

2023-24 Review



Lewis Bear Jr.
College of Business
UNIVERSITY of WEST FLORIDA



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Message from the Dean

This is an incredibly exciting time for the Lewis Bear Jr. College of Business!

We are coming out of a tremendously successful academic year and are ushering in a new era that will keep us on an upward trajectory.

We certainly held true to our mission this past academic year. I am awestruck at the incredible feats accomplished by faculty, staff, and students. A team of finance students won a national competition. Faculty contributed 79 peer-reviewed journal articles and 89 significant publications. Our staff served as the backbone ensuring the College operated at a high level, and our centers provided a wealth of services to the community.

As we begin the 2024-25 academic year, let us pick up where we left off and work toward another fantastic year.



Richard M. Fountain
Dean of the Lewis Bear Jr. College of Business

Go Business Argos!

A handwritten signature in blue ink that reads "Richard M. Fountain". The signature is written in a cursive, flowing style.



Business Argos in the News

Faculty & Staff Award Winners

Dr. Vitaly Brazhkin received the 2023-24 Faculty Excellence in Teaching or Advising Award.

Florida SBDC at UWF Regional Director Kelly Massey was inducted into the Million Dollar Research Hall of Fame.

Dr. Jill Plumer received the Student Government Association Distinguished Teaching Award.

Dr. Xuan Tran received the Faculty Excellence in Undergraduate Research Mentoring Award Director's Choice.

MBA Coordinator Amy Miller won the Nautilus Excellence Award. The Nautilus Excellence Award recognizes individuals for substantial contributions impacting inter-departmental operations. The recipient is selected on the basis of outstanding job performance, professionalism and service excellence.



2023 Hall of Fame Class

The College inducted its 2023 Hall of Fame class. The Hall of Fame was established in 2021 to celebrate individuals who embody the qualities that make the college an extraordinary place to learn and grow. Inductees are College of Business alumni or supporters who have excelled in their careers and positively impacted society. The 2023 inductees included: Jason Crawford, James Hosman, Emily Ley, Brian Pennington, Kim Pennington and Brian Wyer.

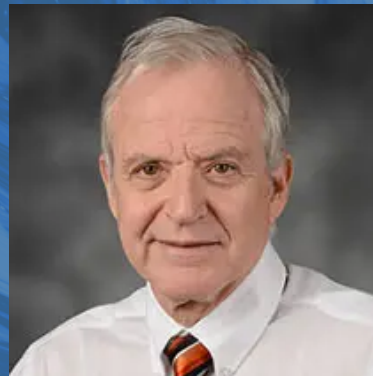
“This Hall of Fame class is a reminder of why I am so proud to be an alumnus,” Dean Richard Fountain said. *“Each of the inductees earned degrees in our college and encapsulates the qualities that make this a wonderful place to learn and grow. Congratulations to each of them on joining this exclusive club.”*



Business Argos in the News

Faculty Promotions

Five of our faculty members received promotions before the start of the 2023-24 academic year. Dr. Brian Elzweig, Dr. Alison Green, Dr. Lane Lambert and Dr. Felicia Morgan were each promoted to professor.



Dr. Vitaly Brazhkin was promoted to associate professor



Business Argos in the News



Women in Leadership Conference

Our Aylstock, Witkin, Kreis & Overholtz Center for Leadership hosted the 10th annual Women in Leadership Conference on March 14, reaching a sold-out crowd of 440 students, young professionals and executives, as well as about 500 who attended online via live stream.

This year's conference, themed "Resiliency Through Purpose," provided attendees the opportunity to learn from and connect with prominent leaders who have achieved personal and professional success.

"When you are connected with a purpose that aligns with your values and goals, it can serve as a source of inspiration and motivation to persevere through challenges," said Tim Kinsella, executive director of the AWKO Center for Leadership. "A leader with purpose is like a ship with a known destination, plowing through the ocean on a deliberate course."



Business Argos in the News

2024 Ethics in Business Award Winners

Lewis Bear Jr. College of Business and the Combined Rotary Clubs of Pensacola named Nan DeStafney and Bobby Potomski as the 2024 recipients of the annual Ethics in Business Award during the 22nd Combined Rotary Luncheon at the Pensacola Yacht Club.

“Nan and Bobby are extremely deserving of these awards,” Dean Richard Fountain said. *“They adhere to high ethical standards in the workplace and generously donate their valuable time to causes that better our community. They truly exemplify the concept of service above self.”*

Potomski, the executive director of operations for Baptist Health Care, was recognized for the large business sector, organizations with 50 or more employees.

DeStafney, winner of the small division, assumed the role of CFO at Blues Angel Music in 2009, following her retirement from the U.S. Navy after 37 years of service. By 2012, she had ascended to the position of CEO, overseeing 11 divisions and 49 employees, in a nationally recognized corporation.



Business Argos in the News

Flight Academy

Dr. Bill Huth, John Lawler and Advisor Andrew DuPont trained 12 cadets from across the globe as the Lewis Bear Jr. College of Business served as a host for the Air Force JROTC Flight Academy.

The cadets trained for eight weeks on campus and at Peter Prince Airport in Milton. Their training included solo flights and passing their FAA private pilot knowledge test. By completing the program, the cadets earned their private pilot certifications and six college credits.



Business Argos in the News

Germany MBA Program

The Germany MBA Program graduated its largest cohort since being conceived in 2002. The 2023-24 cohort included 24 students. In the spring, the program ushered in its 20th cohort with the class of 2024-25.

The Germany MBA Program is a partnership between the college and Transatlantik-Institut, Ludwigshafen, University of Business and Society. The 18-month program is directed at University graduates from all academic fields who have at least two years of work experience.





LEGACY GIFT FROM BEAR FAMILY FOUNDATION NAMES COLLEGE OF BUSINESS

One year since his passing, Lewis Bear Jr. is fondly remembered for his leadership, philanthropy and commitment to Northwest Florida. In his 82 years of life, Bear built a legacy that will stand the test of time.

The Bear Family Foundation further cemented his legacy in March 2024 by gifting \$5 million to name the University of West Florida's College of Business. The College is now named the Lewis Bear Jr. College of Business.

UWF announced the naming during a March 15 ceremony at the College. Attendees included the Bear family, UWF President Martha D. Saunders, College of Business Dean Richard Fountain, Don Gaetz, Sen. Doug Broxson and Rep. Michelle Salzman.

"What a wonderful day to celebrate Lewis Bear, Jr. and the University of West Florida," said his son David Bear, CEO of the Lewis Bear Company. *"Investing in education is about building a legacy of prosperity for future generations. There is no better way to honor his love for our community and the impact of his life's work than to make this enduring gift in his memory, ensuring that his contributions will continue to benefit others for years to come. Our family is sincerely grateful to the University for the opportunity."*

A former UWF trustee, UWF Foundation board member and UWF Foundation Fellow, Lewis Bear Jr. avidly supported the University. He served as a trustee for over a decade and played a critical role in the development of the UWF infrastructure, academic programs and processes.

"Lewis's dedication to the University of West Florida was unwavering," said his widowed wife Belle Bear, who married Lewis in 1966.

"As a trustee and chairman, he worked tirelessly to help UWF achieve its goals and fulfill the requirements set forth by the legislature. He knew a successful university made for a more successful community." Belle later incited laughter during her speech at the ceremony when she said, "I can promise you he is looking down on every one of you all to make sure we are doing it right."

President Martha D. Saunders awarded Bear with an honorary doctorate for his character, achievements and contributions to the region. The honorary doctorate degree recognizes distinguished performance and is the highest form of recognition bestowed by a university.



Belle shared that Saunders bestowed the honorary doctorate degree to Bear through a video call that included his close friends, Collier Merrill and Mort O'Sullivan. Receiving treatment at the Mayo Clinic in Minnesota at the time of the call, Bear was surrounded by Belle and their three children for the announcement.

“Nurses at the Mayo Clinic very quickly added doctor to the name outside of his room, a title he proudly embraced,” Belle said.

Saunders touched on what Bear meant to the university when she announced the gift and naming of the college. She described Bear and his family as generous with their time and financial support.

“He was a passionate advocate for UWF,” she said. *“Many students have benefited from Lewis’ generosity and hard work, and many more will through this historic legacy gift.”*



Established in 1979, the college will use the gift for scholarships and operational support to continue delivering a world-class teaching and learning environment to undergraduate and graduate students. The College offers 12 undergraduate and 5 graduate degree programs and houses 5 centers open to the community including the Alystock, Witkin, Kreis and Overholtz Center for Leadership, the Center for Entrepreneurship, the Center for Supply Chain Management Excellence, Florida Small Business Development Center and the Louis Maygarden Center for Financial Literacy.

Accredited by the Association to Advance Collegiate Schools of Business (AACSB), the College has passed rigorous standards which fewer than 5% of business schools worldwide meet. In addition, our accounting program consistently ranks among the best in the nation for first-time CPA pass rate, and the U.S. News and World Report recently recognized both our Master of Accountancy and MBA online programs in its national rankings.

“We are thankful to the Bear family for such a transformative gift,” Dean Fountain said. *“This gift will make a tremendous impact on the lives of students, ensuring that we put them on paths to successful careers. All of us in the Lewis Bear Jr. College of Business pledge to work hard every day to pay tribute to the lasting legacy of Lewis Bear Jr.”*

The Lewis Bear Jr. College of Business will join the Hal Marcus College of Science and Engineering and Usha Kundu MD College of Health as named colleges at the University. Each being named within the last eight years and the past two with Saunders as president. UWF requires a gift of \$5 million to name a college.



“Naming a college is a big deal,” Saunders said.

“It raises the bar toward the highest standards of excellence, but naming one for Lewis Bear Jr. raises that bar just a little bit higher.”

UWF unveiled the Lewis Bear Jr. College of Business logo during the ceremony. David Bear stared admiringly at the logo as he reflected on what it meant to have his father’s name associated with the College of Business.

“It gives me the chills,” he commented. *“He loved his family, but he loved his business. Business was his life. He intuitively knew how to run a business successfully. To see his name on the College of Business - it’s appropriate. There’s no other thing I can think of that would define his legacy more than having a college of business at a major state university named after him.”*

Lewis Bear Jr. spent nearly 60 years of his life in the family business and served as the CEO and president from 1985 until his death. Founded in 1876, the Lewis Bear Company is the oldest, continuously family-owned Anheuser Busch wholesale distributor in the world and the oldest privately-held corporation in Florida.

In addition to his business ventures, Bear contributed extraordinary amounts of his time and wealth to the Pensacola area. His reach extended to all corners of the community.

A major contributor to health care, education and cultural initiatives, Bear and his company founded the Bear Family Foundation, through which they have awarded millions in grants to nearly 120 local, nonprofit organizations.

Bear served on numerous of community boards, usually as a chairman or trustee, including the Pensacola-Escambia Development Commission, Triumph Gulf Coast, Pensacola Area Chamber of Commerce, United Way of Escambia County, Pensacola Museum of Art, and the Institute for Human and Machine Cognition.



College Expands Program Offerings



The Lewis Bear Jr. College of Business ushered in a new era in 2023-24 by expanding its academic programs.

The College added undergraduate and graduate degrees in Sport Management to its Department of Commerce and a minor and graduate degree in Public Administration to its Department of Business Administration. The goal is to increase enrollment in the Sport Management and Public Administration programs for AACSB accreditation.

Dr. Haris Alibašić, Associate Professor and Whitman Faculty Fellow, said the Public Administration program transitioned smoothly to the College and made for a natural fit.

“Our MSA PA program already had six business credit hours as a core requirement, so it made sense to further business and public administration alignment,” Dr. Alibašić said. *“The transition of the Public Administration program to the College signifies a pivotal enhancement in our academic offerings, aligning the program more closely with our strategic goals of integrating practical governance insights with business acumen. This move enriches our curriculum and broadens the interdisciplinary opportunities available to our students, preparing them more effectively for the diverse challenges of public sector leadership and management.”*



For several years, Dean Richard Fountain hoped to bring the Sport Management degree program over from the College of Education and Professional Studies. Besides his love of sports, Dean Fountain understood that sports is a business and the degree's true home should be in the College. That came true in 2023 when CEPS was closed down and the sport management program shifted over to the Lewis Bear Jr. College of Business. Along with three faculty members, about 110 undergraduate students came over and have integrated very well into their new home.

"This was a great move on so many fronts," said Gil Fried, Sport Management Professor and Associate Dean. *"Students are able to leverage all the resources the College has to offer and provides business students with some very interesting and innovative electives to enrich their degrees. Many of our classes are high impact practice courses and they blend very well with the existing hospitality and tourism classes already housed here. We also have a great focus on technology and the future of sports and with sport analytics, sport sustainability, sport betting and similar courses. The program is and will continue being a leader in this space across the country."*



In addition to Public Administration and Sport Management, the Army Reserve Officer Training Corp and Air Force ROTC moved their programs under the College umbrella. The College now offers minors in Air and Space Studies and Military Science and Leadership.

Lt. Col. Victor Somnuk served as the Army ROTC Commander before resigning in July and Lt. Col. Ruth Randolph served as Air Force ROTC Commander before leaving in June for a new duty assignment.

"We will miss both of these extraordinary leaders who have done so much for their respective ROTC units," Dean Richard Fountain said.

Capt. Michael Eisenlohr replaces Somnuk as Army ROTC Commander, and Lt. Col. Ross E. Clark moves into the role of Air Force ROTC Commander..



FINANCE STUDENTS EXCEL IN GLOBAL COMPETITIONS



Finance students showcased their expertise by claiming victory at a global competition and placing top five in two categories at another competition during the 2023-24 academy year.

Two students won the 2024 Southeastern Hedge Fund Strategy Competition. The competition is hosted by the J. Mack Robinson College of Business at Georgia State University. The student team beat out teams from 28 other universities including Duke University, University of Florida and University of Texas. The students split a \$10,000 award.

“UWF has been the only Florida school in the finals for the last few years,” said Dr. K.C. Ma, who served as their faculty advisor. *“UWF just beat 28 universities from eight different countries, including University of York, University of British Columbia, and Queen’s University Belfast to become No. 1 in the global competition.”*

The team included MBA student Ada Turemis and Aaron Korel, an undergraduate accounting and finance major. Korel and Turemis submitted their paper, “A Bullwhip Strategy,” via the competition website in early March. All submissions were reviewed and scored by a panel of investment professionals. As top five finalists, Korel and Turemis traveled to Atlanta and presented their paper on April 25.

They were announced as the winners that evening.

“With the incredible support of our faculty advisor Dr. Ma and college faculty, we were able to produce a strategy and presentation that we are very proud of,” Korel said. *“We had the chance to go to Atlanta and present our strategy to a group of high-level investment professionals and other finalist students from all over the world. It was especially enriching to talk to established hedge fund managers about our research process, application of our strategy and the state of the financial world today.”*



The competition gives students the chance to apply theory to practical strategy. All submissions are scored on six criteria: sound economic hypothesis, novelty, implementation, risk mitigation, liquidity and capital considerations and methodology.

“It was not only an incredible learning experience but also a great networking opportunity that prepared us for the next step in our financial careers,” Turemis said. *“We are very grateful and proud to have won first place among a very accomplished, impressive group of students. With the outstanding mentorship and skills that were provided to us by the College of Business, we were proud to represent UWF on such a respected, international platform.”*



The student-managed Argo Bond Fund placed second and the Stock Fund placed fourth at the Quinnipiac University Global Asset Management Education’s Global Portfolio Competition on March 20-21 in New York City. More than 150 universities and 1,400 students participated in the competition.

The QGAME Global Portfolio Performance Competition ranks the realized returns from all qualified student-managed fund submissions which are required to have a live performance history on real capital of at least one year.

“This is the second time that UWF entered the competition,” Dr. Ma said. *“We won the first place award last year in the fixed-income category. The investment strategies have been very successful. I’m extremely proud of the students.”*

The Argo Bond Fund program, established in 2019, gives students real-world experience in funds management. In 2020, the UWF Foundation Board approved the use of real money for the program’s students to manage its funds.

The Quinnipiac University GAME conference, held annually each spring, gathers financial experts together to share their knowledge, expertise and outlook for the future with graduate and undergraduate students and faculty from universities around the globe.



STUDENTS LEARN VALUABLE SKILLS THROUGH HIP PROGRAMS

Faculty engaged students in high impact practices during the 2023-24 academic year. The learning experiences extended beyond traditional lectures. The activities ranged from developing policies for small businesses, to conducting surveys at events, to field-based research on diversity, discrimination and inclusion, to creating a comprehensive analysis for an organization, to assisting the community with their tax returns.

Dr. Barbara White instructed students through service and community-based learning. Volunteer Income Tax Assistance students in her TAX4001 course earned their IRS Advanced Certification by passing the IRS Certification Exam. A total of 103 students passed the exam at the advanced level. Students enrolled in the TAX4001 course, Dr. White, Beta Alpha Psi members and previous students enrolled in the course served as volunteers at VITA sites. The group completed 369 federal income tax returns, accounting for \$241,189 of federal funds. Other notable dollar figures include an estimated value of nearly \$11,900 in volunteer labor, \$92,250 in tax return preparation fees saved and \$345,339 in total impact of the program.



“Our students’ participation in VITA is a high impact practice, as it allows them to prepare real tax returns for low to moderate income individuals, thereby increasing both their technical and soft skills,” White said.

Marketing and economics students conducted surveys of participants at Pensacon 2024, an annual multi-genre fan convention in Pensacola. Dr. Richard Hawkins and Dr. Felicia Morgan trained the students on the data collection method. The students then engaged in experiential learning by interacting with event attendees to convince them to participate in a short survey about the event. The students provided their critical data on attendee perceptions to Pensacon organizers.

“Actually collecting the data at the event was the highlight for me,” comprehensive economics student Sophia Litchfield said. “Going up to engage with people as we were gathering information allowed me to get firsthand knowledge of how experiments like this run.”





Dr. Lauren Rich led her students through field research on diversity, discrimination and inclusion. Student participation included attending a religious service of a different faith, shopping for groceries in a wheelchair and dressing as if homeless in public settings. Students then wrote papers to summarize their experiences while applying course concepts.

“By stepping into the shoes of a visible minority, students gain firsthand experience of how situational influences shape our understanding of diversity,” Rich said. *“The project is designed to engage students in the realities of diversity, discrimination, and inclusion while preparing future leaders with the critical understanding needed to navigate and promote inclusivity in diverse organizational environments.”*

In a Human Resource Management course taught by Dr. Gayle Baugh, students paired up into teams and responded to five scenarios of problems encountered by the CEO of a small- to medium-sized company. The students then developed policies and put their policies to the test when the CEO sent a memo indicating dissatisfaction with the new bureaucracy among long-term employees.

During the fall semester, Dr. Scott Keller and his students engaged with Sail Pensacola, a nonprofit organization that promotes sailing as recreation, competition and business for Pensacola and Pensacola Bay. Dr. Keller and his students created a comprehensive analysis to help the organization promote Pensacola as the foiling sailing capital of the U.S. Their analysis consisted of mapping the supply chain for each part of a foiling sailboat. The students then presented their supply chain maps and research to Sail Pensacola and to the Supply Chain Industry Advisory Group.



Dr. Eric Bostwick assigned primarily Master of Accountancy students a data analysis project, "Find Your Own Data." Students collected business-related data for organizations. Their data collection included a minimum of 10,000 records of data, a minimum of four data fields/attributes and data for 3-10 fiscal or calendar years. Level-setting assignments included earning a LinkedIn learning certificate, spending hours on programs such as Pivot Tables, Power Bi and Tableau and developing specific data analysis skills such as data cleaning. The students then applied the MOSAIC data analytics process. MOSAIC stands for motivation, objective(s), strategy, analysis, interpretation and communication. The students presented their research and concluded the course by participating in a post-project reflection survey.



Organized by Dr. Xuan Tran, hospitality students presented their extensive research to Innisfree Hotels corporate executives in the fall and spring semesters. The students researched how to increase business at Innisfree properties and better satisfy customers. Innisfree CEO and President Ted Ent complimented the students on their thorough research and picking up on trends that he planned to discuss with his executive committee.

*"I was very, very impressed," Ent said to the students.
"It's a huge takeaway for me this year. We've got a lot of useful data here that we can use and focus on."*

Students in Sport Management put on events for the community as part of their capstone course. Students undertook planning, design, management and execution of events. Each event had to at least cover their costs. The events included a kickball tournament, esports tournament, beach volleyball tournament and a pickleball tournament.

Students in a course taught by adjunct professor Richard Czerniawski developed competitive brand positioning strategies for the Executive MBA program, Women in Leadership Conference, Supply Chain program and the Gracie Velha Guards Brazilian Jiu Jitsu School. Leaders of the four programs engaged with students throughout the project. In addition, representatives from Alcon Vision, Bristol Myers Squibb and Zarzaur Law educated students as guest speakers.

The real reward of each of these HIP programs is Business Argo students learning valuable skills that will propel them to successful careers.

LEWIS BEAR JR. COLLEGE OF BUSINESS RESOURCE CENTER GEARED TOWARD IMPACT

FLORIDA SBDC AT UWF ELEVATES ENTREPRENEURS

Along the balmy Gulf Coast, an ardent educator with roots in Puerto Rico embarked on a journey that would transform her love for teaching into a thriving, expanding business.

Tucked into another corner of the panhandle, a military spouse and pilot's wife created a company out of togetherness and memories through salt and ink. Her family's Japanese artform would later become featured in area restaurants and homes from here to Alaska as well as in the Pensacola Museum of Art.

And few may know that a local restaurant boasting fresh, quality Latin food (including tacos, tamales, and aguas frescas) features a mosaic the owner and his family created using over 500 plates and pots sourced from across the region.

Stories Tell the Most

These are just a few of the recent success stories the Florida Small Business Development Center (SBDC) at the University of West Florida (UWF) has highlighted. The Florida SBDC at UWF assists entrepreneurs and small business owners throughout Northwest Florida with no-cost consulting, training, and research tools to better set them up for success.

"Local businesses are more successful with help, and community economies do better with successful local businesses,"

emphasizes Regional Director Kelly Massey.



By the Numbers

According to the most recent economic impact study conducted for the Florida SBDC Network, for every \$1 invested in the state SBDC, nearly \$60 goes back to the state in tax revenue. At FSBDC and the UWF College of Business, that's called a good return on investment.

Florida SBDC services in the last year have resulted in \$4.5 billion in sales, \$430 million in fiscal impact, and have impacted 52,000 jobs. The Florida SBDC at UWF itself, with offices along the coast and outreach locations throughout the region, has consulted with over 1,300 businesses, provided nearly 10,500 consulting hours, helped start 161 new businesses and support 5,303 jobs, as well as aided the access of \$31.5 million in capital and \$52.8 million in government contract awards. It's also assisted 952 underserved businesses and conducted 55 training workshops.

From disaster support in rural communities to cybersecurity assistance for companies doing business with the government. From helping advance a bustling e-commerce shop turned brick-and-mortar to how to run a franchise better, manage finances, scale, exit, or pitch on Shark Tank. The FSBDC at UWF, housed within the College of Business, is dedicated to making each year more impactful.





Don't Just Take It From Us

Client Kiani Richardson's brainchild, the Navarre Montessori Academy, stands today as an example of a quality childcare business. It provides educational excellence including bilingualism as well as both individual and community empowerment.

With SBDC support, she improved her business, secured a loan via the U.S. Small Business Administration, is carving out a place for expansion, and she's launched deeper into leadership as a mentor to other childcare entrepreneurs helping tackle area childcare shortages.

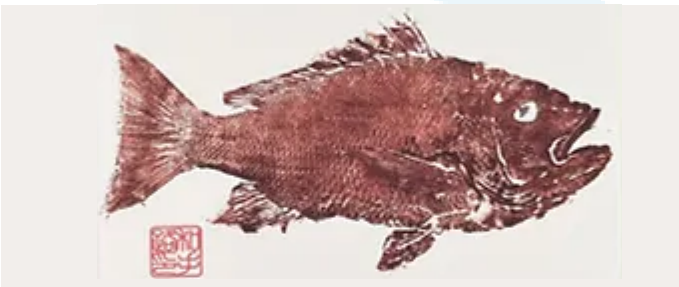
"It was kind of like walking with my eyes closed," Kiani says of opening her own business, until she met resource partners like the SBDC.

"The SBDC helped me be confident in my business."

Judy Otero of Saltwater Impressions agrees.

"I had the vision, but I wasn't sure how to proceed to make it happen," she explains about what it was like before learning about the SBDC and gaining the wherewithal to make the leap and pursue a dream in retirement.

Judy's family performs Gyotaku, the Japanese method of printing fish and a practice that dates to the mid-1800s. Gyotaku (魚拓) means gyo (fish) and taku (stone impression). Those who fished used this form of nature printing to record their catches and keep the memory of that day. Judy and her family create the impression by gently painting the fish with non-toxic sumi ink and laying rice paper over the fish to make the impression. By using non-toxic ink, the fish can still be washed, eaten, and enjoyed.



The founder of this local sustainable business effort adds with a smile:

"I think SBDC is such a fabulous resource, and even though I'm small fish — no pun intended — I love that something or someone encourages and motivates you to do it. And do it right."

Geo Zelaya owns the gem Tacos El Fluffy on Pace Boulevard.

As a young kid from Honduras, Geo was brought to the United States by his mom. He would go on to serve in the United States Navy. Then he would continue to cultivate his longtime culinary skills and clinch Pensacola's 2023 Entrepreneur of the Year award.

"Programs like the SBDC that have been, I mean, amazing is an understatement," he says. *"Helping entrepreneurs like myself navigate the unknown of opening up a business ... it's been beyond incredible."*

Geo continues to explain how the SBDC team made obstacles and barriers feel much smaller if not insignificant.

"A tip I would tell my younger self," he reflects with a grin, *"if I would've known earlier, I would've reached out to the SBDC."*



Faculty Publications

2023 & 2024

Accounting and Finance Department

Dr. Eric Bostwick, Position: Professor

- Updating the MAcc Curriculum in Response to Stakeholder Needs and CPA Exam Changes: Resources and Results from One School's Journey. *Journal of Accounting Education*.

Dr. Patience Constance, Position: Assistant Professor

- Risky Business: The Impact of Experience in Auditing Financially Distressed Clients. *Auditing: A Journal of Practice and Theory*.
- The ChatGPT Artificial Intelligence Chatbot: How Well Does It Answer Accounting Assessment Questions? *Issues in Accounting Education*



Dr. Bruce L. Davidson, Position: Associate Professor

- Survey of Emerging Blockchain Technologies for Improving the Data Integrity and Auditability of Manufacturing Bills of Materials in Enterprise Resource Planning. *Journal of Emerging Technologies in Accounting*. 20. 119-134. 10.2308/JETA-2021-041.



Dr. Brian Elzweig, Position: Professor

- Understanding Cyber Risk: Unpacking and Responding to Cyber Threats Facing the Public and Private Sectors. *University of Miami Law Review*
- A Face Only an Attorney Could Love: Madison Square Garden's Use of Facial Recognition Technology to Ban Lawyers with Pending Litigation. *Maryland Law Review*
- The SEC Proposed Cybersecurity Infrastructure Rules and New Disclosure Requirements. *UMKC Law Review*
- Why Study Law? *Southern Law Journal*
- Casteism in Corporate America: Legal and Human Resources Implications of Caste Discrimination in Today's Workplace. *Southern Journal of Business and Ethics*
- Fractional NFT Taxation Issues. *Tax Notes*
- Crisis at the Audit Committee: Challenges of a Post-Pandemic World. *Review of Banking & Financial Law*

Dr. Micah Grant, Position: Assistant Professor

- Updating the MAcc Curriculum in Response to Stakeholder Needs and CPA Exam Changes: Resources and Results from One School's Journey. *Journal of Accounting Education*.
- Sustainability Gains Through Enhanced Reporting Requirements. *International Journal of Business*



Faculty Publications

2023 & 2024

Dr. Kevin Krieger, Position: Professor

- Examining the Impact of Visibility on Market Efficiency: Lessons from Movement in NFL Betting Lines. *Journal of Economics and Finance*
- Opportunity Costs and the Value of Corporate Social Responsibility: Evidence from Firm Dividend Policy. *Applied Economics Letters*
- Predicting Operating Income Via a Generalized Operating Leverage Model. *International Journal of Financial Studies*



Dr. Sherwood Lane Lambert, Position: Professor

- Updating the MAcc Curriculum in Response to Stakeholder Needs and CPA Exam Changes: Resources and Results from One School's Journey. *Journal of Accounting Education*.
- Survey of Emerging Blockchain Technologies for Improving the Data Integrity and Auditability of Manufacturing Bills of Materials in Enterprise Resource Planning. *Journal of Emerging Technologies in Accounting*. 20. 119-134. 10.2308/JETA-2021-041.

Dr. Patrick Lucas, Position: Assistant Professor

- Updating the MAcc Curriculum in Response to Stakeholder Needs and CPA Exam Changes: Resources and Results from One School's Journey. *Journal of Accounting Education*.

Dr. Gregory Prescott, Position: Chair and Assistant Professor

- Updating the MAcc Curriculum in Response to Stakeholder Needs and CPA Exam Changes: Resources and Results from One School's Journey. *Journal of Accounting Education*



Dr. Doug Waggle, Position: Professor

- Guaranteed Income and Optimal Retirement Glide Paths, *Journal of Financial Planning*



Dr. Barbara S. White, Position: Associate Professor

- Partisan Politics and the Impact on Corporate Tax Fees, *Electronic Government: An International Journal*
- Measuring Growth in Ethical Discernment among Upper Level Accounting Students: Educational Interventions, *Journal of Leadership, Accountability, & Ethics*
- The Impact of WWII on Accounting and Finance at the Alger-Sullivan Lumber Company in Century, Florida, *Accounting Historians Journal*



Faculty Publications

2023 & 2024

Business Administration Department

Dr. Haris Alibašić, Position: Associate Professor and Whitman Faculty Fellow

Journal Articles

- The liminal state of academic freedom: navigating corporatization in higher education, *Discover Education*
- Navigating collaborative governance in Florida: An analysis of local governments resilience amidst the COVID-19 pandemic, *Journal of Public Affairs*
- Developing an Ethical Framework for Responsible Artificial Intelligence (AI) and Machine Learning (ML) Applications in Cryptocurrency Trading: A Consequentialism Ethics Analysis, *FinTech*
- Exploring the influence of Islamic governance and religious regimes on sustainability and resilience planning: A study of public administration in Muslim-majority countries, *Public Policy and Administration*
- Policy Transfer Framework in the Environmental Governance of Non-EU and EU Member Countries: A Comparative Analysis of Bosnia and Herzegovina and Croatia, *Sustainability*

Chapter

- Adaptive Governance of Sustainability Under Political and Security Uncertainty: A Quadruple Bottom Line Approach in Bosnia and Herzegovina, *Interdisciplinary Advances in Sustainable Development II*, Lecture Notes in Networks and Systems



Dr. Christopher L. Atkinson, Position: Associate Professor

- Theme-Based Book Review: Public Administration in China, *Public Organization Review*
- The liminal state of academic freedom: navigating corporatization in higher education, *Discover Education*
- Theme-Based Book Review: Risk and Uncertainty, *Public Organization Review*
- Research Trends in Resilience and Vulnerability Studies, *Encyclopedia*
- Residential Wind Loss Mitigation Case Study: An Analysis of Insurance Claim Data for Hurricane Michael, *Climate*
- Forging ahead or falling behind: the state of public participation in a 'people-centered' ASEAN, *Journal of Asian Public Policy*
- Full and open competition in public procurement: A noble lie, *International Journal of Procurement Management*
- Policy Transfer Framework in the Environmental Governance of Non-EU and EU Member Countries: A Comparative Analysis of Bosnia and Herzegovina and Croatia, *Sustainability*
- Impacts of Climate Change on Rural Communities: Vulnerability and Adaptation in the Global South, *Encyclopedia*
- Theme-Based Book Review: The Future of Nonprofits, *Public Organization Review*



Faculty Publications

2023 & 2024

Business Administration Department

Dr. John H. Batchelor, Position: Chair and Professor

Journal Articles

- Toxic Leadership, destructive leadership, and identity leadership: What are the relationships and does follower personality matter, Business Ethics and Leadership
- To Fear or Not to Fear, ISACA Journal
- ASD: Add Some Diversity: An Exploration of Adverse Impact in Selection Models, Journal of Business Management and Change
- Administrative Withdrawal Policies: 'Good Policies or 'Bad Ethics, Journal of Higher Education Policy and Management
- Disengagement factors associated with creativity in organizations: A conceptual framework, European Journal of International Management
- To fear or not to fear: How to create an optimal security culture, ISACA Journal

Book

- Handbook of SME Entrepreneurship



Dr. Gerald Burch, Position: Assistant Professor

- Harnessing the power of large language models, ISACA Journal (Cabells)
- Disengagement factors associated with creativity in organizations: A conceptual framework, European Journal of International Management
- Toxic Leadership, Destructive Leadership, and Identity Leadership: What are the Relationships and Does Follower Personality Matter? Business Ethics and Leadership
- A risk first approach to setting an information security budget, ISACA Journal
- Developing lifelong learners to ride the AI wave, ISACA Journal
- Administrative Withdrawal Policies: 'Good Policies or 'Bad Ethics, Journal of Higher Education Policy and Management



Dr. Jana Burch, Position: Visiting Instructor

- Harnessing the power of large language models, ISACA Journal
- Disengagement factors associated with creativity in organizations: A conceptual framework. European Journal of International Management
- Administrative Withdrawal Policies: 'Good Policies or 'Bad Ethics, Journal of Higher Education Policy and Management
- Developing lifelong learners to ride the AI wave, ISACA Journal

Faculty Publications

2023 & 2024

Dr. Justin L. Davis, Position: Professor

- Examining the impact of visibility on market efficiency: lessons from movement in NFL betting lines, *Journal of Economics and Finance*

Chapter

- Formal but illegitimate? Examining the mongrel economy, *Handbook of SME Entrepreneurship*



Dr. Maggie Davis, Position: Visiting Instructor

- Work from Home Woes: How Remote Work Can Foster Workaholism, *California Management Review*
- Toxic Leadership, Destructive Leadership, and Identity Leadership: What are the Relationships and Does Follower Personality Matter? *Business Ethics and Leadership*
- A Meta-Analysis of Augmented Reality Programs for Education and Training, *Virtual Reality*

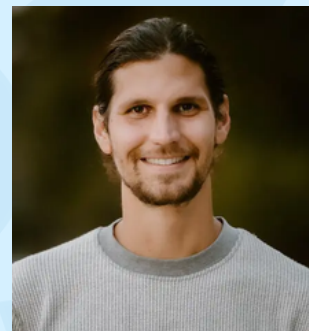


Dr. Lauren L. Rich, Position: Assistant Professor

- Casteism in Corporate America: Legal and Human Resources Implications of Caste Discrimination in Today's Workplace, *Southern Journal of Business and Ethics*

Dr. Shelby Solomon, Position: Associate Professor

- Relational Models and Entrepreneurship Ecosystems, *International Journal of Entrepreneurial Behavior & Research*
- Does Social Spending Discourage Entrepreneurship? *Entrepreneur & Innovation Exchange*
- Back From the Dead: Exploring the Tension Between Imagination and Custodianship in Revenant Organizations, *Journal of Management*
- Passing the Torch: Exploring how Tradition and Innovation Influence Coopetition among Street Performers, *Journal of Management Studies*



Faculty Publications

2023 & 2024

Commerce Department

Dr. June (Jun) Wei, Position: Professor

- Risk Assessment on Green Supply Chains in Manufacturing, Journal of Computer Information Systems
- Perceiving IT Affordances through the Lens of Multi-Identity Goals in Rural Governance Information System, Industrial Management and Data Systems
- Development of Usability Features for Mobile Nutrition, International Journal of Electronic Healthcare
- What's Stopping You from Migrating to Mobile Payment, International Journal of Human Computer Interaction
- Understanding Voice Shopping Value Co-Creation: A Sem-Fsqca Method, Journal of Computer Information Systems



Dr. Julie Ann Stuart Williams, Position: Professor

- Engaging Students in Optimization Modeling: Gaining Business Disruption Insights, INFORMS Transactions on Education



Dr. Ata Atadil, Position: Associate Professor

- Examining employees under stress by pandemic, hurricane, and bridge closure, Journal of Global Business Insights



Dr. Vitaly Brazhkin, Position: Associate Professor

- Student Preferences for Multiple Attempts and Feedback on Online Quantitative Assessments, Intersection: A journal at the intersection of assessment and learning

Dr. Gil Fried, Position: Professor and Assistant Dean

Journal Articles

- Esports Minus Sports, Journal of Electronic Gaming and Esports
- Sport Funding Through Stamps: Finding Unlikely Revenue Streams, International Journal of Physical Education, Fitness and Sports
- Venue Safety Strategies: Guardrails and the Line-of-Sight Exemption, Journal of Applied Sport Management

Books

- Sport Finance, 5th edition, Human Kinetics
- The Business of Sport Betting, Human Kinetics

Other

- The Venue Doctors, Regular Column in Venue Professionals magazine



Faculty Publications

2023 & 2024

Dr. Alison Green, Position: Professor

Journal Articles

- Examining employees under stress by pandemic, hurricane, and bridge closure, Journal of Global Business Insights

Case

- Sunnyside Inn, FRLA HTMP

Dr. Stephen Arthur LeMay, Position: Professor

Journal Articles

- Theory and analysis of disruptive deception; SME responses to B2B supply chain opportunism, Journal of Business & Industrial Marketing
- Effects of empathy and egoism on CSR perceptions and consumer boycotts: lessons learned during global crisis in support of equitable business practices. Journal of Global Scholars of Marketing Science
- ASD (Add Some Diversity): An exploration of adverse impact in selection methods, Journal of Business Management and Change
- Supply Chain Resilience and Agility During COVID19: The Case of Automobile Manufacturing, Journal of Applied Business and Economics
- Survey of Emerging Blockchain Technologies for Improving the Data Integrity and Auditability of Manufacturing Bills of Materials in Enterprise Resource Planning, Journal of Emerging Technologies in Accounting
- Global Standards and the Philosophy of Consumption: Towards a Consumer-Driven Governance of Global Value Chains, Business Ethics: A European Review (Environment and Responsibility)

Chapter

- The Economic Geography of the Moral Supply Chain in a Circular Economy, Circular Economy in the Supply Chain A Global Perspective on Challenges, Concepts and Cases



Dr. James Mead, Position: Associate Professor

- Exploring the fear of missing out (FOMO) and customer bonds in service relationships, Journal of Services Marketing



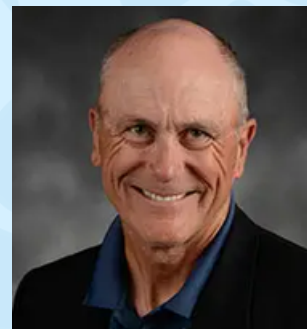
Dr. Jamee Pelcher, Position: Assistant Professor

Journal Articles

- The Liminal State of Academic Freedom: Navigating Corporatization in Higher Education, Discover Education

Chapter

- Developing a Professional Perspective, Contemporary Sport Management (8th ed.).



Faculty Publications

2023 & 2024

Dr. Xuan V. Tran, Position: Professor

Journal Articles

- Impact of average daily rate on hotel's newest atmosphere, *International Hospitality Review*
- Hotel average daily rate and room standard in game theory, *Anatolia: An International Journal of Tourism and Hospitality Research*
- Slutsky equation in tourism: an empirical study in Vietnam, *Anatolia: An International Journal of Tourism and Hospitality Research*

Chapter

- Developing Consumers' Competencies for Digital Marketing Transitions, *Developing Skills and Competencies for Digital and Green Transition*

Significant Service

Accounting and Finance Department

Dr. Eric Bostwick

- Waterfront Rescue Mission, Board of Directors
- Coached Pensacola High School IB students for Data Analytics Competition for Future Business Leaders of America (FBLA)

Dr. Brian Elzweig

- Great Gulf Coast Art Festival Committee Member
- Pensacola Beach Songwriter's Festival, planning and helping to run the event at over 20 venues
- American Institute of Certified Public Accountants Subject matter expert and item writer for the Uniform CPA Exam
- Southern Academy of Legal Studies in Business Vice president of this regional association of the Academy of Legal Studies in Business

Dr. Micah Grant

- Undergraduate Programs, Curriculum, and Assurance of Learning Committee Chair

Dr. Chula King, Position: Professor and Educational Technology Faculty Fellow

- Growth and Development Committee Chair



Dr. Kevin Krieger

- UWF Foundation mentor/mentee program Recruiting Coordinator

Dr. Patrick Lucas

- Member Federal Tax Division of Tax Section of the Florida Bar, Officer



Dr. K.C. Ma, Position: Mary Ball Washington/Switzer Bros. Endowed Professor of Finance

- *International Journal of Business*, Associate Editor

Dr. Gregory Prescott

- Maygarden Center for Financial Literacy, Director
- Graduate and Undergraduate Curriculum Committees, Member
- "Credit Analysis for Lenders," Four day presentation at the Graduate School of Banking at LS



Faculty Service

2023 & 2024

Dr. Barbara S. White

- IRS VITA Certified Professional Tax Preparation, Volunteer/Adviser
- Beta Alpha Psi, Advisor and United Way Campaign Faculty Sponsor
- Academy of Accounting Historians, Officer

Business Administration Department

Dr. John H. Batchelor

- Director Center for Entrepreneurship
- OA Hiring Committee and chaired three other hiring committees, Chair
- Business Administration Bylaw Task Force, Committee Chair

Dr. Haris Alibašić

- Whitman Faculty Fellow
- Grant Submission, National Science Foundation
- Pregled - Periodical for Social Issues, Associate Editor
- Section on Ethics and Integrity of Governance (SEIGov) - American Society for Public Administration, Officer
- UWF-FIU Cybersecurity Leadership and Strategy Training for Florida Public Sector Personnel, multiple sessions

Dr. Christopher L. Atkinson

- Doctoral Committee member (UWF), Mentoring Activities
- Journal of Public Procurement, Associate Editor
- Public Organization Review, Associate Editor

Dr. Gerald Burch

- First National Bank and Trust, Consulting
- Yobo Development Board of Directors, Board of Directors

Dr. Jana Burch

- Strategic Plan Development - College of Business, Committee Chair
- Workforce Development Taskforce - College of Business, Committee Chair



Dr. Justin L. Davis

- Pensacola Beach Elementary School, Board of Directors
- UFF-UWF Vice President of Grievances
- Legal Issues in Sport Betting, Co-Editor

Dr. Maggie Davis

- AMR at Pensacola, Inc., Board of Directors

Gerald Goldstein, Position: Instructor

- Pensacola State College, Board of Directors
- Co-Lab, Board of Directors
- Sage Publishing, Advisor
- National Energy, Advisor
- Gauss Gang, INC., Advisor
- Ivey Exec., Advisor
- Managerial Communication 9e Veltos, Guest Editor



Faculty Service

2023 & 2024

Dr. June (Jun) Wei

- 4th International Conferences on Design, Operation and Evaluation of Mobile Communications (MOBILE) Conference, Program Chair
- International Journal of Electronic Finance, Senior Editor
- Electronic Government: An International Journal, Editor-in-Chief

Dr. Julie Ann Stuart Williams

- INFORMS Committee on Teaching and Learning, Officer

Commerce Department

Dr. Ata Atadil

- Beta Gamma Sigma, Faculty Advisor

Dr. Gil Fried

- Sports Facilities and the Law -and- Legal Issues in Sport Betting, Editor and co-editor
- Faculty Umbuds Fellow
- Holocaust Memorial Event, Chair
- The Journal of Electronic Gaming and Esports, Senior Editor
- National Council of Youth Sports (NCYS), Board of Directors, Secretary
- Gil Fried & Assoc., LLC., Expert Witness for cases



Dr. Alison Green

- Visit Pensacola, Board of Directors

Dr. James Mead

- College of Business Council, Chair
- Marketing Education Review, Editorial Board

Dr. Jamee Pelcher

- Sport Ecology Group, Advisory Board

Dr. Jill Plumer, Position: Instructor

- Greater Fort Walton Beach Chamber of Commerce, Chair of a Committee

Dr. Xuan V. Tran

- College of Business Council, Co-Chair
- Graduate Programs, Curriculum, and Assurance of Learning Committee, Chair
- IGI Global, International Journal of Tourism Research, SAGE OPEN, ANATOLIA - An International Journal of Tourism and Hospitality Research, International Journal of Asian Business and Information Management, Editor of five journals

Lewis Bear Jr. College of Business

Melissa Brode, Associate Dean

- Member of and participated in 15 different committees in COB and across campus



Comments from Students

Dr. John Batchelor

"He helped me a great deal understand quantitative methods."

Dr. Eric Bostwick

"Thank you for the best class. Your application of real-world examples will stick forever in my mind."

Dr. Vitaly Brazhkin

*"Thank you for all the support & motivation over the last 3 years!
Love Logistics."*

Marissa Cooper

"Thank you for all your support and guidance. You were my favorite!"

Dr. Justin Davis

"Fantastic professor, generous, knowledgeable, and respectful of all the students."

Dr. Joe Donelan

"Dr. D. has been my biggest encouragement throughout my Macc and my CPA tests. You rock!"

Dr. Gil Fried

"Thanks for keeping me on my toes!"

Dr. Richard Fountain

"Thank you so much for being a part of my career at UWF! I can never thank you enough for your impact!"

Dr. Alison Green

"Best professor and mentor ever!!"

Dr. Richard Hawkins

"Easily the best professor I had during college. Thank you!"

Dr. Scott Keller

*"Thank you for all the support & motivation over the last 3 years!
Love Logistics."*

Dr. Bob Kimball

*"Thanks for pushing me to be the best version of myself.
You changed my way of life."*

Dr. Kevin Krieger

"Thank you for being caring, attentive, and committed to our learning."



Comments from Students

Dr. Lane Lambert

"You will always be my favorite!"

Dr. Tim McIlveene

*"Wicked helpful, always wanted what was best for all of us.
GO ARGOS!"*

Dr. James Mead

"I can't thank you enough for all of the support, guidance, and happy memories I had over my undergraduate years. Thanks to you I feel like I truly made an impact on this school, even if it's just the AMA. I can't wait to see what great things are to come!"



Dr. Felicia Morgan

"She's great!"

Kenneth O'Connor

"The best professor I have ever had."

Dr. Jill Plumer

"Because of your classes, I was able to meet my goals. Your classes taught me more than textbook lessons. Thank you."

Dr. Greg Prescott

"Thank you for being a wonderful teacher and making the whole class laugh with your jokes."

Dr. Charlie Song

"Thank you for all the support. I enjoyed attending your classes."

Dr. Xuan Tran

"Thank you for always pushing me to excel and do better. You're great."

THANK YOU!

Dr. June Wei

"Amazing teacher, so thankful for all your help."

Dr. Barbara White

"Thank you for going above and beyond to provide real-world application in your classes."



STAFF RECOGNITIONS

Ginger Brauneis, Dean's Office Senior Administrative Specialist

- Recipient of the Dean's Choice Award
- Member of the Baptist Hospital Women's Board

Brooke Ciolino,

Student Engagement and Advising Center Associate Director

- Promoted from Academic Advisor to Associate Director

Theresa Cserep,

AWKO Center for Leadership Associate Director

- Directed the highest-attended Women in Leadership Conference which included the highest sponsorship level and most positive reviews in its 10-year history
- Led Executive Mentor Program to a 50% growth
- Completed the Public Leadership Credential Program, John F. Kennedy School of Government at Harvard University
- Served on curriculum committees for LEAP, the AWKO Center for Leadership and Greater Pensacola Chamber Leadership Pensacola 2024
- Member of the Leadership Pensacola Advisory Council, Baptist Health Care Foundation Women's Board 2024, Survivor Led Solutions Board, Junior League of Pensacola Sustainer Board, Pensacola Women's Alliance 2024, Women of Wellness Staff Advisor UWF
- Certified Child Welfare Trainer

Andrew Dupont,

Student Engagement and Advising Center Academic Advisor

- Submitted an accepted proposal for Skybound: Advancing Education through Flight Simulation for funding for three aviation simulators and a virtual reality simulator

John Emsing, Florida SBDC Assistant Director

- Recipient of the Association of SBDC 40 Under 40 National Award
- Recipient of the Florida SBDC Network Rising Star Award
- Crestview Chamber of Commerce Executive Board Member



STAFF RECOGNITIONS

Mary Holladay, Dean's Office Business Manager

- Recipient of Extraordinary Service Award

Kelly Massey, Florida SBDC Regional Director

- Recipient of the Extraordinary Service Award
- Inducted into the UWF Research Administration and Engagement \$5 Million Research Hall of Fame

Amy Miller, MBA Coordinator

- Recipient of the Nautilus Excellence Award
- Promoted from Office Administrator to MBA Coordinator

Kevin Oster, SBDC Business Consultant

- Recipient of the SBDC Start up Star award
- Inducted into the SBDC \$4 million dollar Club

Amy Sinkus, MBA Associate Director

- Recipient of Best of Strictly Business Staff Award

Tom St. Myer, Marketing & Communications Coordinator

- Volunteered for Independence of the Blind, Bring Hope Now and Fred Levin Way Fest

Mark Van Wagenen, SBDC Business Consultant

- Member of the Capstone Academy Board and Capstone Therapy Center Board

Diana Williams, Accounting & Finance Coordinator

- Promoted from Administrative Specialist to Coordinator
- Coordinated M.Acc applications and administrations, leading to 38% increase in applications and over 25% increase in enrollment



Theresa Cserep



John Emsing



Amy Sinkus



Diana Williams



Enrollment Statistics

12% enrollment increase in Lewis Bear Jr. College of Business with **15%** increase in undergraduate and **6.6%** in graduate students.

45% increase enrollment in BSBA Accounting Online

100% in BSBA Finance Online

158% in BSBA in Human Resource Management Online

59% in BSBA in MIS

38% in BSBA in Marketing

33% in BSBA in Supply Chain Logistics Management

11% enrollment increase in MBA

150% in MBA Finance Specialization

22% in MBA Business Analytics Specialization

20% in MBA General



Learning by the Numbers

79 Journal Articles

89 Significant Publications

38 Publication Incentive Awards

43 Teaching Incentive Awards

\$59,652 Amount Awarded for PIAs and TIAs

20 Accounting & Finance Journal Articles

42 Business Administration Journal Articles

17 Commerce Journal Articles

63 Significant Service Activities by Faculty

73 Executive Mentors

68 Executive Mentees

1,326 Businesses Consulted by SBDC

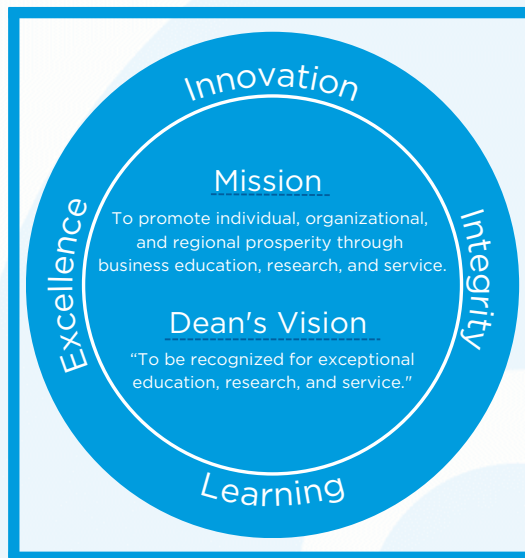
10,426 Consulting Hours by SBDC



COLLEGE OF BUSINESS STRATEGIC DIRECTIONS



Lewis Bear Jr.
College of Business
UNIVERSITY of WEST FLORIDA



Student Success

COB Goal 1.1

Provide learner centered, high-impact educational and co-curricular learning experiences that prepare students to become successful in their careers and lives.

COB Goal 1.2

Provide relevant programs that align curricula with student needs and workforce demands and facilitate timely progress to completion for all learners.

COB Goal 1.3

Maintain flexible Indicators of Success learning options that support both face-to-face and virtual learning environments for earning undergraduate and graduate degrees, and related credentials.

COB Goal 1.4

Communicate to both faculty and students about available student support resources.

Exceptional Academic Programming & Scholarship

COB Goal 3.1

Invest in new and augment existing academic programs that meet professional, personal, scholastic, and workforce needs.

COB Goal 3.2

Engage in continuous program improvement using evaluation and assessment processes and practice informed by data.

COB Goal 3.3

Support academic scholarship to benefit organization and society.

Infrastructure

COB Goal 5.1

Maintain safe, effective, efficient use of physical plant.

COB Goal 5.2

Acquire or develop, support, integrate, and secure technology that aligns with the academic mission.

Operational Excellence

COB Goal 6.1

Provide effective and timely business services, promote student safety, and ensure accountability of operations to internal and external stakeholders.

COB Goal 6.2

Ensure student and employee safety and continuity of operations from natural disasters or catastrophic events.

Employee Success

COB Goal 2.1

Communicate to both faculty and students about available student support resources.

COB Goal 2.2

Foster flexible work environments that contribute to a sustainable balance for employees while still ensuring student success.

COB Goal 2.3

Recognize, reward, and celebrate high achieving employees for their contributions to student development, scholarly or professional achievements, community partnerships, and the university.

COB Goal 2.4

Sustain and advance an environment that encourages and recognizes collaboration, innovation, and continuous improvement.

COB Goal 2.5

Create a path for advancement for faculty and staff.

COB Goal 2.6

Provide resources and tools needed for employee success.

Community and Economic Engagement

COB Goal 4.1

Enhance outreach and engagement in the community, maximizing the University's outcomes and visibility.

COB Goal 4.2

Promote education designed to enhance the knowledge and skills of current and future workers to increase the economic prosperity of individuals and regional organizations.

Culture

COB Goal 7.1

Maintain a welcoming, equitable and respectful environment for all.

COB Goal 7.2

Cultivate an environment that promotes integrity, tolerant civil discourse, and ethical behaviors.





