

2022-23 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.

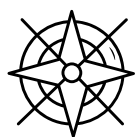


The School of Business & Digital Media is committed to [GCU's Strategic Compass](#). Please enjoy our 2022-2023 Annual Report, which is a summary of our activities and accomplishments this year, as they align with both the vision of **Georgian Court University** and **President Marbach** and the mission within the [School of Business & Digital Media](#) (SBDM).

A handwritten signature in black ink, reading "J Edmonds". The signature is stylized and fluid.

Jennifer J. Edmonds, Ph.D.

Dean, School of Business & Digital Media

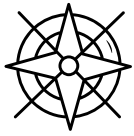


EMPOWERING STUDENTS

- The SBDM held its **2nd Annual SBDM Student Showcase** in December 2022.
- Graphic design students from several of Dr. Jinsook Kim's Graphic Design classes in Spring 2023 have created visual demonstrations for the theme of Critical Concerns 2023 as one of the course projects. The issues that have been visualized include equal dignity, sexual violence, and child marriage.
- Seventeen graduate and undergraduate students in business were inducted in Delta Mu Delta in April 2023, under the guidance of chapter advisor, **Dr. Michael Pawlish**.
- Four graduate and undergraduate communication students were inducted into the Lambda Pi Eta honor society in April 2023, under the guidance of chapter advisor, **Dr. Ellen Bernhard**.
- **Four Corners: the 2023 Graphic Design & Multimedia Senior Show**, where four students showcased their print and screen- based work under the direction of **Dr. Jinsook Kim**, associate professor of graphic design & multimedia. The pieces covered a range of topics, including infographics, brand identity programs, advertising design, package design, 3D digital modeling, 3D animation, 2D animation, and interaction design.
- The Digital Photography students collaborated with the Art Department to create the Spring Art and Photography Exhibition in May 2023 under the direction of Professors Brian McSherry and Leo Morrissey.
- **Aristides Papoutsakis '23**, accounting major, received the 2022-2023 GCU Award for Academic Excellence.
- **Jay Abraham '23**, double major in accounting and finance, and **Matthew Vasquez '23**, who earned an M.S. in Communication & Digital Marketing, are the 2023 Emerging Leader Award recipients. These awards are sponsored by the SBDM's Executive and Alumni Advisory Councils. Click to read more

SUCCESS

- **Dr. Marci Mazzarotto** earned the MFA in Film and Television Production from Asbury University in August 2022.
- As **Dr. Cathy McQuillen** was selected as the recipient of the Virginia Graham '31 Award for Teaching Excellence for 2022, she provided the keynote address at the [University Convocation](#).
- Professor **Brian McSherry** had work featured in The International Street Art Show lighting up Times Square as part of the NYC ArtWalk. The NYC ArtWalk seeks to implement a sustainable model of opportunities that can support the work of artists from all corners of the world. [Click to see more of the artists' works.](#)



GCU COMPASS POINT 1

Mission Fulfillment Through Academic Excellence

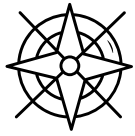
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- **Dr. Michael Pawlish** was featured in the [2022 GCU Faculty Focus](#) in an article entitled Building a better business world through education.
- **Dean Edmonds** was named one of the [NJBIZ 2022 Best 50 Women in Business](#). According to NJBIZ, the program “recognizes 50 women who have made a significant impact on New Jersey business and the community at large.”
- **Drs. Bernhard and Mazzarotto** presented their research at GCU's Celebration of Faculty Scholarship in September.
- **Sabrina Halk**, a sophomore-level student in graphic design, is currently studying abroad in London. Sabrina was selected as a recipient of the Fund for Education Abroad (FEA) scholarship in 2022. [Click to read more.](#)
- **Jay Abraham '23** (accounting and finance) and **Precious Adediran '23** (digital communication) featured as GCU senior spotlights.



Jennifer DePietro '23, who earned an M.S. in Communication & Digital Marketing, was the student speaker at the [2023 Graduate Commencement Ceremony](#) and spoke about the challenges of going back to school as an adult and how GCU helped make her success possible.

- The Board of Trustees at GCU has voted to approve a 2023-2024 sabbatical leave award for **Dr. Bertram Okpokwasili**.
- SBDM faculty were awarded a total of \$12,850 in internal summer research and travel grant awards during 2022-2023 (Drs. Behera, Choi, Mazzarotto, and Pawlish).
- Fifteen Communication & Digital Marketing graduate students earned the **Google Analytics Beginner Certification** through the Digital Media Analytics and Customer Research class.



GCU COMPASS POINT 1

Mission Fulfillment Through Academic Excellence

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- Thirteen Communication & Digital Marketing graduate students earned the **Hootsuite Platform Certification** through the Digital Marketing class.
- **Hanna Thrainsdottir '22** was selected as one of the [Top 9 Finalists of Division II Woman of the Year](#).
- **Dr. Marci Mazzarotto**, in service to the M. Christina Geis Gallery, curated one Solo Art Show - *Flipping Reality* (October 2022 - February 2023), and one Group Art Show - *Detours* (March - April 2023).
- Four SBDM faculty members served as co-facilitators of sessions at the 2023 Faculty Development Day (Bernhard, Kim, McQuillen, Mazzarotto).
- **Drs. Bernhard & Mazzarotto** served as co-facilitators for the Popular Culture in the Classroom session at the 2023 Faculty Development Day.

ENGAGEMENT

- 41 SBDM students completed internships in 2022-2023, engaging a total of 32 firms

20%+

ARE REPEAT EMPLOYERS OF GCU STUDENTS OVER THE PAST 4 YEARS

RAPIDLY CHANGING WORLD

- **Incorporation of career-related technology.** The [digital marketing concentration](#) will be introduced into the marketing major beginning in Fall 2023 - this concentration is comprised of four new online courses through Rize - a course sharing partnership - which offers multiple opportunities for earning Google and Hubspot certifications. The courses are also available through the social media marketing minor.
- **SBDM Faculty Beyond the Classroom.**
 - ★ **Dr. Marci Mazzarotto** participated in the immersive Sisters of Mercy [Border Immersion Experience](#) in El Paso, Texas in November 2022.
 - ★ **Drs. McQuillen and Marino** attended a Python Workshop sponsored by NYU's Simons Center for Computational Physical Chemistry with accounting students.
 - ★ **Dr. Michael Pawlish** served as a faculty fellow in the Equitable Pedagogy Institute for 2022-2023. In service to the EPI, Dr. Pawlish presented Diversity of Perspectives in The Leadership Courses at GCU in April 2023.
 - ★ **Dr. Cathy McQuillen** served as a co-facilitator for the Communities of Belonging: Mercy Core Values & Campus Climatesession at the 2023 Faculty Development Day.

★ **Dr. Kathy Marino** represented GCU on a panel discussion hosted by the Women's Club of Aruba in March 2023 to discuss cyber security, privacy, and scams. The event was a Free Seminar about Innovation & Technology for gender equality to celebrate International Women's Day.

★ SHI International led an Information Session for students in March 2023 and discussion career and internship opportunities.

★ **Dr. Jinsook Kim** served as a co-facilitator for the *ChatGPT: Talk & Try* session at the 2023 Faculty Development Day.

★ SBDM *Innovation & Planning* Retreat held in May 2023.



GCU COMPASS POINT 2

Mission Fulfillment Through an Exceptional Student Experience

ENGAGEMENT

■ **Wix Playground** provided the students in the Professor McSherry's Web Design II class with insights into the latest web design trends and techniques.

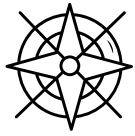
■ **Dr. Jeongwon Choi** led a field trip to the Jersey Shore BlueClaws facility in October 2022.

■ Under the guidance of **Professor Brian McSherry**, students in the Digital Photography class visited the Biology Department to experiment with photomicrography.



Drs. Bernhard & Mazzarotto led a field trip to the Philadelphia Museum of Art in March 2023.

■ **Dr. Jeongwon Choi** led a field trip to the Philadelphia Phillies at Citizens Bank Park in April 2023 for the [#CollegeSeries Women in Sport Business](#). Twelve GCU student attended and had an opportunity to learn from high-ranking female sports business executives from the Phillies, Major League Baseball and more during a moderated question-and-answer session.



GCU COMPASS POINT 2

Mission Fulfillment Through an Exceptional Student Experience

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- For this year's celebration of entrepreneurship in October 2022, a panel discussion featured four entrepreneurs spanning film, design, fitness and non-profit as they discuss *The Hidden Truths of Entrepreneurship*. The panelists included: Chinita Pointer, CEO of The Noel Pointer Foundation; Jeffrey Billingsley, CEO of Cobblestone Multimedia; Michael Clay, CEO of Driven By Design Creative Agency; and Khalif Sharrieff, Founder of Killa Fitness. [Click to view photos.](#)

RAPIDLY CHANGING WORLD

SBDM collaboration with other units in the Division of Academic & Student Affairs

- The GCU Career Symposium is a transformative program that is a partnership between TRIO-Student Support Services, Georgian Court University Career Services Office and the School of Business & Digital Media.
- The Center for Leadership Excellence at Georgian Court University is a collaboration between the Center for Professional Studies and The School of Business & Digital Media that provides leadership development for the greater GCU community.
- The SBDM collaborated with the Office of Diversity, Equity & Inclusion, the Educational Opportunity Fund (EOF), and the Office of Student Life to welcome alumni, students, faculty and staff for the Inaugural Black History Month Alumni Reception at Georgian Court University in February. [Click to view photos from the event.](#)



The SBDM partnered with CCs to host the #CareerConnections networking event in Spring 2023 – one in accounting and finance, the second in design, marketing, and communication, and the third in exercise science and sports management.

■ The School of Business & Digital Media hosted two events as part of the 2023 Critical Concerns Week at Georgian Court University:

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★ Celebrate Women in Business & Digital Media panel discussion – panelists include Marilee Pettit, Vanessa Coppes, Tasha Youngblood Brown, Debra Rizzi, and Theodora Sergiou. The panel discussion was moderated by **Dean Jennifer Edmonds**.

★ Film screening and discussion of “9 to 5: The Story of a Movement”, hosted by **Dr. Marci Mazzarotto**; guest discussants include GCU Professors Pari Murthy, Ellen Bernhard, and Kristen Park Wedlock.



GCU COMPASS POINT 3

Mission Fulfillment Through Revenue
Generation & Diversification

ENGAGEMENT

60+ FIRMS ENGAGED THROUGH EVENTS, PROGRAMMING,
CAMPUS VISITS, SPONSORSHIP, OR BY HOSTING 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 Bodysell – graduating students presented their marketing and communication campaigns during the annual showcase in August 2022.



The SBDM held the Inaugural and endowed Sr. Diane Szubrowski Lecture in Leadership, which featured Mr. Laurence M. Downes, former CEO of New Jersey Resources on September 20th. He addressed students with his remarks entitled Everyone Is A Leader.

■ **Lindsey Kardashian '23** and **Brandon Ogradnik '22**, successfully interned on the set of Coup! – the first major film production on campus since Amityville Horror in 1979.

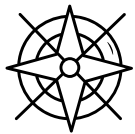
■ **Dr. Marci Mazzarotto** was a panelist on the Putting Your Humanities Degree to Work to share tips and best strategies for deploying a humanities degree towards faculty and staff careers. The conversation was part of the ASU English & Interdisciplinary Studies MA Professional Development Series.

■ The SBDM held its first annual [Lion's Den Pitch & Innovation Competition](#) on Friday, April 28, 2023. Five high school student teams from Manchester Township and Toms River South High Schools pitched their business ideas to address at least one of the Sisters of Mercy Critical Concerns. Many teams pitched ideas that addressed the environment, while others addressed immigrants and women. This event was sponsored by Withum and New Jersey Natural Gas.

■ **Drs. McQuillen and Marino** attended a Python Workshop sponsored by NYU's Simons Center for Computational Physical Chemistry with accounting students.

■ **Dr. Ellen Bernhard** joins the editorial board for Punk & Post-Punk.

■ **Dean Jennifer Edmonds** began her term as a board member with the [Monmouth Medical Center](#) in June 2022 and the [Mercy Center](#) in April 2023



GCU COMPASS POINT 4

Mission Fulfillment Through Operational Efficiency and Resource Utilization

EMPOWERING STUDENTS



*The Digital Communication Production Studio was officially renamed the **CM Storytelling Lab** at the Ribbon Cutting Ceremony was held in April 2023.*

■ The **Graphic Design Studio Classroom (JH117)** has been reconfigured into a seminar-oriented room, featuring a new layout conducive to teamwork, group discussions, and more collaborative work sessions.

***Drs. Jeongwon Choi and Kathy Marino** joined the SBDM as full-time faculty in Sport Management and Business Administration, respectively.*





GCU COMPASS POINT 4

Mission Fulfillment Through Operational Efficiency and Resource Utilization

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RAPIDLY CHANGING WORLD

50% INCREASE IN LINKEDIN FOLLOWERS FROM AY2022.

CONNECT WITH THE SCHOOL OF BUSINESS & DIGITAL MEDIA ON



AND

