“It’s summertime summertime sum sum summertime.”
Those are welcome words even if most of you are too young to recall this Jamies’ tune from the Stone Age aka 1958. Of course any of you who registered for a summer course know that “summertime” won’t be all that easy here at the College of Management but you will be one semester closer to completion of your education goal. We’re pleased to welcome over fifty new students in various programs and locations. Our best to those that wanted to take a summer break and relax, however, many students actually love the summer semester since it’s ten weeks rather than the normal thirteen. So ignore the next lyrics: “Well shut them books and throw ‘em away. And say goodbye to dull school days!” No dull days here at the COM. We have new courses, new faculty, special events, tips for newcomers, and our student profiles that should inspire anyone who wonders what lies ahead.

Students leading through theory and practice!

Greetings, my name is Cynthia Reno and I am a graduate student pursuing my Master’s Degree in Information Systems through Lawrence Tech’s Macomb Education Center. I started my studies at the Macomb campus during the spring 2003 semester and have one class remaining before I graduate. The reason why I chose the College of Management is because of the focus on project management within the degree offerings. I am certified by the Project Management Institute as a Project Management Professional (PMP) and have a desire to teach project management classes for LTU some day. I would like to teach project management so that I may share my experiences as a practitioner with others. I want my students to avoid learning all of their lessons from the “school of hard knocks” so they can avoid making some of the mistakes that I have made along the way.

In order to gain experience as an instructor I chose as one of my electives within the MSIS curriculum to co-teach an undergraduate class with Betsy Jenaway, Sr. Lecturer/Manager Macomb Education Center at Macomb’s University Center. The class we selected was a class in the BSIT program, INT 3803 Database Design, Development and Implementation. What I have learned through my experience, as a co-instructor is that teaching a college class entails extensive work behind the scene. The semester begins several weeks before the first day of class since you have to figure out the best way to fit an entire textbook into a thirteen-week semester. Once that is done, you have to identify the homework assignments and create homework guidelines for the students, and prepare the exams or quizzes. In addition, each week a lecture has to be prepared on top of grading any homework, quizzes, or exams that may be due. The semester does not
end on the last day of class since you then have to grade any final projects or exams and compute final grades for posting.

After all the hard work and long evenings that co-teaching a class entails I still agree with Nido Qubein’s quote, “If what you're working for really matters, you'll give it all you've got.” Being on the “other” side of the podium and witnessing the success of your students, you know within yourself that your efforts really do matter. If even one student avoids a lesson from the “school of hard knocks” then you may have succeeded in making another person’s life a little less frustrating than your own. **Cynthia Reno, MSIS05.**

Betsy and Cynthia are to be commended for this creative idea for an elective within the MSIS program. This is a perfect example of “leading through theory and practice.” Our College of Management mission is to “improve the quality of life TOMORROW by developing the managerial and leadership skills of our students TODAY.” Betsy Jenaway has shown how students in the undergraduate program and graduate program can work together and mutually benefit. Giving this project to a 4.0 student could still have been risky if it weren’t for Cynthia’s impressive credentials. Cynthia Reno has over 15 years of Project Management experience that includes managing diverse projects for world-class companies, developing and leading technical teams, strategizing with operations managers, overseeing development and implementation of diverse applications, and achieving million dollar cost savings.

Cynthia launched her IT career over twenty-five years ago with one Intro to Data Processing class at Northern Michigan University. She went on to graduate Magna Cum Laude from Central Michigan University with a degree in Administration. Her impressive career started as a Computer Programmer carrying out numerous applications projects for Guardian Industries, a multi-billion dollar glass manufacturing company with operating facilities in 17 countries and a staff of 17,500 personnel worldwide.

She then moved on to Electronic Data Systems (EDS) in 1985 and will celebrate her twenty-year anniversary with them in June. Starting as a Systems Engineer, Pontiac Car Distribution, she served as Technical Leader on three projects with responsibility for project scope, quality, resource, schedule, risk, and communications management. She assumed increasing responsibility to Advanced Systems Engineer, Business Relations Manager, and currently Project Manager for the Electronic Control Unit Flash Programming System Development. She is a Certified Project Management Professional and a member of the Project Management Institute.

Cynthia is definitely not all work and no play! She is “happily” (a direct quote!) married and has one son who is attending Macomb Community College with the desire to some day become an elementary school teacher. It looks like establishing goals, working hard, and achieving success runs in the family.
Students leading through theory and practice! (Episode Two)

James Forkin also has a history to be shared. “After receiving my undergraduate degree in June 2002 from Oakland University, I had no immediate intentions of going back to school for a graduate degree. My employer, U.S. Army Tank-Automotive Command (TACOM), offered me a full time position upon completing my co-op, where I figured most of my time would be focused.

However, when I learned of an opportunity TACOM was offering to attend classes at Lawrence Tech for an MBA program, plans began to change. I did not know much about LTU, especially the College of Management, but learned very quickly its exceptional reputation was a force among the college ranks. The decision was an easy one, and having this degree would only be to my benefit in an ever-growing competitive marketplace.

I chose to be a part of the newly established MBA program at the COM Education Center at Macomb Community College University Center. Although going to class on Saturdays wasn’t always the easiest feat to accomplish, the location and time worked best with my schedule. In the end, the entire journey was very rewarding. Not only did I learn a lot from an educational perspective, but I learned about life as a whole through experiences shared by a wonderful group of professors and fellow students (and we had some good fun and laughs along the way too). There were times I wasn’t sure I could handle it anymore, but looking at the big picture of obtaining a Master’s degree pushed me through, and I am proud to now hang it on my wall. I feel LTU has helped strengthen my position so I can be confident that I’m prepared to face new challenges that may lie ahead, either professionally or personally.

And even though I was the one who went to the classes, read the books, worked on the assignments, and took the exams, I would never have been able to accomplish this goal without the support of my family. My fiancé, mother, father, and brother have always been there with encouragement and belief in me; words cannot describe how much I appreciate all they’ve done.” James Forkin, MBA05

As mentioned last month, James was one of the nominees for the Lawrence Technological University Edward Donley Distinguished Graduate Award. The glowing words of praise from Professor Joe Hart and his graduation with distinction for a 4.0 GPA clearly reflected James’ educational, personal and professional accomplishments. James noted above that he started at TACOM as a co-op. Prior to that he was a painter who supervised, trained, and delegated work for newly hired employees. He communicated directly with customers to discuss expectations, offer suggestions, and clarify the work. He also maintained equipment on a daily basis to support quality work. He did all this while working on his Bachelor of Science in Marketing from Oakland University where he graduated Magna Cum Laude in 2002. He enjoys sports and organized and coached a softball team. He supports the Red Cross and Warren G. Harding Headstart Christmas KidZ Program.
James started out like all of us, a regular person with regular interests and goals, trying to somehow balance it all. Family, friends, employers, fellow students, and faculty helped along the way but he was the one who needed to define whether or not education was important in his life. The College of Management is proud to have been included in his decision and to see him excel in his education and career. During his MBA program at Macomb he worked with Professor Hart at his firm, InfoAlly, in developing a marketing plan for attracting new Dale Carnegie franchise clients and performed competitive analysis used to increase market awareness. This was an ideal way to put the undergrad and graduate theory into practice!

He currently collaborates at TACOM to address maintenance logistics issues that impact the performance of soldiers. He conducts research and participates in problem solving concerns expressed by soldiers in the field regarding parts and/or maintenance issues. He travels within the U.S. and internationally in support of project requirements for certifying facilities to repair system components to new national standards. Bottom line – he supports our soldiers and our country during this critical time for our nation. He represents all the regular people who may not have known they had the spirit, drive, and willingness to lead until encouraged by others. Sounds like his story of success has just begun.

Success…you determine the degree!

**Bachelor of Science in Information Technology Program receives accreditation from the ACBSP**

Accreditation is the primary method by which colleges and universities verify the quality of their programs. As mentioned in the May COM Connection, the North Central Accrediting Association has accredited Lawrence Technological University and all of its programs for many years. The College of Management has taken that accreditation a step further by securing specialized credentials from the International Assembly for Collegiate Business Educations (IACBE) and the Association of Collegiate Business Schools and Programs (ACBSP). Initially this specialized accreditation was for the only program at the COM at that time, the Master of Business Administration.

During the recent ACBSP accrediting visit the **Bachelor of Science in Information Technology** (BSIT) program was reviewed and, subsequently, awarded official accreditation. In its very short time as a program the BSIT has changed and matured to answer the needs of local, regional, and national employers for technology savvy managers. Much like the information technology industry, the BSIT program continues to change and evolve to meet the needs of students and employers by examining the relationship between emerging technologies and trends and the impact on the organization locally and globally. In keeping with the ACBSP and the confidence placed in the BSIT program, the program will continue to consistently evaluate and identify:

- Its strengths and weaknesses;
Areas of/for continuous improvement through self-study by a strong and caring instructor team;
Ways of keeping the curriculum fresh and current;
Methods of connecting goals, activities, and outcomes for stronger outcomes assessments to create a more positive learning experience and knowledge base for our students; and
Opportunities to extend the reach of the program through stronger articulations with community colleges.

With this accreditation the BSIT program is strengthened and its past efforts for self-improvement validated. It is the result of many hours of work by some very talented faculty/adjunct instructors.

Additionally, the Bachelor of Science in Information Technology program has announced a change in the program flow. After a lot of hard work by everyone in the program the requirements for graduation have been lowered from 126 credit hours to 120. Students interested in how this may impact them should contact Richard Bush (bush@ltu.edu) at 248-204-3078. Richard Bush, Director, BSIT Program.

**Location, location, location.**

Driven by our vision to be recognized in the region as the innovative leader in the design and delivery of distinctive management programs, the College of Management entered into a unique Articulation Agreement with Macomb Community College in May 2003 that allows students to complete their general education requirements along with coursework in Computer Information Systems at Macomb Community College. Students can then transfer up to 72 credit hours of coursework to Lawrence Tech as part of the Bachelor of Science in Information Technology (BSIT) program. Macomb Community College has existed as a learning community since 1954 when classrooms were borrowed and fall enrollment was 84! The College of Management recognized that Macomb, the second largest community college in Michigan, would be a valuable partner as our programs and locations grew.

The **Macomb Education Center** resides in the MCC University Center on Garfield Road in Clinton Township. Under the expertise of Betsy Jenaway, Senior Lecturer and Education Center Manager, the program offerings now include the BSIT, MBA with a concentration in Project Management, Master of Science in Information Systems (MSIS), and the Master of Science in Operations Management (MSOM). All programs offered at Macomb’s University Center are modular-cohort programs with course schedules preset each semester. This means that students take two courses per term (Graduate) or three courses per term (Undergraduate) and progress through the program with the same group of classmates. Graduate classes are offered on Saturdays with the first class running from 8:30 a.m. – 11:30 a.m. and the second class running from 12:30 p.m. to 3:30 p.m. Undergraduate classes are delivered during the week from 6:00 pm-9:00 pm. With Betsy’s on-site help admission, registration, book purchases, and advising are all convenient and efficient.
The Macomb Education Center will be hosting a free workshop on **Saturday, June 11 from 10:30-12:30 p.m.** in the Assembly Hall. Students, faculty, friends, and neighbors are invited to explore **“What’s on Your Horizon?”** Have you ever considered owning your own business? Making a career change to the nonprofit sector? Interested in creating new opportunities through technology?

Speakers that day include College of Management faculty with impressive credentials. Dr. David Allardice, “Charting your future in turbulent times,” Interim Associate Dean of the COM, worked nearly 20 years for the Federal Reserve Bank of Chicago as an economist, vice president and director of research, regional economic programs and statistics, and manager of the Detroit branch. Dr. Al McCord, “Disruptive Technologies: Wireless Networking and New Business Opportunities,” serves as the Director of IT operations. He performed in various IT and administrative positions at the University of Michigan, Eastern Michigan University, Wayne State University, and Oakland Community College. Dr. Jerry Lindman, “Becoming an Entrepreneur in Today’s Society,” is the Director of the Center for Nonprofit Management and has worked at the Dorothy Johnson Center for Philanthropy and Nonprofit Leadership at Grand Valley State University and the Michigan Nonprofit Association. Plan to participate and share in light refreshments. RSVP to Macomb@ltu.edu or 586.263.6695.

**Faculty, and staff in the news:**

- **Congratulations to Dr. Al McCord** for being awarded one of the Veraldi Instructional Technology Resource Center Faculty Grants. A faculty competition was held for developing coursework for collaborative e-learning courses. Faculty proposals were submitted, each one was subjected to three peer reviews. Dr. McCord’s winning proposal was for this semester’s totally online course MIS6013. This course was immediately filled and a second section was offered this summer! Way to go, Dr. A!

- A nice welcome to new adjunct faculty joining the College of Management this semester. **George H. Bridges** is teaching Project Management (Managerial) on Tuesday evening in Southfield. Bridges has extensive experiences with Ford Motor Company, Unisys Corporation, Plan Tech, and Word of Faith International Christian Center. He has served as President and Vice President of the Project Management Institute, and is currently the Chairman, City of Southfield Planning Commission. **Priscilla Wagstaff-Hines, Ph.D.** joins George on Tuesdays as she leads students in the Foundations of Management course. Dr. Hines has over fourteen years of teaching experience along with her industry background with TACOM in Warren. In her current capacity as a Human Resource Specialist she provides technical service to managers on such topics as position management, classification, staffing, management/employee relations, and human resource development.

- **Dr. Laura Pogue** also brings her extensive teaching and industry experience to Southfield with the hybrid Leadership course on Thursdays. Dr. Pogue is
President and CEO of Strategic Marketing and Financial Resources, Inc. where she has designed innovative corporate strategic plans for industry-specific mergers and acquisitions. Prior to that she served in various capacities with General Motors Corporation. She received her undergraduate and MBA degrees from University of Michigan and has her Doctor of Management in Organizational Leadership. **Jeffrey Livermore, Ph.D.** is our other new Project Management professor. Dr. Livermore is teaching Project Management (Technical) based on his knowledge of Linux, Visual Basic Programming, SQL Server, and Graphical User Interface (GUI) design. His industry experience includes Director of District Technology for Monroe Public Schools, Chief Information Officer for Barbara Ann Karmanos Cancer Institute, and Supervisor Systems Programming and Data Base Administration for Harper Grace Hospitals.

- Our BSIT program has gained two highly qualified adjuncts teaching some exciting courses. **Duane Hopkins** has developed a topical topic for Topics in IS with his course on High Tech Cyber Crime! He plans guest lecturers to make this course even more dynamic – FBI agent, attorney, yikes. Told you these school days would not be dull! (Check out Special Events for more details). Duane comes to the COM with a background in computer forensics, ethical hacking methodology implementation, configuration of incident response teams, contract negotiations and bid analysis, vulnerability and risk analysis, security audits and more. He is a Certified Computer Examiner (Computer Forensics) – IACIS and a member of the Information Systems Security Association. **Pinar Acar** adds value to the newly accredited BSIT program through teaching students about Productivity with IS Technology. She has varied experience with Ford Motor Company and General Motors here in Michigan, preceded by Arthur Andersen and Proctor and Gamble in Turkey. Her areas of expertise include supply chain management, project management, and logistics. She has an undergraduate degree in Industrial Engineering and her MS in Information Technology.

- **James Fisk** is the lone Macomb ranger but rest assured that he will share his love for Enterprise Integration with the students at that location. He brings over twenty-five years of experience managing IT organizations. His current responsibilities as Director of Information Technology for Kaiser Aluminum and Chemical Company include development of IT strategy and management of a $1 Billion business unit consisting of 11 manufacturing facilities and three administrative locations. Prior to that he was Chief Information Officer for the Third Judicial Circuit of Michigan. **Carole Pence** may also feel like the Lone Ranger since she has the ONLY Saturday traditional grad class in Southfield this summer. She must be doing something right or else she wouldn’t have so many students willing to spend five Saturdays from 9 am-5 pm during the summer to learn about Comprehensive Fund Development. Carole’s impressive credentials include a Bachelors of Social Work, Masters of Arts, and a Certificate in Fund Raising Management from the Indiana University Center on Philanthropy. She is President of Pence Consulting that she established in 1992 as a full-service, consulting firm supporting nonprofit organizations.
Special events:

- **CIMBA Information Sessions** will be held on two Friday nights in June and July. June 3, June 10, July 8, and July 22 provide sessions with current students and faculty. The session begins at 5 p.m. and requires advance registration. If interested in learning more about the unique, limited enrollment Career Integrated MBA program “up close and personal” take advantage of this opportunity. Contact Diane Cairns at cairns@ltu.edu.

- Professor Duane Hopkins is extending an invitation to his class on **Tuesday, June 14, 5:45-8:45** in M208 when his guest speaker, Jason Nestelroad, a Special Agent with the Federal Bureau of Investigation, will speak about **Cyber Crime and Cyber Crime Investigations**. Jason is assigned to the Computer Crime Squad and investigates network intrusions, Denial of Service attacks, and Intellectual Property violations. Prior to working with the FBI, Jason had several information technology positions, and most recently supervised a small IT group with Cessna Aircraft Company. Please RSVP to 248.204.3050 if interested in attending this program.

- A reminder that all COM students and faculty are automatically members of the **Data Management Association (DAMA)**. DAMA is a nonprofit, vendor independent professional organization dedicated to furthering the understanding of the field of data management through providing and supporting an open forum addressing issues related to this field. Their events provide a network of individuals with similar professional goals and interests. On **Tuesday, June 7** they will hold an event at **Ford Motor Company from 8:00-11:30 am**. Opening topic that day will include **Master Data Management and Enterprise Data Warehousing** by Mike Gottwald, Analytical Pattern Owner, Ford Motor Company. This is followed by **Data Management for Service Orientated Architectures** by James Parnitzke, Senior Enterprise Architect, and William R. Smit, Jr., Senior Principal Consultant, CIBER. Further information and registration can be found at [www.dama-michigan.org](http://www.dama-michigan.org).

Connecting with industry leaders:

The **Office of Career Services** has grown significantly over the last few years under the guidance of **Kevin Finn**, Director. When Kevin joined the department his main focus needed to be on services for undergraduate students since so many come to Lawrence Tech with the expectation that a degree will help them obtain a new job but they may not have the skills needed to make that happen. Graduate and doctorate students generally are employed, have good careers, and may be seeking an advanced degree to “enhance” their careers but not necessarily to obtain that first full-time position.

Over the last month, the COM and Career Services have been collaborating on enhancing the services provided to graduate students in the University. Having taken the lead on this
initiative, the COM helped Kevin develop a survey to determine what support you would like from Career Services. Kevin plans to launch a Career Club by fall 2005 so your feedback is critical. The format of the club is yet to be finalized but some of the topics under consideration include networking skills, navigating the hidden job market, expanding your career, interview preparation and techniques. He has guest speakers from industry who will discuss today’s workplace, profiling your leadership, and salary negotiation. Your participation in this survey and club will allow Kevin and his staff to get to know you better; therefore increase employer awareness of the high-quality candidates at Lawrence Tech. Kevin has an extensive network of employers seeking leaders however currently he doesn’t have a clear profile of our grad students or their areas of expertise. We want to change that now and make sure that College of Management students are as highly sought as College of Engineering and Architecture students. We’re truly excited about this collaboration and hope that you will respond to the survey when issued and tell us your needs so we can help connect you with industry leaders.

In response to your requests:

- All students are set up in Blackboard with an LTU email account at the time of initial registration. The University considers this your official email address. However, if that email is not one that you consistently check for University communications, please go to Banner and Blackboard and change to one that can be used to reach you in a timely manner. Procedures can be found at www.ltu.edu/vitrc/faq.

- Don’t forget that you can register for fall classes now. Fall semester is when the largest numbers of new students apply and register. Don’t miss out on those core or elective classes that everyone will be lining up for come September! Register online now.

- A reminder that the College of Management continues to offer professional assistance in business communication skills at no charge to current COM students through the Business Communication Resource Center. The type of assistance provided includes help in understanding and perfecting the writing process, guidance in preparing memos, reports, and other business communications, coaching on preparing and delivering effective business presentations. Call 248.204.3050 or email mdegnaro@ltu.edu to schedule an appointment and start off the semester right or get an early jump in preparing for those fall courses.

- Attention New Students!!!! (And those with short memories) – Students have inquired about the availability of discounts on software for use in the classroom. The COM is a member of the Microsoft Developer Network (MSDN) Academic Alliance Program. As a benefit of the MSDN Academic Alliance membership, COM students can obtain software development tools such as Visio, Visual Studio, and Fox Pro at no cost for use in their courses. Check out our IT
Services site at [www.ltu.edu/management/facilities_lab_msdeveloper.asp](http://www.ltu.edu/management/facilities_lab_msdeveloper.asp). Further information can be obtained by emailing [wp_bo@ltu.edu](mailto:wp_bo@ltu.edu).

- **Career Service Opportunities**: Contact Career Services to hear more about these career opportunities: need for four Senior IT Project Managers to lead a Web/Java legacy conversion development effort at a large local publishing firm. Rockwell Automation in Troy has a paid intern position for their training division. The division provides training on Allen Bradley software for engineers and electrical contractors. Selected candidate needs to have a technical aptitude.

Learn about the Associate Director, Leadership Development with Biogen Idec in Research Triangle Park, NC. DaimlerChrysler Services Americas (DCSA) has posted a position for a Senior Process Management Specialist. This requires an MBA degree with 5-7 years of experience. It requires willingness to travel and an ability to lead workshops and meetings with all levels of employees including senior management. Email Kevin Finn at [k_finn@ltu.edu](mailto:k_finn@ltu.edu).

- Thank you to all who participated in our College of Management survey in March. This electronic survey was conducted to determine student preferences for course delivery and scheduling to improve the College’s overall services. Students were asked to evaluate their preferences toward three course delivery methods: traditional, hybrid, and online. A total of 226 students responded. Of those 86% said they would enroll in a traditional class, 75% in a hybrid class, and 33% in an online class. Students expressed concern about monitoring the quality of instruction in hybrid and online classes and are aware of their personal need to balance schedule and convenience with learning style and expectations. To learn about our new “Virtual Education Center” that gives information on these different delivery methods, go to [http://www.ltu.edu/management/virtual.asp](http://www.ltu.edu/management/virtual.asp).

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