



"Use your success to help others who come after you." – John Massey



**Southeastern Oklahoma
State University**

Table 9-1 (2020-2023)

**Southeastern Oklahoma State University
John Massey School of Business**

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**Table 9-1: Outcomes of Societal Impact Activities and Initiatives Across all Areas of the Standards
For the Period Ending Spring 2023**

Focus Area(s) Chosen by the School	Societal Impact Strategy (Standard 1)	Outcomes Related to Curriculum (Standard 4)	Outcomes Related to Scholarship (Standard 8)	Outcomes Related to Internal and External Initiatives and/or Activities (Standard 9)
<p>Empowering Education</p>	<p>The JMSB has chosen empowering education as an area of societal impact. A commitment to excellence and engagement in teaching and learning is supported through our strategic plan goals 1, 2 and 3. See <i>strategic plan for details.</i></p>	<p>Learners are provided opportunities for experiential education in several courses throughout the program, as well as internship opportunities and conference participation.</p> <p>Over the last 5-year period, 93 students have completed internships in the areas of accounting, finance, management, and marketing. (Goal 1.2.1)</p> <p>Faculty members including Drs. Rhonda Richards, Liz Mulig, Kendra Ingram, Luci Parmer, Carol Sullivan, and Cody Bogard sponsor organizations, clubs and volunteer opportunities including the Accounting & Finance Club, Beta Gamma Sigma, Future Business Leaders of America (formerly Phi Beta Lambda), IMA, Young Entrepreneurs, and VITA. (Goal 1.2.2)</p> <p>Since 2018, 10 students have competed at the national level in the FBLA- Collegiate at the National Leadership Conference with many ranking nationally. 50 students have competed at the state level in the Oklahoma Leadership Conference. In both 2021 and 2022 the SE chapter won the state championship (Goal 1.2.3)</p> <p>Faculty are provided informal mentoring and professional feedback to enhance their teaching skills. Activities include faculty</p>	<p>Faculty have numerous intellectual contributions that advance education through applied research activities.</p> <p>Conferences, proceedings, and journals include numerous applied case studies that engage the local community and classroom.</p> <p>Our faculty have over 17 peer-reviewed case studies with several receiving distinguished paper or best case including Stevens, R., Silver, L., Bressler, M. S., Kernek, C., & Loudon, R. (2018). Mears Power-T, Inc. <i>American Journal of Management</i>, 18(2); Stevens, R., Silver, L., Whitlock, D. & Richards, R. (2023). Celina Texas Cajun Fest. <i>Journal of Applied Case Research</i>, 20. (Goal 1.2.1 and 3.4-3.5)</p> <p>Faculty advance education with over 37 proceedings in applied research and 4 textbooks that have been utilized in the classroom. 14 faculty members have written case studies and more than half of them apply those to the classroom. (Goal 1.2.1 and 3.4-3.5)</p> <p>In addition, faculty have co-authored peer-reviewed proceedings. As an example, Dr. Jeff Risher accompanied 5</p>	<p>Faculty are involved in multiple boards and associations. Some examples include Dr. Rhonda Richards-VITA, Dr. David Whitlock- First United Bank Board of Directors, Dr. Kitty Campbell-Business Advisory Board for Grayson College. (Goal 1.2.2.)</p> <p>Under the guidance of Dr. Rhonda Richards, professors, students, and community members completed the Volunteer Income Tax Assistance (VITA) certifications and AARP certifications to prepare taxes. Since 2018, 16 accounting students have volunteered at VITA in internship roles. In addition, the students hosted and prepared income taxes for a non-profit for widows and widowers in spring of 2019, 2020, 2021 and 2022. (Goal 1.3.1)</p> <p>As an example of fulfilling the JMSB’s mission of collaboration between students and business, more than half of the faculty foster class projects involving local businesses. Topics include on-site visits and audits (small business plans MNGT 4633, marketing projects MKT 3233, MKT 4643, MKT 3643, real estate projects FIN 3253, VITA</p>

		<p>luncheons to share best practices, one-on-one mentoring and guidance with senior faculty. (Goal 3.2.2)</p> <p>Faculty are provided support to enhance teaching capabilities and skills related to instructional technology to support learning. All faculty are required to complete a cohort training model in Canvas. In addition, all faculty must have at least one Quality Matters certification. Currently, 19 full time and 10 adjunct faculty are certified. New faculty have one year to complete certification. (Goals 3.3.1-3.3.2)</p> <p>Faculty redesigned or developed over 40 courses. Examples include Drs. Lawrence Silver and Jeff Risher creating 4 analytics courses to support a new MBA concentration (BUS 5553, BUS 5573, MKT 5553, MKT 5543), Dr. Luci Parmer creating a new course in Leadership Theories and a Team Development Behaviors course (MNGT 5903, MNGT 5533), Dr. David Whitlock redesigning MNGT 4663. (Goal 1.1.2)</p> <p>Embedded certificates in graduate courses include Project Management, Data Analytics, and Management with Leadership pending. Faculty are encouraged to add embedded certificates as a way to help learners build credentials while pursuing their degree.</p>	<p>students to the Atlantic Marketing Annual Conference to present research projects given in BUS 5253.(Goal 1.2.3)</p>	<p>certification and tax preparation ACCT 3313, ACCT 3323, research projects BUS 5253. (Goal 1.3.1)</p>
Community Engagement	<p>The JMSB has chosen community engagement as an area of societal impact. A commitment to collaboration with</p>	<p>Pedagogy related to collaboration and service to business and the local community is embedded in several undergraduate and graduate courses.</p> <p>Industry growth and innovation is</p>	<p>Faculty have published several articles regarding economic growth. Research includes leadership, workplace dilemmas or challenges, applied case studies that include local entrepreneurs</p>	<p>Faculty engage with community and professional organizations, as well as current students and alumni, dedicated to impacting business and economic growth. Examples include</p>

	<p>academic, business and local communities is supported through our strategic plan goals 1 and 4. See <i>strategic plan for details.</i></p>	<p>covered at the undergraduate level in core courses that include: FIN 3113 Business Finance, MNGT 4443 International Business, MNGT 4633 Business Policy, as well as several courses in the accounting, finance, marketing and management majors.</p> <p>At the graduate level it is covered in core courses that include: Econ 5133: Managerial Economics, MKT 5243: Marketing Management, BUS 5253: Data Analysis for Managers, FIN 5213: Financial Management, MNGT 5603: Strategic Management, as well as concentration courses. (Goal 1.2.1)</p>	<p>and the greater business community.</p> <p>Conferences, proceedings, and journals include numerous applied case studies that engage the local community and classroom. Our faculty have over 50 peer-reviewed articles with several receiving distinguished paper or best case including Richards, R. and Ingram, K., Kernek, C. (2020). Iron Fed: If We Build It, Will They Come? <i>Journal of Innovation & Sustainability</i>, 15(8), 38-54; Whitlock, D., Stevens, R. & Silver, L. (2020). Conducting Business with 501(c)3 Organizations: Polity Matters. <i>Journal of Management and Marketing Research</i>, 24; Kennedy, E. (2019). Firm Motivations for Shareholder Co-creation. <i>Journal of Creating Value</i>, 5). (Goals 1.2.1, 4.2.1, 4.3.1)</p> <p>Faculty advance education with over 45 proceedings in applied research that involve engaging faculty, students, and local businesses. 14 faculty members have consulted with local businesses in efforts to impact economic growth and societal well-being. (Goals 1.2.1, 4.2.1, 4.3.1)</p>	<p>annual Women In Entrepreneurship seminar hosted at Southeastern by the following: Dr. Kitty Campbell and Dr. David Whitlock- Conference Hosts, Dr. Luci Parmer and Dr. Kendra Ingram- Conference Managers, Dr. Carol Sullivan- Moderator, Dr. Courtney Kernek, Dr. Rhonda Richards, Dr. Ashley Hampton, Dr. Lauren Fuller- Panelists. 129 participants in 2022 (4 students); 146 participants in 2021. Registration for 2023 will identify students, as well as alumni. (Goal 4.3.2)</p> <p>Faculty are involved in multiple boards and associations including the following: Volunteer Income Tax Assistance (VITA), REI Oklahoma, Oklahoma Small Business Development Center housed on the Southeastern campus, First United. Examples include Dr. David Whitlock serves as a director on the First United Bank Board, as well as First United's strategic planning committee and the People and Culture Committee. In 2022, Dr. Whitlock and President Newsome leverage this alliance with First United to co-author the John Massey Leadership Scholars Program. The Massey Family Foundation pledged \$7.4 million to scholarships. (Goal 4.2.2)</p> <p>Faculty have presented and</p>
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