

Carla A. Mandell, Ed.D, MBA

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Education

Ed.D. Northeastern University, 2022

College of Professional Studies, Graduate School of Education

Concentration: Higher Education Administration

Dissertation Title: "The Future of Business Education – Connecting Value and Relevancy"

Dissertation Chair: Joan Giblin, Ph.D.

MBA Thomas Jefferson University (formerly Philadelphia University), 2016

Kanbar College of Design, Engineering, and Commerce; School of Business

Program focus: Strategic Design – design thinking and business strategy

Intrapreneurial Capstone: "Truth and Value – A Relaunch of a Campus Resource"

B.S. Thomas Jefferson University (formerly Philadelphia University), 1991

Major: Accounting, Minor: Finance

Certificates and Licenses

Communicating for Impact IDEOU, August 2024

- **Impactful Presentations** IDEOU, July 2024
- **Storytelling for Influence** IDEOU, May 2024

Social Entrepreneurship USASBE, May 2023

Online Teaching Rutgers University, Teaching and Learning with Technology, August 2019

Professional Meeting Planning Temple University Business Agenda, 2002

Certified Public Accountant Commonwealth of Pennsylvania (inactive retired license)

Academic Teaching Experience

Oregon State University, College of Business – Corvallis, OR

September 2023 – Present

Instructor

- BA101 – Introduction to Business – in-person and online (Fall 2024 – Present)
- BA131 – Excel – in-person and online (Fall 2024 – Present)
- BA282 – Drafting Your Career Blueprint –developing storytelling for presentation and interviewing skills – in-person and online (**Course Coordinator**) (Winter 24 – Present)
- BA311 Framing Your Career Plan – exploring career interests and opportunities, competency development and professional goals – online asynchronous (**Course Coordinator**) (Fall 2023 – Present)
- BA163 B-Engaged – transition course for first-year students – in-person and online (AY 23-24)
- BA280 Business Insights –transition course for second year transfer students – online (AY 23-24)
- BA284 Personal Finance I – in-person (AY 23-24)
- BA313 The Orange & Black Case Competition – project-based curriculum developing civil discourse skills around a societal issue – online asynchronous (AY 23-24)
- BA381 Personal & Professional Development – transition course for third year students – online (AY 23-24)

Thomas Jefferson University, School of Business, Philadelphia, PA

January 2021 – Present

Adjunct Instructor

- Design Thinking in Business (MBA level course) project-based course, online asynchronous (January 2021 – Present)
- New Product Development (MBA level course) project-based course, online asynchronous (Fall 2024)
- First Year Seminar (undergraduate required course) 2014-2016

Rutgers University, School of Business - Camden, NJ,

2018-Present

Lecturer

- Professional Development Strategies –upper-level undergraduate competency-based course in-person and online. 2021 - present
- Professional Skills Forum I– first-year competency-based in-person and hybrid course. 2019–2023
- Professional Skills Forum II – second-year competency-based hybrid course. 2018-2019
- Career Development Strategies – third-year competency-based hybrid course. 2019-2021
- Served as course administrator – developed competency-based curriculum and managed course logistics across 5- 6 instructors, including self. 2018-2023

Workshop Facilitator & Consultant

2022 - Present

- **Professional and Executive Education**
 - Mentor professional students in the Budget, Accounting, Financial Management Professional, Human Resource Essentials, and Human Resource Leadership Certificate Programs. 2023- Present
 - Putting Design Thinking to Work Throughout Your Organization 2022-2023
- Skills based workshops: Personal Branding, Leadership, Storytelling, Communication & Collaboration, Project Management. 2022 - 2023
- **School of Business**
 - Faculty Workshop for Experiential Learning Designation. March 2023
 - Assurance of Learning Retreat. October 2022
 - Faculty Workshop for Teaching Enhancement Grant Pilot. March 2022
 - BizEd Program. "Design Thinking – Reframing Problems into Opportunities" October – November 2022

Academic Administrative Experience

Oregon State University, College of Business

Corvallis, OR

Program Manager – Professional Mentoring Program. September 2023 – Present

- Increased student involvement by 47% in second year of program.
- Developed mentor training program for upper level students with work experience.
- Provides overall management and supervision of the College's professional mentoring program. This includes coaching and support for students through major and career exploration and academic success.
- Collaborates with the College's Advancement team and Career Success Center to recruit and match student and professional participants.
- Collaborates with Student Engagement on Peer Mentoring Program to support advancement across student journey.

Rutgers, The State University of New Jersey School of Business,

Camden, NJ

Project & Data Manager, November 2017 – October 2023

Project Manager & Assistant to the Dean, July 2016 – November 2017

- Co-managed Assurance of Learning process related to identifying learning goals, coaching faculty through the process, and reporting on learner assessment data internally and for AACSB accreditation.

- Developed and managed experiential learning activities for undergraduate students including case competitions, externships, and entrepreneurship focused monthly Small Business Think Tank and Student Pop-up shop events.
- Mentored and coached learners related to personal goals and career planning.
- Developed guided pathways and digital badging opportunities for curricular, co-curricular, and extracurricular activities, specifically on employer-desired skills.
- Collaborated on the launch of new experience and engagement initiatives in partnership with stakeholders – including leading Women Entrepreneurship Week, Business Symposium, and Professional Development Conference event management.
- Designed data collection of qualitative data to best understand our learners and implement feedback into programming.
- Managed annual donor scholarship award process and ensure learners meet responsibility-based scholarship requirements.
- Managed operations for various recruitment and retention programs.

Thomas Jefferson University

Philadelphia, PA

*Executive Administrative Assistant to the Provost, August 2013 – July 2016
and Coordinator of Academic Events, December 2014 – July 2016*

- Managed academic events, including Convocation, Commencement, Grad Finale, Faculty Awards, and Student Awards ceremonies. Including budgeting, staffing, and vendor contracts.
- Communications Coordinator for Middle States Accreditation Steering Committee.
- Managed six search committees, including organization, sourcing candidates, interviews, and campus visits.
- Supported monitoring of academic budgets.
- Coordinated and maintained all Provost-related correspondence, including contract renewals, tenure reviews, and promotions.
- Supported Shared Governance committees and Chairs.

Professional Experience

The Philadelphia Orchestra Association

Philadelphia, PA

Human Resources Coordinator (Contract position), January 2012 – August 2013

- Recruited and hired staff, including identifying department needs, sourcing, screening, and conducting interviews and reference checks.
- Coordinated internship program, including hiring and managing activities of interns and co-op positions.
- Processed benefit billing reconciliations and open enrollment.
- Managed payroll process for orchestra members.

Fusion Performing Arts Center (formerly Fusion School of Dance Music & Acting)

Co-Founder & Assistant Director, June 2009 – May 2012

Voorhees, NJ

Director, September 2007 – August 2010

Cherry Hill, NJ

- Senior leadership for the organization. 150 students and 20 artistic contractors
- Operational, financial, and program management
 - Fundraising and Event Management, including grant compliance.
 - Created and managed scholarship programs.
 - Website development and content creation.

International Concierge & Errand Association

Philadelphia, PA

Co-Founder and Executive Director, January 2001 – July 2009

- Senior leadership for the organization. Grew the organization from inception to 600 members in 23 countries.
- Organizational, financial, and program management.
- Provided small business coaching and professional development for members.

AYUSA Global Youth Exchange

San Francisco, CA

Regional Director - S.E. Pennsylvania Region, January 2003 – July 2008

- Served as senior leadership for regional host schools, host families, and participating students (30 – 40 students per year (5-to-10-month programs)).
- Programmatic and compliance oversight with students and community representatives.

Accounting and Audit Experience: Financial, Compliance, and Operational Audits

1991-2014

- **Sibley Services, Inc.** Newtown, PA 1994 – 2014, *Consultant*
- **Board of Pensions of the Presbyterian Church Philadelphia** PA January 1999 – February 2003, *Senior Internal Auditor*
- **Holman Enterprises Pennsauken, NJ**, August 1997 – January 1999, *Senior Internal Auditor*
- **ARAMARK Philadelphia** PA June 1995 – August 1997, *Accountant*
- **First Judicial Court of Philadelphia** January 1995 – June 1995 *Bureau of Accounts Contract Accountant*
- **Mathieson Aitken Jamison Plymouth Meeting** PA September 1991 – January 1995, *Staff Accountant*

Conference Presentations

June 2023	Northeastern University DiP Showcase <i>The Future of Business Education: Connecting Value and Relevancy.</i>
June 2023	Hopeworks Listen Learn Network <i>Leveraging the Strengths of Others.</i>
May 2023	USASBE Midwest Symposium Showcase Social Entrepreneurship Final: <i>Project for Real World Impact.</i>
April 2023	Mid-Atlantic Organizational Behavior Teaching Conference "Connecting Value and Relevancy in Business Education"
June 2022	Rutgers School of Business Inaugural Professional Development Conference. "Design Thinking – Reframing Problems into Opportunities."
April 2022	Mid-Atlantic Organizational Behavior Teaching Conference. "That's not what I meant": Addressing diversity-related misperceptions. Co-presented with Melissa Fender, Ph.D.

Awards and Grants

- Chancellor's Award in Staff Excellence. AY 22-23
- Chancellor's Grant for Staff Development. Spring 2023
- Rutgers School of Business Staff Recognition Award for service above and beyond. Spring 2021

Boards & Committees

- **Nexel Collaborative**, Resources Committee 2022 – 2024
- **Rutgers University, Camden**
 - Co-chair Transformative Student Experience subcommittee for Rutgers Camden Strategic Plan Committee January – June 2023
 - Experiential Learning Committee 2021 – 2023
 - Staff Development & Awards Committee 2021 – 2023
 - Assurance of Learning Committee 2020 – 2023
 - Co-Advisor for Graduate Business Student Council and StrataG 2022 - 2023
- **Philadelphia University**
 - Alumni Board of Directors – 1999 – 2003 and 2013 – 2017
- **American Business Women's Association** 1992 - 1998
 - Served two terms as President and one term as Vice-President of local chapter
 - Served as scholarship and fundraising chair

Memberships

- Mountain Pacific Association of Colleges and Employers (MPACE), chapter of NACE
- United States Association for Small Business and Entrepreneurship (USASBE)
- Educause
- American Institute for Certified Public Accountants

Service Activities

- Dissertation Committee, Committee Member, Boston, MA, approximately 5 hours spent for the year, Yes, appointed. Served as 3rd reader on Febi Cheeran, Ed.D. candidate at Northeastern University's dissertation committee.
<https://hdl.handle.net/2047/D20698957>. (November 1, 2024 - November 21, 2024).
- BA 313 Discourse Moderator, Moderator for online virtual discourse sessions, approximately 4 hours spent for the year. (Fall 2024)
- Northeastern University Doctoral Program Residency Poster Session, Reviewer, Ad Hoc Reviewer, Boston, MA, approximately 3.5 hours spent for the year, No, neither. Review Ed.D. candidate poster presentations. (June 2024 - June 20, 2024).
- Serves as a professional mentor for Accounting and Business Administration students (Spring 2023 – present)

Curriculum Development

BA 313 A Case for Civil Discourse in Business (redesign)

Course was revised with new learning goals, course title, and description.

Revised lectures and assessments to focus on social impact issues businesses are taking stances on and guide students to research to inform their dialog sessions guided by moderators.

BA/DSGN 282 Framing Your Career Blueprint (redesign)

Course was revised to better meet learning goals focused on developing one's personal story and to demonstrate ability to design and deliver effective presentations to internal and external audiences. Revised lectures and assessments to include project based learning, collaboration, and reflection.

Teaching Interests

Business introduction courses, Storytelling, Design Thinking, Creativity & Innovation, Social Entrepreneurship, Entrepreneurship, Human Centered Design Research, Career Management, Management, and Action Research.

Research Interests

Higher Education trends, teaching and learning practices, faculty development, lifelong learning, skill development pathways, design thinking, and human-centered design projects.