

Scott College of Business

Portfolio

FALL 2012 Magazine





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LETTER FROM THE DEAN

Dear Friends,

Greetings from the Scott College of Business at Indiana State University! The business faculty, staff and students are getting settled into our new home in Federal Hall. The former Terre Haute federal building has undergone a remarkable facelift to restore its art deco beauty while being retrofitted with leading-edge technologies. Newly repurposed spaces include 30 instructional areas, a state-of-the-art financial trading room, an expanded sales and negotiations classroom, a leadership complex for student organizations, a dedicated area for student advising and the new Meis Student Development Center. The transformation of this historic landmark into the new Scott College of Business home is truly something to celebrate!

In this edition of *Portfolio* I wanted to highlight some of the ways that the Scott College excels in experiential learning and community engagement. From Sycamore Business Advisors classes, which provide consulting services to local firms and organizations and run and manage the Executive Express Café, to the annual Ethics Conference and volunteer opportunities organized by Networks Professional Development Program students, there is no shortage of opportunities for students to connect with the community. Our student experience is what makes our programs distinctive.

In this edition of *Portfolio*, you also get a glimpse of my vision for the college as “something different, something more.” To help forward that vision, I welcome your input and assistance in helping the Scott College redefine what it means to serve students, alumni and the business community. I look forward to hearing from you.

Sincerely,

Brien N. Smith, Dean
Scott College of Business

IN THIS ISSUE

Portfolio

4

AND ONE: NEW DEAN SETS TONE FOR THE SCOTT COLLEGE

Portfolio profiles the experience, administrative style and educational philosophy of Brien Smith, the Scott College of Business's new dean.

7

BOXCAR MILLIONAIRE ENCOURAGES STUDENTS TO DEFINE SUCCESS, MAINTAIN HONESTY

Ethics Week presenter Tom Black defines success as "the progressive realization of a worthwhile goal or dream" and emphasizes the importance of honesty and a positive outlook toward change.

8

LEARNING EXPERIENCE: STUDENTS GAIN THROUGH REAL-WORLD BUSINESS CHALLENGES

Competitions, mock negotiations, problem solving for actual businesses and senior capstone courses challenge students with real-world situations where they put classroom lessons to work.

12

GLOBAL EXPOSURE INDIANA STATE STUDENTS MEET WITH INSURANCE EXECUTIVES IN LONDON

An overseas learning opportunity gives insurance students the chance to meet with lead executives from some of the industry's most prestigious insurance marketplaces.



14

OPEN FOR BUSINESS FEDERAL HALL RENOVATIONS CREATE NEW LEGACY WHILE HONORING HISTORY

The amazing transformation of Terre Haute's historic federal building provides a modern facility for students, faculty and administrators of Indiana State's Scott College of Business to call home.



18

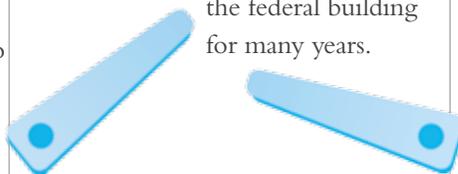
FEDERAL HALL moves CAMPUS closer DOWNTOWN

The university's first academic building south of Cherry Street promises to benefit Terre Haute's downtown with additional foot traffic and business resources, while providing the Scott College of Business with a "learning laboratory."

20

CLASSROOM to HONOR TREASURY AGENT

Indiana State alumnus Mike Blackwell's commitment to the university memorializes his father, Mark Blackwell, a WWII veteran and U.S. Treasury agent, who worked in the federal building for many years.



22

SCOTT COLLEGE, STUDENTS FORGE BENEFICIAL COMMUNITY PARTNERSHIPS

Real-world learning experiences result in tangible benefits, not only for students, but also for individuals, businesses and organizations in Terre Haute and the broader community.

25

DEVELOPMENT CENTER in FEDERAL HALL guides YOUNG BUSINESSES

Indiana State works closely with the West Central Indiana Small Business Development



Center, housed in Federal Hall. The center provides resources for start-up and established businesses, along with learning experiences for business students.

26

STUDENTS DEBATE CONTEMPORARY CONTENTIOUS TOPICS IN NEW ETHICS COURSE

Students in the Ethics in Organizations class learn there is more to business than numbers and balance sheets, as they exercise critical thinking and research to explore and debate contemporary issues.





AND ONE: NEW DEAN SETS TONE FOR THE SCOTT COLLEGE by Austin Arceo

As Brien Smith discussed some of the current challenges staring down business colleges across the country during a May visit to Indiana State, the ISU faculty and staff members listened to his words intently.

A train's wail blasted through the early summer heat, penetrating the insulated walls 11 floors up in one of the Statesman Towers on the northern fringe of campus, where Smith was giving his presentation. At the very least, the howling train served as one of the few signs of life outside the academic building on the university campus.

Originally from West Point, Ga., Brien Smith attended college at Auburn University, receiving his bachelor's, master's and doctorate in industrial and organizational psychology from the institution. He started at Ball State University shortly thereafter as a faculty member in the Miller College of Business.

The forum's success ushered change into the presenter's life almost as quickly as the train barreling down the Terre Haute rails. Smith spent 24 years working at Ball State University's Miller College of Business. In early May, his presentation was part of a multiday visit to Terre Haute as a finalist for the job that would start the next chapter in his life.

About eight weeks later, recently retired from a dedicated (and decorated) career at Ball State, Smith began getting acquainted with new colleagues, challenges and opportunities that awaited him as the new dean of ISU's Scott College of Business.

To the Crossroads

Originally from West Point, Ga., Smith attended college at Auburn University, receiving his bachelor's, master's, and doctorate in industrial and organizational psychology from the institution. He started at Ball State as a faculty member in the Miller College shortly after he earned his Ph.D. in 1989.

"All my children have been born here, I've spent all my married life here, and so even though I consider myself a southerner, I've spent more time in Indiana than I have anywhere else," Smith said. "I feel like I'm an adopted Hoosier. I like Indiana sports, I like Indiana people, I like the heritage and my children are all Hoosiers."

The father of two daughters, 10 and 17, and two sons, 12 and 19, Smith and his family moved to the Wabash Valley over the summer. His sons were quickly pleased with some of the area's offerings that serve their interests, such as the LaVern Gibson Championship Cross Country Course.

"Both of my sons enjoy running," Smith said. "They were excited to come to Vigo County because of all the resources available."

Smith held a variety of positions at Ball State including director of the college's MBA program and chairing the marketing and management department. He served for a decade on the university's senate, chairing the body twice. He also coauthored Ball State's Senate Constitution, and he was named the 1994-1995 Ball State University Teaching Professor, now known as the Excellence in Teaching Award.

"Dr. Smith brings an impressive experience in academic leadership and many connections to business and industry, which will be significant assets to the Scott College of Business," Jack Maynard, Indiana State's provost and vice president for academic affairs, said when Smith was announced as the new dean. "He is profoundly aware of the strengths of the college, its dedicated faculty and the important role the Scott

College of Business will continue to play in the future of Indiana State University. He is well-prepared to lead the college as we address our opportunities and challenges."

Though he has attained a variety of experiences, Smith didn't initially start out in higher education with career aspirations to become a college dean. He volunteered for projects and initiatives that interested him, though a conversation helped inspire him to seek out additional positions.

"I did things because I enjoyed doing them, and I had a dean that said 'Well, you know that you have skills in this area...'," Smith said, "and so that's how I moved in that direction."

Setting the tone

Smith quickly became well aware of the Scott College's programming and highlights while he honed his goals for the business school, which could be best summed up in a simple message:

Something different, something more.

"I like to think that strategy, in order to be successful, should respond to changes in our environment, but also should reflect our uniqueness," he explained. "That is to say it should be difficult for our competitors to copy."

The effort to achieve "something different" is multifaceted, as it means

Brien Smith, dean of the Scott College of Business, speaks during the dedication of Federal Hall, which opened in August to become the new home of the Scott College.



finding ways to communicate “things that we’re doing great and finding a way to meet our customers where they are,” he said, listing customers as students, companies that hire business college graduates, lawmakers, taxpayers and the Terre Haute community.

“All of our customers have needs,” Smith said, “and the challenge becomes how to either innovate to meet their needs or communicate better how we already have programs that meet their needs.”

He describes achieving “something more” as providing “world-class customer service.” Indiana State already provides this through hands-on learning opportunities for students, he said, along with counseling and other programs that affect various groups with a vested interest in the university.

“I’ve always liked this concept of ‘and one,’ and to me what ‘and one’ means is meeting the direct needs of the customer and then one,” Smith said, using the basketball lingo that refers to a player scoring a basket while getting fouled, resulting in the

fouled player shooting a free throw. “If someone is lost, meeting the needs of the customer is telling them how to get where they’re going, while ‘and one’ is taking them there.”

Many business colleges provide similar areas of study, yet people continue to differentiate between them, which highlights the need for people to learn more about the Scott College.

“I’ve always liked this concept of ‘and one,’ and to me what ‘and one’ means is meeting the direct needs of the customer and then one.”

- Brien Smith

“People really do view institutions differently,” he said, “and so part of the challenge of a dean is helping our stakeholders, our customers and our potential customers understand what makes us unique.”

His years in a variety of positions in the Miller College of Business at Ball

State have given him a breadth of experience, including perspectives from administering different programs, to see how best to approach fulfilling the college’s needs.

“We are pleased that Dr. Smith’s knowledge, expertise, and experiences will only build on the past traditions of excellence in the Scott College of Business,” said Brad Balch, dean of the Bayh College of Education at Indiana State and chair of the search committee for the Scott College dean position. “We look to an exciting future for the college that has come to be expected by the business community at large.”

Strong academic programs exist within the Scott College. Smith looks forward to informing people that Indiana State “is really a premier business school nationally.”

“When you look at the training of our faculty, the reputation of our programs, and the quality of our facilities and eagerness of our students, I think that you’d be hard-pressed to find a better institution from which to get a business degree,” Smith added. “I take it upon myself to tell the story outside of Terre Haute so that people can find this gem.”

BOXCAR MILLIONAIRE

ENCOURAGES STUDENTS TO DEFINE SUCCESS, MAINTAIN HONESTY

by Mallory Metheny

Sales expert Tom Black emphasized the importance of developing a personal definition of success in a presentation last spring at Indiana State University.

Author of “The Boxcar Millionaire,” Black grew up impoverished and at one point lived in a boxcar during his youth. He credits goal setting and hard work as reasons for his success in sales and business. He presented “Achieving Sales Success Ethically,” during which he explained his definition of success to the captivated audience as “the progressive realization of a worthwhile goal or dream.”

“It didn’t say I’d be the smartest or the best-looking or the richest. It didn’t say that I had to have the biggest house or the best car,” Black said. “It just said that every morning when I got up, I was progressively moving towards my worthwhile goal or dream.”

Organized by the Sales and Negotiations Center, Black’s presentation served as the first State Farm Circle of Influence speaker event and was part of Ethics Week at ISU.

In a presentation filled with anecdotes, quotes and analogies, Black shared what he believes to be the “common denominator” of success.

“Successful people form the habits of doing the things that unsuccessful people don’t want to do or know how to do,” Black said. “It was the uncommon things that distinguished me at the companies that I’ve worked for.”

One particular value Black said he looks for in his employees is keeping a positive outlook about change.

“You can form the habit of accepting ... and embracing change and realizing that what happens with change is best served by your approach to it, not by circumstance.”

He also referenced honesty to self, customers and co-workers as the simplest definition of ethics in business, using the analogy of business as a boat to illustrate cooperation and honesty among employees.

“You see, a business is a boat and you’re out in the middle of the ocean. And if there’s a hole in the boat, we don’t [point to it and say] ‘That’s your side of the boat.’ Right?

We all run to the hole...because we know our survival is dependent on it, and a company is the same way,” said Black. “A company... is dependent upon all the employees working together and being productive together. So there is no finger-pointing and there’s no dishonesty... because that destroys the boat.”

Another value described in Black’s presentation was the ability to dream big, regardless of circumstances and what others think. When asked what the biggest mistake was that he had made in his career, Black’s response was simple.

“I didn’t think big enough,” he replied. “Think big, and start thinking big now. There’s nothing to stop you.” 🌟



Jon Hawes (left), director of the Sales and Negotiations Center in the Scott College of Business, poses with sales expert Tom Black.



LEARNING EXPERIENCE: STUDENTS GAIN THROUGH REAL-WORLD BUSINESS CHALLENGES

by Austin Arceo



Scan code to watch video.

Two teams of ISU students in an operations management course last spring partnered with Light House Mission Ministries in Terre Haute to analyze the nonprofit's operations and recommend changes to benefit the homeless shelter.

A team of Indiana State University students locked eyes with a group of peers from a university in Indianapolis last fall. They exchanged obligatory greetings, made small talk and discussed the task in front of them: complete a sales negotiation in an hour.

As the groups haggled, they did so as they sat across from each other - from more than 50 miles away.

Students from business classes at Indiana State and Indiana University-Purdue University Indianapolis negotiated during a sales exercise in the virtual world known as Second Life, a three-dimensional environment where people create characters, or avatars, to interact and socialize. ISU students acted as the sellers

while IUPUI students were the buyers in a project that required students to negotiate for the best deal they could get.

“I never really sat down and ... had to come up with a ‘least acceptable agreement,’ and all the items that are associated with a negotiation,” said Candace Greubel, an ISU senior communication major from Haubstad when she participated in the project. “So to actually think through something critically and figure it out based on the information, I think it was definitely beneficial. I think the only part that was just a little harder to grasp was the whole negotiation.”

The difficulties that students encountered because of the lack of face-to-face interaction was intended, and common to many real-world negotiations, said Ken Jones, senior lecturer of operations management in the Scott College of Business.

“They couldn’t read body language, they couldn’t see facial gestures,” he added. “In real negotiations, a lot of them are done over the phone. A lot of them are done with companies halfway around the world, and you run into the same kinds of issues, so it was great practice for them.”

The exercise that provided a distinct set of challenges was just one of many experiential learning projects created for Scott College of Business students to learn beyond the textbooks. A variety of opportunities exist for students to regularly engage in activities outside of the classroom, such as competitions and projects with existing companies and businesses. One senior capstone course for business majors is built around providing such opportunities.



People attend the viewing party hosted by Indiana State University’s NASCAR Kinetics team on October 23, 2011. A team of ISU students regularly participates in the NASCAR Kinetics competition, which includes completing case studies and hosting a viewing party for a NASCAR race.

Competitive spirit

Joyce Young, a professor of marketing, is one of two faculty members who advise the university’s NASCAR Kinetics team, a collegiate competition in which university teams complete case studies based on NASCAR projects and host an official viewing party for a race. Many of the students who have participated in ISU’s teams have also minored in motorsports management, which is offered in the Scott College.

The competition benefits students in a variety of ways, including helping them hone the time-management skills needed, as the students have to complete the contest’s tasks while balancing the rest of their schedules,

said Sarah Adams, a team member in fall 2010. She has since graduated and begun working in the motorsports industry.

“It was really difficult to juggle work, school, family and this project all at the same time, but that’s something you have to learn, because that’s the way real life is,” said Adams, whose team won the competition.

Other professors have taken advantage of learning opportunities provided by competitions as well. Last spring, a class of ISU real estate finance students participated in the National Association of Industrial and Office Properties (NAIOP) University Challenge. The competition pitted

The Indiana State University real estate competition team meets at a site location as part of the project for the National Association of Industrial and Office Properties (NAIOP) University Challenge.



students from ISU against several Indiana universities in a case-study simulation that parallels situations encountered by commercial real estate professionals.

Acting as a logistics company, the group needed to find a site that fulfilled several parameters set out by a client, which included access to interstate highways and local economic incentives. Though it was a case study, the groups needed to discover and recommend real-life locations that fit the client's wish list.

"It was a really great learning experience, and ... it just opened up our eyes about the industry," said Alyse Houghton, then a senior from Plymouth who double majored in finance and communication with a concentration in public relations. "I know there were a few people in my class who wanted to get into real estate, so it was really helpful for them, and now we all have a better understanding of the industry."

In good company

Instructors continue to seek out opportunities for their students to get involved with companies outside ISU. Jones has partnered with multiple companies to provide projects and initiatives to teach course lessons while the students also help with the company's endeavors. Initiatives have ranged in scope from statistical analysis for the Terre Haute Rex summer collegiate baseball team owned by the ISU Foundation, to a project implementing a visual management system for a Kellogg Company bakery facility.

"One of the toughest hurdles for the younger generation to overcome in this global economic climate is proving they can 'do it' on par or better than experienced workers," Jones said. "Some employers are somewhat skeptical on how their skills bridge to employers' needs. I'm trying to

find ways to do that in the classroom."

Eight ISU students worked with two shifts of distribution employees at the adidas Sports Licensed Division facility on the east side of Indianapolis to develop a communication process by which the workers could suggest improvements to their job.

It was the first time that several of the students encountered the operations of an existing company, said Joe Cripe, vice president of operations at adidas. The students came into the project with an objective mindset about the work that employees do, which allowed them to do their work in a more meaningful manner, he said.

"It was a great experience, overall," Cripe said. "We'd consider having them back for future projects."

Senior leadership

Students participating in Sycamore Business Advisors (SyBA) senior capstone courses work on semester-long projects. One class provides strategic planning services for businesses and nonprofits, while another class operates the Executive Express Café located in the garden level of Federal Hall.

The SyBA class runs the entire business, from determining products and prices to resolving unexpected issues. This fall, for instance, the students addressed an issue uncovered when a previous group's analysis revealed that the café's credit card machine was too slow. The class replaced it with a credit card machine that can approve transactions in less than five seconds.

"The difference in Sycamore Business Advisors and the traditional approach to teaching strategy is that in Sycamore Business Advisors, students actually experience implementing business strategy," said professor David Robinson, who co-directs SyBA with professor Art Sherwood. "They do all of the processes and analyses that are necessary to make strategic decisions. In a traditional class, you don't do strategy. You learn about strategy."

SyBA students also spent last year preparing the café for the move to Federal Hall. They replicated the new layout, including the anticipated location of appliances and other equipment the café would need, to figure out the best way to place everything to facilitate serving customers quickly.

"We proved that we needed a 'chaos model' inside the café on the customer side of the café where you could go

in and grab one thing and check out instead of being forced into a line that would wait for everybody to get what they needed and then come out, like a first come, first serve," Robinson said. "It's just first ready to get to the cashier, and that helps with the overall throughput."

The business consulting students in SyBA work with a variety of organizations and companies. In one major project, SyBA students partnered with the *Indiana Statesman*, ISU's student newspaper, to develop an integrated marketing plan for the publication.

"It was a pilot program, pioneered stuff, and our objective was to see if we could do it," said Frederick Majors, who was a senior marketing major from Evansville and one of the SyBA students in spring 2012. "The objective was reached very easily. I think we can even do more" in the future.

Traditional advertisers in the *Statesman* also got into the act. Students from the business group approached Jay Knott, owner of The Ballyhoo near campus. An existing advertiser with the student publication, he worked with the business advisers group on additional initiatives involving social media.

"I understood why they were doing it," said Knott, who graduated from ISU in 1996 with a degree in marketing. "I thought it was a good idea to add more value to the *Statesman* advertising."



A student gets a slice of pizza at Executive Express Café in Federal Hall. A Sycamore Business Advisors class operates the café each semester to learn more about business strategy, as well as implement other lessons they have learned in the classroom.

More than two-thirds of all graduating seniors participate in SyBA, either with the café or as consultants. All told, SyBA students have worked with more than 40 organizations and businesses to provide consulting services.

In one project in fall 2011, SyBA students worked with Radio City Lofts, a real estate development company that is renovating a downtown Terre Haute structure originally built in 1910 and known as the TWI building, which for the last several decades has stood abandoned. Radio City Lofts is transforming the site into 16 luxury apartments that will stand just blocks away from ISU.

"It's really interesting because you actually do realize that everything you've been taught in your classes before, you get to put them all together," said Doug Gehrke, who was a senior business administration major when he worked on the project, "and ... you get to see it in real-world settings." 📍

GLOBAL EXPOSURE



INDIANA STATE STUDENTS MEET WITH INSURANCE EXECUTIVES IN LONDON

by Bethany Donat



Jaclin Huxford, right, poses with a group of students in front of the famous Big Ben clock tower in London. A group of Scott College of Business students visited London to learn more about some of the largest insurance brokers in the world.

Content as a self-described small town girl, Jaclin Huxford pictured herself attending college at Indiana State University while commuting from her nearby hometown of Clinton. She didn't plan on traveling internationally, and she definitely didn't ever think she would want to live abroad.

"I was always the small town girl who never really wanted to leave the small town," said Huxford, an insurance and risk management major. "I remember freshmen year that I wanted an internship like five miles away from my house."

Three years later, Huxford has been to Europe twice and views traveling with a different perspective.

"Since studying abroad, I want to see everything," said Huxford, a junior when she traveled to Europe on a trip with other ISU students. "I want to go live overseas for a couple years after graduating."

Huxford's most recent trip took her to London, home of Buckingham Palace, the Tower of London and Wimbledon. She had the opportunity to see those sights during a spring break trip with 16 other students from ISU's Scott College of Business. All are part of an excess and surplus lines insurance course that has taken students to London regularly for more than 10 years.





“The class talks about a corner of the insurance market that deals with three types of risks: unique, distressed or new risks,” said Terrie Troxel, professor of insurance and risk management and executive director of the Gongaware Center when the trip took place.

The students enjoyed two days packed with sight-seeing before meeting with lead executives at major insurance companies and marketplaces, including Lloyd’s of London, a marketplace that insures risks from around the world.

Troxel said that visiting the famed marketplace is a great way for students to see real-life examples of the insurance brokers, wholesalers and underwriters that they’ve learned about in class.

This stop was a highlight of the trip, according to Andrew Graman, at the time a junior insurance and risk management major from Bruceville.

“Lloyd’s of London is one of the most recognized names in the insurance world. The opportunity to step foot in the building where hundreds of brokers work every day is a once-in-a-lifetime experience,” Graman said.

Troxel added that the group has been fortunate to regularly meet with top insurance executives during their travels. The chance to visit Lloyd’s is an opportunity that even many senior

professionals in the insurance business have not experienced, he said.

“Some of our graduates have told me they’ve had occasion to just drop in the conversation with their supervisor, ‘Well, when I was at Lloyd’s,’ and the supervisor will say, ‘Beg your pardon?’” Troxel said.

The group met with a variety of prestigious organizations and some of the largest brokers in the world, including the Chartered Insurance Institute, Crawford and Company, Aon, Marsh and Lockton Companies, Inc.

During a presentation about the trip, Huxford explained how ISU students split into groups and assessed the risks of businesses before suggesting insurable risks to current Lockton brokers.

“It was really cool because that’s what I’m going to be doing this summer [on an internship], so it kind of tied everything all together,” said Huxford.

The experience also tied together learning in the United States with a new global perspective.

“Not very many students get the opportunity to spend an extended period of time overseas,” said Graman, who was grateful for the experience.

“It is amazing to see how business operates outside of the United States. International experiences are definitely irreplaceable learning tools for a college student,” he added.

As his first trip overseas, Graman said he is glad he took advantage of the chance to travel to another country



Top: A view of the Underwriting Room inside Lloyd’s of London.

Bottom: Scott College of Business students meet with an executive chairman of Lockton, an insurance brokerage firm, during a recent trip to London.

and experience another culture. Huxford agreed, saying she would recommend traveling internationally to anybody.

“If it took someone like me, who didn’t even want to leave my small little town, and turned me into someone who is travel-hungry now,” she said, “it can be a life-changing experience for anyone.” 📌





OPEN FOR BUSINESS

FEDERAL HALL RENOVATIONS CREATE NEW LEGACY WHILE HONORING HISTORY

by Austin Arceo

In the former federal building's basement, dim lights poorly illuminated office supplies that became artifacts to the 1950s and 1960s after being abandoned there. A foul, musty stench emanated from the dank, dusty space that served as a warning to inquisitive people: Stay out.

"It looked like one of those places you felt like you had to go down and take pans and beat on them so the rats would run away before you turned on the lights so you wouldn't get scared to death," said Jim Pond, who worked in the building for 15 years and only visited the basement on an as-needed basis. "It was bad."

Despite being just two floors below the now-retired probation officer's office, Pond only ventured to the basement a dozen times.

He recently made another visit to the site, sipping coffee from a cup at a table yards away from the café in the building that opened weeks earlier, as college students busily talked at tables nearby while a few others diligently studied.

"I'm not used to this space being that functional," said Pond, who likened the site's previous storage area to a dungeon. "I guess I'm still catching up to the fact that you can come down here, you can eat, you can get coffee or just sit and relax in this wonderful area."

The site has been transformed into the garden level of Federal Hall, the new Scott College of Business home. Classrooms, a café, student commons and meeting rooms have replaced

the former storage site as part of a more than \$20 million, multi-year building project that included new construction, renovations and preservation of the traditional art deco architecture. It was all part of transforming a historic structure, created during the Works Progress Administration era in the 1930s, to a building that could properly educate 21st century business college students.

Preserving artwork

The historic downtown building underwent the three-phase renovation before opening in August in time to welcome ISU students at the start of the fall semester.

"The completed renovation is beyond my original expectations," said Don Scott, the namesake of the Scott College of Business who, along with his wife Susan, provided the lead gift for the renovation of Federal Hall. "I thought it was going to be amazing when this all started, but it has turned out even better than what I expected."

The federal building was initially constructed in the mid-1930s and features many traditional art deco architectural elements. A variety of signature finishes, from eagle insignias on the elevator doors to a wall-size historic mural depicting the signing of the Magna Carta, have



"Our architects are visionaries. The vision that they had for this building was to preserve the historic parts and make it a 21st century learning environment, and I think they have done an amazing job fulfilling that goal."

- Bruce McLaren





been meticulously cleaned and restored to preserve the building's history.

"The level of finishes in this building is extraordinary," said Bryan Duncan, ISU director of capital planning and improvement, who worked on the project. "The marble and limestone finishes throughout the building are probably the main feature that comes out."

Well-known areas throughout the building have been preserved in unique ways: the former federal courtroom, which features the historic mural, has become a conference center for luncheons and presentations, while the historic mailboxes in the first floor corridor have been maintained.

"I don't think anyone other than Indiana State could have accepted the project of renovating this building and preserving it for our community, and it's really functional," said Bruce McLaren, associate dean of the college. He worked with Schmidt Associates, the architect on the project, in planning various aspects of the renovation.

"Our architects are visionaries," McLaren said.

Historic renovations

After decades of continuous use, the building required restoration. In the courtroom, the entire ceiling needed to be replaced. Contractors created a barrier in front of the Magna Carta mural to protect it from any falling debris, said Lisa Gomperts, project manager/principal for Schmidt Associates.

The courtroom's integrity has been largely maintained, which impressed Pond when he visited the renovated building. Pond, who now works at Indiana State as the interim director of the McNair Graduate Opportunity Program, regularly witnessed criminal proceedings in the court as a probation officer from 1992 to 2007.

"It was the same place that I had been for 16 years working for the federal courts," Pond said. "That was my first indication of the care and

concern that must have been forefront in the people who were redoing this building."

New electrical, heating and cooling and sprinkler systems needed to be installed in offices, which required sections of historic architecture to be removed and replaced. The architects and contractors creatively mapped where the systems would be installed to minimize the historic elements that would be disturbed.

"Trying to incorporate all the modern systems that a building like this requires really took a lot of craftsmanship to do well," Gomperts said.

"We came down to the garden level and I saw this space. I was astounded, and then I understood, that's why these students are coming out talking about this building."

- Jim Pond

A new look

The Federal Hall project also included a new addition for the building that replaced the loading dock on the building's south end with a new corridor and stairs leading down to the garden level. The new area features the technology corridor and includes the Meis Student Development Center and the Minas Center for Investment and Financial Education.

Additional centers, including the Sales and Negotiations Center, also benefit from new spaces, such as the breakout rooms on the garden level, where students can meet for class projects and can even film themselves while practicing public speaking, so they can review their performances.

"We are so fortunate to have these facilities enabling our students to grow and develop as sales professionals while learning here at Indiana State," said Jon Hawes, director of the Sales and Negotiations Center. "We



can take all of these programs and new ones to an even higher level of success.”

Some of the greatest changes took place in the former basement, the building’s largest open area, but they weren’t easily accomplished. The architects had concerns that the ceiling was too low to accommodate classrooms, so they needed to create bulkheads to raise the ceiling slightly, allowing for additional height to create the new spaces.

“It’s very much like what we were trying to do with the student center in the lower level of University Hall as well,” said Gomperts, comparing the Federal Hall renovations with Schmidt Associates’s previous work with the home of the Bayh College of Education. “The student-oriented interaction spaces have become very important to these types of facilities across the nation, providing accidental interaction, food service and ... all those things that encourage students to stay on campus and interact longer.”

It didn’t take long for the changes to nab students’ attention. Pond, the former probation officer, overheard students talking about Federal Hall when he was walking downtown one day in August, which encouraged him to make an impromptu visit. McLaren gave Pond a tour of the building, which left him stunned with the drastic transformation that had occurred.

“We went to the third floor classrooms and offices, and I had no idea you could take that space and do those kinds of wonderful things with it,” Pond said. “We then came down here to the garden level and I saw this space. I was astounded, and then I understood, that’s why these students are coming out talking about this building.”



Indiana State University Provost Jack Maynard, Scott College of Business Associate Dean Bruce McLaren, Scott College Dean Brien Smith and his predecessor Dean Nancy Merritt, student Jessica Weesner, Board of Trustees member Mike Alley, President Daniel J. Bradley, Terre Haute natives and Scott College benefactors Don and Susan Scott, Board of Trustees president Randy Minas and state Sen. Luke Kenley pose after the ribbon-cutting at the Federal Hall dedication on Sept. 7.



Scan code to watch video about the renovations.

People attending the Federal Hall dedication heard from a student who provided perspective on just a few of the differences between the Scott College’s new home and its former location in one of the Statesman Towers.

“I am thrilled to no longer have to walk up five or more flights of stairs to get to class, sweat profusely in the basement, or have a long wait for the elevator,” said Jessica Weesner, an accounting and financial services double major and a Networks Scholar. “I even will be able to charge my computer at my own desk rather than in the back corner of a classroom!”

Students provided tours during the dedication, and still provide tours of their new home regularly.

“It’s always a neat experience to see a building retrofitted and repurposed like this to benefit the community,” Gomperts said, “but to hear from the actual users on how it’s impacting them was ... probably the most satisfying part of the dedication.”



The historic corridor of the first floor of Federal Hall.



FEDERAL HALL moves CAMPUS closer DOWNTOWN

by Austin Arceo

A close-up of the historic mailboxes on the first floor of Federal Hall, which have been maintained as part of the renovation project transforming the building into a 21st century home for the Scott College of Business.

For years, Don Scott's customary trips to the downtown post office were more than just obligatory checkmarks denoting another completed task on his "to do" list.

Sure, the trips needed to be taken. But they also created lots of memories.

He recalled the conversations he would have with some of the other postal regulars as he sorted his mail at a nearby lobby table, or he would take advantage of off-hours access to the postal site, routinely collecting his business correspondence on Sunday so he could get a head start before Monday morning.

"I would go in on different days, Saturdays, Sundays, nights and go pick up the mail," said Scott, who has been in the insurance industry for more than four decades and served as president of the former Sycamore Agency, now part of Old National Insurance. "I always felt like if I could get mail and work on it on the weekend, I'd be ahead of everybody else who was just waiting until Monday to get their mail at 9 or 10 o'clock in the morning. I'd be a jump ahead of the competition."

Now, college students use the same site downtown to get ahead in their careers. The federal building that housed the post office has now become the home of Indiana State

University's business college bearing Scott's name, bringing students within a stone's throw of professional offices and businesses downtown.

"I think it's going to be an asset not only for the university, but for the college of business, and I think for the Terre Haute community," said Scott, who provided a significant gift to help make the Federal Hall renovations possible. "It's going to change downtown because it's bringing in so many more people to the area."

The business school was formerly located on the northeast corner of campus before moving into Indiana State's first academic building south of Cherry Street, one street over from the heart of downtown on Wabash Avenue.

"I like being right on the border with the downtown businesses because we do a lot of class projects with companies and businesses there," said Bruce McLaren, associate dean of the Scott College. "The downtown is our learning laboratory."

City residents and downtown business owners will continue to use Federal Hall. New postal boxes are in use, and the self-serve postal kiosk is now located on the west end of the first floor.

"This is a great save of a historic building for our community and a wonderful venue for the Scott College of Business," university President Dan Bradley said. "The nature of the building will create a lot more interaction between students, faculty and staff. It should also address

our strategic goal of serving as a catalyst for downtown revitalization by placing more than 1,000 additional consumers in the downtown business district."

Federal Hall, which is on the National Register of Historic Places, became available after the federal court moved into a new building. Indiana State worked with the federal government to have the building transferred to the university.

"I think (the renovation) is a positive thing," said George Azar, owner of Saratoga Restaurant, a Terre Haute city councilman and member of Downtown Terre Haute, Inc. "Anytime we have any kind of development or refurbishing of existing buildings, it's a great thing for downtown Terre Haute." 🌟



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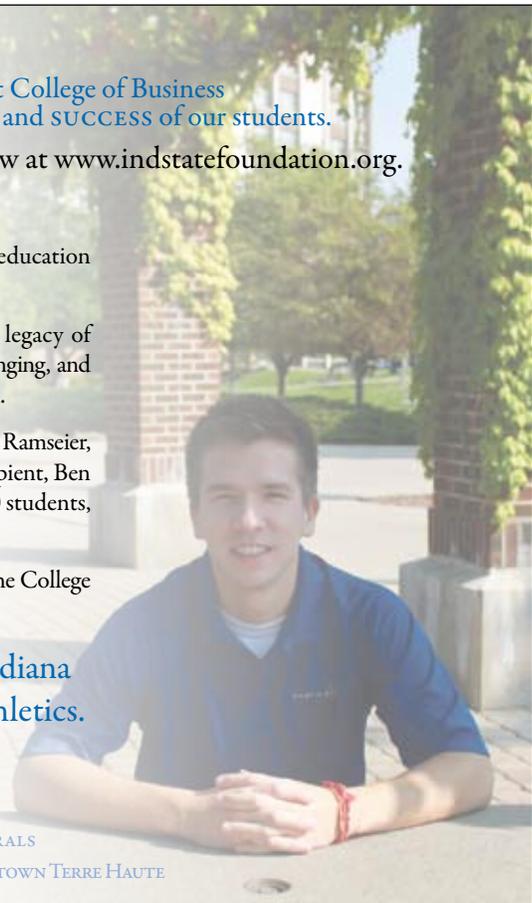
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We ask for your support with a gift to the Scott College of Business. You can ensure the College has the resources it needs to invest in the best opportunities for our students.

"Growing up in Terre Haute, I've always been inspired by Indiana State's involvement in the community and by Sycamore athletics. It feels good to finally be a part of this University!"

BEN RAMSEIER | TERRE HAUTE, IN | CLASS OF 2015 | MARKETING MAJOR
 CURRENTLY EMPLOYED BY BAESLER'S MARKET | PARTICIPATES IN INTRAMURALS
 AFTER GRADUATION WANTS TO BE INVOLVED WITH THE REVITALIZATION OF DOWNTOWN TERRE HAUTE



CLASSROOM to HONOR TREASURY AGENT

by Dave Taylor

Many current and former businesspeople remember Indiana State University's Federal Hall as a place where they picked up their mail at post office boxes and chatted about the news of the day. There are those who remember their day in court before a U.S. magistrate. Others may recall getting help with winter heating bills from the community action agency that had offices in the former Terre Haute federal building.

Indiana State alumnus Mike Blackwell, who graduated in 1971, remembers the 1930s-era building, home of the Scott College of Business, for providing some unexpected fun.

For 25 years, Blackwell's dad Mark Allen Blackwell worked for the U.S. Treasury Department, serving for many years as special agent in charge of the Terre Haute office. At the time (1959-72), pinball machines were considered illegal gambling devices and Mark Blackwell's duties often included accompanying FBI agents on gambling raids. Agents would seize pinball machines along with poker chips, pool tables – anything used for gambling. The senior Blackwell stored the evidence in the FBI office where he worked. A few times a year, he allowed his four sons to try their luck on the machines.

“He would invite us to the office every now and then on Saturdays – I remember maybe five or six times and this office was just full of pinball machines,” Mike Blackwell said.

“For two hours all we would do was play all these different pinball machines that we had never seen before and would never see again.”

The brothers would beg their dad to bring just one of the games home but, of course, he said he couldn't do that. “I thought, ‘What a waste. I can't believe you're destroying these,’” Mike Blackwell recalled.

The third floor office where the 1960s contraband provided so much enjoyment for four teenage and pre-teen boys is now a classroom, the Blackwell Lecture Hall, in memory of Mark Blackwell.

The naming comes thanks to a commitment Mike Blackwell made to the ISU Foundation's **MARCH ON!**

campaign. In total, he committed more than \$400,000 to the university, impacting Sycamore Stadium, the Federal Hall renovation and endowing scholarships for geology and education students, Alpha Tau Omega Fraternity members and baseball athletes.

Mike Blackwell, owner of The Mississippi Oil Co., based in Ridgeland, Miss., is proud not only of his dad's service as a Treasury Department special agent but also of his service to the nation in World War II. Mark Blackwell was one of the first combatants to land at Iwo Jima and, later, Okinawa.

After a brief stay at a Tokyo hospital following the Japanese surrender, he returned to his wife Mardell and moved to Bloomington to attend Indiana University, graduating in 1946 with a degree in business and accounting. He worked in northern Indiana for 14 years before moving with his wife and four sons to Terre Haute.

“He was a good man, a devoted husband and a patriotic American who spent his life serving others,” Mike Blackwell said of his father, recalling how his dad's World War II experiences complicated his later career as a treasury agent.

As a result of “jungle rot,” officially a “tropical ulcer,” an ailment that causes skin lesions and bleeding that struck many servicemen in the Pacific theater, Mark Blackwell had to wear cotton socks. In his day, cotton socks were available only in white, causing the T-man to stand out when dressed in the standard dark suit and tie and wingtip shoes that federal agents wore.



Mike and Mary Blackwell pose in front of a display honoring Mike's father, the late Mark Allen Blackwell, a U.S. Treasury agent who had an office in the Terre Haute Federal Building for 14 years. That office is now a classroom in Federal Hall, the home of the Scott College of Business.

“Dad became known to the mafia as the agent with the white socks. My mother finally had to start cutting off black socks and sewing them on the soles of the white socks so he could go undercover,” Mike Blackwell said.

Like many other World War II veterans, Mark Blackwell battled his recurring bouts of “jungle rot” but never talked to his family about his wartime experiences, his son said.

He died in 2004 at 79.

“Mike Blackwell's remembrance of his father enriches the history of the building with the human face of its former role,” said Nancy Merritt, former dean of the Scott College of Business. “We are grateful for this history and assistance in dedicating the building to a new role in educating the business students of Indiana State University.” 🇺🇸

TEAMING WITH OPPORTUNITY:

SCOTT COLLEGE, STUDENTS FORGE BENEFICIAL COMMUNITY PARTNERSHIPS

by Austin Arceo, Mallory Metheny and Alexa Larkin



Mackenzie Mack

As a child, Mackenzie Mack learned to play golf through a youth program. But when she arrived in Terre Haute to attend Indiana State University, she was surprised she couldn't find a similar program in the Wabash Valley. So she did something about it.

Mack co-created Tee It Up, a nonprofit organization that hosts golf clinics teaching kids valuable lessons through the sport's rules and mentoring. Volunteers teach children about golf and other life lessons that are implemented into the clinic's session plan.

"I'd always see kids on the range when we would go to practice," said Mack, who played on ISU's golf team and created the nonprofit with her sister. "There would be so many kids there, but they'd be on their own. There was no junior golf program available for them. I knew that I wanted to start one."

She organized a clinic and quickly received community support. A local golf course volunteered to host the clinic. It didn't take long before it became a recurring event.

"After that first fall, we decided to turn it into an actual nonprofit, incorporating many of the concepts that I learned from the Scott College of Business," said Mack, who graduated from ISU with a bachelor's in marketing and her MBA. "It was exciting to be able to turn theory into practice."

Mack's efforts are just an example of some of the community partnerships that Scott College students, faculty and staff members have created. They regularly partner with businesses and other organizations to provide lessons for the students while yielding added benefits for the participating volunteers.



Well-schooled

Business students in the Networks Professional Development Program host the annual Ethics and Corporate Social Responsibility Conference each spring. The students organize the entire event, from outreach to sponsorships to organizing speakers.

The conference last March featured speeches by Baesler's Market owner Bob Baesler and Denny Sponsel, owner of RJE Business Interiors in Indianapolis and member of the Dean's Executive Council for the Scott College.

"People can expect a wide variety of viewpoints concerning ethical dilemmas that employees in almost every occupation in the world face today," said Andrew Graman, a junior from Bruceville, when he helped organize the conference. "Attendees can also look forward to gaining invaluable insight into how professionals have dealt with ethical issues in their own lives." Some partnerships also provide learning opportunities for students.

Left: The Indiana State University golf team volunteering during a Tee-It-Up clinic. Scott College alumna Mackenzie Mack co-created Tee-It-Up, a nonprofit organization that hosts golf clinics teaching kids valuable lessons through the sport's rules and mentoring.

Right: Scott College of Business students participate in a speed networking event organized by the Meis Center for Student Development. Students had six minutes to connect with each professional at the event.

Last February, the Meis Student Development Center teamed with the dean's office and 20 industry professionals from around the region, some who also serve as members of the Scott College's Young Professionals Board, for a speed networking event where students were given six minutes to connect with each professional.

Allison Harper, a junior insurance and risk management major from Terre Haute when she participated, said, "All the professionals that were involved in my room were very open to helping and very open to giving us suggestions and ideas on how to integrate your minors and majors into what you wanted to do. They definitely gave you a lot of career options, and they were also great at making you feel comfortable." April Huey, a senior financial analyst

at Indiana University Health and a Young Professionals Board member, participated in the networking as a form of service.

"It's important to give back to organizations you're passionate about, and when I think back to my experience here at ISU, something that was very important to me was to get to meet industry professionals and prepare for my future career," said Huey, who graduated from ISU in 2007 and was a former Networks Scholar. "I think it's important that I come back and give the students the same opportunities that I had to help them prepare, so we can have a better business world as a whole."

Still other Scott College students provided lessons of their own. During the spring 2012 semester, 11 students from a Scott College class visited

DeVaney Elementary School in Terre Haute to teach statistics-related math concepts to third grade students. The Terre Haute Rex became involved as the students used baseball to teach probability and percentage statistics to the class.

In good company

Scott College students have worked with different organizations in mutually beneficial activities. In the fall of 2011, an ISU operations management class teamed with Union Hospital employees for multiple projects that helped the students become green belt certified in Lean Six Sigma, an industry-recognized method for problem-solving and continuous improvement. The projects ranged from increasing maternity ward satisfaction to analyzing patient treatment time. Several hospital employees suggested the projects and discussed them with the class.

Two teams of ISU students in another operations management course

partnered with the Light House Mission Ministries in Terre Haute to analyze the nonprofit’s operations and recommend changes that could benefit the homeless shelter. One team worked with fundraising initiatives while another analyzed the supply chain processes at the mission’s thrift stores in Terre Haute.

“The students were really good to work with,” said Paul Shaw, the mission’s chief operations officer. “We received a lot of valuable information out of their work, and it’s something we can use not only in our fundraising, but the merchandising in our stores. It was really enjoyable.”

A group of students even learned from a volunteer opportunity on a summer trip to San Francisco, as 29 students worked with the St. Anthony Foundation, which operates a dining facility and provides other social services in the city’s Tenderloin district.

Some students volunteered in the dining hall. Another group worked at a clothing center and others worked at a senior center. They learned about the history of the Tenderloin district and the challenges of poverty and homelessness many of the district’s residents face.

Miguel de la Rosa was one of the students who worked at the senior center. He and the other students spoke with a St. Anthony Foundation worker who emphasized talking with people of all different backgrounds, including those who may be homeless, rather than avoiding or ignoring them.

“I have volunteered and I’ve done fundraisers, but never really to the extent to engage firsthand with a community like that, and it was an awesome experience,” said de la Rosa, a marketing major from Greenwood. “Honestly, I thought it beat out any of the other activities that we did while we were there.”

Indiana State University students on a trip to San Francisco pose in front of the Golden Gate Bridge. During the trip, sponsored by Networks Financial Institute, the students spent a day volunteering with the St. Anthony Foundation in San Francisco’s Tenderloin district.



Below: Three Indiana State University students tour the Light House Mission store in the 12 Points section of Terre Haute. The students were part of a Scott College of Business class that featured groups analyzing the mission’s operations and recommending changes to improve processes.



DEVELOPMENT CENTER in FEDERAL HALL guides YOUNG BUSINESSES

by Austin Arceo

For Stacey Thacker, Saturday night was intended to be a time to relax with family.

She reserved the evening for artwork with her sons, then 2 and 6 years old. One night, as she and the boys muddled in clay, an idea flashed into her head: couldn't this become a business?

"Art Totality is something that nobody's ever done before," Thacker said of her idea-turned-Terre Haute-business-reality. "It's something completely and utterly different."

Thacker drew up business plans for the company, which creates art projects and lessons during family friendly gatherings, but was not immediately ready to start. She talked with Heather Strohm, regional director of the West Central Indiana Small Business Development Center, which is housed in Federal Hall with the Scott College of Business. Thacker knew of some of the tasks that she needed to do to get her business up and running, but Strohm provided the detailed roadmap to get there.

"Heather is still to this day a phenomenal business coach," Thacker said. "Before I go and dive into something, I have her review it first."

The center in Federal Hall is part of the statewide Small Business Development Center network, which provides a variety of services and support to

small business start-ups, promoting job growth throughout the state. Strohm's office provides services and educational programming to for-profit businesses.

"We don't want to see businesses just start," Strohm said. "We want to see them grow and add jobs in the Wabash Valley."

Indiana State works closely with the center, providing office space and one-third of the center's annual budget. The center works with student classes and organizations, such as the Sycamore Business Advisors capstone course, to provide additional learning opportunities.

"The Small Business Development Center is a great resource for the community, and it also has provided high quality learning opportunities for our students," said Brien Smith, dean of the Scott College.

Business owners in an array of different fields seek support from the development center. The office provides some services, such as research, advice and business plan reviews, while also providing references to other organizations providing different functions a company needs, including banks for loans and attorneys for legal advice.

Robert Garzolini, owner of Terre Haute Helicopter, learned about the center after hearing Strohm talk at a local event.



A child receives guidance with an art project during Art Totality's Going Green with Artwork event.

He spoke with her about the steps needed to get a loan for his business idea, in which helicopters provide agricultural services such as spraying fields and pollination.

"They reviewed the information and felt it was a viable entity," said Garzolini, whose company now operates in four states, including Michigan, Illinois and Ohio. "Without Heather and the Small Business Administration there, we would never have gotten this business started."

Garzolini's business, which started in 2009, earlier this year received the Indiana Small Business Development Center Edge Award for Established Businesses.

The center at ISU helps about 200 businesses each year, Strohm said. More than a quarter of those companies receive support multiple times through the year.

"It's very rewarding," Strohm said, "to see these companies start and be successful." 📌



STUDENTS DEBATE CONTEMPORARY CONTENTIOUS TOPICS IN NEW ETHICS COURSE

by Alexa Larkin

As the Occupy Wall Street movement began to spread across the nation, Indiana State professor William Wilhelm probed students in his Ethics in Organizations class about their knowledge of the movement.

Only two hands went up, accompanied by many blank stares, he said.

After realizing how little his students knew about the movement he asked them to research it and come to class prepared to discuss at least one issue influencing the movement and how they felt about it.

When the students shared their research in the next class, Wilhelm observed a marked change.

“It was amazing how engaged the conversations got,” Wilhelm said. “It was a really animated discussion.”

The course began last year as a business course that fulfilled the ethics and social responsibility category of ISU’s general education requirements.

Wilhelm was asked to design the course because of his background in business ethics, he said, though the course focuses on ethical behavior in all organizations. The wider analysis allows students from all majors to be able to take the course and apply it, because they are all going to work in some kind of organization, not necessarily a business, Wilhelm said.

Experiential learning is a key part of the curriculum at ISU, and Wilhelm took that into consideration when creating the course.

The class examines the structure of organizations, including ethical theories and current events.

In order to incorporate experiential learning in these areas, Wilhelm planned debates to engage students in critical thinking, researching and developing arguments. The Occupy Wall Street class discussions led to new topics from what Wilhelm had initially planned.

The students debated the legalization of marijuana, drug screening to qualify for welfare and unemployment, taxing the wealthy at a higher rate and reallocating money from the national defense budget to aid social programs.

“This was the first time I had participated in a debate and it was a challenging learning experience. The greatest challenge was having to analyze my own beliefs and perceptions,” said Diana Marshall, a junior accounting major when she took the class.

“The greatest challenge was having to analyze my own beliefs and perceptions.”
- Diana Marshall

“I think that it is important to have activities like this in class because students should be encouraged to form their own ideas and express their creativity,” said Tricia Hudspeth, a senior marketing major when she took the course.

The teams consisted of active debaters and researchers who were on their laptops the whole time refining their side’s arguments, Wilhelm said.

Though her team focused on statistics to create an argument, “we also



realized that those statistics represented real people with needs that could not be ignored,” Marshall said.

Engaging in civil disagreement brings people together, said Wilhelm, with Marshall and Hudspeth agreeing that the exercise did not divide the students but rather brought them together.

“I got them to read and research some things that they were interested in that were still very relevant to the course and relevant to their lives,” Wilhelm said. “We need to have people be engaged in issues dealing with their citizenship, and they are now.”

In order for students to prepare properly, Wilhelm stressed the importance of two words before the debates: civility and logic.

“Debates are not won by anger and negative rhetoric. We maintain civility,” Wilhelm told the students. “The way you are going to win a debate on your topic is going to be based on the strength of your logical arguments and that means research.”

Students debating an issue in Scott College of Business professor William Wilhelm’s Ethics in Organizations class.

Students in the class were also required to complete a community engagement project which included investigating and volunteering for eight hours with an organization and doing a written paper and presentation. The presentations allowed all students to become more familiar with the different organizations where they chose to invest their time.

Hudspeth thought the project helped the students gain a better understanding of the world in which they live.

In the reports, students also had to identify the needs of the organization, and Wilhelm hopes to use this information for a future benefit. The idea is to get business majors involved with providing services to meet these needs through an internship course.

This project will identify if there are needs out there that other students can serve, Wilhelm said. 📌

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