## James M. Hull **College of Business**

ANNUAL REPORT 2020-2021



Business for Life

#### DEAN'S MESSAGE

## A Year of Impact!

Despite the pandemic (and in some ways because of it), the Hull College had an enormous impact on its many constituencies during academic year 2020-2021. While the pandemic caused many of our courses and co-curricular and extracurricular activities to be offered in non-traditional formats, our faculty, staff, and students exhibited the resilience and talent necessary to positively influence Augusta University and the various communities (academic, business, and local) that we serve.

This Annual Report captures a representative sample of the many ways the James M. Hull College of Business impacts those around us. The Hull College plays a large role in the development of leaders on our campus and in our community as evidenced by preparing Dr. Gene Fisher to be a better leader in our health system and through service projects led by one of our own faculty members.

As its primary mission, the Hull College positively impacts its students, alumni, and the local business community. We continue to improve our students' experiences and are keeping our alumni better informed. We are at our best when we serve our students and business partners concurrently, and we continued this endeavor through our Business Showcase Series and our internship program.

Additionally, our faculty members used the pandemic to drive valuable research for our academic and business communities.



Dean Richard Franza, Ph.D.

The pandemic did not slow the Hull College, but rather caused our faculty, staff, and students to be more creative and determined to deliver positive impact. I hope you enjoy this report and take pride in how the Hull College impacts those around us.

#### Our mission

The mission of the Hull College of Business is to provide ongoing high-quality business education, distinctive academic programs, and experiential learning opportunities that give our students and the business community a competitive advantage. We achieve this by investing in diverse faculty balanced in business acumen and academic rigor who conduct applied and basic research and through seamless collaboration with external constituents and within Augusta University.

#### Our strategic priorities

**Distinctive Educational Programs** 

Offer distinctive educational programs (degree and non-degree) that support the unique needs of the local area and differentiate the Hull College of Business from other business schools in the State of Georgia.

#### Career Preparation and Development

Provide career preparation and development for Hull College of Business students to increase their competitiveness for careers and support the workforce development needs of business communities. Employee Engagement Foster a collegial environment through enhanced faculty and staff engagement.

<u>Collaborations and Partnerships</u> Develop sustainable collaborations and partnerships with institutions and organizations.

<u>Faculty Engagement and Research</u> Improve portfolio of faculty's business engagement and research productivity.



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## A Welcoming Addition: College begins Hull Declaration Day

The Hull College of Business held its first Hull Declaration Day in the Jaguar Student Activity Center Ballroom to welcome up-and-coming juniors, on Wed., Apr. 21, and Thurs., Apr. 22.

The significance of moving from sophomore to junior status, in general, is the student officially joins the business college and will be advised academically by the business college staff rather than the university's academic office.

During the event, students received information on the Career & Academic Planning (CAP) Center in Allgood Hall, where they will meet with Career Advisor Jennifer Mansell, or their academic advisor, James Mayes, in addition to having a place to study.

They were also introduced to the student organizations offered at the College as well as to faculty and staff.

"This is an exciting day for us. [It] is the start of a great tradition," said Richard Franza, dean of the Hull College of Business.

Scholarships, internships, and study abroad were also important topics. Annually, the college awards more than \$100,000 in scholarships. Internship experience is a priority to assist students with their post-college careers, and thus is a requirement for graduation.

One of the attendees, Madison Carver, class of 2023, said she found the event helpful, especially in giving her information on the Study Abroad Program.

"It is a family-type atmosphere, and we felt something like this was long overdue," Franza told students. "As you transition totally into the Hull College, we want to make sure you feel like an important part of that family."

Hull Declaration Day will be held each semester for students transitioning into the Hull College.



Rising juniors attend the first Hull Declaration Day in the JSAC Ballroom.



#### CLASSROOM





## Classes collect donations for service projects

Roger Duke, lecturer for the Hull College of Business, drops off donated items to Mike Garrison, director of Compass for Hope, in May (left), and clothing to Hope House in November (right).

A Hull College of Business project management lecturer used service projects as a way to teach project management.

For the fall and spring semesters of the 2020-2021 academic year, Roger Duke's project management students collected donations for women recovering from substance abuse and the homeless in Augusta.

In November, students collected 100 coats and 50 pairs of gloves to donate to Hope House, a residential substance abuse recovery and mental health facility for women, as part of Augusta University's Days of Service.

In addition to the coats and gloves, hand-written notes of encouragement were placed in the pockets of the coats.

"I was looking for a good service project for my project management students, so the timing with the Days of Service fit well," Duke said. "The students then took the idea one more step and included Gloves with Love. I think we made a real difference."

"It may seem small, a coat with a note inside, but I promise you this means more than you can imagine," said Chaz Butler, coordinator with Hope House. "Most of our women come to us with the clothes on their backs." Hope House has helped more than 2,000 women and their families since 1992, helping about 100 women daily.

After Duke was introduced to Compass for Hope, a nonprofit organization helping the CSRA homeless, by a colleague, he created a community project for his spring semester project management classes, delivering a donation to the organization in May.

In all, the students created 75 "Blessing Bags" of personal hygiene items. They also collected blankets, water bottles, book bags, and rolling suitcases.

"In our classes, we study the many processes it takes to manage projects. However, there's no better way to learn project management than to experience it. We chose to help local nonprofits by volunteering to lead projects supporting their missions. This approach provided the students opportunities to be project managers and make a positive impact in the community," Duke said.

According to Mike Garrison, director of Compass for Hope, the organization hands out more than 100 Blessing Bags and free clothing to the homeless on a weekly basis.

#### ENGAGEMENT

## Showcasing businesses in a new way



Members from ADP (above) and the Federal Bureau of Investigation (below) appeared in Microsoft Teams meetings with students.

The COVID-19 pandemic forced the Hull College of Business to find solutions to the issue of not being able to conduct in-person events.

The solution was virtual, hour-long Business Showcases in the fall and spring semesters.

The Business Showcase series features companies who are actively recruiting business students. Typically, the showcase event involves a presentation in an Allgood Hall classroom by a local employer to students who want to learn about the company and its opportunities, followed by a networking session in the college's Career and Academic Planning (CAP) Center.



From the concept of "at a distance, but together," the Showcases were conducted on Microsoft Teams with dozens of students watching virtual presentations by company officials.

The first company under the new format was ADP on Sept. 16, 2020. They were followed by TaxSlayer on Sept. 30 and Augusta University Finance on Nov. 17.

The Federal Bureau of Investigation (FBI) kicked off the spring semester with a large audience from different colleges across Augusta University. ADP returned on Mar. 24, followed by Club Car on Apr. 14 after Master's Week.

Hull College Dean Richard Franza said it was important for the College to continue to engage students with business partners even if the format was different than normal.

Showcase businesses often have alumni speak to the students about their journey from degree to job, such as Lacey Ross, director of internal communications for ADP. The 2013 Hull College graduate shared important career advice – find ways to get the job done.

"I had to learn how to teach myself a lot of things," she said. "That feeling of being scrappy and getting the job done, by any means possible, has followed me into my career today."

## Hull Advantage: Internships



\*Data from 2020-2021 academic year.

## **Internship Project Highlights**

- A **John Deere** intern analyzed parts inventory reports to determine accuracy and established and maintained lists for required parts for current and new production and service.
- An Augusta Locally Grown intern built branding guidelines, created fundraising events and planned for the organization, and interviewed individuals for blog posts on the website.
- A *Gerald Jones Auto Group* intern created and implemented the social media presence into the existing marketing strategy for individual representatives of eight international brands at five local Gerald Jones stores.



### WORKING TO PROMOTE LEADERS

### Hull College provides collaborative learning across Augusta University

#### By Stacey Eidson Jagwire

For the past four decades, Dr. Gene Fisher's life has been centered around medicine.

As the clinical service chief and chief of pediatric critical care medicine at the Children's Hospital of Georgia, Fisher graduated from West Virginia University with a bachelor's degree in chemistry in 1984 and Doctor of Medicine in 1988.

Fisher completed his residency in pediatrics at Carolinas Medical Center in 1991 and his fellowship in pediatric critical care medicine at the Medical College of Georgia in 1994.

"I've now been an intensive care specialist since 1994," Fisher said, joking that it is hard to believe how quickly time passes. "Good grief. Every time I mention the dates, I can't believe it myself."

"I had no formal leadership training. And I began to realize that I needed to improve my leadership and team skills because, although I got into my career to improve care for critically ill children at the bedside, I've gradually seen more and more how systems of care also have trickle-down effects on individual patients."

He wanted to see if he could add to his toolbox to better address leadership and learn more about helping to guide systems of care toward improvements.

#### **Choosing Hull College**

After talking to several of his colleagues, Fisher decided to pursue a Master of Business Administration (MBA). Initially, he considered applying to a variety of universities offering a Physicians Executive MBA.

"I had people who strongly advised that I should get a Physicians Executive MBA, so that I could learn to network with other physicians, but I began wondering, 'What would that be leaving out?" Fisher said, explaining that he was hoping to develop leadership skills that would help him in all areas of his professional life. "So, I started looking into other MBA programs, especially within the state of Georgia, but elsewhere."

While Fisher considered other programs across the country, he kept returning to the hybrid program of both in-class and at-home training offered by James M. Hull College of Business at Augusta University.



Dr. Gene Fisher (second from right) with members of his pediatric critical care team at the Children's Hospital of Georgia.

"Hull College really appealed to me, and I truly believe in Augusta University, so I talked to some people who'd been through the program who felt that it had been extremely helpful," Fisher said. "I also looked at the curriculum, and Hull College had a variety of courses that I knew I needed to take if I was going to keep growing, professionally. So, I chose Hull College, and it has been an incredibly valuable experience for me."

#### **Guiding futures**

Whether it was courses in marketing, finance, managerial computing or strategic leadership, Fisher said Hull College helped open his eyes to better ways to communicate and promote positive changes within his own career.

"The most surprisingly helpful course for me, frankly, was marketing. I've got to admit, I'm a chemistry major and coming from a 'hard science' degree, I thought marketing was sort of mostly mumbo-jumbo," Fisher said, laughing. "Well, I was absolutely wrong. And I should have known that, but our professor really explained how there is both internal and external marketing."

Fisher said he learned any change worth promoting needs both internal and external marketing to make it a reality.

"The key to any idea that we have that is worthwhile to change management, which is really a major theme that I wanted to learn more about, is that you've got to be able to communicate and sell what needs to be changed," he said.

No matter if students at Augusta University are seeking an MBA or a Bachelor of Business Administration or are simply interested in taking some business courses as part of their major, Dr. Richard Franza, dean of Hull College of Business, explained that the faculty are committed to providing an engaging learning environment and educational experience to all.

"We feel like we have a collaborative role here at Augusta University," Franza said. "For students taking our courses, we are trying to develop their professional skills in addition to written and oral communication skills, leadership skills and ethics. Those values play across all different majors." One of the keys to helping students achieve their professional goals is providing them a "personalized experience" at Hull College, Franza said.

"We get to know our students, and they get to know us," Franza said. "We all work together to make sure whatever their goals or future degrees, the students have had a good experience because we want our students to excel in their fields and become leaders across the state and beyond.

"And with our smaller class sizes, we are able to give our students more of a private school experience in a public university."

#### A personalized experience

Students pursuing the BBA degree may choose to major in accounting or a concentration in one of several areas: applied economic analysis, digital marketing, financial services or health care management.

Students may also choose a unique group of six business electives in lieu of a concentration to "customize" their BBA for a specific job or industry, with input from their academic advisor and program faculty.

Additionally, Hull College offers a minor in accounting, business administration and economics, as well as an undergraduate certificate in hospitality administration.

While working to receive his MBA, Fisher said he enjoyed the smaller class sizes that encouraged students to work in groups to discuss and develop business plans.

"We were involved with small groups immediately and I was clearly the oldest in the group, but our small group really jelled," Fisher said. "Having a clinician, another member from Augusta University, someone in a big business in this community, and my fourth teammate was from a smaller business in the community, was eye opening. By working together with them, I better understood the needs of our entire community."

Fisher said the MBA program is a perfect example of the positive relationships that have developed since the Medical College of Georgia consolidated with the former Augusta State University.



Kaleb Worku

"When the [consolidation] happened years ago, there was this whole idea about a synergy that could happen between Augusta State University and MCG," Fisher said. "I think Hull College's ability of involving people from the medical campus in its MBA program is an example of that synergy."

Hull College encourages an "ongoing journey of leadership" that can help anyone's future career path, Fisher said

"I earned my MBA in December 2019, and it was a hard two years. I'm not going to pretend it wasn't," Fisher said. "But now I have so many more tools in my toolbox, and it's really been paying off for me. I couldn't be more pleased with the program. I'm really glad that I chose Hull College."

#### Building up other majors

Ever since the sixth grade, Kaleb Worku has wanted to major in cybersecurity.

"It all started when my mom's Yahoo email got hacked in the infamous 2013 Yahoo data breach," Worku said. "We tried to solve it as fast as we could by rushing to the computer repair shop. But, back then, I didn't really have much experience with computers."

His mother, who is from Ethiopia, was concerned that she lost all of the valuable information she had emailed to her family and friends over the years.

"I remember seeing how concerned she was about not being able to retrieve the information," Worku said. "I was only in the sixth grade back then, but it really lit a fire in me to want to do something about it. And so that's really what sparked my interest in cybersecurity."

Worku, 20, just completed his sophomore year as a cybersecurity major in the School of Computer and Cyber Sciences at Augusta University.

"In the future, I want to open my own business to help educate the public, particularly minority communities, about cybersecurity," Worku said. "I want to help people become more aware of ways they can protect themselves from hackers because it can happen to anyone." Worku received an offer for an internship with the Deloitte Cyber Risk & Financial Advisory division for the summer of 2022, and he also participated in the company's virtual leadership conference.

Deloitte Risk & Financial Advisory helps organizations effectively navigate business risks and opportunities — from strategic, reputation and financial risks to operational, cyber and regulatory risks — to gain a competitive advantage, Worku said.

One of the courses that helped him prepare for the interviews for this prestigious internship was Hull College's Introduction to Business taught by Dr. Melissa Furman, Worku said.

"All of the material and assignments in the course were helpful, particularly the tips for interviewing, resume writing, networking and internships," Worku said. "They were extremely valuable in helping me land this internship offer."

#### Skills to market yourself

Christian Osborne, a senior communications major, knows a lot about marketing herself. She's a local freelance writer and runs her own blog, The Christian Way.

"I am also a writing center consultant in the Augusta University Writing Center, and I run our social media page or platforms," Osborne said. "I also write for The Bell Ringer pretty regularly. So, while my focus is in journalism, I also want to study social media marketing."

This past year, Osborne took one of Hull College's marketing courses to learn the fundamentals of marketing to help her in the future.

"It taught me a lot about what markets want and how to target them," Osborne said. "That's been very influential in just building my own brand and, also, working with the Writing Center's social media page."

In just one month, Osborne said she was able to double the social media page's engagement and attracted more than 40 new followers.



Christian Osborne

"I think all students should take at least one marketing class because learning the fundamentals of marketing can help build your own brand," Osborne said. "Everybody has a brand. You are your own brand, so why not learn how to promote yourself?"

#### Finding a home at Hull College

Earlier this year, Jomari Jackson, 22, proudly graduated from Hull College with a Bachelor of Business Administration with a concentration in healthcare management. By the fall of 2022, Jackson hopes to attend The Dental College of Georgia to earn his Doctor of Medicine in Dentistry.

While pursuing his dream to become a dentist, Jackson realized he needed to study business to have a successful practice in the future.

"To be an entrepreneur and be able to create your own business and have the flexibility on how you market and promote your dentist office, that was extremely appealing to me," Jackson said. "I like the independence of owning such a business, and I wanted to learn how to run it successfully and Hull College made that possible."

During his sophomore year at Augusta University, Jackson took the Introduction to Business and Professional Skills class with Furman, and he quickly gravitated toward a business degree from Hull College.

"I immediately noticed the community in the Hull College of Business was so close, and the professors were truly interested in their students," Jackson said. "It was as if my dreams for the future were also their dreams. They adopted my dreams and helped show me the path to get there.

As a future dentist and possible owner of a private practice, Jackson said Hull College helped him develop the skills necessary to make that dream a reality one day.

"I knew I needed leadership skills and the know-how to manage and market my practice to get the word out about the work that I do," he said.



Jomari Jackson (BBA, '21)

#### Building a stronger future

Dr. Steven Holsten, a trauma and acute care surgeon and vice chair of clinical operations for the Department of Surgery at the Medical College of Georgia, has one final class to complete before receiving his MBA from Hull College.

Holsten said he can't begin to explain how much the business courses have helped in his current job as program director of general surgery at MCG.

"When I first started here at MCG, I was the program director for the general surgery residency. Halfway through working on my MBA, I became the interim chair for the Department of Surgery. In those positions, there's a lot you need to know about managing people," Holsten said. "The truth is, you can be really good at what you do, but if you don't have any control over people who are your subordinates and other people that you work with, then you can only accomplish what you can accomplish as an individual. You can't really do a lot more. You need that force multiplier."

In particular, Holsten said he found Furman's course on organizational behavior extremely enlightening.

"That course was a lot about understanding yourself, understanding your own limitations, and then expanding on that as you're trying to approach management," Holsten said. "For me, that class put into perspective a lot of the decisions that you have to make and how the decisions of middle management impact others.

In fact, Holsten was so pleased with the courses at Hull College, he has convinced five of his residents at MCG to take advantage of the business classes.

"I thought so much of the MBA program and how much it had done for me that I have helped promote it within our department," Holsten said. "Because I think having all of your players on the chess board know how to use those tools and even just participate when other people are using those tools is important for culture change and important for improvements in the medical field."

While Holsten looks forward to graduating with his MBA soon, he said he'll never forget the lessons he learned at Hull College.

"It was an excellent experience. I would 100% do it again," Holsten said. "All of the courses I took have really helped catapult me from a good, solid, hardworking middle management-type guy to actually a leader within my department."

After hearing the praise given by the current and former students at Augusta University, Franza said he is proud of the fact that Hull College is providing professionals from all walks of life the tools they need to succeed in their careers.

"That's why we're here," Franza said. "We're here for the institution. We will always try and continue to grow ourselves, but, more importantly, we want to grow the university as a whole and build strong leaders."



# INSIDE HUIL College of Business at Augusta University

# College improves alumni relations with monthly e-newsletter

The new year began with a newsletter directly targeted to the alumni, friends, and business partners of the Hull College of Business.

*Inside Hull* is sent to nearly 5,000 emails each month to give graduates and stakeholders a look at the activity inside the business college.

"While we often update you about the activities and achievements of the James M. Hull College of Business through our various social media channels, we want to provide you with a regular update on the life of the College," explained Dean Richard Franza.

Distribution of *Inside Hull* started in January with the assistance of the Augusta University Alumni Relations Office.

The newsletter includes stories on faculty and student achievements, awards and rankings to the college, success stories of our graduates, as well as important events.

"Proud alumni can help carry the message on the value of a Hull degree throughout the local area, state, country, and world," Franza said.

The newsletter is emailed on the last Wednesday of each month. Alumni and friends of the college can sign up to receive the newsletter by going to www.augusta.edu/hull/newsletter.php.



Leilah Harshbarger, a freshman financial services student.



U.S. News & World Report



rovost Neil MacKinnon, Ph.D.

#### STUDENT SPOTLIGHT: LEILAH HARSHBARGER

Recently, Leilah Harshbarger, a freshman financial services student, talked about the experiences she's had so far at Augusta University for the Admissions Office.

Learn more about Leilah and some of her favorite things about the Hull College and AU.

Read More +

#### PART-TIME MBA PROGRAM RANKED IN TOP 200

For the second straight year, Augusta University is i the Top 200 in the U.S. News & World Report ranking of the Best Part-Time MBA Programs. Augusta University also ranked seventh of the 10 ranked schools in the University System of Georgia. Read More +



Augusta University's new provost and executive vice president for academic affairs, Neil MacKinnon, Ph.D., spent the day at the Hull College of Business on Feb. 8.

MacKinnon, who started his new role Jan. 19, discussed strategy with administration and met faculty and staff at the business college.

Read More +

#### FACULTY

## Faculty use the pandemic as a source for research

The changes in the academic year from COVID-19 were sudden.

At the Hull College of Business in spring 2020, there was a two-day pause in classes in March, as the college held its Case Competition Award Ceremony. And then, the students didn't return to Allgood Hall for six months as COVID-19 infections surged throughout the state and nation, creating a lockdown for safety concerns.

Hull College of Business faculty, as did professors for other colleges at Augusta University, had a short period of time to convert their in-person classes into virtual learning to complete the spring semester. Hybrid learning took over during the 2020-2021 academic year, with students and professors wearing masks in Allgood Hall and still relying upon virtual learning.

In the midst of this dramatic change, research-minded professors at the College took the opportunity to study the pandemic for scholarly journals.

In January 2021, Marsha Loda, Ph.D., and Michael Dugan, Ph.D., wrote an article, "Is the Next Generation Losing Their Fondness for Technology Because of COVID-19?" for *Technology in Society*.

Loda and Dugan found this to be interesting given the fact that Generation Z, young adults born from 1997-2012, were dubbed "Digital Natives," as they were raised on the internet and social media.

"New qualitative research suggests that a surprisingly large percentage (41.3%) self-report that, due to circumstances related to COVID, they are less fond of technology than they were before the pandemic started," Loda explained. "Those who are now less fond of technology no longer see their computers as outlets for fun and entertainment. Rather, they equate their devices with work and drudgery."



The article provided the benchmark for more research on the topic and asks the question – what's next for a generational cohort having a more negative view of technology during a time when technology is booming?

"As a first step, it seems that more intuitiveness and digital empathy from tech companies and programmers is in order," Loda said.

At the end of 2020, Chongwoo Park, Ph.D., and a colleague, were published in the *Journal of Information Technology Education: Research* with "Perception of Instructor Presence and Its Effects on Learning Experience in Online Classes."

"Better learning experiences are likely to have a significant impact on society's well-being, and the findings of this study suggest how student learning experiences can be improved in online classes," Park said.

Park concluded that the use of an interactive communication tool in online learning fosters strong student-instructor interactions and promotes students' perceptions of instructor presence which eventually enhances student engagement and satisfaction in online classes.

"Furthermore, this is particularly useful when many face-toface classes were forced to switch to online classes abruptly during the COVID-19 pandemic as many students, parents, and educators were concerned with online learning experiences," Park said.

While in-person learning is planned for the upcoming fall semester, returning classrooms to the pre-pandemic normal, faculty still have the opportunity to continue to study the effects that the pandemic had on higher learning.

#### For further reading on faculty research:

Park, C. and Kim, D., "Perception of Instructor Presence and Its Effects on Learning Experience in Online Classes," *Journal of Information Technology Education: Research*, Vol. 19, 2020: doi.org/10.28945/4611

Marsha Loda, Ph.D., and Michael Dugan, Ph.D., "Is the Next Generation Losing Their Fondness for Technology Because of COVID-19?"

Online article:

https://hullnews.augusta.edu/2021/01/06/is-the-nextgeneration-losing-their-fondness-for-technologybecause-of-covid-19/

#### Student research

Highlights of student research projects, assisted by faculty, that were published or presented during the academic year:

Palak Patel, "Racial segregation and COVID-19 health outcomes: Evidence from the state of Georgia," *The Arsenal*, 2021 4(1). Honors Thesis. Presentation at the Annual Phi Kappa Phi Student Research and Fine Arts Conference (PKP). Accepted for presentation at National Collegiate Honors Council (NCHC) 2021. Preparing manuscript for submission to *Journal of Georgia Public Health Association*. Patel was also the inaugural recipient of the CURS Research Fellowship for Enhancing Equity and Diversity.

Caroline Graham, "Financial Literacy: Measurement and Improvement Strategies." Honors Thesis. Presented at NCHC 2020.

Megan Tychsen, "Does the Presence of a USG Institution Impact Economic Variables within Georgia Metropolitan Statistical Areas?" *The Arsenal*, 2021 4(1). PKP presentation - Winner, Best Presentation.











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Top 15 Employers of 2020-2021

ADP Augusta Locally Grown Augusta National Golf Club B-FLEX America, LLC

The Cleveland Group

Enterprise Holdings

Gerald Jones Auto Group

Hull Property Group

John Deere

Queensborough National Bank

**RBW** Logistics Corp

Rex Property & Land, LLC

Shepeard Community Blood Center

SME CPAs

TaxSlayer

The Hull College of Business thanks its business partners for hosting students for internships during the 2020-2021 academic year. Internships are an important component of the experiential learning that students receive while attending the College. Businesses interested in becoming a partner with the Hull College to host student interns can connect by visiting Hire Hull, www.augusta.edu/hull/hire-hull.php, our Business Resources webpage.