Engage with your alma mater in a way that works for you

Dear alumni and other friends:

We hope you’ve had a fun and relaxing summer and are as thrilled as we are about beginning another academic year! As we continue working on our initiatives of student success and achieving distinction, we need and welcome your participation more than ever. Whether you’re looking for a way to engage on campus or closer to home, we can help. There’s a plethora of opportunities to be involved:

**Mentor:** Learn more about how to serve as a mentor to College of Business students. Connect with students at hosted networking events and be an ongoing resource for students’ career interests and questions.

**Participate:** From resume review to mock interviews, from being an expert panelist to taking part in networking events, there are many opportunities to connect with us and our students and help guide their journey toward meaningful work. Learn about opportunities to join us in Corvallis or Portland as a:

- mentor of students
- guest speaker/panelist
- judge for student competitions
- host of alumni events at your company or in your neighborhood
- host of career development visits at your company
- helper at student recruitment events
- member of a College of Business advisory board

**Join:** Our advisory boards provide an opportunity to give feedback and support to our faculty and college leadership. Reach out through the form below if you’d like to learn about our board opportunities and open board seats.

**Give:** Support the college by making a gift to the OSU Foundation. Whether you choose to support the Dean’s Fund for Excellence, scholarships, or a program of special interest to you, thanks for giving.

- Make a gift online
- Join the OSU President’s Circle

Visit [osufoundation.org](http://osufoundation.org) to learn more about the impact of philanthropy within the college and across campus.

---

**IN THE NEWS**

Read about alumni and faculty at [business.oregonstate.edu/headlines](http://business.oregonstate.edu/headlines)

- **Pioneer roots impact Oregon’s unique business culture**
- **Portland makes business sense for OSU**
- **New OSU College of Business program will aid aspiring entrepreneurs**

---

**Connect with us:**

facebook.com/osucob  twitter.com/osu_cob  instagram.com/osucob  youtube.com/user/OSUBusiness
First-year experience FAQs

This fall we’re launching Innovation Nation, our first-year experience program for new business students. Innovation Nation will unite all of our freshmen in a living/learning community headquartered at the Weatherford and Poling residence halls. Living/learning communities create intentional and casual collisions for student entrepreneurs, business leaders and mentors. We sat down with Sandy Neubaum, the new director of student engagement, to get the inside scoop on the program.

What are the key aspects of the first-year experience and what benefits do they provide to our new students?

• One of the main aspects of Innovation Nation is the living/learning communities, where the vast majority of incoming College of Business first-year students live in one of two business residence halls. These LLCs allow like-minded students to live, learn and build community together.

• The LLC’s also allow for a lot of face-to-face time with first-year instructors. The instructors’ offices are within the student residence halls, giving students easy access to a point person who is able to support and refer them to resources (both on and off campus) for academic, professional, personal, and social well-being and growth.

• From the moment they step on campus, Innovation Nation students are introduced to business by taking the B-Engaged series in fall, winter and spring terms of their first year. In the fall, students take a course designed to help them transition into the university and explore resources available to them. The class, taught within the residence halls, allows students to explore themselves as leaders and gives them an opportunity to work in teams to solve problems in our community as well as in their personal lives.

In the fall and spring, students form teams and are introduced to foundational business knowledge through managing community projects or launching and running their own microenterprises.

• Students in Innovation Nation are connected with programming and events across campus as well in the College of Business. While attending these events alongside their peers and instructors, students are encouraged to explore their new campus and build community. They’ll hear from business leaders and College of Business alumni every week, and will be involved in engagement activities related to health and well-being, career and college readiness, and cultural competency.

Do other colleges on campus have similar programs, or do any business colleges at other universities?

• Higher education trends show that if students are going to leave an institution, it happens between their first and second years. To combat this issue and increase retention and graduation rates, many universities have turned to intentional first-year experience programming.

• Programming related to FYE is an increasingly common practice across the nation. Focusing on students’ transition to college and providing ample resources throughout their first year have proven to be important to student success.

• There are plenty of colleges, universities and even organizations leading this type of work specifically the National Resource Center (for first-year students and students in transition) & NODA (a higher education organization focused on orientation/transition/retention).

What does the research say about living/learning communities?

“Participating in learning communities is uniformly and positively linked with student academic performance, engagement in educationally fruitful activities (such as academic integration, active and collaborative learning, and interaction with faculty members), gains associated with college attendance, and (continued on page 3)
College of Business sets itself apart with supply chain MBA

Zhaohui Wu says the Supply Chain and Logistics management MBA track is one of the ways the College of Business is setting itself apart.

“We have this niche on the West Coast,” Wu said. “We’ve established a good place in the market. It’s not a monopoly, but we really have a niche that many schools have not tapped into at all.”

Beginning this fall, in addition to on campus in Corvallis the track is being offered to Portland-area students in an online/in-person hybrid format. It joins Innovation Management, Business Analytics and Organizational Leadership in the Portland lineup, which also includes a graduate certificate in Financial Planning.

Wu, associate professor of supply chain and operations management, exemplifies the industry expertise College of Business faculty bring to their students. A former buyer for LORD Corporation, a designer, manufacturer and marketer of devices and systems for managing mechanical motion and controlling noise and vibration in an array of industries, including aerospace, he also worked as a project manager for a Chinese international trade company and holds a Ph.D. in supply chain management from Arizona State and an MBA from Bowling Green. At OSU, Wu’s teaching and research focus on supply networks, buyer-supplier relationships and environmental management strategy in supply chain operations.

“I got my MBA and got into purchasing just as supply chain started to boom,” he said. “I caught that wave when supply chain management in the world really began to take off in the mid-1990s with outsourcing and globalization.”

Supply Chain and Logistics Management students, Wu said, learn about ethics, leadership, system dynamics, supply networks, complex adaptive systems, negotiation strategy, logistics/distribution, system design and decision modeling.

The ideal supply chain and logistics manager, he continued, is a data-oriented, facts-driven, system-thinking person.

“It’s really applied economics,” Wu said. “Everything has a supply chain, not just manufacturing. It’s all about value-added systems – it’s always an intriguing area because our economy is based on value creation. Supply chains touch every aspect of a business.”

“In the past the program was mainly designed for students to commercialize ideas that were spinoffs of technologies developed here at OSU, and that will still be an important component,” Joshi said. “But there will be a greater emphasis on students with their own ideas that they want to develop and pursue, and not just in technology areas. It could be a new, innovative business model, or a social entrepreneurship venture; it will be a wider range of businesses.”

First-year experience FAQs (continued from page 2)

overall satisfaction with the college experience.” – Zhao & Kuh

Wouldn’t it be better for students to live among students from lots of colleges rather than just business?

• Living among like-minded peers in a community that promotes engagement, civic-mindedness, creativity and a variety of other skills allows students to work together toward a common goal and study/learn in the same space, and allows ease of access to a variety of services and resources. Last year in our smaller cohort (2016, roughly 109 students), students claimed living in the LLC as their favorite experience since they were all “going through similar experiences together”. Importantly, our students interact with the full OSU community in all bacc core courses for their first two years.

Will researchers study our first-year experience programs to measure their impact?

• We have our own assessment built in throughout the program. Our students will be assessed coming into their first week, at the end of each term, and at the end of their year to analyze learning and growth and also to provide us with more information on how we can improve the experience for future students.

• Over time, we will also be able to track larger outcomes related to the program such as retention and graduation rates.

What led to us to expand our existing programming to include all first-year students?

• Over the last 10 years, the Austin Entrepreneurship Program has served as a first-year experience program for a number of incoming first-year College of Business students. Students lived in the Weatherford Residential College and went through their first-year business classes together as a cohort.

• Over the years, the College of Business has seen a dramatic difference in retention from first-year students who participated in the Weatherford Residential College versus those who did not (a 20 percent difference). At the end of the 2015-16 school year, approximately 90 percent of these students planned to return to the College of Business for a second year. This retention rate is much higher than you’ll see within the college or campus-wide. This is our goal for all students.

• Because of its success, this year we are expanding the programming so that all incoming first-year students in the College of Business can receive the benefits associated with an intentional program like Innovation Nation.
Inspired Deeks knows it’s all about getting, seizing opportunity

Long before he enrolled in the College of Business, Connor Deeks saw firsthand how women could excel in upper management if they got the chance; a friend’s mother was president of Qwest Wireless and served as Deeks’ inspiration for studying business.

Then after arriving in Corvallis, Deeks crossed paths with another woman who would become a role model and mentor: accounting instructor Amy Bourne, Deeks’ teacher when he took his first accounting class as a sophomore.

“She was crazy enthusiastic and made it a really fun course,” said Deeks, a 2013 OSU graduate who’s now a senior associate with multinational professional services network PricewaterhouseCoopers. “It kind of spoke to the nature of what I’m good at, which is math and analytical thinking.”

Deeks, who double majored in accounting and Spanish – he studied in Ecuador following his freshman year – went to work for PwC following his 2013 graduation from Oregon State, after earlier having taken part in both a leadership program and internship with the London-based company.

“The leadership program is the year before your internship,” he said. “They bring you into the office and you learn the culture of the firm, and they show you what it’s like to be an accountant. They brought us to Chicago, took us to a Cubs game, did some team building, got us sold on PwC.”

His subsequent three-month internship included a trip to Switzerland, and a year later he joined the PwC team full time.

“Work is a thousand times more demanding than college,” he said. “When you work for a Big 4 firm, it requires a lot of dedication in terms of hours, and it’s much more challenging in the sheer level of information you have to intake and learn. But it’s very rewarding from a flexible work standpoint and from a philanthropic standpoint; PwC is very supportive of my work in the gender equality movement.”

Deeks describes how he got involved in that cause: “Back in 2014, one year removed from university, I was so inspired by PwC’s Aspire to Lead webcast with Facebook COO and ‘Lean In’ author Sheryl Sandberg that I made a donation to OSU to purchase copies of her book ‘Lean In for Graduates’ and had them distributed to business students who were about to graduate. With the help of a matching gift from PwC, I was able to get the book into the hands of 124 students. A close friend and fellow OSU alumnus got caught up in the spirit of the initiative as well. With my friend’s help, and again with matching funds from PwC, in 2015 we were able to hand out 200 more copies.”

In 2016, rather than distribute books at graduation time, Deeks and college leadership pivoted the program.

“We decided to hold off and instead fund a series of women’s leadership lectures/presentations, which will include books being given out,” he said. “I think of it like an evolution of the original donation to reach a broader audience.”

The series began with an event in May, and another, featuring New Relic Vice President Gayle Fitzpatrick, took place in August at the college’s Portland headquarters at WeWork.

“I try to let people know it’s up to young people to come into a profession and not buy into pre-existing biases,” Deeks said, “to come in with knowledge of the issue and address it when does arise and to let women know they can speak up about inequality.”