



The School of Business & Digital Media empowers our students to engage and succeed in a rapidly changing world.

Compass Point #1. Mission Fulfillment Through Academic Excellence	
Empowering Students	<p>Ten undergraduate and graduate students in business were inducted into the Delta Mu Delta International Honors Society during a virtual ceremony on April 28.</p> <p>Five undergraduate students in digital communication were inducted into the Omega Nu Chapter of the Lambda Pi Eta Honor Society.</p> <p>Dr. Jinsook Kim worked with senior Alexandra Roman, on her research project examining the design process of Max Ernst. Alex won third prize in the GCU Academic Excellence Celebration - Poster category.</p> <p>Dr. Marci Mazzarotto worked with Hanna Thrainsdottir on her presentation of “Hermana Querida: A Contextual Analysis of Real Women Have Curves Using Ana and Estela’s Relationship as a Framework.” Hanna was part of an undergraduate student panel at the Mid-Atlantic Popular & American Culture Association in Pittsburgh, PA in the fall.</p>
Success	<p>MBA student Ms. Cyndi Shymanski was selected as the recipient of one of the Delta Mu Delta Business Honor Society’s Board Awards.</p> <p>Dr. Bertram Okpokwasili was recognized during Volunteer Appreciation Week at the Caregiver Volunteers of Central Jersey for being a devoted board member and Caregiver volunteer for more than 10 years.</p> <p>Dr. Jim Carroll was honored with emeritus status, in recognition of nearly three decades of service to Georgian Court University.</p>
Engagement	<p>Dr. Mark Clauburg hosted Ming Chen, from AMC’s Comic Book Men, in October 2019 in his Web Design II class.</p> <p>Dr. Ashley Elmore hosted Marissa Klein and Jamie Sztoser, sisters who run the fashion/media division of their family’s New York City staffing firm, Choice Personnel, Inc., as virtual guest speakers in her Social Media Marketing and Managerial Communication courses on April 7.</p>
Rapidly Changing World	<p>The Master of Science in Communication & Digital Marketing was approved by the State and will launch in Fall 2020. (Goal #2 identified at year end FY2019)</p>
Compass Point #2. Mission Fulfillment Through an Exceptional Student Experience	
Empowering Students	<p>The SBDM Student Advisory Council was launched in Spring 2020 and is comprised of nine students across all SBDM disciplines and class-levels.</p> <p>In May, the GCU Office of Career Services and the SBDM co-hosted a webinar geared for graduating seniors featuring Mary Donahue Quinlan of Career Prep Consultants.</p>

Engagement	<p>In October, Dr. Ashley Elmore took students to How It Works, a panel to meet and hear from some of the talent behind International Flavors and Fragrances, Inc., at Bell Works in Holmdel.</p> <p>Theodora Sergiou and the Business Club sponsored a trip to Bloomberg in NYC in November – the group received a personal tour and discussed internship opportunities.</p> <p>In November, Theodora Sergiou took three SBDM students to volunteer at the Leading Women Entrepreneurs' FORCE for Change Conference in Newark.</p> <p>Dr. Jim Carroll and students in his Strategic Management MBA course visited the Asbury Park Boardwalk to discuss economic development in Asbury Park.</p>
Rapidly Changing World	<p>The GCU Schools of Arts and Science, Education, and Business and Digital Media hosted <i>Women Leading the Way</i>, a panel discussion featuring regional business leaders as part of the sixth annual international observance of Women Entrepreneurship Week in October.</p> <p>In November, the SBDM hosted <i>Remaining Competitive in Today's Marketplace</i>, a panel discussion that showcased restaurant innovators, founders, and entrepreneurs from Ocean and Monmouth counties to celebrate Global Entrepreneurship Week.</p>
Compass Point #3. Mission Fulfillment Through Revenue Generation & Diversification	
Engagement	<p>In September, Dean Edmonds hosted a reception for community partners to celebrate new and renewed connections between the school and the local professional community.</p> <p>Dr. Jim Carroll gave a seminar on professional ethics to the Mid-Jersey Chapter of Hospitality Financial Technology Professionals in Bernardsville, NJ, in November.</p> <p>The Dean's Executive Advisory Council was reestablished in Spring 2020 and currently has 13 members which span industries supporting each of the SBDM programs. (Goal #3 identified at year end FY2019)</p> <p>Dr. Jennifer Edmonds gave a virtual seminar on leadership to the employees of Mid Penn Bank as part of their Women's Leadership Network 2020 Spring Speaker Series in June.</p>
Compass Point #4. Mission Fulfillment Through Operational Efficiency and Resource Utilization	
Success	<p>The SBDM Faculty and staff adopted a new mission statement in January 2020: The School of Business & Digital Media empowers our students to engage and succeed in a rapidly changing world.</p> <p>The SBDM formed a Strategic Planning Committee and developed a strategic plan spanning the next 3-5 years; the committee identified three strategic goals: (1) the SBDM foundation, (2) performance excellence, and (3) engagement. (more included in the goals section below)</p>
Rapidly Changing World	<p>The SBDM internship process has transitioned back to electronic registration, approval and processing across all SBDM programs.</p> <p>The SBDM newsletter is distributed electronically as an e-newsletter to the GCU internal community of employees and students, SBDM alum, community partners, and the local and regional Deans communities. Fall 2019 and Spring 2020 issues are available.</p>