand for tax professionals. She has taught undergraduate and graduate courses in taxation and undergraduate courses in financial accounting.

Adrian L. Mayse  
Accounting  

Mayse received both his Ph.D. in accounting and his M.P.A. (Master of Public Accountancy) from Jackson State University. His B.B.A. in finance is from the University of Mississippi.  

Also a C.P.A., he previously worked for the Mississippi Department of Revenue for three years as a tax auditor.  

His research focuses on the judgment and decision making of auditors and financial-statement users and the impact of auditor rotation, switching, and selection on private and not-for-profit entities. Mayse teaches Principles of Accounting II and has taught Managerial Accounting.

Jones College of Business | 21
Travel

Dean Urban and Tom Keith, development director, made more than 425 visits to business leaders, chamber of commerce officers, legislators, alumni, and other Jones College supporters locally and in other states.

- They visited Texas A&M University’s Real Estate Center and foundation office and alumni in Houston interested in establishing scholarships and connecting graduates with energy industry employment.
- Tom Keith visited Orlando to attend the CASE District III awards banquet and meet with Jones College supporters in the area. He also made a presentation on cross-campus collaboration at a CASE District V mini-conference in St. Louis.
- Dean Urban was the featured speaker at the Insurors of Tennessee’s Agency Growth Conference luncheon, a United Way partner leadership luncheon, Franklin and Brentwood Southeast Business Forums chapter meetings, and several meetings of civic organizations in middle Tennessee.
**Fundraising Success**

**MTSU’s Centennial Campaign** fundraising goal of $80 million was eclipsed. Dean Urban authored the Jones College Centennial Campaign case statement outlining funding priorities and goals.

**Jones College raised $3.57 million**, a Jones College record, more than any other University college or department during 2013–2014.

New donations include the **Steve and Kathy Anderson chair in CIS**, funding for the **Boyd Speakers Series in Ethics**, and contributions to the **Dean’s Strategic Leadership Fund**.

**Computer Information Systems** received a $1.48 million gift-in-kind of software licenses and programming materials from **MicroStrategy**, a leading HCA software provider. HCA coordinated the gift to help move the department forward in its **transition to data analytics**. MicroStrategy provides enterprise analytics, mobile, identity, and loyalty software platforms to customers including Campbell’s, Facebook, Gucci, Johnson & Johnson, LinkedIn, Lowe’s, Netflix, and Apple.

**John and Renee Hawkins** (B.B.A.) of Houston pledged $30,000 to establish the **Hawkins Endowed Scholarship Fund** for a student demonstrating financial need and academic achievement.

**Richard C. Key** established the **Charlene Key and Jan Key Marks Fund for Excellence** through a $25,000 gift.

Joey Jacobs, left, Acadia Healthcare chair and CEO, accepts the Jennings A. Jones Champion of Free Enterprise Award from Dean Urban. Jacobs is also the benefactor of a new endowed chair in the Department of Accounting.
The Martin Chair of Insurance (Ken Hollman, chairholder) raised $47,000 net for the Martin Chair’s activities at its annual golf tournament.

The Weatherford Chair of Finance (William F. Ford, chairholder) raised $48,000 at its annual golf tournament to support the chair’s activities. Ron Couey won $5,000 for scoring a hole-in-one.

John Mayfield of Ashland City endowed a scholarship for a Cheatham County student who has chosen to attend MTSU.

The Accounting Advisory Board established a new professorship with a collective gift of $25,000 from board members.

The Cumberland Chapter of RIMS (Risk & Insurance Management Society) donated $18,000 to the Martin Chair of Insurance.

The Jennings A. and Rebecca Jones Foundation provided funding for the Nonprofit and Social Innovation Student Summit and Center for Business Education initiatives.
Strategic Partnerships

**Dale Carnegie Institute** and Jones College have formed a partnership, the first in the U.S. and exclusive in Tennessee, for Jones College students to receive training in the soft skills necessary for success in business. The course will be required as part of the core curriculum for business students beginning in fall 2015.


**Jones College works with Southeast Business Forums** throughout the region to engage MTSU alumni and business leaders.

**Nashville Technology Council (NTC)** and Jones College are discussing how the college can provide more talent to the middle Tennessee information technology workforce and connect with NTC’s membership of 400+ IT companies.

**State Farm Insurance** and Jones College are developing a partnership to potentially include a scholars program, a formal pipeline of recruiting efforts, and in-class involvement, among other initiatives. State Farm can recruit Jones College graduates for not only entry-level jobs but also its Aspire training program.

**North China University of Technology** and Jones College signed a memorandum of understanding for a program to allow selected NCUT students to complete an undergraduate business degree at MTSU and possibly continue on to a master’s. A similar agreement was signed with **Guangxi University** in China.

**Nashville’s Entrepreneurship Center (EC)** hosted Jones College representatives to discuss college branding within the center and learning opportunities whereby students can work on business venture creation projects at EC’s incubator space. Jones College is especially desirable as a partner because the vast majority of its graduates remain in the region and can make a continuing impact on its economic vitality.

John Miller, internal audit manager at HealthTrust, addresses a meeting of accounting society Beta Alpha Psi.
Representatives of ServiceSource International Inc. visited Jones College to recruit students, meet faculty, and present a sales scholarship at the college’s annual awards banquet.

The new Jones College Alumni Council will meet three to four times a year and provide advisement and assistance to the college with a focus on alumni engagement and business partnerships.

Nashville Health Care Council and Jones College are exploring ways to connect the college with area healthcare organizations and executives.

Tennessee Chamber of Commerce is interested in possible Jones College business climate research and statistical analysis for the state.

The college hosted Rutherford County Chamber of Commerce Diplomats for a focus-group lunch at the chamber offices.

Jones College works with the Nashville Chamber in its Partnership 2020 program. Dean Urban serves on its Lead Investor Council.

Comdata representatives visited Jones College to discuss partnerships for in-class engagement and recruiting for internships and full-time jobs.

Meagan Flippin, MTSU alumna and Rutherford and Cannon County United Way president and CEO, addresses the Nonprofit and Innovation Student Summit.
The Center for Executive Leadership is a partnership between MTSU and RutherfordCABLE, an organization promoting business and leadership opportunities for women. The Department of Management and Marketing and University Honors College sponsor this executive leadership development program underwritten by Nissan.

Executives from UBS Financial Services and Cisco Systems visited campus to discuss collaborative efforts including increased internship/recruiting opportunities and innovative programming. Jones College will provide UBS with qualified students for its Graduate Training Program.

Cisco Systems representatives offered to provide Jones College resources at its Franklin office and to discuss the college’s technological needs and a potential partnership with Cisco Networking Academy.

Crichton Group expressed interest in Insurance Program involvement to help elevate it to national prominence.

Kelso Group consulting firm founder Kris Kelso spoke to students on data privacy versus personalization, cloud computing, and security.

Susan Taylor, left, the retiring executive director of Leadership Middle Tennessee, welcomes successor Patti James in her Jones College office. The mission of LMT, which serves 10 area counties, is to develop leaders who can contribute to long-term solutions that sustain and balance quality of life and economic growth.
Jones College now has a coordinated print-broadcast-digital marketing strategy that includes ads in publications such as Titans and Predators yearbooks, a Nashville Public Radio broadcast package, and social media strategies focusing on graduate programs. Initial goals are to develop awareness and interest.

Working with MTSU Marketing and Communications, Jones College is developing a magazine featuring human-interest stories on students, alumni, and donors. It will be published twice yearly and highlight the great accomplishments of Jones College constituents. This effort is in conjunction with strategic Web-based and social media marketing efforts to develop the Jones College brand by sharing success stories of our alumni and students through multiple media outlets.

The college produced a special BusinessWeek cover wrap highlighting the college’s strengths and distributed the issue to promote the college.

In-house communication efforts include regular emails from the dean, distribution of biweekly Jones College Executive Committee meeting minutes, breakfast and lunch meetings with faculty and staff, and monthly faculty and staff birthday parties.

New logos and brand marks were developed in cooperation with Creative and Visual Services in addition to email signature blocks and a variety of templates for memos, syllabi, invitations, programs, PowerPoint presentations, newsletters, and fax covers. The dean’s office has ordered new emblematic merchandise to promote the college brand.

Marketing materials for the new Dean’s Advisory Council and an updated Jones College Case for Support were drafted, along with proposals seeking financial support of specific initiatives to present to major prospects. A one-page fact sheet was developed for each department, containing information such as number of students, prominent organizations with whom they receive full-time employment, scholarships/internships typically available, and notable designations or awards received.

The college is networking with area chambers of commerce, specialized business councils, and prospective employers to create opportunities for networking, recruiting, and placement of graduates.

Military Times recognized Jones College among its Best Business Schools for Veterans.
NABA student chapter vice president Antonio Benson at MTSU’s student organization fair.
Outreach and Public Service

The Business and Economic Research Center (David Penn, outgoing director) completed research projects including a Rutherford County wage growth analysis, a website of economic conditions for Tennessee Advisory Commission on Intergovernmental Relations, and a quarterly housing market report for the Tennessee Housing Development Agency. BERC’s publication Global Commerce won the Association for University Economic Research 2013 Award for Excellence in Electronic Publications. New projects include a Williamson County United Way needs assessment, a Nashville MSA healthcare industry report, a study on Tennessee STEM dynamics, and a Wilson County wage and benefit survey. Associate director Murat Arik was named interim BERC director.

Tim Graeff’s Office of Consumer Research conducts surveys and publishes five Middle Tennessee Consumer Outlook reports annually.

Tennessee Small Business Development Center, with 14 service centers, five satellite offices, and an affiliate office, counseled 3,807 clients in 2013 and trained 15,564 people in small business–related subjects.

Accounting Alumni Appreciation Day provided training for CPE credit, raised scholarship money, and featured speakers including MTSU alumnus Phil Williams, Channel 5; Rene Brison, Tennessee Comptroller of the Treasury; Matt Kefauver, LBMC Technologies; David Tiller, Small Business Administration; and Accounting faculty. The department also hosted its annual Tennessee Business Tax Seminar and Fall CPE Day.

TSBDC state executive director Patrick Geho won the Excellence in Entrepreneurship Classroom Award from the Experiential Classroom Clinic for Entrepreneurship Instructors.
A comprehensive university, MTSU offers over 145 undergraduate programs. The University Honors College provides students with the atmosphere of a small, select college and the resources and opportunities of a major university.

Learn more at www.mtsu.edu.

All incoming freshmen and transfer and minority students can apply for scholarships before December 1, 2014.