



SUMMER 2022 ISSUE

Special Issue Dedicated to COB's Remarkable Staff

ENGAGEMENT INNOVATION IMPACT

CSULB-COLLEGE OF BUSINESS



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TEAM ABBEY'S ANGELS

*Gordon Thompson
Administrative Support Coordinator
Department of Information Systems*

Gordon Thompson has served as the Administrative Support Coordinator for the Department of Information Systems in the College of Business since 2008. A husband and father of two teenagers, he devotes a great deal of his time between singing on the worship team at his church, is a member of the music boosters at Millikan High School, and serves on the Event Leadership Team for the American Cancer Society's (ACS) Relay for Life of the Greater Long Beach Area.

Relay for Life is an event that celebrates cancer survivors and their families, friends, and caregivers, as well as remembering those who have lost their lives to cancer. It began in May 1985 when colorectal surgeon, Dr. Gordy Klatt wanted to raise awareness of cancer and boost the income of his local cancer charity. He spent a grueling twenty-four hours circulating a track in Tacoma, Washington, and raised over \$27,000, and showed that one person really can make a difference. Relay for Life has become the largest fundraising event for cancer in the world. Celebrated by more than 4 million people in over 20 countries, this inspirational event

empowers and unites local communities to fight cancer, honor and remember loved ones, and take action for lifesaving change.

“I became involved with ACS after my wife, Abbey, was diagnosed with stage 1 breast cancer in April of 2017. That June, a friend invited us to attend the Long Beach Relay. At one point, the announcer invited all survivors and their caregivers to walk the survivor lap. Abbey did not feel that she was a survivor, having only been diagnosed a few weeks prior and had not begun any treatment. But our friend pointed out, 'If you have cancer and are alive, then you are a survivor!'”

“A few weeks later, Abbey endured a partial mastectomy and reconstructive surgery. That August, she began four rounds of chemotherapy, followed by radiation treatments. It was an extremely difficult time on her and our family. ACS was there to support, encourage, and educate us. In December of that year, Abbey was diagnosed as No Evidence of Disease (NED). In December 2021, she celebrated her fourth year as NED.

“In 2018, our family and a few friends formed team Abbey's Angels to begin raising funds for



TEAM ABBEY'S ANGELS

ACS as our way of giving back and helping others to receive what we had received. The following year we joined the leadership team to help plan the next Relay and have been involved since. It is a family affair. My wife and I co-captain Abbey's Angels, our daughter, Loren, is a national childhood cancer ambassador, and our son, Jacob, is willing to help at the event wherever he is needed. To date, Abbey's Angels has raised around \$10,000 for ACS."

This year's Relay was held on June 25 at the Long Beach Police Officer's Association Park. The 12-hour Relay hosted over 30 teams, had 20 local sponsors, and hundreds of participants. Throughout the day, local groups entertained the attendees as they walked the track and supported the various teams with their onsite fundraising of raffles, games, and items for purchase. It concluded with the Luminaria Ceremony that included a slideshow of survivors and those who have lost their battle, then a final lap led by a lone bagpiper with luminarias hung between the trees that were decorated in honor and memory of loved ones.

"I lost my dad to esophageal cancer when I was 14 and my mom to breast cancer when I was 22. My list of people battling cancer or who have

died from cancer is too long. I want to see the day when the world is cancer free."

It is estimated that one in three people will be diagnosed with cancer over a lifetime. ACS with their message of Hope Fight Cure is leading that charge.

If you would like to support Gordon with his efforts with ACS, please visit [Gordon's Relay Page](#).





MADELEINE ANN MCJONES'S PATH TO CSULB

*Madeleine Ann McJones. Palos Verdes.
COB IT Web Systems Analyst
2nd Generation Los Angeles, CSULB as MIS
degree.*

Once a local youthful artist and sailor, and then a teen enjoying all the Hollywood 80's live music and dancing, I eventually matured and became a natural systems analyst. The new emerging technology enabled my systems experience to develop with many famous startups like Oracle and NeXTStep. With Fluor Daniels, there were conferences, meetings and keeping up with emerging systems. I then became a Secure Government Contractor near LAX which was very exciting with lots of travel to Washington. One commercial NeXT software product was also completed.

The arrival of my children corresponded with the dynamic development of the web and database dot-com boom allowed me to work from home in Portuguese Bend for 18 years as a full stack programmer. I enjoyed raising children and having financial success in the development of web systems in many languages and for both government and commercial clients. My whole family are avid sailors in both boat racers and cruisers. We are comfortable on

boats large to small and with long races and international and world venues, or exotic locations. My children both as top US Sailors were recruited to the US Naval Academy, and Nominated by Congressman Ted Lieu. My daughter graduated with a BS in Mandarin Chinese in 2020 and is forward deployed on the USS America in Japan and my son is requesting to Naval Air. And before you ask, he is too tall for Top Gun School. He will graduate with a BS in Robotics and Systems Engineering in May of 2023.

I returned to the daily workforce to provide support to the College of Business. Some of my accomplishments are that I have converted the previous website to a new Drupal CMS, implemented a new MySQL application platform & solutions, and transferred content to designed SharePoint Websites. One new accomplishment here at CSULB is getting the opportunity to learn about how our documents and interface design impact people with ability challenges.

When I applied for this position, I had to look up what Section 508 Compliance was. Looking back, I am guilty of many accessibility transgressions in previous applications and documents from colors to bad habits. Now I try



MADELEINE ANN MCJONES'S PATH TO CSULB

to ensure that the College of Business presents a professional image in both documents and web accessibility. I have been able to attend several CSUN Conferences that were stunning and fully explained to me, and why making this effort is important to all parts of the College of Business from Management, Marketing, to Information Systems and especially BLAW with all the current legal issues. I hope the College moves forward to Teach Access to more of our students so they may embrace the concepts making their future products and businesses accessible, not only for legal reasons, but for profit. If anyone ever needs help in the topic, I am available.

I also serve on the ATI subcommittee at CSULB. I feel our website has gotten much better in compliance and marketing. While there has been progress in a variety of applications, standards and regulations, accessibility is still not systemic in the development of new and emerging technologies. Many people feel disgruntled with the extra efforts, which is disheartening to me as the effort is only basic kindness. To reach the goal of making technology accessible to everyone, we must broaden expertise across industry. Accessibility must become mainstream. One of the greatest challenges to making accessible technology more ubiquitous is a lack of awareness and

understanding of simple basic accessibility issues, concepts, and best practices.

I enjoy unique experiences here and I hope to share advice and guidance to all to match the current world of WEB communications regarding our college and its services and amazing people.

While COVID impacted my daughter's graduation, which was hard on our family as it is a grand affair, there was little adjustment since I already had worked remote for 18 years. As for Sailing and boating which is already an outdoor sport, our passion also was not too impacted by the lockdown. We did find it different to have to shop at the Naval Exchange for toilet paper and rice. Having both kids home for 2020 was eventful, with one graduation and the other just starting the experience, it felt like a small academy. I have been very lucky to enjoy emerging musical genres and embrace software advancements. Such as events unfolded, it has fully allowed me to enjoy much success and build a great network of friends and family here in the South Bay. Our custom shipping container home has been on Palos Verdes home tours and does have a very advanced home server and internet service for a normal neighborhood community.



JOHN SHAW'S LIFE DURING THE PANDEMIC

*John Shaw
Assistant to Associate Dean Reddy,
Fall 2020 Management graduate, and Online
MBA student.*

The last two years have been the most rewarding and, at times, the most difficult. On March 12, 2019, I began remote education for the remainder of my undergraduate degree and graduated in Fall 2020 with much uncertainty about my future. The economy looked bleak while the world was on lockdown. And for the next five months, I looked for work and spent time with my husband, two cats, Neptune & Chase, and our dog, Elizabeth Taylor. I enjoyed learning how to prepare home-cooked meals from scratch, socially distance hikes and safely exploring local points of interest such as Sequoia National Park.

In May 2021, I was grateful to start a position with the College of Business. Before the pandemic, I was opposed to online classes and had never worked remotely, but now as we attempt to return to a new normal, I see the value of work-life balance. This job has afforded me the luxury of a hybrid schedule which has helped me to maintain some of the positive qualities of lockdown. On my work-from-home days, I'm gifted 2 to 3 hours that would typically

be spent fighting the traffic of the 605. During that time, I can do some chores, graduate schoolwork, prepare healthier meals, walk my dog during my lunch break, bond with my cats and go to the gym.

Additionally, because of my position with CSULB, I can continue my education in the Online MBA program. I'm currently in my second semester and enjoy the program's flexibility. For example, I can shut my laptop and get ready for bed instead of driving home after a night class. I've grown to embrace the adaptability and flexibility we learned during the pandemic. And as I look back over the last two years, I'm grateful that I have been able to pursue and complete my goals despite minor setbacks, but I'm thankful for the life lessons learned along the way.





JANEY ROEDER'S GRATITUDE TO CSULB

Janey Roeder

Director, Ukleja Center for Ethical Leadership

It has truly been my pleasure to have had the opportunity to serve on the COB staff team ever since the Ukleja Center for Ethical Leadership was established at CSULB in 2005. As the center's director, I get to work with students, faculty, and community leaders to offer training that enhances the integration of ethics in everything we do. I am responsible for strategic planning, program development and implementation, funds development, public relations, and daily operations for the center (as well as anything else that comes up!).

Our programs are open to all CSULB students so I've had a chance to get to know faculty and students across the campus. Here are a few of the programs and services we offer:

- Student Leadership Institute – 2-semester ethical leadership course that's open to all majors
- Ethics at The Beach – annual webinar for students featuring practical leadership lessons and inspirational speakers
- Ethics Across the Curriculum – \$3,000 stipends for faculty who integrate 3-hour ethics

modules into their courses

- Ethics Research Grants – \$5,000 faculty stipends to support original ethics research
- William Dickson Faculty Fellows – well-respected local leaders engaging with students through classroom talks
- Nell and John Wooden Ethics in Leadership Award – annual event honoring an ethical leader with a \$10,000 award

My educational path is a bit unique for someone working in a business college. After attending Occidental College for two years as a religious studies major, I transferred to UCLA where I earned my BA and MA degrees in dance. I briefly taught dance at UCLA and West Los Angeles Community College. To continue my education, I enrolled in a modern dance class at CSULB, where I studied with the same incredible instructor for 15 years. Years later, I was a 3rd grade teacher at Minnie Gant Elementary School, right across from our campus. I went on to earn a professional coaching and mentoring certificate from CSULB and somatic coaching certificate from the Strozzi Institute. After having completed a multicultural wellness education program through Capacitar International, I am grateful to have an opportunity to share some relaxation



JANEY ROEDER'S GRATITUDE TO CSULB

and wellness practices with COB staff members. Who doesn't need a little relaxation during a pandemic?!!

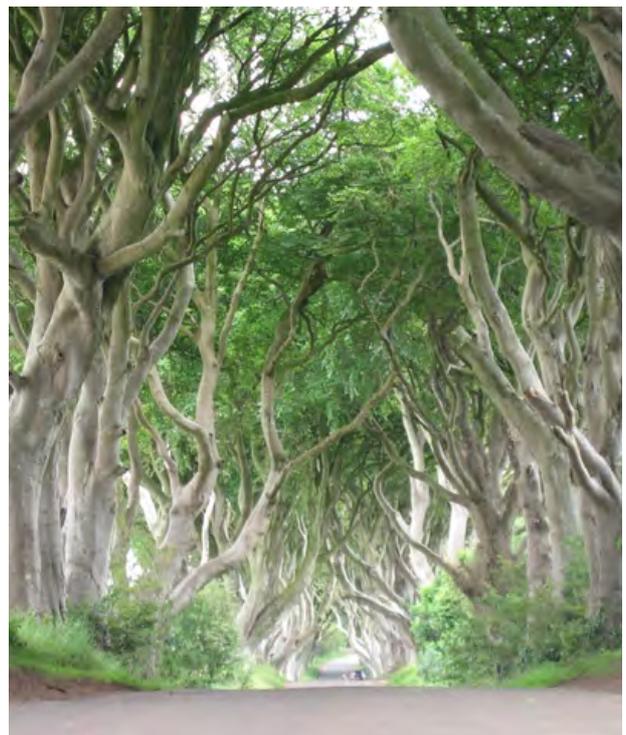
I enjoy volunteering in our community, especially through the Rotary Club of Long Beach and Junior League of Long Beach. I also love to travel and have visited over 35 countries around the world. I always have unique experiences on my journeys. On a 2015 trip to Ireland with my son and daughter, we were standing near the edge of the Cliffs of Moher, when I heard, "Janey?" As I turned around, I was delightfully surprised to see Lizzet Rojas (whose COB Dean's office desk was about 20 feet from mine at that time) standing right in front of me. Clearly, we can never travel far from our COB family!



Ashley and Sean on the Giant's Causeway in Northern Ireland



With my daughter, Ashley, and son, Sean, at the Cliffs of Moher in Ireland



The Dark Hedges in Northern Ireland



MELISSA MATA TRAVELS TO THE NETHERLANDS

Melissa Mata

Fiscal Operations Analyst, College of Business

This Summer, I was able to assist COB's Saturday MBA program through their Study abroad trip as a program assistant. The trip was set for Amsterdam, Rotterdam, and Eindhoven in the Netherlands at the end of May 2022. The SMBA programs' main focus is "sustainability and innovation through the application of disruptive technologies," which remained a basis for structuring the itinerary to help reinforce the students understanding in practical terms.

For instance, the image included features our group within BlueCity, which aims to support circular startups by providing them with the space and networking connections to help increase their likelihood of creating a successful venture. In addition to supporting sustainably minded startup companies, the space itself is thoughtfully curated with recycled materials that would've otherwise gone to waste, further incorporating sustainability into their business structure.

Among the other companies, our group was able to visit MVRDV, an architecture firm working towards building towards creating "livable

cities, in smart, inclusive, and green urban life" in locations throughout the world. We were lucky enough to be able to visit a few locations that they designed, one of which included the 2022 Floriade Expo in Almere. This was a very special occasion as this horticultural expo occurs once every 10 years and features plants from across the world thoughtfully put together by the MVRDV team.

All-in-all, I am very grateful for the opportunity to support the program in the Netherlands and connect with such great students and Faculty on the trip.





LISETTE'S LIFE DURING THE PANDEMIC

Lisette Alvarez

COB, Assessment & Accreditation Analyst

I am thrilled to have joined the COB in the Fall of 2021 and call CSULB my new home. During this time, I have served as the ASC for Finance & got to work with the wonderful Finance Department and now as the Assessment & Accreditation Analyst. COB is a very welcoming place, and I am happy to be in this new environment and now part of the Long Beach community as well.

Before joining CSU Long Beach, I worked for a pre-college program at CSUSB and briefly taught elementary school before that. I developed my passion for the field of education during my undergrad days at UC Santa Barbara. Just before the pandemic, I earned my Master's in Education from Claremont Graduate University. I am glad I have found my niche in higher ed administration.

When not at COB I enjoy salsa dancing, going to the beach and spending time with my nephew and friends. While the pandemic put many of these on hold for a while, I did pick up a new hobby and became an avid walker during that time. Getting outside for long walks on the

weekend became my highlight of the week. Luckily, I had a good friend to walk with and pass that challenging time exploring each other's neighborhoods. The toughest part was not being able to see my nephew on a regular basis. He eventually started asking to see us and asked why we had not come over. We took precautions and were finally able to see him on the 4th of July and his birthday that September. I am very happy to be back in regular contact with him. During the pandemic I also had the unique experience of meeting my close friend's newborn baby from 6 feet away, masked and through a spring door. Thankfully, I have since had the pleasure of meeting her in person.

Working remotely through the pandemic took some adjusting: everything from moving to a different room every so often to learning to place boundaries and find that work/life balance as it was easy to work past the clock at home. I did appreciate the flexibility and time I gained by no longer having a commute. I did my best to stay positive and active. I swapped my gym classes for living room You Tube workouts, tried to learn how to French braid my own hair, grew from some personal and professional challenges, logged in thousands of steps, and experienced the come-back of Drive-Ins.



LISETTE'S LIFE DURING THE PANDEMIC

These past two years definitely helped me to appreciate the little things even more. Although the pandemic is not quite over, I'm glad we have returned to some normalcy. It has been great to interact with colleagues, see friends and family again, return to traveling and activities including my salsa dancing. I was pleasantly surprised to see that my muscle memory kicked in. Last summer I was able to make it out to Hawaii and most recently to Mexico to visit family. I hope to continue to do more traveling soon. I'm also looking forward to continuing to explore more of what Long Beach has to offer.





CSULB GRADUATE PROGRAMS TRIVIA

Lindsay Sterk

Grad Programs Specialist

Some of you may know I recently completed the Educational Leadership program and successfully defended my dissertation topic “The Socialization Experiences of First-Generation Master’s-Level Graduate Students: Navigating the Hidden Curriculum, Upward Mobility, and Pride and Guilt.” Going to graduate school while working full-time and balancing other personal life factors (in the middle of a pandemic no less!) was no easy feat and I do not intend to sugarcoat the experience. I am very passionate about advanced education and glad to speak more about my experiences in graduate school and my research topic, but I thought I would make this write-up a more fun/interactive trivia game! The trivia questions are all specific to graduate education at CSULB.

1. How many graduate-level programs are offered at CSULB?
2. How many of those CSULB graduate programs are housed in COB?
3. Name 2 staff members currently enrolled in a COB master’s program.
4. True/False- Most staff unions offer a tuition/fee waiver that covers part-time enrollment.

5. Name 2 staff members who graduated from a master’s program at CSULB, but outside of COB.
6. Which CSULB college offers the most master’s programs?
7. How many graduate students are enrolled at CSULB?
8. True/False- Financial Aid is only available for undergraduate-level students.
9. What is the master’s program with the highest number of units?
10. True/False- More than 50% of CSULB graduate-level students are first-generation students.

If anyone is interested in pursuing advanced education (whether at CSULB or elsewhere) and desires to chat, or if interested in the answers- just email me or stop by the office :)