What’s been happening this semester?

New SAC Members
The Student Advisory Council is pleased to announce that seven members have joined our council to take the place of those who have graduated. These new members are Ryan Dragunat, Marlaena LeMaitre, Abigail Rennenman, Jennifer Rushlow, Erin Ruth, Kyle Sisco, and Kelly Van Deusen. In order to join our team, there were several requirements that had to be met as well as two rounds of interviews with the chairs of SAC and faculty. Through this process we found that each of our new members brings something of value to the table that will be of great benefit to the council.

Beta Gamma Sigma
Several students were inducted into the Beta Gamma Sigma International Honor Society this semester. Business Economics Majors: Daniel Adler, Angelica Aldana, Jordan Alhante, Anthony Carlson, Philip Chieco, Julia Fremante, Rachel Kowalski, John Perruna, Lindsay Rose, Daniel Snyder, David Stanton, Adam Szelkowski, Katherine Tighe, Kelly Van Deusen, Jennifer Volpe. Professional Accounting Majors: Ryan Dragunat, Brandon List, Daniel Lounsbury, Charlene Nelson, Natalia Poljak, Bryan Schlesier, Michelle Rosenberg, Marena Vigilante. These students received recognition and an invitation by ranking in the top 10 percent of the baccalaureate programs at AACSB-accredited schools.

Student Research & Creative Activity Day

Chi Alpha Sigma
Four students from the School of Economics and Business were inducted into this year’s class of Chi Alpha Sigma, a national honor society recognizing student athletes with high academic performances. Inductees must have achieved junior or senior standing with a GPA of 3.4 or higher while completing at least two years as a varsity athlete. The following athletes maintain outstanding academic achievement and portray moral character, good citizenship, and leadership to other athletes: Mariel Doyle, Cross Country and Track & Field; Matthew Knapp, Lacrosse; Marlaena LeMaitre, Cross Country and Track & Field; Sarah Longto, Basketball.

Relay For Life
On March 7th, SUNY Oneonta hosted Hartwick College for a collaborative Relay For Life. The overnight event was a major success as students raised $51,649 in total. SAC and SEB students formulated a team to participate and successfully rose over $300 to help contribute to the cause.
Students provided both qualitative and quantitative analyses which they used to make investment recommendations. The students involved were Angelica Aldana, Michael Coleman, Cristina De Marco, Naraiman Malik, Trevor Rehm, Christopher Rollo, Ariel Rosero, and Daniel Worden.

VITA
Throughout the course of this semester, sixteen SUNY Oneonta students have volunteered their time to the community of Oneonta by participating in the Volunteer Income Tax Assistance (VITA) Program. After they passed a rigorous IRS certification, students filled out tax returns for lower-income community members while developing a skill that will stay with them the rest of their lives. This year marked the first time this IRS-sponsored program has been available to residents of Delaware and Otsego counties. Thanks to the dedication and leadership of SUNY Oneonta Professor William “Jeff” Weinell, alongside students Lourdes Paulino and Renee Greenspan, the program flourished and will continue to benefit the community for years to come.

Richard Yamarone and Richard Deitz Visit Campus
On April 18, 2014, the Economics Club held presentations of two distinguished alumni, Richard Yamarone, ’85, Senior Economist for Bloomberg, who led a discussion with students concerning how to get a job and keep a job on Wall Street and Richard Deitz, ’89, Assistant Vice-President, Federal Reserve Bank of New York who presented “The Outlook for the Labor Market with a Focus on the Prospects for New College Graduates.” Later that evening, the faculty and some students joined the alumni for a dinner at the Autumn Cafe.

SUNY OnMark
SUNY Oneonta’s chapter for the American Marketing Association (AMA), OnMark, recently traveled to New Orleans, Louisiana for the AMA’s 36th Annual International Collegiate Conference. The conference, held April 10th-12th, was filled with valuable information for members of the club with majors such as fashion merchandising, communications, business economics, economics, music industry, and more. OnMark moved up this year in placement, ranking in the top ten among the silver chapters instead of the bronze chapters as in the year prior. OnMark is seeking to coordinate future events with the SAC in the future.

We have had an exceptional year. Our goal every year is to move the School of Economics and Business (SEB) from a better to best state and we truly believe we have succeeded at that. This year our school has developed and implemented many strategic initiatives. As the Spring 2014 semester draws to an end, I would like to highlight some of the accomplishments and changes throughout this academic year.

1. To react to AACSB’s recommendation, SEB faculty have worked diligently
A. To study and develop the policies and operating procedures including the following items in the intellectual contribution area: external reviewer policy, research statement, definition and types of intellectual contribution, journal rankings, quality assessment of the intellectual contribution including (but not limited to) impact factors, citation rates, journal subscription number and contribution rate by the coauthors, and major conferences by discipline.
B. To codify and where possible improve existing practices in the area of learning assessment, specifically to ensure comparable coverage in courses taught by multiple instructors, to ensure comparable grading policies across courses and over time, and to provide instructors feedback to provide for continuous improvement.

2. To continuously build a strong commitment to foster engagement activities, SEB faculty and students have done an excellent job and the details are provided below.

MESSAGE FROM DEAN YEN
A. During the current academic year, twenty-four students and one faculty member were inducted into Beta Gamma Sigma (BGS). With the enthusiastic efforts of Professors Buchan, Durkin and Flynn, BGS posted an impressive 100 percent student acceptance rate among those tapped for membership during the first two years. A 93 percent acceptance rate was achieved during the current year. Consequently, the BGS chapter has been named a Premier Chapter for three consecutive years.

B. During the fall semester of 2013, the Student Advisory Council (SAC) immediately began working on our goals and objectives for the coming semesters. The first task was to design the first official SEB t-shirts which will create a sense of unity and help promote the newly formed SEB. The Communication team was hard at work revamping the SEB website and creating the first official SEB newsletter, which is sent to various parties once per semester. The Community Service sector had an eventful fall semester and has been very busy so far this spring. The SAC assisted with the kidney walk which took place on October 27th at the Alumni Field House. Organized by SUNY Oneonta’s Center for Social Responsibility and Community, the walk is designed to raise awareness of kidney disease, its causes and prevention, and the need for organ donations. SEB students assisted by running the face-painting table. Next, SAC hosted a fundraising bake sale at the Pancreatic Cancer Carnival on November 15th. Lastly, SAC collected toys for Toys for Tots, which were given to less fortunate children in the local community to improve their holiday season. Further, the SAC has continued to lead the SEB on a path of excellence. In the spring of 2014, the Innovation team successfully executed another round of t-shirt sales, expanding the School’s cohesiveness. The Community Service team established a Relay for Life team, raising over $300, and witnessed strong participation from SEB students at the event held on March 7th at the Alumni Field House. The Communication team will be generating the spring newsletter towards the end of this semester and will be establishing Facebook and Twitter pages to help consolidate our information.

C. This year SEB published our first “Dean’s Letter,” a publication highlighting the new School of Economics and Business’ accomplishments and goals. Much of the work for this document was performed by our revamped Student Advisory Council. Members interviewed Dean Yen, Dr. O’Dea (Chair of EFA), Dr. Lokshina (Chair MMI), Dr. Ring (one of the pillars of our school), and Dr. Yang (our newest faculty member). Other student articles covered the accomplishments of the SAC and a student’s trip to a Beta Gamma Sigma Student Leadership Forum in San Antonio, Texas. Rounding out the publication were articles by a member of the Business Advisory Council talking about the important role the SEB can play in the local economy and an alumni’ perspective discussing the important contributions our alumni can make for our current students’ education and career prospects.

3. To complete the university mission of maintaining a steady enrollment, meet the decline in the number of high school graduates nationwide in general and NY state in particular, and improve the SEB curriculum by incorporating new programs to catch students’ enrollment demand, SEB has contributed to the college in a number of ways including: proposing new undergraduates majors (Finance and Marketing), a concentration (Supply Chain Management) and graduate programs (Master of Business Administration in Leadership, Master of Science in Business Analytics, Master of Business Administration with a Management Concentration, Master of Science in Accounting, Master of Science in Financial Planning and Services, Master of Science in Environmental and Natural Resource Economics, Master of Science in Cyber Security, and Master of Science in Health Information and Management Technology). We have also studied the possibility of developing a non-credit certificate program (entrepreneurship) and building exchange partners related to meeting the challenges of global connectedness (National Chung Cheng University in Taiwan, Hanze University of Applied Sciences in Netherlands, and Zurich University of Applied Sciences in Switzerland).

With all faculty and staff assistance, SEB is continuing to expand study abroad opportunities, internship opportunities, and curricular programming to enhance engaged learning and career prospects for our students. As an important stakeholder of SEB, our students participate in academic and professional enrichment activities, and challenge themselves by interacting with regional and domestic universities and institutions. SEB encourages them to continuously contribute to campus life at SUNY-Oneonta and to our global community by sharing their educational and learning experiences with all of us. Further, SEB would also like to encourage faculty and staff in our community to read this newsletter and learn more about the activities on campus and SEB in particular that link us with the college and our business partners.

- Sincerely, David C. Yen

MESSAGE FROM THE CHAIR OF SAC

As many of you are aware, we have recently moved from the status of being a Division of Economics and Business to the prestigious School of Economics and Business (SEB). We are also among the few schools to have accreditation from the Association to Advance Collegiate Schools of Business (AACSB). With these recent elevations, it is crucial to maintain a sustainable path of excellence. To help with this important task, the Student Advisory Council (SAC) experienced a major restructuring. We now have three sub-committees consisting of Community Service, Innovation, and Communication; each tasked with various responsibilities. Although we are still in the beginning stages, we are working diligently to accomplish our goals and to continuously expand the opportunities available to the SEB students.

- Sincerely, Daniel Lounsbury