



2021-22 SCHOOL OF BUSINESS & DIGITAL MEDIA ANNUAL REPORT

**GEORGIAN
COURT
UNIVERSITY**

THE SCHOOL OF BUSINESS & DIGITAL MEDIA EMPOWERS OUR STUDENTS TO ENGAGE AND SUCCEED IN A RAPIDLY CHANGING WORLD.



The School of Business & Digital Media is committed to GCU's [Strategic Compass](#). Please enjoy our 2021-2022 Annual Report, which is a summary of our activities and accomplishments this year, as they align with both the vision of Georgian Court University and President Marbach and the mission within the [School of Business & Digital Media](#) (SBDM).

A handwritten signature in black ink, reading "J Edmonds". The signature is fluid and cursive, with the first letter of each name being capitalized and prominent.

Jennifer J. Edmonds, Ph.D.
Dean, School of Business & Digital Media



GCU COMPASS POINT 1

Mission Fulfillment Through Academic Excellence

EMPOWERING STUDENTS

- The SBDM held its first annual **SBDM Showcase & Competition** in December 2021 which highlights student class projects, research and internships. Students presented in a speed-round style competition – delivering three-minute presentations of only three slides. The two student winners were: Jessica Imperiale, graphic design & multimedia major, for presenting on her internship at Lemon Seed Studios, and Alycia Bardon, digital communication major, for presenting about her research project on Lil Miquela and Generation Z.
- The [Digital Media Computer lab](#) was completed in January 2022 – this project was funded through a donation and includes upgraded computer workstations and new furniture, and was coordinated by working with Advancement, IT, Facilities and CGM department faculty.
- Hanna Thrainsdottir '22, double major in digital communication and psychology and Georgian Court University women's basketball forward, recently was awarded a **Fulbright Fellowship** by the Icelandic Fulbright Commission for the 2022-2023 academic year. [Click to read more...](#)
- The Digital Communication program received a donation of media production equipment to be used to enhance offerings and opportunities within the program – the 40K donation of equipment was originally purchased from grant funds. In addition, the program acquired classroom B7 in Jeffries Hall, which will be outfitted as the **Digital Communication Production Studio**.
- Dean Jennifer Edmonds was awarded the **Education Achievement Award** by the Central Jersey Club of The National Association of Negro Business and Professional Women's Clubs, Inc. at their 58th Annual Founder's Day Awards Celebration. This award is in recognition of her professional achievement, dedication and excellence in educating youth and preparing them for a future in the digital world.
- Fifteen undergraduate and graduate students in business were inducted into the **Delta Mu Delta** International Honors Society and two undergraduate students in digital communication were inducted into the Omega Nu Chapter of the **Lambda Pi Eta** Honor Society during the SBDM joint Honors induction ceremony on April 28th.
- Two digital communication majors presented at national conferences – Alycia Bardon & Hanna Thrainsdottir '22, both at the National Popular Culture Association Conference in April 2022 and under the mentorship of Dr. Marci Mazzarotto. Hanna's project also won second place at GCU's Academic Excellence Day.
- Seven SBDM students were inducted into the **Chi Alpha Sigma** National College Athlete Honor Society, established to recognize college student-athletes who excel both on and off the field of competition. Inductees must have maintained a minimum of a 3.40 cumulative GPA throughout their collegiate careers.



GCU COMPASS POINT 1

Mission Fulfillment Through Academic Excellence

SUCCESS

- Sr. Pascaline Musyoka, Christopher Micelli and Jimmy Woo were inducted into **Alpha Sigma Lambda**, which is recognized by the Association of College Honor Societies as the official honor society for adult learners who achieve and maintain outstanding scholastic standards and leadership characteristics.
- Gianluca Cersosimo and Sr. Pascaline Musyoka were inducted into the **NJCBA Honor Society**, which recognizes the top 1% of business students in the State of New Jersey.
- Five Communication & Digital Marketing graduate students earned the **Google Analytics Beginner Certification** through the Digital Media Analytics and Customer Research class.
- Eight Communication & Digital Marketing graduate students earned the **Hootsuite Platform Certification** through the Digital Marketing class.
- The Dean's Office instituted the SBDM Executive Advisory Council **Emerging Leader Awards** – for a graduating undergraduate and graduate student in recognition of their entrepreneurial creativity, disruptive innovation and ethical leadership at the graduate level, and excellence in leadership, community service, and program engagement at the undergraduate level. The inaugural recipients are Daryl Layton, Jr. and Hanna Thrainsdottir.
- **One Show, One Earth**, featuring 20 graphic design or multimedia pieces from five seniors under the direction of Dr. Jinsook Kim. Each student produced 3-4 original works, including infographic posters, packaging, short movies and campaign advertisements for environmental themes such as global warming and air-pollution.
- Dr. Jinsook Kim was awarded tenure and promotion to associate professor of graphic design and multimedia.
- Dr. Cathy McQuillen, associate professor of accounting, was awarded the **Virginia Graham '31 Award for Teaching Excellence**, which is presented to a faculty member who demonstrates outstanding leadership, teaching, and mentoring skills and a strong commitment to inspiring and helping students.
- 58 students completed internships in 2021-2022.
- Thirty-three percent of SBDM faculty published peer reviewed journal articles or exhibitions and half presented their research at peer reviewed academic conferences during 2021-22 (consistent with levels during 2020-21).
- 100% of accounting faculty completed CPE toward continuance of professional certification.
- SBDM faculty were awarded a total of \$14,250 in internal summer research, travel and mini-grant funds during 2021-2022 (Drs. Behera, Bernhard, Mazzarotto, McSherry and Pawlish).



GCU COMPASS POINT 1

Mission Fulfillment Through Academic Excellence

RAPIDLY CHANGING WORLD

■ Notable advances in curriculum for AY2022:

- * The **Leadership minor** was successfully proposed, which includes courses in ethics, diversity, communication and leadership; It will launch in Fall 2022.
- * A new course titled Data Analytics for Business, a joint effort with computer science, was introduced.
- * The **B.S. in Sports Management**, an interdisciplinary business major including course electives in Exercise Science has been approved at the State level and is the newest major in the SBDM.

■ SBDM Reaching Higher Heights Retreat held in May 2022.





GCU COMPASS POINT 2

Mission Fulfillment Through an Exceptional Student Experience

EMPOWERING STUDENTS

- The SBDM partnered with Career Services to host two student professional development workshops – one in interview skills, held in November, and the other in networking skills, held in April).
- Dr. Mazzarotto, as Guest Curator for the M. Christina Geis Gallery, successfully curated a total of four external shows (in addition to the Faculty Show of September 2021) – shows which attracted more than 200 visitors, showcased both solo artists, live performances and group shows featuring more than 30 artists representing 10 countries.
- The SBDM launched the **#InvestinYourself** programming and hosted multiple workshops throughout 2021-2022. Topics include networking skills, presentation skills, the importance of teams in the workplace, and citations and copyright.
- Three career events were held in AY2022: Theodora Sergiou hosted a virtual fireside chat in Sports Communication in November; and the Accounting program hosted two local firms – Withum and Holman, Frenia, Allison P.C. (HFA) – to discuss internship and full-time employment opportunities in auditing and tax accounting.

ENGAGEMENT

- Professor John Tilton and students in the the GD225 Packaging and Pattern Design class visited with Joe Placa and the entire staff of [Hatteras Printing](#) in Tinton Falls, New Jersey in November. The students went on a tour of the entire plant – print, mailing, packaging, fulfillment, and more! [Click to view more images.](#)
- Dr. Ashley Elmore and Professor Laura Wagner and their BU242 Management Communication classes participated in **Collaborative Online International Learning (COIL)**, a virtual global college exchange initiative and experiential learning experience that infuses international perspectives into course learning outcomes. This student project collaboration with The Amsterdam School of International Business will have the students researching business communication, etiquette, and Hofstede's Dimensions.
- Dr. Michael Pawlish hosted Kristie Andresen, Senior Benefits Professional of Marsh & McLennan Companies and Erin Pawlish, Treasurer of Standard Motor Products to discuss the pay gap between men and women on April 27th, 2022.



GCU COMPASS POINT 2

Mission Fulfillment Through an Exceptional Student Experience

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RAPIDLY CHANGING WORLD

- The SBDM was a co-sponsor of the TRIO Summer Career Symposium held in August 2021.
- Dean Edmonds was a featured speaker in the ***Closing Keynote Conversation: Charting Your Course Towards Inclusion*** at the Women in Business Education Momentum conference in October 2021.
- The SBDM sponsored a training session by ODEI with Dr. DasGupta and Dr. Smith on *The Importance of Inclusion: Building Inclusive Spaces* as part of GCU's annual Celebration of Entrepreneurship in October 2021.
- For **International Women's Day** in March 2022, Women in BizEd shared the stories of Dean Jennifer Edmonds and six other women deans to "shed light on the costs that affect women leaders in higher education" in the [*What Is the Cost of Success for Women in Academia?*](#) article for Harvard Business Publishing Education.
- As part of **Critical Concerns Week 2022**, Professor McSherry curated a Nonviolence art and design exhibit with student works to examine what nonviolence is and whether it can exist without violence.
- Dr. Marci Mazzarotto serves as a faculty fellow in the **Equitable Pedagogy Institute** for 2021-2022. In service to the EPI, Dr. Mazzarotto led an informal culmination presentation *Pizza and Pedagogy* in April 2022.





GCU COMPASS POINT 3

Mission Fulfillment Through Revenue Generation & Diversification

EMPOWERING STUDENTS

- The following organizations sponsored the 2022 Communication & Digital Marketing Capstone: BlueClaws Charities, Heineken, Creative Click Media, Eastern Monmouth Area Chamber of Commerce, Bijoux + Spice, Ladacin Network, StuffedSicle and Bodyshell – graduating students presented their marketing and communication campaigns during the annual showcase in August 2022.

ENGAGEMENT

- Dean Jennifer Edmonds began her term as a board member with the [Monmouth-Ocean Development Council](#) in July 2021; and with the Monmouth Medical Center in July 2022.
- Dr. Brian McSherry was appointed as a member of the board of directors of [Leave Only Your Footprints, Inc.](#)
- The SBDM sponsors the campus-wide celebration of entrepreneurship – this year’s celebration was held in October 2021, which included panel discussions, workshop activities, and a luncheon with featured keynote plus fireside chat. The Celebration of Entrepreneurship keynote speaker was Anastasia “Tracy” Raissis, a global executive at Amazon, who discussed innovation and the career pivot.
- Colleen Kusi '22, business administration major, appears with Dean Amani Jennings in Student Affairs, in a video competition to make the case for how Georgian Court University educates & empowers students to become leaders. [Click to read more...](#)
- In March 2022, Dr. Ashley Elmore delivered a keynote address to WILD entitled The Path to Success & Professional Journey.
- Dr. Mazzarotto was an invited guest speaker to the National History Honors Society induction ceremony in April 2022.
- The Dean’s Executive and Student Advisory Councils are showcased on the SBDM website – <https://georgian.edu/academics/school-of-business-digital-media/dean/>.
- Rising first year students in the Spartan School of Business & Finance at Ocean Township High School visited Georgian Court University and spent time with the SBDM in July 2022; Dr. Michael Pawlish presented on corporate sustainability and discussed carbon neutral (and even carbon negative!) firms with the students.



GCU COMPASS POINT 4

Mission Fulfillment Through Operational Efficiency and Resource Utilization

RAPIDLY CHANGING WORLD

■ **The SBDM newsletter** continues to be distributed electronically as an e-newsletter to the GCU internal community of employees and students, SBDM UG & GR alum, community partners, and the local and regional Deans communities. [Winter 2022](#) and [Summer 2022](#) editions are available.

