



## Dean's Update – Fall 2021

### A Note from Dean Michael Solt

Welcome to the Fall 2021 Dean's Update. This semester, the College of Business (COB) continued accomplishing all necessary and required work while evolving how we cope with the COVID-19 pandemic. Instead of being completely virtual, approximately 15% of COB classes were held face-to-face, and staff came to campus two or three days per week. By far, the bulk of interactions across the college were held via our good friend Zoom, and I cannot imagine surviving the pandemic without this platform.

Spring 2022 will see continued movement back to the in-person world. Approximately 80% of classes will be held face-to-face, and staff will come to campus three or four days per week. I anticipate that college life will continue to return to "normal" in future semesters, although this will likely be a "new normal" that includes a larger virtual component than we had pre-pandemic.

While debate continues about the value of teaching and working online, I am proud of the efforts of everyone connected to COB—faculty, staff, students, alumni, and friends—who have done their best to promote student success, complete tasks, and achieve COB goals and objectives since the beginning of the pandemic in March 2020. For better or worse, we have accomplished our work in professional and collegial ways that often require continual adjustments. I am confident that the COB team will continue to do this no matter what new twists and turns the pandemic presents.

In September, a significant change came to COB when Margaret Williams, my Executive Assistant, retired after 35 years working at CSULB, including the last 11 years assisting me. It seems like everyone in the university knew or worked with Margaret, as did many students, advisory board members, and alumni. Margaret kept my work life on course, and she was able to find ways to accomplish tasks and events in a seamless fashion. All who came into contact with Margaret respected her and appreciated interacting with her. I cannot say how much I valued working with Margaret, and I wish Margaret and her husband Dwight all the best as they write a new chapter in their lives together.



COB also began a new chapter on November 29 when Katie Brown started working as my new Executive Assistant. Katie came to COB from her role as Faculty Affairs Coordinator in the CSULB Division of Academic Affairs that she took on in October 2018. Prior to this position, Katie worked for GoGuardian as a Talent Acquisition Coordinator, BloomNation as a Brand Partnerships and Events Coordinator, and MagTek as an Inside Sales Representative. I look forward to working with Katie, so please join me in welcoming Katie to the COB family.

This update features interesting stories about COB: the Fall 2021 *BeachFinRising* Finance Department Symposium, the COB Center for Student Success's journey through the pandemic, the success of COB's Online MBA program, the latest quarterly survey of local small business in the Long Beach Small Business Monitor, a new memorial scholarship in honor

of Bob Daily '73, and the Ukleja Center for Ethical Leadership's 2021 Nell and John Wooden Ethics in Leadership Award celebration. This update also introduces two new tenure-track faculty members who joined COB in Fall 2021, Victor Wang in Accountancy and Deepti Singh in Information Systems.

I hope you enjoy reading these highlights of the life of the college during Fall 2021. Happy Holidays!



Michael E. Solt

Dean, College of Business

Professor, Department of Finance

Campus Guide, CSU5 Collaboration

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***Our Focus on Inclusive Marketing at the Beach***



***UCEL's Wooden Awards***



***Finance Symposium and Partnership with Barron's***



***New COB Faculty***

# COB Center for Student Success Doors Open for the First Time Since March 2020 by Boualoy Dayton

**On March 11, 2020, the CSULB campus community was informed that the university would be temporarily moving to alternative modes of instruction, causing the Center for Student Success to close our doors momentarily.**

On March 11, 2020, the CSULB campus community was informed that the university would be temporarily moving to alternative modes of instruction, causing the Center for Student Success (CSS) to close our doors momentarily. We began training our Advisors, Student Assistants, and Tutors on how to provide services virtually via Zoom, not knowing what the next 18 months would hold.

From March 2020 to August 6, 2021, CSS continued to serve our students via telephone and Zoom. We conducted all our services remotely, finding a way to continue to serve and connect with our students when face to face interaction was not possible. For the first-time we offered Tutoring, Advising/Registration, Mandatory Advising Workshops, Learning Support Workshops, Graduation Workshops, Business Bootcamp, and COB “Get Down to Business” Day virtually through the dedication and commitment from our CSS Team to serve our students through the pandemic.

One key member of our team, and a **2021 Dean’ Outstanding Service Award recipient**, is **Lizette Alvarez, Senior Lead Advisor/Student Success Specialist**. Lizette's dedication to our students and their success have been a constant, but she has gone over and above during the pandemic. Within the first two weeks, she reconstructed COB tutoring services, trained our tutors and had them ready to virtually provide tutoring services to our students, even during peak midterm and final exam season. Moving our in-person tutoring services was not an easy feat, but one Lizette accomplished very well.

In Summer 2020, Lizette developed and coordinated our **Annual COB Business Bootcamp** to help students transition into upper-division business coursework. This past year, she coordinated 31 different online workshop time options and 16 unique workshop topics. Bootcamp topics include Microsoft Excel, PowerBI basics, Python, data analytics and visualization, elements of business writing, how to use a financial calculator, time management, narrowing down a research topic, and stress management. Lizette brought in facilitators with experience and passion from Accountancy, Finance, and Information Systems, Departments as well as The Learning Center, University Library, Career Development Center and Counseling and Psychological Services. Over 1,500 students participated in the workshops in both summer 2020 and 2021.

Through the pandemic, our **Assistant Director/Outreach Coordinator, Maria Organista** has worked tirelessly to develop and form our first COB Peer Advisor team with the support of HEERF funding. The [COB Peer Advisor program](#) is currently in its first semester and consists of 11 Peer Advisors. The COB Peer Advisor program has two main goals: 1) provide students with a point of contact within COB to help develop a sense of community and belonging, and 2) assist with the retention and persistence of COB students.

The Peer Advising (PAs) team is composed of current CSULB COB undergraduate students who support their fellow peers in maximizing their academic potential. PAs use their experiences as continuing CSULB students to provide virtual peer-to-peer advising and mentoring, direct students to campus resources, share success tips, and offer general academic support. PAs function as listeners, and motivational partners, but not as tutors, instructors, or parents. They are sounding boards for reflecting on current habits and brainstorming new ways to approach and overcome challenges.

The Peer Advising team was brought onboard in summer 2021, where they assisted the Center for Student Success team in welcoming approximately 1,200 newly admitted COB freshmen and transfer student to their first semester as CSULB business students. Each COB freshmen has been individually assigned to a COB Peer Advisor who is responsible for meeting with their assigned advisees/mentees at least 3 times during the academic semester.

CSS has also had some changes in staffing. We welcomed Adam Schwartz as our new the Assistant Director & Retention Specialist, said farewell to COB Advisor Linda DeLange who retired, welcomed Tori Saruwatari as a new COB Advisor, and welcomed Adriana Franco back to COB as our COB Advisor-In-Training. Another addition is our first-ever Receptionist, Kelly DeSimas.

Finding a way to serve all 5,000+ undergraduate students created a challenge that our CSS Team was happy to achieve. We are currently working in a rotation, making sure our students are served in-person as well as virtually every day. When visiting our office, you may find an advisor having an in-person advising session, sitting at their desk working with a student via Zoom, or presenting an in-person workshop in one of our computer labs.

You will also find our COB Advisors working remotely and serving our student via Zoom weekly and through evening hours Monday through Wednesday, serving those who need assistance between 5-7pm. Providing these services to our students is an important part of our job, and we are extremely proud of our COB CSS Team and the service they provide our students.

As we continue to serve our students, we have started planning for the Spring 2022 semester and the return of all our students in-person. We will continue to provide mainly in-person services with some virtual option. We will re-introduce in-person tutoring services, while still providing virtual tutoring as well. Our CSS Team looks forward to having our students physically back on-campus Spring 2022.



*Figure 1 Group picture of COB CSS Advising Team: L to R Front row: Boualoy Dayton, Kelly DeSimas and Mia Ellsberry, 2nd Row: Maricruz Gutierrez, Maria Organista, Tori Saruwatari, Charlie Nguyen, Kristy Trinh, Derek Chacon, and Lizette Alvarez.*



Figure 2 COB CSS Advising Team welcomes students in open COB CSS Doorway. L to R: Adam Schwartz, Tori Saruwatari, Kelly DeSimas, Charlie Nguyen, Adriana Franco, and Bualoy DaytonCSS

**MEET OUR COB PEER ADVISORS!**

 Anny He Marketing & Consumer Affairs	 Edgar F. Montanez Accounting	 Ivan Donato Marketing
 Pouya Sohrab Management & Information Systems	 Rajawen Ocampo Human Resource Management	 Rachel Ninh Accounting
 Rosie Rico Marketing	 Jose Raya Perez Management	 Daniela Gomez Finance
 Marisa Davalos Management	 Hikaru Tamashiro Marketing	

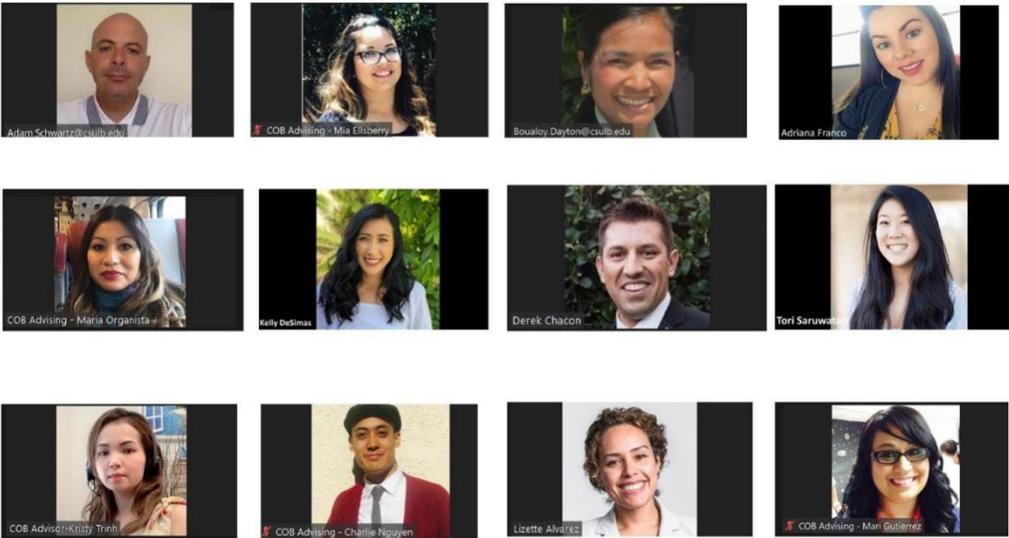
Figure 3 COB CSS Inaugural Peer Advisors



Figure 44 College of Business Staff of the Year 2021



### Center for Student Success Team 2021



# Long Beach Small Business Monitor

by Dr. Scott Flexo

The purpose of the [Long Beach Small Business Monitor](#) is to provide the greater Long Beach region and community with an understanding of the expectations and desires of small business owners. Surveys are sponsored by the College of Business and the Economic Development Commission (EDC) at the City of Long Beach. The Long Beach Small Business Monitor has been surveying local small businesses since 2012. Reports are produced periodically throughout the year and can be access at the COB LBSBM web site.

Results are based on surveys of 300 small business people randomly selected from all Long Beach small businesses of 50 employees or less. Results are based on a probability sampling of 300 small businesses in Long Beach, CA (2-50 employees). Under the direction of Dr. Flexo, Marketing Systems Group ([www.m-s-g.com](http://www.m-s-g.com)) generated a random sample from their frame of all small businesses with addresses in Long Beach. The sample was sent to Opinion Access Corporation a professional data collection facility ([www.opinionaccess.com](http://www.opinionaccess.com)). Each record was called by a professionally trained interviewer at OAC. A final sample of 300 interviews with small businesses was collected using this industry-standard procedure. These results have a statistical margin of error of +/-5.5%.



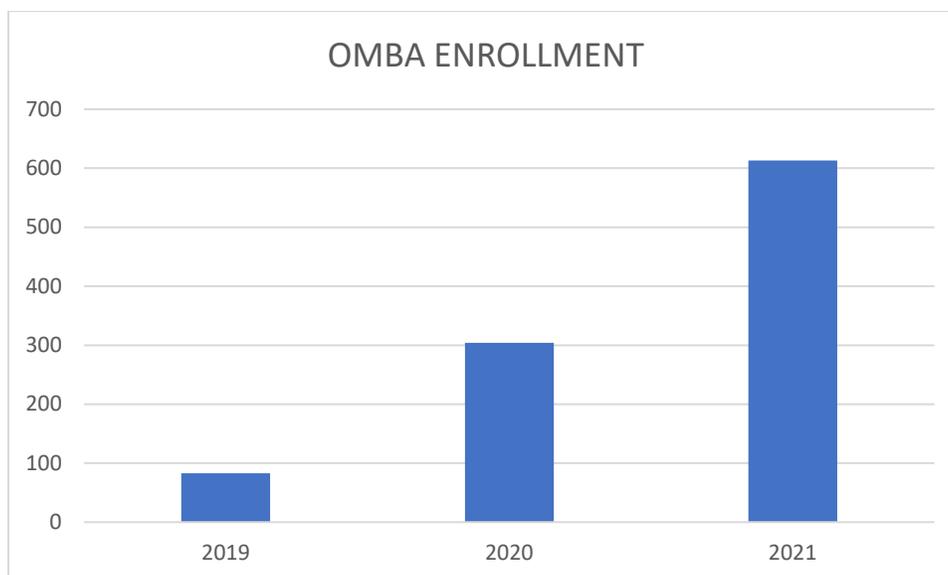
# Online MBA Program Growth and Plans

by Dr. Rod Smith

## The College of Business Online MBA Program Grew 700% Since 2019

The first [Online MBA \(OMBA\)](#) cohort entered in Fall 2019 with 28 students. In 2020, we enrolled an additional 69 students. In fall 2021, we enrolled 116 more students, and we expect to enroll another 35 students in spring 2022. OMBA has become our fastest growing graduate program, indicating that we are tapping into an important segment of graduate education in our region.

In the first year, we developed and delivered a total of 8 OMBA courses in a format that combined synchronous class sessions with asynchronous work to allow courses to be completed in 8-week sessions. During 2021-2022, we will deliver over 40 OMBA courses to new and continuing students. The following chart shows the total student-course enrollments (one student enrolling in one course) during fall semester in the last three years. Student-course enrollments increased from 83 in fall 2019 to 614 in fall 2020.



Online MBA Enrollment Over the Past 3 Years

Over the three years since we initiated the program, we have learned much both from the operation of OMBA as well as the conversion of other programs to alternate modes of instruction (online) during the pandemic. This presents an opportunity to build on our successes— and learn from our failures— to create better graduate programs.

### *Core Course Revision*

We are engaged in revising the first eight, core, courses in the OMBA curriculum. The goals for this revision are several:

1. Develop packaged course content, i.e., a library, to reduce course preparation workload for new instructors.
2. Create a common student interface within and across courses.
3. Revisit standard course outlines to assure that courses deliver relevant content to create skills and competencies demanded by employers.
4. Rationalize content to reduce unnecessary duplication across courses and allow integration of concepts throughout the program.

5. Improve student engagement in all courses.
6. Improve student learning outcomes in all courses.

Packaged course modules reduce the workload for instructors by reducing effort needed to develop course material, deliver lectures, and manage virtual classroom activities, while assuring consistent content. This will allow instructors to focus on assuring that students learn the content. Finally, it is relatively easy to vary the level of synchronous or even in-person course delivery if required. The modules, emphasizing basic principles and concepts, can be used in a variety of ways.

With guidance from our external collaborator, [Everspring Partners](#), and assistance from the [CSULB Academic Technology Services](#), the first four revised courses will be implemented in spring 2022 and the remainder will be implemented in fall 2022. The project team will continue to serve as an advisory and quality control resources for up to two years, as we measure progress toward our goals.

#### *Non-core Course Revisions*

The core course revision addresses exactly one-half of the [Online MBA program](#). There are eight more courses that build on core skills and knowledge. Once the revised core courses are implemented, evaluated, and refined, the next step is to update those last eight courses in the program. We will consider changes to the curriculum where necessary to ensure our OMBA program remains competitive. We will also consider identifying a unifying theme (such as the Saturday MBA emphasis on sustainability) to increase the opportunity to integrate cross-discipline knowledge.



## The Robert Daily Sr. Memorial Endowed Scholarship

**Honoring the late alumnus Bob Daily '73 and his impact on the community and business students through a memorial scholarship.**

Throughout his 40 year career as a tax attorney and professor, Bob Daily (CSULB '73) was committed to solving problems for clients and supporting his students as they were introduced to business and accounting principles.

Bob was born in Sheffield, Alabama, and earned a four-year academic scholarship to study Mathematics and Engineering at Samford University in Birmingham, AL. Following his graduation from Samford, Bob moved to California and received a Master's Degree in Finance from Cal State Long Beach. During his time at CSULB, Bob met his loving wife of 47 years, Annetta (Capellino)

Daily (CSULB '75), and relished his time with his Kappa Sigma fraternity brothers. Bob subsequently worked for the IRS and obtained a law degree from Whittier Law School. Bob then established his private practice as a tax attorney and accountant in the South Bay while also teaching business and accounting classes at El Camino College for over 30 years. Bob worked with hundreds of clients through his career and many stayed with him for decades as his strategies and advice as a tax expert were invaluable.

This scholarship was established by Bob's family, including Annetta, his daughter Kristin, and his son Robert Jr., to support and assist community college transfers as they pursue a degree at Long Beach's College of Business.

[Make my gift to the Robert Daily Sr. Memorial Endowed Scholarship](#)

# Our Focus on Inclusive Marketing at the Beach

By Dr. Yu Wang & Kierstin Stickney

**The Marketing Business Center + the Inclusive Marketing Initiative collide to offer two classes this Spring that provide in-depth, digital marketing to minority-owned businesses.**

The College of Business at California State University Long Beach is working to elevate minority-owned businesses within the greater Long Beach community by offering free digital marketing services. Services garnered are provided through the CSULB upper-division marketing courses, MKTG 437: Digital Marketing & Social Media and MKTG 495: Digital Marketing II.

The opportunity to provide digital marketing services to minority businesses through student-driven, semester-long projects started in June 2020 when Dean Solt partnered with the Los Angeles Regional Small Business Development Center (SBDC) of Long Beach to start the Black Business Strategy (BBS). This initiative was geared at assisting Black-owned businesses in the Long Beach community to overcome social disparities through economic development and support.

The first cohort of seven BBS clients launched in Fall 2020 with three sections of MKTG 437: Digital Marketing & Social Media. MKTG 437 instructors oversaw student teams throughout the semester as they provided marketing services for BBS clients, including website development, email campaigns, and social media ads. Additionally, an advisory committee (including the Department Chair and MBC faculty) provided support. As part of the semester-long class projects, students directly worked with clients to improve their digital presence by creating detailed competitor research reports, developing digital marketing strategies, identifying best practices for fundraising, compiling social media strategies, creating content samples and identifying technology options to enhance digital marketing practices.

The BBS initiative has now grown into the Inclusive Marketing Initiative to expand our reach and provide digital marketing services for any minority-owned business in the greater Long Beach area. Four sections of MKTG 437 will be offered in Spring 2022, providing marketing assistance to over 20 'real-world' clients.

MKTG 495: Digital Marketing II will further the work done by students who complete MKTG 437. Students in this class will continue to work with local minority-owned businesses to provide digital marketing services at a deeper, more focused level.

This course is unique because the content is primarily focused on student teams working closely with businesses and organizations on planning and implementing real digital marketing and social media campaigns. Student teams plan and implement customer relationship campaigns in support of the activities of the client, measure the results, and report on the marketing campaign activities.

Both classes (MKTG 437 and MKTG 495) are housed under the Marketing Business Center, which has provided extensive work to local businesses for the past 10 years.

**About the Marketing Business Center (MBC)**

The MBC at the CSULB College of Business (COB) offers Long Beach regional small- and medium-sized businesses professional marketing services managed by COB business students and supervised by COB faculty.

As described below, the COB's engage, excel, and execute visionary approach is reflective in the MBC's goals and activities.

**Ongoing Marketing Services For Business: Working with the Marketing Business Center**, local businesses receive essential ongoing marketing support services that they may not be able to afford or have the time or expertise to complete.

Real World Practical Experience for Students: COB students working with the Marketing Business Center gain real world practical experience working directly with business clients on actual marketing projects under the supervision of COB faculty.

The MBC is prepared to design and execute the following types of services for small businesses in Greater Long Beach each project run by student teams and mentored by COB marketing faculty and instructors:

- Market Planning
- Digital Marketing
- Market Research

# Ethics in Leadership Award Celebration by Janey Roeder

## Ukleja Center for Ethical Leadership's Nell and John Wooden Ethics in Leadership Award Celebration

Over 185 community leaders gathered at [The Modern](#) event space in Long Beach this fall to celebrate presentation of the annual Nell and John Wooden Ethics in Leadership Award. Hosted by the Ukleja Center for Ethical Leadership, the 2021 award event honored [Col. Eileen Collins, retired NASA astronaut and U.S. Air Force Colonel](#). Major table sponsors received copies of her new book, *Through the Glass Ceiling to the Stars: The Story of the First American Woman to Command a Space Mission*.

The annual \$10,000 award is given to a person or organization whose contribution to a community – local, national, or global – is built on ethical behavior and visionary leadership. It is designed to promote ethics in leadership and to honor the Woodens, whose lives epitomized the Ukleja Center's mission, vision, and values.

The evening's festivities began with a reception overlooking Long Beach Airport's private jet runway. Many corporate sponsors hosted a student and/or CSULB faculty member with their other guests, making for stimulating table conversations. The dinner program began with Janey Roeder, director, and Jane Close Conoley, CSULB president, warmly welcoming everyone on behalf of the Ukleja Center for Ethical Leadership and the University. They shared the center's vision of having an ethics module in every CSULB course through its Ethics Across the Curriculum program. By awarding \$3,000 stipends to faculty who integrate ethics modules into their classes, this vision is on its way to becoming a reality.

Board chair-elect Mark Guillen greeted attendees and encouraged them to join him in embracing the center's mission of equipping people with the transformational power of ethical leadership. Belinda Daugherty shared a faculty member's perspective on teaching ethics and the difference it is making in her students' lives. Celeste Ahl, a program graduate, shared the impact of the center's Student Leadership Institute and how it helped shape her core values and build a strong foundation for ethical decision-making. Mayor Robert Garcia championed the center's vision before introducing Col. Collins, who shared the importance of listening, humility, and creativity in ethical leadership, particularly during challenging times.

The inspirational evening culminated with presentation of the Nell and John Wooden Ethics in Leadership Award to Eileen Collins by Louise Ukleja and Greg Wooden, Nell and John's grandson. Greg remarked that Col. Collins' focus on listening and humility reminded him of his grandparents, whose lives were centered on being of service to others.

The evening concluded with Janey Roeder thanking everyone for their support of the event, which raised \$52,000 for Ethics Across the Curriculum as well as many new friends of the [Ukleja Center for Ethical Leadership](#)!



# NEW COB TENURE-TRACK HIRES



**New Tenure-Track Professors to join COB family this Academic Year.**

[Victor Wang, PhD, CPA](#) joins CSULB as an assistant professor of Accountancy. Victor originally comes from China where he received an undergraduate degree in economics. In 2008, he moved to Canada where he earned an MBA at the University of Toronto and a PhD in accounting at the University of Waterloo. Prior to his academic career, Victor worked many years in senior accounting and finance roles in financial service, manufacturing, and retail industries. For his research, Victor focuses on the role of financial disclosures. He has a passion for data analytics and uses data analytics extensively in his research.



[Deepti Singh](#) joins CSULB as Assistant Professor of Information Systems in the College of Business. She received her Ph.D. in Business Administration (Information Systems) from the University of South Florida. In addition, she has graduate degrees in both Economics and Informatics. Prior to her academic career, she worked in the IT industry for about nine years in various technical and managerial roles. She currently serves as VP of Communications in the Forum for Women in OR/MS (WORMS). Her primary research interests are in analytics and information security of the healthcare.