

Inside THE SCHOOL OF BUSINESS CLAYTON STATE UNIVERSITY

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NEWSLETTER
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Strategic Plan Set for Implementation Phase

Last May, Dr. Gary May, Associate Professor of Management and Chair of the Strategic Planning Committee, presented the findings for Future Search 2013 to the newly appointed School of Business Advisory Board.

According to Dr. May, Future Search 2013 builds on the previous strategic plan, which led to accreditation. With the AACSB accreditation established in 2006, the Committee's new task is to move the School toward the next step in a long-term vision. Dr. May says the School wants "to become, over the next five years, the business school of first choice for parents and students who live in Southern Metropolitan Atlanta." Dr. May says, "Our goal is to increase our market penetration in these counties while attracting better quality students."

During the Advisory Board presentation, Dr. May outlined that the School of Business plans to differentiate itself from other business schools by focusing on five primary strengths: a higher quality education at a lower cost; qualified and accessible faculty; an accessible, safe, and attractive cam-

pus; a supply chain management niche; and a part-time MBA for working professionals. With these strengths in mind, the Strategic Planning Committee con-



Dr. Gary May

ducted research, collected data and gathered input from stakeholder groups, which include faculty, staff, university administration and staff, students and alumni, as well as employers and advisory members. Using the data, the committee created and presented to the Advisory Board a "Cycle for Success" strategy to shape the next growth phase for the school.

The Cycle of Success meets stakeholders' needs by focusing the School's time and resources in four major areas: building a brand for The School of Business, increasing the School's resources through fundraising, recruiting and retaining quality faculty and staff, and recruiting, retaining, and graduating quality students. According to Dr. May, the

Strategic Planning Committee sees the Cycle of Success as an arrangement of key actions that operates as a continuous cycle, in which improvements in one element leads to improvements in one or more of the other elements."

To drive the Cycle of Success, the Committee presented a series of initiatives, such as developing a School of Business corporate and alumni relations program, establishing a School of Business career development office, and developing credit and non-credit programs targeted to working professionals.

Dr. Jacob M. Chacko, Dean of the School of Business, praised the committee, indicating that "it involved all stakeholders, considered a whole range of wants and needs, and realistically developed a list of the most important priorities all the while keeping the vision and mission of the School in focus. In addition, this plan is congruent with the University's and USG's strategic priorities. I believe that the implementation of this plan will elevate our School to the next level of prominence and excellence."

Corporations Taking Notice of Business Students

May 10, 2008, was a big day for School of Business students Marcia Greer and Krystle Randolph: both graduated from Clayton State University with degrees in Marketing, and as a result of internships, both have jobs waiting for them at Cooper Wiring Devices in Peachtree City, Georgia. Likewise, Silvana James, who will also graduate in 2008, put her Clayton State University connections to good use to find an internship that led



Marcia Greer

to an excellent job offer with Heritage Bank. The School of Business' Office of Academic Affairs and Career Advisement offers a wide range of career resources and services to

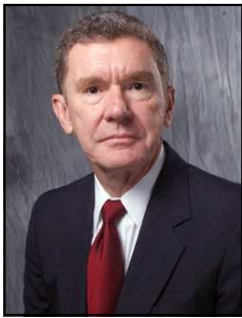
assist students with career planning. With support from the professors, students are encouraged to participate in activities, such as internships, that can make them more marketable upon graduation.

Carrie Toth, Director of Customer Loyalty for Cooper Wiring, attended a job fair at Clayton State University. There she made a connection with As-

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Dr. Messer Retires After Distinguished Career

Dr. George H. Messer, Clayton State University Associate Professor of Management, is packing boxes and moving back to Texas. After serving seven years as the School of Business' first Eminent Scholar, Charles S. Conklin



Chair in Logistics and Supply Chain Management, Messer is retiring and relocating to Pinehurst, Texas to be near his children and grandchildren. Dr. Messer received his bachelor's degree from the University of Tennessee and his masters and Ph.D. from Texas A & M University, College Station, Texas. Prior to his appointment to the Conklin Chair in 2001, he was a Department Head and Deputy Director for the Army Materiel Command Logistics Leadership Center, Texarkana, Texas.

When the School of Business was recruiting Messer, former Dean Ernest "Bud" Miller literally handed Messer a blank piece of paper and asked him to design and develop a supply chain management program that met the needs of employers and students in South Metro Atlanta. Messer says he "interviewed local businesses to see how they thought and how a program could serve them." With the airport and the Atlanta Air Cargo Association, as well as freight forwarding centers and custom-house brokers in Atlanta, he found an underserved market. Messer says, "These businesses needed people to be front line supervisors, and we could meet that need."

Messer and The School of Business settled on a specialization in logistics and supply chain management, allowing students to major in management, mar-

keting, or general business and then accomplish this concentration. Next, Messer developed three new courses: Introduction to Transportation and Logistics, Principles for Supply Chain Management, and Global Distributions and Air Operations. The first time Messer taught Global Distributions, there were 10 students in the class. He recalls, "I gave them each an opportunity for work experience with air operations firms or custom brokerage houses. Seven of the 10 got job offers from the firms they were working with." The program has been growing since, and the concentration has been expanded to a minor in the School of Business.

According to Dr. Jacob M. Chacko, Dean of the School of Business and Professor of Marketing, "In the end, Messer not only developed the Supply Chain Management program, but he also taught all the courses, recruited students, recruited employers for internships, placed students in internships and eventually placed most of the graduates in permanent positions in supply chain management... George is a great colleague and a good friend. He will be greatly missed."

As a testament to his hard work, it is going to take three people to replace Dr. Messer. Thanks to an Intellectual Capital Partnership Program (ICAPP) grant written by Messer, the School of Business was able to hire John Mascaritolo, Director Logistics Practices and Assistant Professor of Supply Chain Management. Under the ICAPP program, the goal is to increase the number of graduates with a minor in supply chain management from 30 to 50 every year to help meet the growing needs of local industry. Moreover, The School of Business hired Seong-Jong Joo, former Assistant Professor of Operations and Supply Chain Management at the College of Business at Central Washington University, to teach Principles of Supply Chain Management and MBA courses.

And beginning in August of 2008, the new Conklin Chair will be held by James S. Keebler, Ph.D., who is moving from the University of South Florida.

As Messer is packing the last boxes to load on to the truck, he says that he's going to miss the collegiality of the faculty, as well as the students. "I enjoyed going back to teaching. Now, the School's long-range plan is to grow the minor in SCM into a major. I'm sure it's going to happen. It's been gratifying to see the program evolve and develop while I was there. With Mascaritolo, Joo, and Keebler in place, I know I'm leaving everything in good hands."

Students (cont. from pg. 1)

sistant Professor of Marketing, Dr. Anita Whiting. Dr. Whiting recommended Greer and Randolph for internships with the company. Greer's position in the pricing department resulted in a full-time position as a claims analyst in Cooper Wiring's finance division. In her new position, she will work to streamline the division's process of handling rebates, special agreements, and claims for customers.

Starting June 1, Randolph's internship at Cooper converts to a full-time position as a pricing analyst. She will handle customer quotes for the company's entire product line. She remembers that, "when I started, I thought I would be getting coffee and taking notes, but Cooper really integrated me into the business. Marcia and I both felt like we were actual employees, not just interns. I've had so much hands-on learning that I can take anywhere." Likewise, Greer praised Cooper Wiring for being "a great company that works to develop you as a person, not just an employee."