SOUTHERN MISS BUSINESS – ENGAGE, ADAPT AND INSPIRE WITH INTEGRITY
With this report, we welcome a new era for our Southern Miss business programs within the expanded space of Scianna Hall in Hattiesburg and with plans for a new building on our Gulf Park campus.

Our new learning field in Scianna Hall has room for students to gather, and they are taking advantage of every study room, walking treadmill and group meeting space we have to offer. It is difficult to describe how incredible it is to see students working together and creating professional bonds of friendship. While there is a lot to be grateful for in Scianna Hall, the sweetest part of it all is having the space for our students to gather together, relax and work on assignments in between classes.

The technology is tremendous. Every classroom includes Interactive Video Networking (IVN) capabilities and Lecture Capture. We can now connect with CEOs in far-reaching locations, as well as offer connected classroom interactions to those at a distance. Every discipline in business has faculty members who are committed to stretching our reach in analytics. Every discipline also has faculty members who are creating our successes in connecting students with organizations, projects, internships and career positions. It is an exciting time to be given the gift of this space and this technology.

The firm that accepted the challenge and won the technology bid for Scianna Hall was Academic Technologies Inc. from Jackson, Mississippi. Phillip Boyd and his team have done an amazing job of installing this technology and teaching us how to thrive in this new environment. Without apology, I recommend them to you if you need an upgrade to your approach.

The purpose of this Annual Report for 2015-16 is to summarize key steps we’ve taken during this first year in Scianna Hall. We are driven by our mission and work to contribute to the larger initiatives at USM as well. We believe that our culture and values are driving us to achieve more as we navigate a shifting educational landscape. Our handshake remains our bond, and our integrity is a cornerstone of our programs.

On behalf of the faculty, staff and students in Southern Miss business programs, I thank you for your involvement with us and hope you will ask us how to increase your participation with our programs, people and purpose. Together, we are engaging, adapting and inspiring others as we maintain a focus on the integrity of our enterprise. Thank you for being a part of this transformative step.

Faye W. Gilbert, PhD
Dean
College of Business
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The University of Southern Mississippi (USM) was founded in 1910 and worked to become a premier research university with a national reputation for excellence. As Mississippi’s only dual-campus university, Southern Miss serves students on campuses in Hattiesburg and Long Beach, in addition to online programs and five teaching/research sites.

USM is home to the sixth-oldest acceptance-based Honors College in the nation and is recognized for its accredited programs in the arts, polymer science and business. The nursing program was ranked in the top 100 online graduate programs in the nation in 2015-16. The graduate program in counseling psychology was ranked first in the nation for its pass rate on licensing exams.

During 2015-16, USM excelled in marine science with its new research vessel, the Point Sur, providing scientists with the best option for research in the Gulf of Mexico east of the Mississippi river. USM saw a major increase in external research funding for key projects. Examples of research initiatives included a partnership between GE Aviation that focused on composites development processing for the GEnx aircraft engine; the National Center for Spectator Sports Safety and Security (NCS4) and its research on sport security risks; marine science and research on the Gulf region ecosystem status and trends to ensure sustainable coastal and ocean ecosystems in the Gulf of Mexico; and the achievement of having one of only two worldwide projects selected by NASA to be conducted on the International Space Station to explore whether life can survive on Mars.

USM also offers 16 sport programs at the Division I level sponsored by the National Collegiate Athletic Association (NCAA). A member of Conference USA since 1995, the Golden Eagle football team won the division title this past year, reversing a three-year losing streak and building momentum and support from fans. For the first game of the 2015-16 football season, with a major in-state rival, students in the College of Business completed a study and estimated that non-residents provided a $2.7 million impact on the local economy.

President Rodney Bennett began his third year at the helm, and Dr. Steven Moser became provost and senior vice president for Academic Affairs. USM leadership continued to manage budget reductions as they also focused efforts on visionary steps to ensure Southern Miss progressed in its journey to create exemplars for programs in higher education.

President Bennett’s vision is for USM to be the model for public higher education across the country as we pursue excellence in ensuring student success, expanding enrollment strategies, enhancing academic instruction, fostering greater focus on research, bolstering economic and community partnerships, and maximizing human potential. The College of Business supports this vision through its strategic planning and annual action initiatives.
The College of Business moved into Scianna Hall, almost doubling the square footage of space available for its people and programs. Dr. Faye W. Gilbert served as dean, and Dr. Gwen Pate provided leadership as director for the School of Accountancy. Department chairs leading their areas included Dr. William C. “Bill” Smith as chair of the Department of Economic Development, Tourism and Sport Management and as interim chair of the Department of Marketing and Merchandising; Dr. Bruce Gilstrap as chair of the Department of Management and International Business; and Dr. G. Wayne Kelly as chair of the Department of Finance, Real Estate and Business Law. Dr. Beth LaFleur led as the associate dean for the Gulf Park campus and as director of MBA programs; Dr. Bret Becton served as the associate dean for operations and accreditation; Dr. Brigitte Burgess, served as associate dean for undergraduate programs and assessment, managed advising and student success initiatives; Dr. Amber Hatten served as the director for the Master of Professional Accountancy; Dr. Chad Miller led the Master of Science in Economic Development as its director; and Dr. Dennis Phillips served as the director for the Master of Science in Sport Management.

Goals, action initiatives and spending priorities for the CoB are derived from the focus, discussed by students, Advisory Board members and were adopted by the faculty in fall 2013.

Our values reflect our creativity and innovation, community spirit, resilience, competitive drive and integrity.

Vision: We will be recognized as an educational leader in the Gulf South region for providing innovative strategies addressing business challenges.

Mission: We provide applied and innovative educational experiences as we inspire a competitive spirit for working within this dynamic global economy. Our scholarship focuses on intellectual contributions that advance knowledge in our disciplines, applications of theory for organizational problems, and practices that influence teaching excellence.
1. Challenge coins were forged to mark the opening of Scianna Hall and include the phrase, “Engage, Adapt, Inspire... with Integrity.” Dr. Bret Becton led the effort, and faculty, students and members of the Advisory Council influenced the selection of terms inscribed on the coins. Each donor to Scianna Hall received a coin, as did each graduate of business programs in 2015-16.

2. We completed The First Financial Services Center and endowed a fund to assist with keeping it current over time.

Members of the Board of Directors from The First Financial Services Co. toured The First Financial Services Financial Lab on the second floor of Scianna Hall.

3. Dr. Hyler Bracey and Ms. Cass Flagg provided a $100,000 challenge match for donations to the Eagle Scholars fund. Mr. and Mrs. Joe Quinlan endowed a scholarship as part of the CoB Eagle Scholars program that will also match the challenge and have funds for a finance major to be a part of this signature effort, in perpetuity.

4. The Accounting and Sport Management programs were rated in the top percentage of programs in the country for the value and affordability provided. Sport Management officially joined the College of Business in 2015-16.

5. Our SBDC had a $1.9 million impact on the capital infusion for the Pine Belt region in its first year of operation (Rita Mitchell). Our Center for Entrepreneurship and Economic Education reached over 500 high school juniors through the business plan competition and over 300 teachers with workshops (James Wilcox). We estimated that 31% of those students would go on to open a small business that garners from $10 to $10,000 in sales.
10. **Did we mention that we moved into Scianna Hall?!**

With much gratitude to our Facilities Management personnel, the architectural firm of Eley Guild and Associates, technological wonders from Academic Technologies, groundskeepers, Aramark, whose new food pod opened in our building this spring – we are really enjoying our new academic home. Many thanks to the 400+ donors and the state of Mississippi who made this possible.

9. **The CoB launched the “Executives” speaker series** with the following talks provided: Executives on… Entrepreneurship (Tom McDonnell), Real Estate (Mark Cumbest), Analytics (Lindsey Inman and Greg Bradley), Media (Roland Weeks, John McFarland, Brad Kessie) and Entrepreneurship (Dave Dennis and Frank Wilem).

6. Our faculty members not only excelled in academic publications, they were cited and highlighted again this year in national and local outlets such as the *Wall Street Journal* (Srinidi Kanuri, Wayne Kelly, Leisa Flynn), the *Gulf Coast Business Quarterly* (Greg Bradley), *South Mississippi Living* (Greg Bradley) and the *Mississippi Business Journal* (John Brown).

7. **The Cintas Corporation** held its annual management training program in Scianna Hall with over 40 Cintas trainees, managers and general managers interacting with faculty and students. The CFO, Mr. Schneider, provided the keynote address.

8. **The CoB honored Mr. Duane Lock as the Alumnus of the Year and honored Duff Capital Investors, LLC as the Entrepreneur(s) of the Year.**
FUTURE OF BUSINESS INNOVATION
The Lagged Effect

- Advertising does not always have an immediate impact
- Multiple exposures are often necessary
- It is difficult to determine which exposure led to purchase

hulu
When he graduated from Southern Miss as a business major in 1975, Chuck Scianna never could have imagined that 40 years later, a new College of Business building would bear his name.

When Scianna Hall officially opened on Sept. 4, 2015, it marked the beginning of a transformative era for the College of Business – and opportunities for current and future students that Scianna never had as a first-generation student who worked full-time to pay for college.

With the namesake facility, students will now have more tools than ever to become business leaders and entrepreneurs like Scianna. A successful businessman in the oil industry in Texas, he is also a member of the Southern Miss Alumni Hall of Fame and board member for both the USM Foundation and Southern Miss Athletic Foundation.

Scianna Hall offers 93,000 square feet of space for students, faculty and staff to thrive in a state-of-the-art learning environment that is up-to-date with current innovation for our future business leaders.

The three-story building is almost double the square footage previously available for the college. We have special facilities like the Creative Learning Lab, The First Center for Financial Services Lab with its Bloomberg terminal, the Draughn Center for Healthcare Marketing, the Green Center for Economic and Entrepreneurship Education and the Ivey Conference Room. We also offer an 88-seat Testing Center, which includes a Certiport Certification Center to welcome students and members of the community to become certified in the Microsoft suite of products.

We also have technology that includes smart boards, digital signs, touchscreen monitors and the capacity to connect with distance learning space.
We define goals based on the mission to drive our actions. Currently, our goals are to 1. enhance our competitiveness; 2. foster applied experiences; 3. promote innovation opportunities and global connections; and 4. invest in our people, infrastructure and community. Our accreditation process has us focused on how we are engaging, innovating and having an impact on our region, so this section is organized to show key steps from this past year and to describe the expected impact of each of those actions. Each brief is accompanied by a tie to one of the four goals that guide our efforts.

**Business Eagles – Engaged**

**Cintas Corporation** held its Management Trainee Summit in Scianna Hall with faculty and students participating in key sessions. Led by Dr. Bret Becton from USM and Mr. Brandt Schmersol with Cintas, the two-and-a-half day event included case studies, training sessions and a community project.

**Impact**

*Applied Experiences and Community Investment.* Over 40 members of the Cintas management team were immersed in learning with business faculty and students, culminating in a keynote presentation by the COO, Mr. Todd Schneider.
A student project a couple of years ago in a course by Dr. Chad Miller led to a request to the Department of Defense for the Port of Gulfport to be designated as a Strategic Port so that military shipments can arrive and ship from that location. That designation occurred this year.

**Economic Development, Applied Experiences.** Military operations are one of the three key pillars of the economy in South Mississippi. Shipments for Camp Shelby, Keesler Air Force Base, the SeaBee Base and other locations can now increase shipping for the port.

A grant from Cotton Incorporated by Dr. Gallayanee Yaoyuneyang and Dr. Brigitte Burgess saw students from Southern Miss, Delta State University and Mississippi State University competing in the Cotton Cotterie collaborative.

**Competitive and Collaborative Learning.** Students earned cash prizes as they designed clothing from cotton fabrics and traveled to different campuses to interact with faculty and students in this field.

**Economic Development and Community Investment.** The SBDC assisted clients in new and existing businesses who generated $1.9 million in capital infusion in the Pine Belt region.

Mississippi Public Broadcasting Services (PBS) filmed two Southern Miss entrepreneurs with business owners to showcase their innovative product ideas on a program. Dr. Joel Bolton and Dr. SherRhonda Gibbs mentored this project with Mr. Jim Coll in the Office of University Communications.

**Innovation Opportunities.** The students connected with local, successful entrepreneurs who will mentor their efforts as the PBS program highlights the programs at Southern Miss in this area.

Students in the Sport Management Marketing class with Dr. Doug Manning worked with the Biloxi Shuckers to assess ways of increasing their connections with the Gulf South region.

**Innovation Opportunities and Applied Experiences.** Students have the opportunity to work with professionals as they glimpse real-world problems and seek solutions. The Shuckers receive insight from a key target group for their efforts.

As a class project, Marketing in the Healthcare Industry (MKT 471) students with Kellin King, Pharm.D. developed a marketing plan for Dermatology South’s Halo laser, which was launched at the clinic in December 2015. Students worked in groups to research, develop a plan, and prepare a presentation for Kristi Gould, director of marketing for Hattiesburg Clinic. After working with healthcare marketing students, Mrs. Gould said:

“The healthcare marketing students at USM took our project seriously—as if we were an actual business client. I was impressed with the time they invested in their marketing plans. Additionally, their presentations were thorough and professional.”

**The Southern Miss Center for Entrepreneurship and Economic Development,** managed by Mr. James Wilcox, saw a banner year with over 500 high school students participating in the SEP business plan competition and over 300 teachers reached with seminars on how to teach economics and entrepreneurship.

**Over 31% of the student participants started a small business.** Some earned profits of $10, while others approached $10,000. Two students from prior years paid for their college educations with the businesses started as a result of this outreach effort.
Students in International Business with Dr. John Lambert completed several high-profile projects this past year, including a global footprint brochure for the Mississippi World Trade Center to show the global impact of international trade on the Mississippi economy; an aviation sector development report for the Jackson-Medgar Wiley Evers International Airport; a refinement of data collected for the French-American Chamber of Commerce on imports from the European Union; a Guide for Avian Influenza and country protocol for Sanderson Farms; and a state-by-state profile of the economy of Mexico.

**IMPACT**

Outreach across the state for students investigating key issues and presenting findings to decision makers

Integrated Marketing Communication projects with Mr. Lance Hopkins at the Gulf Park campus connected students with such organizations as Gollott’s Seafood, Church’s Fried Chicken, Lookout Steakhouse, Beauvoir, Sport Shack, 100 Men D.BA. Hall, Mississippi Gulf Coast Coliseum, Boomtown Casino and the Gulf Coast Symphony.

**IMPACT**

Community Investment and Applied Learning. Students and organizations learn and benefit from projects to define marketing messages and gain ideas for future directions.

**STUDENT SPOTLIGHT**

During the summer of 2014, Tyler Fulcher completed an internship with Rolls-Royce in their purchasing department in Indianapolis, Indiana. Contrary to popular belief, Rolls-Royce no longer manufactures automobiles. Instead, they produce highly efficient power and propulsion solutions used in aerospace, marine, energy and off-highway applications. Fulcher explained, “During my internship with the company, I predominantly worked in the aerospace sector, where I managed relationships between several key suppliers and learned a great deal about the organization. After four very rewarding months working at Rolls-Royce, it was time for me to return home to USM to finish my junior and senior years of college. Late last year, I finally got a call from the corporate hiring team inviting me back for another round of interviews. The interview process was arduous and extremely challenging, but I am happy to say that I will begin my first career position as a college graduate as a materials requirement planner. Rolls-Royce is an excellent company, and Indianapolis is an incredible place to live. Although I am a little sad about leaving USM, I am incredibly excited about closing the current chapter and beginning the next chapter of my life.”

Tyler Fulcher, Beta Gamma Sigma vice president of public relations, interned with Rolls-Royce during summer 2014. This summer, he returned to Indiana to begin his first job as a USM graduate, working for Rolls-Royce as a materials requirement planner.

**BUSINESS EAGLES – FOCUSED ON STUDENT SUCCESS INITIATIVES**

**Group Advising for Fall.** The Professional Advising Center, under the direction of Dr. Brigitte Burgess, pilot-tested group advising with business students investing an hour to learn how to plot their own paths to graduation and use the extensive software packages available to them.

**IMPACT**

Investment in Our Infrastructure. There were no waiting lines for advising on opening day in spring 2016, as all students had been through training on the system.

**Résumé and Interviewing Topics for Spring.** Group advising for spring in the CoB expands to include explicit instruction and discussions for résumés and interviews, influenced by Ms. Amy Yeend, our career advisor.

**IMPACT**

Maximizing the Focus on Life After the Degree
I started with the Tampa Bay Buccaneers in July 2015, as a group account executive. This role allows me to focus on engaging the local community to offer opportunities for corporate/client entertainment, employee appreciation, staff recognition and incentives, as well as ticket-centered programs! I work with business owners and staff members ranging from small businesses to Fortune 100 companies that operate within the Tampa Bay area, as well as those operating around the globe. I also work with nonprofit organizations, professional associations, schools, athletic clubs and various other segments to offer group discounts and benefits. The goal with these programs is to grow and expand year after year, with an end goal of creating a Bucs fan for life. As Dr. Bill Smith would say, “A customer is ANYONE that you want to influence.”

While studying at The University of Southern Mississippi, I worked 40+ hours a week to self-fund my college education. I interned with the Area Development Partnership for six months, which afforded me the opportunity for an internal promotion to membership coordinator. I worked within a full-time capacity up until one month prior to my graduation. I applied with the Tampa Bay Buccaneers, and after extensive interviews, was allotted the amazing opportunity to join “the team.” My dream job was to work for Google or in professional sports, and now I am living my dream.

Without my education from The University of Southern Mississippi, I would not be the professional that I am today. I still keep in close touch with my mentors: Dr. J.T. Tisdale, Lesley Sanders-Wood, Senora Cynthia Baertich, and the man that changed my life, Dr. Bill Smith. If there is any advice that I can share, as I wish it would have been shared with me sooner, talk with your professors—really, really, talk with them. Every professor may not be the right mentor, but when having access to the wealth of knowledge they possess, the choice is up to you to earn the dreams to which you aspire. Nothing in life is free, but while in college, your access is PAID FOR. Engage in the community – giving back is important. It teaches a great deal but also humbles you. Always humble yourself, never be content with doing “enough,” and strive to go to the top!

Courtney Campbell
Group Sales Account Executive
Tampa Bay Buccaneers

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**COB Alumnus of the Year: Mr. Duane Lock, CEO**

Duane Lock took the skills he learned more than 30 years ago as a business student at The University of Southern Mississippi and parlayed them into a successful career in the energy sector. On Thursday, Nov. 12, 2015, the Southern Miss College of Business honored Lock with its Alumnus of the Year Award during a banquet held at Scianna Hall. The award is sponsored by Joseph F. Boardman. “It is a true honor to receive this recognition, coming back to a place where my skills as an entrepreneur and business professional truly began to be molded,” said Lock, president of River Oaks Energy, an electricity brokering and consulting company based in Dallas, Texas. “It feels good to connect back to where I started, and to have the University recognize me in this way is very special.”

**Entrepreneur of the Year: Duff Brothers Capital, LLC**

Fueled by an entrepreneurial spirit and dedication to core values, Duff Capital Investors fits the bill perfectly as the recipient of the 2016 Entrepreneur of the Year Award. With headquarters in Columbia, Miss., Duff Capital Investors (DCI) is co-owned by businessmen and brothers, James and Thomas Duff. DCI, which is comprised of 12 businesses employing more than 10,000 people, includes Southern Tire Mart, KLLM Transport Services, Frozen Food Express, DeepWell Energy Services, Forest Products Transports, T.L. Wallace Construction, Southern Insurance Group, Duff Hospitality Group, Pine Belt Ford and Pine Belt Chevrolet. The Duff companies include two of the top 10 businesses in Mississippi, four in the top 50, and five in the top 100. The revenue for all DCI companies exceeds $2 billion per year – quite an accomplishment for a firm from Columbia (population: 6,400). “On behalf of the members of our Business Advisory Council, I congratulate the Duff brothers and their employees for their entrepreneurial spirit and integrity,” said Dr. Faye Gilbert, dean of the Southern Miss College of Business. “We seek to honor companies that do a bit extra for their organizations and the world around them, and we are excited to acknowledge the success and impact of this company.”
Executives on... Entrepreneurship: Mr. Tom McDonnell, Franchise Services of North America

Applied Experiences and Competitive Learning: Students heard from top executives in finance on career paths and the state of the industry today.

Meet the Firms: Held for the third time, accounting firms gathered in Trent Lott National Center to network and to interview students interested in the profession.

Attracted over 20 firms to focus on meeting about 100 accounting students in its third year

Marketing and Merchandising Majors Confidential: This key event highlights one firm, e.g. Hersheys in 2015 and Lazy Magnolia Brewing Company in 2016, and includes many other managers and firms in a casual atmosphere. This year, the guests were Leslie Henderson from Lazy Magnolia; Jason Crapps, RJ Young; Rebecca Floyd, Howard Technology Solutions; Chae Carter, Carter’s Jewelry and Chatelaine’s; Mike Moore, Moore’s Bike Shop; Kent McCarty, Java Moe’s; and Tiffany Langlinais, Freret & Napoleon.

Attracted 70 marketing students to focus on careers with advice from a variety of business organizations

The Minority Entrepreneurship Symposium was held at the Island View Casino in fall 2015. In partnership with the Magnolia Business Alliance, Dr. Jennifer Sequeira coordinated special workshops and information targeted to prospective small business owners.

Community. Over 30 interested participants gathered to work through issues related to opening a new business. This was the first event on the Gulf Coast sponsored by the College of Business.

C-Suite Symposium: The faculty in finance, led by Dr. Wayne Kelly and Dr. Steven Stelk, hosted the first C-Suite Symposium. Guest panelists included Mr. Jerry Hoeniges, CIO, BancorpSouth; Mr. Jeff Hollingshead, president, Forestry Suppliers; Mr. Warren Ladner, CFO, Merit Health Wesley; Mr. Ben Pace, CFO, CSpire; Mr. Stacey Wall, CEO, Pinnacle Trust; and Mr. Mike Morgan, professor of practice, USM.

Highlighted five executives with over 100 students in attendance to listen and learn about the variety of career options in the field of finance

The Business Advisory Council for the College of Business was 85 members strong and engaged at the Scianna Hall ribbon-cutting, board meetings and events. Under the direction of Ms. Julie Polk Breazeale as chair, Mr. Kenneth Lott as immediate past chair, and a set of engaged officers, the BAC funded two BAC Research Fellows (Dr. Brian Collins, Dr. Leisa Flynn), 15 students to study abroad in London and Japan, and other special requests.

Our People, Infrastructure and Applied Experiences. It is critical to have funds to honor faculty who are excelling in research, to support students for study-abroad experiences, and to have business executives interact with faculty and students throughout the year.
BUSINESS ADVISORY COUNCIL MEMBERS MAKE A DIFFERENCE

My diploma from the USM College of Business and all the opportunities and experiences offered to me from the University and its caring professors have helped me land my dream job.

Last June, I signed on with a luxury furniture and textile company as international sales manager for the territories of Central/South America, Canada, the Caribbean, Mauritius and France. This position permits me to travel the world, and my classes at the CoB gave me the skills and knowledge necessary to succeed in this fast-paced business environment.

The various study-abroad programs I was given the opportunity to participate in, along with USM’s language courses, permitted me to gain fluency in French and Spanish, and I now use both on a daily basis.

JT Tisdale put me in contact with my mentor (or should I say mentors), Carlos and Judy Tolosa. They have treated me like family from the moment I met them and have had a huge impact in guiding me through the start of my career. I would like to just extend a huge thank you to the University. My experience with USM was exceptional, and I am so thankful to all the professors and staff members that contribute to making the school great.

Best Regards,

Samantha Briggs Dedeurwaerder

BUSINESS EAGLES – CONNECTING WITH THE COMMUNITY

The Trent Lott National Institute for Entrepreneurship and Economic Development for the Economic Outlook Forum (sponsored by The First); Executives on...Entrepreneurship (sponsored by Comcast) featuring Mr. Tom McDonnell; Executives on...Real Estate (sponsored by Comcast) featuring Mr. Mark Cumbest. The Center director, Dr. Shannon Campbell, provides that leadership and connection to impact economic development in our state and region.

Joseph F. Boardman Jr. sponsors the Alumni of Year Awards (Mr. Duane Lock), the Entrepreneur of the Year Award (Duff Brothers, LLC), and several key events on the Gulf Park campus, including Executives on...Analytics, the Media and Entrepreneurship for spring 2016.

The Student Economic Development Association hosted a tailgate for the USM vs. MSU football game in the new Spirit Park. Governor Phil Bryant stopped by to meet participants.

Advisory Board and interest sessions saw the creation of the Gulf Coast Business Advisory Board with 30 members attending an interest meeting and 25 attending the first two working sessions on the Gulf Park campus.

IMPACT

Applied Experiences and Community

The new board members visited classes, provided panel session discussions, and offered advice in enhancing the business programs at Gulf Park.

IMPACT

Applied Experiences and Visibility of Business Leaders

Joseph Boardman’s generosity affects faculty, students and our community.
Financial experts expressed cautious optimism about the U.S. economy for 2016 during the annual Economic Outlook forum held Thursday, Feb. 11, at the Thad Cochran Center on The University of Southern Mississippi’s Hattiesburg campus. “Current indicators forecast the economy to grow at 2 ¼ percent in 2016,” said Adrienne Slack, vice president and regional executive for the Federal Reserve Bank of New Orleans. A packed audience at the Thad Cochran Center ballroom also heard from Chad Newell, president, Area Development Partnership; Darrin Webb, state economist and director of the University Research Center; Ashley Edwards, president, Gulf Coast Business Council; and Lee Lawson, president and CEO, Baldwin County Economic Development. “This forum provided an opportunity for our region to review economic data from the past year and to look forward for projections for this year,” said Dr. Faye Gilbert, dean of the University’s College of Business. “It is exciting to me to see the partnership between The First, Trent Lott Center and the College of Business convene business leaders together with students to focus on economic forecasts for this region.”

Competitive Honors and Certifications – Eagles Who Excel

Mr. Tanner Shaw, a senior finance major, was awarded the prestigious Orrin W. Swayze Scholarship for 2015 by the Mississippi Bankers Association.

Mr. Bradley Floore, a senior finance and accounting major, was awarded the Swayze Scholarship for 2016. The award is presented annually to the top Magnolia State University major in banking and finance who best represents the tradition of banking excellence exemplified by Swayze, a senior officer for Trustmark until his retirement in 1967.

Mr. Parker Adamson, a junior finance major and backup quarterback on the Southern Miss football squad, won the Mississippi Young Bankers (MYB) Leadership Award Scholarship for 2015. The MYB Leadership Scholarship is given to a junior banking and finance major at a state-supported university.

Zachary Lankford was admitted to Duke University School of Law for the fall 2015 entering class. He graduated summa cum laude from the CoB and garnered one of the 200 places available in competition with 4,800 other applicants. Ms. Amy Sevier nominated him.

The College of Arts and Letters and the City of Hattiesburg joined us and many others who sponsor FestivalSouth. This year, we added Festival Speaks with events in Scianna Hall for this festival.

The CoB partnered with the The PhD Project, the Area Development Partnership, the Frances Karnes Center for Gifted Studies and the USM Undergraduate Research Symposium.

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Zachary Lankford was admitted to Duke University School of Law for the fall 2015 entering class. He graduated summa cum laude from the CoB and garnered one of the 200 places available in competition with 4,800 other applicants. Ms. Amy Sevier nominated him.
School of Accountancy – Eagles Who Lead

Students with spring or summer internships averaged 10 per year for the years 2012-15. **For 2016, there are 31 students with spring or summer internships – a 300% increase.** The internships are with firms in Ridgeland, Jackson, Hattiesburg, Laurel, on the Gulf Coast, New Orleans, La., Memphis, Tenn., and Montrose, Co. Several are with Big 4 firms Ernst, KPMG and PwC. Twenty of the interns are pictured to the right.

Mr. Bradley Floore, a senior accounting major, received the **2015-16 Hamp King Award** from the Mississippi Tax Institute. This prestigious award is given to one student from among all 12 undergraduate winners of MSCPA scholarships based on outstanding academic and collegiate leadership. The award was named to honor the long-time service of the late Hamp King, CPA, as Mississippi’s State Auditor. Bradley received a plaque and a $3,000 scholarship check from Mississippi Tax Institute Trustee Tom Byrne of Houston at a ceremony held on December 3, 2015, at the Hilton Hotel in Jackson, Miss.

**IDEA Auditing Software**

The University of Southern Mississippi has joined the **IDEA® Academic Partnership** to provide students enrolled in the Master of Professional Accountancy (MPA) program with experience using professional data analytics technology. The donated CaseWare IDEA® software, valued at $77,000, will provide graduate students with a fully functional Education Version of IDEA with the capability to analyze up to 5,000 records. Students have used the IDEA Workbook, case studies and data sets to learn how and where to apply data analytics through hands-on learning, including importing data, performing various audit tests, reporting findings and automating repeatable processes.

**VITA**

For the past few years, students in Professor John Brown’s Income Tax Accounting class have participated in community outreach through the VITA program on the Gulf Coast. In the spring of 2016, members of Beta Alpha Psi have become involved in the VITA program in Hattiesburg.

Mr. Raymond Williams, a senior accounting major, received the **2015-16 Bill Rush Mosby Jr. Scholarship.** The $1,000 scholarship, from the MSCPA Foundation, honors the late Mr. Mosby, who served as president of the MSCPA in 1977-78 and as the Public Service Award winner in 2000. Raymond graduated in December 2015 and is working in Minneapolis, Minn., for the firm of CliftonLarsonAllen LLP, one of the top 10 largest U.S. public accounting firms.

Ms. Tamara L. Kinnard, a BSBA and MPA student from our Gulf Park campus in Long Beach, was one of two graduate students named winners of the **Gary E. Thornton Memorial Scholarship.** The $1,000 scholarship honors the former chair of the MSCPA Governmental A & A Committee and active MSCPA member. Tamara completed her MPA degree in December 2015 and now works for GranthamPoole in Ridgeland, Miss.

College of Business students rub feathers of **Lofty Return** for good luck.
GRADUATE PROGRAM SPOTLIGHT

MASTER OF BUSINESS ADMINISTRATION (MBA)

- Rated in the Top 200 Best Part-Time AACSB-accredited MBA Programs by U.S. News and World Report for the last three years
- MBA students come from diverse educational backgrounds. About half of the MBA students have undergraduate degrees in a business field; the other half hold degrees in science, healthcare, engineering and technical fields. Men and women are equally represented, and 15% of our MBA students hail from countries around the world. This diversity facilitates a richer educational environment in the MBA program.
- The fastest-growing graduate program in the College of Business, enrollment in the MBA program almost doubled from August 2015 to January 2016. The Southern Miss MBA is available on the Hattiesburg and Gulf Park campuses and online.
- Only MBA program in the country to offer the MBA with a Sport Security Management emphasis
- Overall, Southern Miss MBA students ranked in the top 30% on the MBA ETS Exam in 2015. This exam is given at the end of the MBA program and compares what our graduating MBA students know to 25,000 MBA students at 260 institutions around the world. Twenty percent of the students in this group scored in the 90th percentile or above in 2015.
- Southern Miss Gulf Park MBA students scored in the top 8% on the MBA ETS Exam in 2015. The average group score was at the 92nd percentile, and the highest score was at the 97th percentile.
- The typical Southern Miss MBA student brings significant professional work experience into the classroom. Our average MBA student has more than six years of work experience, and one-fourth of them have more than 10 years of work experience. In 2016, more than 70% of our MBA students are working professionals who complete the program on a part-time basis.
- All Southern Miss MBA students master SPSS statistical software in the required Analytical Decision-Making course. This powerful tool is the statistical "gold standard."
- Many Southern Miss MBA students complete Excel certifications while in the program; all enter the program with well-developed skills in Microsoft Office products, including Excel.
- The Southern Miss MBA has been offered for more than 50 years and has over 2,000 alumni spread across the United States and around the world.

MASTER OF SCIENCE IN SPORT MANAGEMENT (MSSM)

- The Master of Science in Sport Management online degree program is ranked among the nation’s best in a recent report by OnlineColleges.net. The Southern Miss program, administered through the College of Business, ranks No. 8 in the ratings.
- The Sport Management program offers an emphasis area in sport event security management, as well as a graduate certificate in sport security management. This is the first and only academic program in the nation focusing on this unique area of study.
- The ability to complete the MSSM degree in either an online or face-to-face format offers a student flexibility to match their career objectives.
- About 80% of the MSSM graduate students have graduate assistantships available in Intercollegiate Athletics, Recreational Sports and the National Center for Spectator Sports Safety and Security.
- All students in the major are required to complete three hours of practicum/internship that provides hands-on professional field experience. Students work with major/minor professional teams, amateur sport organizations, arenas and stadium management, sport security firms, amateur governing agencies of sport, and interscholastic and intercollegiate sport organizations.
- The MSSM offers study-abroad opportunities in the United Kingdom. The sport management faculty all have experience in international sports and education.
MASTER OF PROFESSIONAL ACCOUNTANCY (MPA)

- Student success on Uniform Certified Public Accountant (CPA) Examination
  - Oscar Leal, 2014 CPA Exam Gold Medalist (Fred T. Neely Gold Medal Award Winner for the State of Mississippi)
  - Amber Cole, Accounting Faculty Member, 2013 Gold Medal Winner - Two years in a row the state of Mississippi Gold Medal has been awarded to a USM recipient.

- Implemented Microsoft Excel Certification for MPA Students
  - 22 students obtained Excel certification at both Basic and Expert levels in summer 2015 MPA course.
  - 65 Excel certifications earned by MPA students since Excel certification program began in spring 2014
  - More MPA students will complete Excel certification at both Basic and Expert levels in summer 2016 MPA course.

- New MPA course, Auditing Analytics and IT Auditing, incorporated student use of IDEA Data Analysis software and Microsoft Excel.
  - The IDEA Academic Partnership, sponsored by Audimation Services Inc., donated CaseWare IDEA software (valued at $77,000) for MPA students to use professional data analytics technology.
  - Press release announcing partnership - news.usm.edu/article/usm-joins-idea-academic-partnership-give-students-skills-experience-using-data-analytics-sof

- 100% placement rate for those MPA graduates actively seeking full-time employment

2014–16 MPA placement highlights included students who began their careers with firms such as BKD LLP – Ridgeland, Miss.; Ernst and Young – Dallas, and Houston, Texas; PricewaterhouseCoopers – Dallas, Texas, Atlanta, Ga., and Kansas City, Mo.; McGladrey – McLean, Va. (Washington, D.C., area); Horne LLP – Ridgeland, Hattiesburg and Gulfport offices; Nicholson & Company – Hattiesburg; Matthews, Cutrer and Lindsay – Ridgeland; May & Company – Vicksburg; GranthamPoole – Ridgeland, William F. Horne, PLLC – Laurel; Hargrove and Associates – Mobile, Ala.; Office of the Comptroller of the Currency – New Orleans, La.; State of Mississippi Department of Revenue; and The University of Southern Mississippi.

MASTER OF SCIENCE IN ECONOMIC DEVELOPMENT (MSED)

- Graduates are in high demand and are often hired prior to graduation typically as economic development project managers, where 38% of the students last year attained economic development jobs prior to graduation, and 100%, who did not go on to doctoral programs, attained an economic development job within four months of graduation.

- Over 50 industry experts were brought in last year as guest lecturers either in-person or via webinar, providing applied knowledge and networking opportunities.

- The students learn through applied experience conducting actual economic development research for communities, such as feasibility studies, economic impact studies, retail analysis and organizational analysis. Last year, students completed 16 economic development research studies generating over $100,000 for USM. The 36-year-old program has a large network of highly successful economic development professionals who are eager to hire and mentor program graduates, where over 200 alumni of the program are practicing economic development around the U.S.

- The students learn the latest economic development data analytic tools such as EMSI, IMPLAN, Statebook, REMI, Excel and Microsoft CRM with 100% of the students successfully completing hands-on training on the top economic development data tools.

NEXT GENERATION OF LEADERS IN BANKING
The Southern Miss College of Business is building the next generation of leaders in the banking industry.

For two consecutive years, our students have claimed top scholarships from the Mississippi Young Bankers section of the Mississippi Bankers Association.

- Bradley Floore won the 2016 Orrin W. Swayze Scholarship. Southern Miss claimed two of the top five finalists, Floore and Ashley Clark.

- Tanner Shaw won the 2015 Swayze Scholarship. Southern Miss claimed three of the five finalists for the award that year, Shaw, Kenneth McCarty and Nicolaus Zogaib.

- Parker Adamson won the 2015 Mississippi Young Bankers (MYB) Leadership Scholarship in 2015. Floore was also awarded the scholarship in 2013.

Floore, from Gautier, Mississippi, said he was nearly speechless. “It was just an incredible rush of emotion to know that the scholarship committee saw something in me that warranted awarding me this honor.”

The prestigious $5,000 Swayze Scholarship is presented annually to the top Magnolia State university major in banking and finance who best represents the tradition of banking excellence exemplified by Swayze, a senior officer for Trustmark until his retirement in 1967.

All finalists must be interviewed by the organization’s scholarship committee and participate in sessions during the four-day conference.

Shaw, from Point Clear, Alabama, credited his Southern Miss education. “I believe that it has prepared me well over the course of the past three years to be competitive, not only in this type of competition, but also in the job market at large.”

Southern Miss College of Business students have won four of the past five Mississippi Young Bankers Leadership Scholarships, presented to an outstanding junior majoring in banking and finance at a state-supported university.

Adamson, from Oxford, Mississippi, has balanced academics with his role as a quarterback with the Golden Eagles. “Some weeks it’s hard to juggle football and my classroom responsibilities, especially during the season when we are traveling so much. I have had support from my professors in meeting with me when I requested more time outside of class.”
ASSURANCE OF LEARNING AND THE IMPACT OF RESEARCH
Assessment and Assurance of Learning (AoL) are cornerstones for continuous quality improvements in our programs and approaches.

Faculty members in the CoB have taken several steps to assess student learning and to make changes in the curriculum as a result. For example, in this past year, an AoL task force reviewed the assessment data for the five key learning outcomes for all BSBA degrees in the College of Business: Knowledge of Business Disciplines, Critical Thinking, Oral and Written Communication, Technology with a Focus on Excel, and Ethical Decision-Making.

The clearest story of our progress this past year may be found with the Technology objective and its focus on student skills with Excel. The faculty members are determined that ALL graduates from business will be knowledgeable, if not certified, in Microsoft Excel. The table shows the path in measuring student skills as a pilot test, to requiring a one-semester-hour course, to the dramatic improvement in their outcomes.

<table>
<thead>
<tr>
<th>OBJECTIVE – EXCEL TASK</th>
<th>% CORRECT, PILOT TEST FALL 2014</th>
<th>% CORRECT, FINAL EXAM FALL 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create and manage worksheets and workbooks</td>
<td>16%</td>
<td>81%</td>
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<tr>
<td>Create cells and ranges</td>
<td>56%</td>
<td>89%</td>
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<td>Create tables</td>
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<td>30%</td>
<td>66%</td>
</tr>
<tr>
<td>Create charts and objects</td>
<td>48%</td>
<td>82%</td>
</tr>
<tr>
<td>N</td>
<td>25</td>
<td>167</td>
</tr>
</tbody>
</table>

This past year, faculty members also enhanced the quality and rigor of the mini-case assessment of Critical Thinking and Ethical Decision-Making. We added a goal in teaching to improve our students’ skills in identifying all the key stakeholders that may be affected by an ethical decision and to repeat and reinforce decision rules for ethical decisions across the curriculum.

For Knowledge of Business Disciplines, CoB students continue to score at or well above the national average on the ETS exam in all subject categories of business. We continue to stress time value of money as a topic to master and to enhance the logic of thinking through financial problems.

Impact of Research is a term of choice for AACSB-accredited programs in business. Dr. Bret Becton developed a Research Impact Report that shows just how prolific our faculty members are in contributing to knowledge in their respective fields. As a few highlights, please consider the following:

- The work of Dr. Leisa Flynn has been cited over 3,400 times, showing the importance of the work and the use of that work as other faculty members use her findings to further knowledge in the field. Other top-cited faculty in the CoB include Dr. Fujun Lai, Dr. Chad Miller, Dr. Brian Collins, Dr. Joseph Peyrefitte, Dr. Faye Gilbert, Dr. Jacob Breland, Dr. Bruce Gilstrap, Dr. Paul Beck, Dr. Bret Becton, Dr. Ken Zantow, Dr. Gallayanee Yaoyuneyong, Dr. Stacey Hall, Dr. Maria Leach, Dr. Melinda McLelland and Dr. William Johnson.

- CoB faculty members serve as reviewers, editors and session chairs within their disciplines, exhibiting leadership for their fields.

- Ten faculty members are very active in garnering sponsored research funds to support their efforts.

Dr. Srinidi Kanuri, an assistant professor in finance, was cited in the *Wall Street Journal* for his research. They even included a picture.

In addition, the work of Dr. Leisa Flynn and Dr. Wayne Kelly was cited in the *Wall Street Journal* as well. Their article described the ease with which financial advisors can enter the profession in comparison to the difficulty associated with obtaining a license in a beauty salon.

Impact of our Efforts is the second term of focus for AACSB-accredited programs in business. We are working to quantify the impact of our outreach efforts and perceptions of our quality. Most of this report is a continued step toward gauging the effect of our numerous and diverse efforts in relation to our mission.
COB HONORS AND AWARDS

Community and Faculty Awards

Boardman Entrepreneur of the Year
- Spring: Jim and Tommy Duff from Duff Capital Investors, LLC

Boardman Distinguished Alumnus of the Year
- Fall: Mr. Duane Lock, CEO, River Oaks Energy

Louis K. Brandt Excellence in Research Award
- Spring: Dr. Leisa Flynn

Joseph A. Greene Excellence in Teaching Award
- Spring: Dr. Steve Stelk

BAC Research Fellows
- Fall: Dr. Brian J. Collins, Dr. Leisa Flynn

School of Accountancy Awards

Becker CPA Review Scholarship
- Fall: Jamie Brinson
- Spring: Stephen Briggs

Outstanding Accounting Students
- Fall: Cory Herrington, Austin Herrington

Beta Alpha Psi Award
- Spring: Kagla Alford, David Sones

Jarvis Maxey Award
- Spring: Keidi Williams

Charles Jordan Award
- Spring: Erika Dear

Frederick D. Kenamond Award
- Spring: Cory Herrington

MS Society of CPAs and BKD Awards
- Spring: Jessica Holder, Tanner Shaw, Erika Dear

Haddock, Reid, Burks and Calhoun
- Spring: Bradley Floore, Kyle Stoner

Posey-Munn Book Awards (sponsored by Wiley Publishers)
- Spring: Vasili Kartos, Kirk McCarty, Kameshia Mays, Chelsea Parker

Federation of Schools of Accountancy Awards
- Spring: Alexandra Hancock

Department of Finance, Real Estate and Business Law Awards

Outstanding Banking and Finance Award
- Fall: Lydia Bonner, Shea Hubbard, Daniel Paul
- Spring: Parker Adamson, Daniel Beck, Erik Hansson, Brianna Norris

Parham Bridges Real Estate Award
- Spring: William Wanbaugh

CFA Society
- Spring: Bradley Floore

Special Achievement in Finance – Swayze Scholars

Department of Management and International Business Awards

Outstanding Student in Human Resources
- Spring: Bobbie Sue Fenton

Outstanding Student in Management
- Fall: Joel Lee
- Spring: Tyler Fulcher

Outstanding Student in International Business
- Spring: Nicholas Souhlas

Outstanding Student in Entrepreneurship
- Spring: Christopher Wood

Most Entrepreneurial Spirit
- Spring: Aaron Brown

Stanley A. Brooking Memorial Award in Management
- Spring: Nicholas Algero

Martin Stegenga Academic Award in Management
- Fall: Nicholas Algero
Department of Marketing and Merchandising Awards

Outstanding Student in Sales Award
Spring: Albert J. Wolf

Marketing Innovative and Creativity Award
Spring: Billy Mauldin

Spirit of Marketing Award
Fall: Matti Rae Seymour, Ashley Osburn
Spring: William “Billy” Flurry, Whitney Johnston

Chris Craddock and Marketing Faculty Award
Spring: James “Matt” Hamil

David E. Ford Marketing Leadership Award
Spring: Alexis Tymkiw

Outstanding Senior in Merchandising and Passion for Fashion
Spring: Lindzie Simmons

Most Promising Professional in Merchandising
Spring: Chelsey Thomas

Department of Economic Development, Tourism and Sport Management Awards

Outstanding Tourism Student
Fall: Kinsey Eiland
Spring: Blair Bass

Spirit of Hospitality Award
Spring: Kelsey Barrett

Outstanding Student in Sport Management
Fall: Tanner Morris
Spring: Brandon Dunnam

Gulf Park Campus Student Awards

Gulf Park, Business Inductee into Who’s Who
Spring: Alyssa Comfort, Marketing

Gulf Park Outstanding Accounting Students
Fall: Richard Ess, Kayo Branscum
Spring: Whitney McCarra

After 37 years, Dr. William C. “Bill” Smith will officially retire. We held a gala, April 29, and endowed a scholarship in his honor. The marketing faculty had already named an office in the Marketing and Merchandising department suite in Bill’s name. We suspect that Bill will be a frequent visitor to the Trent Lott Center and to Scianna Hall as he continues to connect with economic development and marketing efforts in our region. Thank you, Bill.

Gulf Park Outstanding Business Administration Student
Spring: Candice Serpa

Gulf Park Outstanding Management Student
Spring: Tasha Hoover

Gulf Park Outstanding Marketing Student
Spring: Andrew Casper

Gulf Park Outstanding Casino Resort Management Student
Spring: Christian Vlasic

Gulf Park Outstanding Graduate Students
Spring: Darcie Graham, Les Graham

Graduate Student Awards

Outstanding Student in Business Foundations Certificate
Spring: Karen Hinton

Outstanding MBA Graduate
Fall: Joshua Emshoff
Spring: Wayne Bertrand, Jerry Holifield

Outstanding Graduate Student in Professional Accountancy
Spring: Steven Briggs

Outstanding Master of Science in Economic Development Graduate
Fall: Flint Brent
Spring: Sean Moody

Outstanding Master of Science in Sport Management
Fall: Erica Estes
Spring: Jordan Burgess

Graduate Student Awards

Delta Sigma Pi Scholarship Key
Spring: Tanner Shaw

Dean’s Excellence Award
Fall: Alisha DeFatta
Spring: Bradley Floore

Dean’s Leadership Award
Spring: Kayla Alford

Citizen Scholar Award
Spring: Alexis Tymkiw
CoB student organizations are engaged with their members and the community. Below are examples of a few highlights from the year:

**Business Student Advisory Council**
Officers: Blair Bass, President; Karen Phan, Vice President; Brianna Norris, Secretary/Treasurer; Chris Wood, Parliamentarian
- Hosted and worked as ambassadors for the Scianna Hall ribbon-cutting
- Served as ambassadors for the “Executives on…Real Estate” event with Mark Cumbest
- Hosted the Involvement Fair for CoB student organizations
- Worked to increase collaboration across student organizations in the CoB

**Alpha Kappa Psi**
- Attended the Principled Business Leadership Institute
- Sponsored three members to attend the AKP Conference in Orlando
- Hosted a résumé workshop with CoB Dean Faye Gilbert
- Participated in the Involvement Fair for the CoB

**American Marketing Association**
- Featured Mr. Tyler Cape, owner of the local Chick-fil-A, in fall 2015. He spoke to 50+ students (standing room only) about his experiences with the company as a franchise owner. This event was promoted campus-wide and was open to all USM students.
- Attended the AMA International Collegiate Conference held in New Orleans, La., in March 2016 with seven members representing. The Southern Miss AMA chapter will participate in the Chapter Exhibit Competition for the first time.

**AMA Gulf Park**
- The AMA chapter at Gulf Park, in its third year of operations, attended the national AMA conference and completed in the SABRE competition (strategic marketing). Out of 30 schools competing, including, CalPoly, Johns Hopkins and Penn State, among others, Southern Miss placed sixth. Southern Miss was mentioned during the awards ceremony as a team that did a very good job.

**Beta Alpha Psi**
- For spring 2016, our “Superior” chapter grew to 60 members, a 20% increase from the previous spring.
- BAP alumni started a foundation scholarship fund with the first recipient, Kayla Alford, receiving this scholarship for the 2015-16 academic year.
- Thirteen members attended both the National BAP meeting in Atlanta, Ga., in August 2015 and the Regional BAP meeting in Birmingham, Ala., in February 2016. Team members participated in a Chapter Operations presentation and competed in the Best Practices competition.
- Professional program offerings during the 2015-16 academic year included CPA firm representatives from the following firms: Postlethwaite and Netterville (New Orleans, La.); Horne LLP Government Services Practice (Ridgeland, Miss.); Smith, Dukes and Buckalew LLP (Mobile, Ala.); Haddox, Reid, Eubank and Betts PLLC (Jackson, Miss.); Horne LLP (Ridgeland, Miss.); Ernst & Young (New Orleans, La.) and KPMG (Jackson, Miss.).
- Presenters other than CPA firms enriched the program offerings this year, including Stacy Pickering, state auditor; Carl Peterson, VP of small firms of the AICPA; Rob Jackson, attorney at law; Karei McDonald, OSA Investigative Division; and Dr. Jim Crockett, former USM faculty member, author and frequent seminar speaker.
- Members participated in a challenge course for team-building and leadership skills in the fall 2015 term and toured the Beau Rivage Casino in Biloxi, Miss., in the spring 2016 term.
- We offered tutoring to students in the Principals of Accounting classes and participated in petty cash audits with the University’s Internal Audit department. In the community, we participated in the Big Event (a day of service sponsored by USM), Operation Christmas Child, Habitat for Humanity and the Heart Walk. A favorite project is Homes of Hope, a local nonprofit serving children faced with overly challenged home lives.
- BAP participated in on-campus (Black and Gold Days) and off-campus recruiting events by speaking at local junior colleges about accounting at USM, as well as about BAP.
Beta Gamma Sigma

- The USM chapter of Beta Gamma Sigma earned the designation “Highest Honors” for the 2014-15 academic year. Out of 544 chapters internationally, the USM chapter was one of 53 to attain this designation, placing the USM chapter of BGS in the top 10% of all BGS chapters at AACSB-accredited colleges/universities.

- Alisha DeFatta, BGS co-vice president of public relations, and Kayla Alford, BGS president, represented the USM chapter of Beta Gamma Sigma at the BGS International Leadership Conference in San Diego, Calif., in February 2015.

- Three Beta Gamma Sigma students attended the BGS Leadership Summit in Orlando, Fla., in November 2015. They are BGS co-vice president of finance, Bradley Floore; BGS co-vice president of finance, Nicholas Algero; and BGS vice president of service projects, Brianna Norris.

- All five students attending the BGS Leadership Conference/Summit were funded by BGS International Leadership Scholarships earned by the USM chapter during 2014 and 2015.

Delta Sigma Pi

- Worked with the African-American Military History Museum in Hattiesburg and won the Poetry Slam Competition in 2015

- Hosted the fall banquet with Dean Faye Gilbert as the guest speaker

- Hosted a Professionalism Leadership Training Seminar in April 2016 with three keynote speakers: Karen Simon, Cintas general manager in Baton Rouge; Arnie Williams, area manager for Mississippi Power; and Charles Wood, senior vice president for the Chattanooga Chamber of Commerce; and faculty providing sessions on transitions, leadership and values

- Hosted a spring mystery dinner and invited all students in business to get to know the chapter better

- Participated in the LEAD regional workshop and sponsored eight members to attend

- Hosted several benefits for the community, including Para La Thrifty, which offered professional business attire for business students; Sweets for My Valentine, promoting a local baker; The Grillout with hamburgers and hotdogs for the community; community service event for the Fieldhouse for homeless men; and community service work with Habitat for Humanity

Enactus

- Worked with a local small business, Brazen Skateboards, to help them improve organizational aspects of the firm (e.g. accounting, inventory management, online presence, tax obligations); helped them adopt a more user-friendly POS and payment system; sponsored the second annual Brazen skateboarding competition in New Orleans, La.; created website for the firm

- Partnered with Juice-Plus+ for “In it to Win It” to provide healthy meal plans and whole food meal shakes; weekly boot camps were held for program participants at the gym of the Juice-Plus supplier. In total, 63 people participated in the project and the four-week personal training sessions.

- Worked with Briar, a local artist, singer/songwriter and former contestant on season eight of NBC’s The Voice; partnered with South City Records, a student-run record label on the campus of Southern Miss, to provide Briar with studio time at a discounted rate; offered management services and connected with producers and engineers; funded three photoshoots, a listening party, and assisted with a booking with Southern Miss Activities Council for Eagle Jam

Financial Management Association

- In fall, FMA sponsored the C-Suite Symposium with six executives on a panel in McDonnell Auditorium answering questions from students. Panel participants included Ben Pace, CEO, C-Spire; Jeff Hollingshead, president, Forestry Suppliers Inc.; Jerry Hoeniges, CFA, BancorpSouth Wealth Management; Mike Morgan, professor of practice and former CFO, Bomgar Corp.; and Warren Ladner, CFO, Merit Health Wesley.

- In spring, Brad McMullan, CEO of bfac.com in Ridgeland, Miss., was the guest speaker during a special presentation April 27, in the McDonnell Auditorium. McMullan’s firm is an award-winning tech company specializing in mobile marketing and communication for businesses, organizations, states and local governments, and political figures. Google has rated http://bfac.com the No. 1 listed business texting company.

- Speakers throughout the year included Christy Hollifield, corporate cash management accountant, Sanderson Farms; Thomas Arthur, vice president of investments for Southern Farm Bureau Casualty; Nancy Anderson, president of New Horizon (investment advisor), radio personality, faculty at Mississippi College (Jackson); members of the U.S. Securities and Exchange Commission (SEC) Division of Economic and Risk Analysis (DERA) via IVN: Simona Mola Yost, Ross Goetz, Vlad Ivanov and Rachita Gullapalli; Rhoshunda G. Kelly, deputy commissioner of the Mississippi Department of Banking and Consumer Finance; and Brady Raines, director of investment strategy and financial advisor with Raanes Capital Advisors.

- FMA students and advisors attended the Annual Investment Outlook Dinner, the CFA Society Annual Forecast Diner in Jackson.

- FMA members also completed a financial literacy class for Petal High School students.

Fashion Merchandising Organization

- Participated in the Involvement Fair for CoB for student organizations and the Southern Miss Activities Council Halloween Festival

- Volunteered at Mobile Fashion Week

- Competed in Cotton Coterie at three different University locations and earned top prizes in several categories

Sport Management Club

- Participated in the Involvement Fair for CoB student organizations

- Traveled to Biloxi to visit the home of the Biloxi Shuckers, the Fallen Oaks Golf Course and attend a Southern Miss game

- Traveled to Jackson for the Mississippi Braves game and a visit with the Mississippi High School Association

- Assisted Ms. Amy Yeend, career advisor, in providing tours of Scianna Hall for visiting high school groups
SUMMARY AND LOOK AHEAD
As you can tell, it is an exciting time to be in Scianna Hall at The University of Southern Mississippi. Our faculty members continue to publish well in their disciplines as they provide relevant educational experiences for our students. We are engaging, adapting and inspiring others as we work to maintain the integrity of the educational experiences here.

During this transitional year, we occupied Scianna Hall and marveled as our students took ownership of the spaces provided for them to gather and study. We celebrated the addition of the Sport Management program and enjoyed the effects of the collaborative spirits of that faculty and student population. We increased our expectations of our students through Excel certification(s) and focused on analytical emphasis points within each discipline. We also planned for the groundbreaking for a new Business and Health Building on our Gulf Park campus.

In line with expectations from President Bennett and the leadership at USM, the CoB also worked to add tutors to assist with traditionally difficult courses, reach new populations with the message of the great business environment for students here at Southern Miss, and develop our skills and people as we progressed. The members of the Business Advisory Council, Accounting Advisory Board, Gulf Coast Business Advisory Board, Real Estate Advisory Board, Tourism Advisory Board and Sport Security Advisory Board all worked with us to increase internships, career skills and placements for our students.

This is a transformative time in higher education, and it is critical that we continue to excel in our fields as we work to engage with constituents, adapt with the times, create exemplars that inspire other programs, and maintain our integrity as we accomplish those tasks.

Thank you for your support for business programs at Southern Miss. We appreciate you and hope you will take a close look at our achievements and then spread the word of the excellence that you find here. Thanks!
## COB CHARACTERISTICS, 2015-16

### TABLE 1. ENROLLMENT BY MAJOR

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<td>Accounting</td>
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<td>488</td>
<td>423</td>
<td>420</td>
<td>373</td>
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<td>Casino Resort Management</td>
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<td>NA</td>
<td>21</td>
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Note: Sport MGT joined the CoB in fall 2015.

### TABLE 2. AVERAGE CLASS SIZE BY DISCIPLINE

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### TABLE 3. DEGREES CONFERRED

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<td>47</td>
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<td>55</td>
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<td></td>
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</table>

**MAJOR – BS DEGREES**

| Hotel, Restaurant, Tourism | 21 | 22 | 16 | 18 | 17 |
| Fashion Merchandising     | 15 | 7  | 8  | 6  | 10 |
| Sport Management          |     |    |    |    | 24 |

**GRADUATE DEGREES**

| MBA                  | 28 | 13 | 27 | 25 | 43 |
| MPA                  | 27 | 20 | 20 | 22 | 22 |
| MSED                 | 12 | 12 | 14 | 14 | 13 |
| MSSM                 |    |    |    |    | 31 |

**TOTAL DEGREES AWARDED**

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<td>544</td>
<td>461</td>
<td>442</td>
<td>449</td>
<td>584</td>
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Note: (Sport MGT joined the CoB in fall 2015.)
Note: (2016 numbers are estimates until fall 2016.)

### TABLE 4. STUDENT CREDIT HOUR PRODUCTION

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<td>6,999</td>
<td>6,683</td>
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<td>9,485</td>
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<td>10,977</td>
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<td>9,702</td>
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### TABLE 5. SCHOLARLY ACADEMIC FACULTY MEMBERS BY PROGRAM*

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<td>60.7%</td>
<td>54.7%</td>
<td>57.1%</td>
<td>46.3%</td>
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<td>Economic Development, Tourism and Sport Management</td>
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<td>28.6%</td>
<td>25.0%</td>
<td>48.2%</td>
<td>73.86%</td>
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<tr>
<td>Finance, Real Estate and Business Law</td>
<td>42.1%</td>
<td>44.4%</td>
<td>46.2%</td>
<td>40.0%</td>
<td>56.03%</td>
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<tr>
<td>Management and International Business</td>
<td>75.0%</td>
<td>74.8%</td>
<td>71.4%</td>
<td>88.9%</td>
<td>85.46%</td>
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<tr>
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<td>72.7%</td>
<td>81.8%</td>
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<td>58.9%</td>
<td>61.9%</td>
<td>60.9%</td>
<td>66.20%</td>
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*Until AACSB issued new standards in 2013, the requirement was 50% Academically Qualified (AQ) for each program. Presently, the standard is 40% Scholarly Academic (SA) for each program.
### Table 6. Combined Qualified Faculty by Program**

<table>
<thead>
<tr>
<th>Department or Unit</th>
<th>2011-12</th>
<th>2012-13</th>
<th>2013-14</th>
<th>2014-15</th>
<th>2015-16</th>
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<td>93.3%</td>
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<td>Economic Development, Tourism and Sport Management</td>
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<td>75.0%</td>
<td>81.5%</td>
<td>98.87%</td>
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<td>93.7%</td>
<td>92.3%</td>
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<td>90.5%</td>
<td>94.4%</td>
<td>91.30%</td>
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<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>91.30%</td>
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<tr>
<td>CoB Totals</td>
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<td>90.8%</td>
<td>95.32%</td>
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</table>

**The 2013 AACSB standard is that the aggregation of participating and supporting faculty members (Scholarly Academics + Practice Academics + Scholarly Practitioners + Instructional Practitioners) is ≥ 90% for each program and college.

### Table 7. Percentage of Student Credit Hours from Participating Faculty***

<table>
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<th>Department or Unit</th>
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<th>2013-14</th>
<th>2014-15</th>
<th>2015-16</th>
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<tbody>
<tr>
<td>School of Accountancy</td>
<td>91.4%</td>
<td>90.8%</td>
<td>90.6%</td>
<td>92.3%</td>
<td>87.43%</td>
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<td>Economic Development, Tourism and Sport Management</td>
<td>35.4%</td>
<td>62.9%</td>
<td>62.85%</td>
<td>62.3%</td>
<td>82.64%</td>
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<td>75.3%</td>
<td>57.7%</td>
<td>57.7%</td>
<td>74.0%</td>
<td>74.13%</td>
</tr>
<tr>
<td>Management and International Business</td>
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<td>92.6%</td>
<td>92.6%</td>
<td>96.1%</td>
<td>100%</td>
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<td>Marketing and Merchandising</td>
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<td>93.8%</td>
<td>93.8%</td>
<td>97.3%</td>
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<td>80.6%</td>
<td>87.3%</td>
<td>88.34%</td>
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***AACSB standard is 60% participating for each program and 75% for the college.

### Table 8. Faculty Intellectual Contributions by Unit and Publication Area, 2015-16

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<th>Application</th>
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<td>4</td>
<td>45</td>
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<td>9</td>
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### Table 9. Undergraduate Degree

<table>
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<tr>
<th>Academic Year</th>
<th># of Graduates</th>
<th>% Seeking New Employment</th>
<th>% Retaining Current Employment</th>
<th>% Accepted into Graduate Programs</th>
<th>% Not Seeking, Other Reasons</th>
<th>% Unknown or Missing</th>
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<tr>
<td>2011-12</td>
<td>471</td>
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<td>9%</td>
<td>4%</td>
<td>8%</td>
<td>28%</td>
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<tr>
<td>2012-13</td>
<td>419</td>
<td>59%</td>
<td>17%</td>
<td>4%</td>
<td>11%</td>
<td>9%</td>
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<tr>
<td>2013-14</td>
<td>425</td>
<td>50%</td>
<td>14%</td>
<td>7%</td>
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<td>21%</td>
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<tr>
<td>2014-15</td>
<td>380</td>
<td>56%</td>
<td>9%</td>
<td>11%</td>
<td>2%</td>
<td>19%</td>
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### Table 10. Undergraduate Degree: % of Graduating Seniors Seeking New Employment

<table>
<thead>
<tr>
<th>Academic Year</th>
<th># Seeking New Employment</th>
<th>Accepted New Employment by Graduation</th>
<th>Accepted New Employment by 3 Months</th>
<th>Accepted New Employment by 6 Months</th>
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<td>2011-12</td>
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<td>2012-13</td>
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<tr>
<td>2013-14</td>
<td>211</td>
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<td>49%</td>
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<tr>
<td>2014-15</td>
<td>212</td>
<td>25%</td>
<td>62%</td>
<td>70%</td>
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</table>
### TABLE 11. UNDERGRADUATE DEGREE: RESPONDENTS TO SURVEY

<table>
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<th>Academic Year</th>
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<th># of Survey Respondents</th>
<th>Retained or Accepted New Employment by 6 Months</th>
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<tbody>
<tr>
<td>2011-12</td>
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<td>40%</td>
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<td>2012-13</td>
<td>419</td>
<td>382</td>
<td>50%</td>
</tr>
<tr>
<td>2013-14</td>
<td>425</td>
<td>301</td>
<td>55%</td>
</tr>
<tr>
<td>2014-15</td>
<td>380</td>
<td>309</td>
<td>59%</td>
</tr>
</tbody>
</table>

### TABLE 12. UNDERGRADUATE DEGREES, ACADEMIC YEAR 2014-15 BY DEPARTMENT

<table>
<thead>
<tr>
<th>Academic Department</th>
<th># of Graduates</th>
<th># of Survey Respondents</th>
<th>Retained or Accepted New Employment by 6 Months</th>
<th>Employed or in Graduate School by 6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>83</td>
<td>59</td>
<td>49%</td>
<td>76%</td>
</tr>
<tr>
<td>Management</td>
<td>178</td>
<td>136</td>
<td>61%</td>
<td>71%</td>
</tr>
<tr>
<td>Finance</td>
<td>28</td>
<td>22</td>
<td>59%</td>
<td>77%</td>
</tr>
<tr>
<td>Marketing/Merchandising</td>
<td>72</td>
<td>69</td>
<td>65%</td>
<td>75%</td>
</tr>
<tr>
<td>Tourism/Hospitality</td>
<td>24</td>
<td>23</td>
<td>70%</td>
<td>70%</td>
</tr>
<tr>
<td>CoB Totals</td>
<td>380</td>
<td>309</td>
<td>59%</td>
<td>72%</td>
</tr>
</tbody>
</table>

### MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE

#### TABLE 13. % OF ALL MBA GRADUATES

<table>
<thead>
<tr>
<th>Academic Year</th>
<th># of Graduates</th>
<th>Seeking New Employment</th>
<th>Retaining Current Employment</th>
<th>Accepted into Additional Degree Programs</th>
<th>Not Seeking, Other Reasons</th>
<th>Unknown or Missing</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-12</td>
<td>32</td>
<td>59%</td>
<td>31%</td>
<td>6%</td>
<td>0%</td>
<td>3%</td>
</tr>
<tr>
<td>2012-13</td>
<td>15</td>
<td>47%</td>
<td>40%</td>
<td>0%</td>
<td>0%</td>
<td>13%</td>
</tr>
<tr>
<td>2013-14</td>
<td>27</td>
<td>26%</td>
<td>37%</td>
<td>7%</td>
<td>0%</td>
<td>30%</td>
</tr>
<tr>
<td>2014-15</td>
<td>27</td>
<td>41%</td>
<td>33%</td>
<td>4%</td>
<td>7%</td>
<td>15%</td>
</tr>
</tbody>
</table>

#### TABLE 14. % OF THOSE SEEKING NEW EMPLOYMENT

<table>
<thead>
<tr>
<th>Academic Year</th>
<th># Seeking New Employment</th>
<th>Accepted New Employment by Graduation</th>
<th>Accepted New Employment by 3 Months</th>
<th>Accepted New Employment by 6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-12</td>
<td>19</td>
<td>26%</td>
<td>37%</td>
<td>37%</td>
</tr>
<tr>
<td>2012-13</td>
<td>7</td>
<td>57%</td>
<td>57%</td>
<td>57%</td>
</tr>
<tr>
<td>2013-14</td>
<td>7</td>
<td>71%</td>
<td>86%</td>
<td>100%</td>
</tr>
<tr>
<td>2014-15</td>
<td>11</td>
<td>45%</td>
<td>91%</td>
<td>91%</td>
</tr>
</tbody>
</table>

#### TABLE 15. % OF ALL MBA RESPONDENTS

<table>
<thead>
<tr>
<th>Academic Year</th>
<th># of Graduates</th>
<th># of Survey Respondents</th>
<th>Retained or Accepted New Employment by 6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-12</td>
<td>32</td>
<td>31</td>
<td>55%</td>
</tr>
<tr>
<td>2012-13</td>
<td>15</td>
<td>13</td>
<td>77%</td>
</tr>
<tr>
<td>2013-14</td>
<td>27</td>
<td>19</td>
<td>89%</td>
</tr>
<tr>
<td>2014-15</td>
<td>27</td>
<td>23</td>
<td>83%</td>
</tr>
</tbody>
</table>
MASTER OF PROFESSIONAL ACCOUNTANCY (MPA) DEGREE

TABLE 16. % OF ALL MPA GRADUATES

<table>
<thead>
<tr>
<th>ACADEMIC YEAR</th>
<th># OF GRADUATES</th>
<th>SEEKING NEW EMPLOYMENT</th>
<th>RETAINING CURRENT EMPLOYMENT</th>
<th>ACCEPTED INTO ADDITIONAL DEGREE PROGRAMS</th>
<th>NOT SEEKING, OTHER REASONS</th>
<th>UNKNOWN OR MISSING</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-12</td>
<td>27</td>
<td>96%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>4%</td>
</tr>
<tr>
<td>2012-13</td>
<td>20</td>
<td>95%</td>
<td>5%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>2013-14</td>
<td>14</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>2014-15*</td>
<td>12</td>
<td>92%</td>
<td>8%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

TABLE 17. % OF THOSE SEEKING NEW EMPLOYMENT

<table>
<thead>
<tr>
<th>ACADEMIC YEAR</th>
<th># SEEKING NEW EMPLOYMENT</th>
<th>ACCEPTED NEW EMPLOYMENT BY GRADUATION</th>
<th>ACCEPTED NEW EMPLOYMENT BY 3 MONTHS</th>
<th>ACCEPTED NEW EMPLOYMENT BY 6 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-12</td>
<td>26</td>
<td>58%</td>
<td>73%</td>
<td>77%</td>
</tr>
<tr>
<td>2012-13</td>
<td>5</td>
<td>79%</td>
<td>89%</td>
<td>100%</td>
</tr>
<tr>
<td>2013-14</td>
<td>14</td>
<td>79%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>2014-15</td>
<td>17</td>
<td>76%</td>
<td>94%</td>
<td>100%</td>
</tr>
</tbody>
</table>

TABLE 18. % OF MPA RESPONDENTS

<table>
<thead>
<tr>
<th>ACADEMIC YEAR</th>
<th># OF GRADUATES</th>
<th># OF SURVEY RESPONDENTS</th>
<th>RETAINED OR ACCEPTED NEW EMPLOYMENT BY 6 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-12</td>
<td>27</td>
<td>26</td>
<td>77%</td>
</tr>
<tr>
<td>2012-13</td>
<td>20</td>
<td>20</td>
<td>100%</td>
</tr>
<tr>
<td>2013-14</td>
<td>14</td>
<td>14</td>
<td>100%</td>
</tr>
<tr>
<td>2014-15</td>
<td>21</td>
<td>21</td>
<td>90%</td>
</tr>
</tbody>
</table>

MASTER OF SCIENCE, ECONOMIC DEVELOPMENT (MSED) DEGREE

TABLE 19. % OF MSED GRADUATES

<table>
<thead>
<tr>
<th>ACADEMIC YEAR</th>
<th># OF GRADUATES</th>
<th>SEEKING NEW EMPLOYMENT</th>
<th>RETAINING CURRENT EMPLOYMENT</th>
<th>ACCEPTED INTO ADDITIONAL DEGREE PROGRAMS</th>
<th>NOT SEEKING, OTHER REASONS</th>
<th>UNKNOWN OR MISSING</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014-15</td>
<td>14</td>
<td>57%</td>
<td>14%</td>
<td>14%</td>
<td>0%</td>
<td>14%</td>
</tr>
</tbody>
</table>

TABLE 20. % OF THOSE SEEKING NEW EMPLOYMENT

<table>
<thead>
<tr>
<th>ACADEMIC YEAR</th>
<th># SEEKING NEW EMPLOYMENT</th>
<th>ACCEPTED NEW EMPLOYMENT BY GRADUATION</th>
<th>ACCEPTED NEW EMPLOYMENT BY 3 MONTHS</th>
<th>ACCEPTED NEW EMPLOYMENT BY 6 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014-15</td>
<td>8</td>
<td>25%</td>
<td>63%</td>
<td>100%</td>
</tr>
</tbody>
</table>

TABLE 21. % OF MSED RESPONDENTS

<table>
<thead>
<tr>
<th>ACADEMIC YEAR</th>
<th># OF GRADUATES</th>
<th># OF SURVEY RESPONDENTS</th>
<th>RETAINED OR ACCEPTED NEW EMPLOYMENT BY 6 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014-15</td>
<td>14</td>
<td>12</td>
<td>83%</td>
</tr>
</tbody>
</table>


Kim, S. and Jun, J. (Forthcoming). The impact of event advertising on attitude and visit intention, *Journal of Hospitality and Tourism Management*.


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Mr. James Luther Hammett
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