

BUSINESS MATTERS

College of Business Alumni News

July 2017



Redefining the B-school experience

Dean Montoya with Oregon Stater on the skills and mindset our graduates will need.

Is the pace of business changing more rapidly than it has in the past?

It is; all data shows that it is. The absolute number of new product introductions and the obsolescence of new platforms has been accelerating over the last 20-25 years relative to the prior 100 years. The internet opened up greater access to knowledge, leading to more talent and more capital — new starts are happening faster, failures are happening faster, and you're seeing a higher churn rate.

Innovation affects every sector. If it isn't affecting your sector, then you are approaching irrelevance. For an organization to persist it must reinvent itself perpetually.

What does that mean exactly for our students?

The keywords, I think, are 'adaptable' and 'resilient.' The calm in the storm of technological change is a talent that is cultivated through experience — it's not actually something that students can read about or learn about.

They have to live in it, and get into the mess of it, and figure out order from that chaos and drive forward.

How are you innovating at the college to keep pace?

There are three key distinctions of our business school.

The strengths and differential emphasis in these three areas are what keeps our students and us relevant.

One is entrepreneurship and innovation: It's quite unusual that we have a required course in entrepreneurship for all majors. It's not that we think everyone will start a business. But we know that in today's economy and with the rate of change that we face, the ability to think "entrepreneurial" — which means adaptive, resourceful, persistent in the face of failures and setbacks and constant change — are critical strengths.

A second differentiating factor is our strength in analytics: This is the day and age of big data. At the College of Business, it is a strength across all disciplines, from accounting to supply chain to marketing. We've added analytics to our core, and options in analytics in our functional areas, more so than other business schools.

The third thing that is a radically distinctive aspect is the fact that we have design embedded in the College of Business. The only other program that I am aware of in the country that has something similar is Stanford.

Design thinking is critical. Putting the customer at the center of decisions, for example regarding usability or user interface, or simply the technology-user relationship, is incredibly important to business.

IN THE NEWS



OSU College of Business joins the Peetnik Pathway to College Program

OSU College of Business Announces Innovation & Design Management Major

Are you creating motivated, self-directed learners?

Read about alumni and faculty at business.oregonstate.edu/business-matters

In BUSINESS MATTERS, our alumni newsletter, we share information about College of Business people, events and engagement opportunities.

You are a valued ambassador for Beaver Nation, and we look forward to hearing from you.

Please send news or story ideas to businessalumni@oregonstate.edu

For questions or information:

Maria Schell
College of Business
Director of Advancement
maria.schell@oregonstate.edu
541-209-0117



Read the full interview at business.oregonstate.edu/about/dean/2017-spring-oregon-stater-interview-student-success

Bernie Newcomb: Inspiring Hard-Working Students to Succeed

After E-Trade went public, Bernie Newcomb received an exuberant thank-you note from a vendor whose invoices Bernie once paid in E-Trade shares.

The online stock trading platform, incorporated in 1982, long before households had personal computers, broadband and wifi, would have to spend decades in the dark trenches of software warfare before the E-trade “talking baby” would make it all seem so easy. Cash flow, after all, never is.

Nose to the grindstone, in man-vs.-machine fashion, Newcomb coaxed a modem to communicate to an Apple II, and as technology progressed he shared the wealth management tools of professional brokers with the masses. A breakthrough software platform, it turns out, takes a lot of work.

When E-Trade became — as Newcomb jokingly describes it — “the 14-year overnight success” with consecutive public offering

in 1996, Newcomb took his winnings and invested heavily in the places that shaped his life. Nowadays retired from software development and involved in philanthropic activities, Newcomb meets every year with College of Business students who receive scholarships in his name.

As one of the great benefactors to the College of Business, Newcomb visits Corvallis nearly each year to visit with students, the more than 30 recipients that are studying with assistance from the Newcomb Family Endowed Scholarship Fund. They share inspirational stories of overcoming obstacles on the path to success.

Legally blind since birth, Newcomb’s story and message — to never give up — makes as much of an impact as the resources he shares.



Bernie Newcomb greets students at a coffee reception in Austin Hall.

“I never knew myself as disadvantaged. I was treated the same as the rest of my peers,” Newcomb said. “Later, when I first attended school, it was a school for blind kids, but I eventually transferred to the public school system.”

Though Newcomb graduated from public high school in Scio, Oregon, as his class valedictorian, he says it was only when his friends started taking jobs in the timber industry that he realized perhaps he wouldn’t make a good logger and he ought to go to college.

The first in his family to attend university, Newcomb received scholarships, consistently made the Dean’s list and graduated third in his class. Shunned by accounting firms and banks for his blindness, Newcomb faced an unprecedented challenge to make the next step. Newcomb’s first job data processing at GE came only after his academic counselor from the College of Business personally lobbied on his behalf.

When it was time to give back, Newcomb earmarked resources for high-achieving students, endowed faculty, and resources supporting academic support staff.) In the past year, 16 faculty members received professional

development resources or cash awards.

Newcomb seeks students to whom he can offer similar odds-improving opportunities. He encourages them to be daring, take chances and work hard. Like him, many are first-generation college students, high achieving and gifted.

Nichole Beyer, who had a lifelong goal to pay her own college expenses, is grateful that a Newcomb scholarship allows her the time to focus on schoolwork without financial pressures.

“After hearing Mr. Newcomb speak, I was inspired by the resilience that he showed throughout his career, and it proved to me that with enough dedication and persistence, anything is possible,” she said.

Jonathon Gengler, a first-year student, says hearing Newcomb’s story inspires him to keep working.

“I am the first person in my family to attend college, and I am on my own for figuring out how to pay for it,” Gengler said. “The scholarship I received from Bernie has helped me financially with my first year of college. Because of this scholarship, I am debt free coming out of my freshman year.”

POINTS OF PRIDE



27K+

The College of Business has more than 27,000 alumni in the world.



400+

More than 400 volunteers engage with the College of Business every year.

Close to the Customer: Focusing in on the New OSU Brand

When OSU took on the tremendous task of refining the brand, they called in a range of experts, including our Close to the Customer (C2C) marketing research and consulting team.

When OSU took on the tremendous task of refining the brand, they called in a range of experts, including our Close to the Customer marketing research and consulting team. The C2C group partnered with OSU to research the university's initial marketing campaign that was launched in addition to the new logo, brand statement and visual identity.

OSU University Relations and Marketing (URM) spent two years working with Ologie, a national marketing and advertising agency headquartered in Columbus, Ohio. With the university team and the consulting firm narrowing down the many tools, techniques and identity of the new look, it became time to test drive the new creative platform.

For that, Melody Oldfield, assistant vice president of university marketing, turned to C2C — confident that the College

of Business faculty and student researcher team could distill insights that they could apply to a successful brand launch.

"We have worked with C2C for more than 10 years," Oldfield said. "They've done numerous projects for us related to student recruitment to find out how prospective students make college choices, to gauge their awareness of Oregon State University and test our recruitment materials."

URM asked C2C to explore two proposed brand concepts.

C2C assembled focus groups in Portland and Corvallis, testing the concepts, messages, personality traits and creatives with groups of OSU faculty and staff, current students and prospective, high-achieving high-school students. Components examined in the focus groups included testing the cover and content of a direct-mail brochure designed to recruit new students, a print advertising campaign, and an outdoor advertising campaign.

According to faculty lead Colleen Bee, associate professor of marketing, C2C found a clear preference for the 'Out There' campaign, which became the lead marketing concept. "Out There generated far more positive

statements across all the groups," Bee said. "It was really clear."

The research report, compiled by student project lead and marketing senior Levi Lewandowski, College of Business senior in marketing and project manager, found that the inspirational, adventurous and intriguing storyline of Out There allowed students to broadly imagine their future at Oregon State while also matching the spirit of the state as a whole.

With the C2C results, URM has released Out There as a multifaceted campaign that includes extensive advertising on Portland's MAX light rail trains, digital ad campaigns, with much more planned. The campaign shows dramatic landscapes and locations that reflect the many and far corners of the globe where our academics and research resources lead us.

According to Oldfield, the reactions to the new messaging and the strong visuals have been overwhelmingly positive: "it was the best and most enthusiastic response we've ever received on our materials," she said.

"We had students say they hadn't considered OSU as an option but

would after seeing Out There materials."

Out There shows OSU students — at work with faculty, climbing mountaintops, collecting samples knee-deep in mud — epitomizing the thrills of experiential learning and the commitment we have to create a lifestyle of learning out of the classroom.

Jessica Kiever, a senior marketing student and one of the four C2C student researchers, considers her involvement with the rebranding effort to be a capstone to her undergraduate experience.

As a researcher, she and her team were "behind the scenes" at the marketing research facility in Portland. The students were responsible for taking notes, connecting similar answers and responses from participants in the focus groups, and training their brains to understand other perspectives about the university.

With C2C, Kiever has packed up her toolbox with the tools she needs for her future job. "I am very thankful that I was able to develop a consumer focused mindset and experience the consumer research process in such a hands-on way," she said.



CALENDAR OF EVENTS

For a complete list of OSU alumni events visit osualum.com

Wednesday, August 9

Young Entrepreneurs Business Week, Corvallis

Tuesday, August 22

Advancing Women in Leadership

Thursday, September 21

Portland Alumni Career Happy Hour



A MAX train in Portland displays the new OSU 'Out There' advertising message.

Innovation Nation: Life of Our First-Year Entrepreneurs



The team of first-year College of Business entrepreneurs designing a bicycle blinker are (left to right) Noah Cooke, Gavin Chan, Dmytro Shabanov, Sydney Brentano, Graham Barber, Kyle Petersen and Fabriel Nguyen. Photo by Morgan Eckroth

We know a good thing when we see it, hear it and test it. So, when the scale measuring student success tilted in favor of a first-year experience, with our students in living-learning communities, we acted.

And we made it happen – with 520 students, 400 Beaver Nation volunteers, 225 Fridays in Austin workshops, 67 business startups, 3 residence halls and one huge goal — we’re drying ourselves off from the wild ride that has been the launch year of Innovation Nation, the first-year experience.

Innovation Nation introduces theory, promotes practical and hands-on skills, and taps into the network of alumni and business leaders who visit the college. We are creating confident, engaged and resourceful entrepreneurs.

We can’t wait for our Innovation Nation students to come back and welcome the new cohort — because that is the goal. (And, seeing you back in Austin Hall, too!)

The new generation is here

It’s 8:30 p.m. in Weatherford Hall, the all freshmen, all business and design student residence hall, and it is a scene of dorm-life “new normal” for OSU’s College of Business. Technology figures prominently, as students press through assignments, working with their team to put the final touches on their business plans, and decompressing with their headphones and social media.

The new generation is here, Gen Z — the first cohort in the College of Business’ “Innovation Nation” first-year experience — and they’re wired into a new and intentional curriculum experience, writing business plans and launching their own micro-businesses all before they call themselves sophomores. They’re practicing from day one how to be the next generation of innovators, entrepreneurs and business leaders.

A year of learning and doing

For Dmytro Shabanov, this was a pleasant surprise. Shabanov — who works with six other

entrepreneurs to launch a new product, a bicycle turning signal — finds his first year as a business student far from average.

“To be honest, I expected the first year of business school to be all book work — just reading about business without much doing — with junior and senior year being when we’d write business plans,” Shabanov said. “So for us to be working together as freshmen to start our own business and launch a real product is pretty exciting. Not to mention, our product could really take off, which makes this much more motivating than your average team project.”

Innovation Nation revolves around coursework that introduces fundamental theory and promotes practical and

hands-on skills across all areas of business studies. By the end of the first year, students also have tapped into the experience of alumni, business leaders and CEOs who visit the College of Business to share stories of hard work, success and surviving failure.

“This is the kind of experiential learning that positions students to be more engaged in the broader community and with their faculty and peers,” said Sandy Neubaum, director of student engagement at the College of Business. “Our philosophy behind Innovation Nation is to prepare students to be profession-ready with the skill set and mindset that today’s ‘nano fast’ business environment requires.”

GET INVOLVED!

Visit us at business.oregonstate.edu/engage to learn about ways to stay connected.



facebook.com/osucob



twitter.com/osu_cob



instagram.com/osucob