

Fall Commencement

Two ceremonies held in Bloomer Sullivan Arena

Southeastern Oklahoma State University held two commencement exercises recently.

On Friday, Dec. 16, master's degrees were conferred, while on Saturday, baccalaureate degrees were awarded.

Both ceremonies were in Bloomer Sullivan Arena.

Fifty-percent of the graduates are first-generation college graduates, and the class represents 40 states and 17 countries. Regent Ann Holloway of the Oklahoma State Regents for Higher Education offered welcoming remarks at both ceremonies.



The graduates were all smiles as Southeastern celebrated Fall Commencement on Dec. 16-17.

*SE closed for holidays Dec. 23-Jan. 2;
spring classes begin Monday, Jan. 9*

Southeastern Oklahoma State University will be closed Dec. 23-Jan. 2 for the holidays.

The University will reopen on Tuesday, Jan. 3; spring classes begin on Monday, Jan. 9.

Southeastern will be closed on Monday, Jan. 16, in observance of Martin Luther King, Jr. Day.



Holiday lights adorn the front lawn of campus.

Marketing students apply lessons learned to real world

Applying classroom learning to the real world is just one objective of Assistant Professor Eric Kennedy's Principles of Marketing class at Southeastern Oklahoma State University.

Early in the fall 2022 semester, the 22 students in the junior level class were assigned a special project – conduct research and present marketing recommendations in a verbal presentation and written report to a real client – in this case, Sarah Hill, the owner of Loyal Blue Pawprofessional Puppy School in Durant. The business, which opened last year, offers pet training services and operates as a boarding and day school facility for dogs.

Hill met with the students earlier in the semester to inform them of some of the marketing challenges she faces as a small business owner. Later, the class toured the business to gain additional insight.

The students, divided into five groups, presented their marketing recommendations to Hill Tuesday during the last week of the semester. They were encouraged by Kennedy to be creative in their presentations, and to base their strategy on data gained through research.

"This activity is an example of what is called project-based learning," Dr. Kennedy said. "And I think it benefits everyone – the students, the business owner, and even the University through community involvement. One benefit the students have is the product they produce in class -- they leave this class with a tangible piece of evidence of the type of work they can complete. And I encourage students to add this class project to their resume and share their report with hiring managers during job interviews."

Hill said she came away impressed with what she heard.

"The students were awesome," she said. "They offered some great ideas to help with my business."

Morgan Dunn is an accounting major from Durant who says the course has provided a new experience for her.

"I've never had a class before that was basically project-based," she said. "It's been really interesting, really cool. What is most interesting is the real-life aspect of it – it's not a hypothetical (business), but a real business we're working with."

One of Dunn's group members – Makenna Wilkinson – says she enjoys the group work the project requires. "I've learned that working in a group brings out social skills, that everyone has something to offer, and everyone brings their own unique perspective and talents. I also made new friends working in my group."

Wilkinson is a marketing majoring from Eufaula, Oklahoma.

Another member of the class, Andrew Dillard, a marketing major from Sadler, Texas, admitted he was skeptical of the course as it was his introduction to marketing.

"After a few weeks, I really found a deep enjoyment in the class; so much so that I changed my major to marketing," he said. "Once I was able to find my footing in this class, it became very fun and enjoyable. Getting to learn about the basics of marketing and how creative the job actually was is what drew me into this field. I have learned the best ways to use my creativity for certain marketing situations and how to work with a team that has a common goal. When it's all said and done, I can look back at this class as the one that properly introduced me to my future career."

Another student in the class is Richy Clark, a Business Management major from Sherman, Texas.

"It's definitely been a hands-on, collaborative experience," he said, adding his group focused on "bringing more eyes" to the company's website. "Dr. Kennedy has given us the tools on how to be a good marketer."

Kennedy, who is in his second year at Southeastern, noted that the assignment encompasses not only research, but writing and presentation skills as well. In previous teaching assignments at Grand Valley State University (Michigan) and the University of North Texas, Kennedy had his marketing students offer recommendations to such diverse businesses as a coffee shop, symphony, restaurant, bean bag company, and even a pro basketball team.



The marketing group of Joe Wolf, Andrew Dillard, Cameron Hauch, and Wilson Hicks meets with business owner Sarah Hill and Desoto. Not pictured, Richy Clark.



Southeastern athletic director Keith Baxter and President Thomas Newsom welcome head football coach Bo Atterberry back to campus.



Standout wide receiver Marquis Gray grabs a pass during Southeastern's loss to Emporia State in the Farmers Bank & Trust Live United Bowl in Texarkana, Arkansas.

Bo Atterberry returns as SE head football coach

A familiar face will be seen pacing the sidelines next fall for the Southeastern Savage Storm.

Bo Atterberry is returning to Southeastern as head football coach, a position he previously held from 2014-2018, compiling a 33-23 record.

He replaces Tyler Fenwick, who resigned recently to take the head coaching job at Missouri Western.

In addition to coaching at SE, Atterberry played for the Storm in the mid-1990s and graduated in 1998.

Among his other coaching stops are Texas A&M-Kingsville and most recently, Paris (Texas) High School.

Savage Storm falls short in bowl game to Emporia

For the second year in a row, the Southeastern Savage Storm traveled to Texarkana, Arkansas, to play in the Farmers Bank & Trust Live United Bowl.

And for the second year in a row, the Storm faced off against Emporia State of Kansas.

Last year, Southeastern capped a memorable 9-3 season with a thrilling last-second 37-34 victory over Emporia. This year, the Hornets got revenge, defeating the Storm 48-27 on Dec. 3 at Razorback Stadium.

SE represented the Great American Conference, while Emporia competes in the Mid-America Intercollegiate Athletics Association.

SE joins ever-growing popularity of Esports teams

Southeastern Oklahoma State University students have joined others across the country in participating in Esports competition. Esports, short for electronic sports, is a form of competition using video games. Although the SE team has been in existence for little more than a year, it has already achieved champion status, winning first place in the Oklahoma Association of Collegiate Esports Collegiate Valorant Division in spring (beating Oklahoma City University in the finals) and fall 2022 (topping Southwestern Oklahoma). Southeastern also competes in the New England Collegiate Conference, a national league, as is the Collegiate Valorant Division.

Team members are Peyton Bearden, Braden Couch, Nicholas Ratgen, Zane Ritterhouse, Kelton Shriver, and Spencer Teel, while SE Assistant Director of Admissions Steven Harris serves as coach, and IT systems administrator Jason Stowell is coordinator.

The SE team is also excited about a new esports facility that is under construction in the Glen D. Johnson Student Union near the Magnolia Café that will be ready for use early next year.



The SE Esports Team earned first place in the OACE competition held at Southwestern Oklahoma.

Calendar of Events

January

- 5 -- Eighth Grade Career Discovery Day
- 9 -- First day of spring classes
- 16 -- MLK Holiday

February

- 17 -- Aviation Day, 9:30 a.m. -- 3 p.m.
- 18 -- President's Leadership Class & Honors Program Scholars Day

March

- 13-19-- Spring Break
- 29 -- Curriculum Contest

April

- 7 -- Holiday

May

- 5-6 -- Commencement

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Candlelighting...Then...

The Department of Music at Southeastern Oklahoma State University presented the 102nd Annual Candlelighting Concert (photo below) on Monday, December 12, in Montgomery Auditorium.

This year's event was titled "Hallelujah" and featured something for everyone, from beloved carols to new favorites, from Gregorian chant to Pentatonix, as well as selections from Handel's Messiah.

Pictured above is the first Candlelighting ceremony, held on December 18, 1921.

...and Now

