

Brittany Murchison, VP for Client Success at EAB, writes about a poll she conducted with more than 160 leaders in higher education asking them to provide their most pressing anticipated priorities in 2020. Differentiating one's institution as a "brand" was reported as a top priority across all functions on college campuses. A student-centered approach to the strategic initiatives was indicated as another priority. The SOB Mission provides us with a unique opportunity to recommit ourselves to a student-centered strategic plan for foreseeable future. The SOB faculty is reviewing and revising our Strategic Plan as you read these words. All our plans and strategies are guided by our Mission:

"The School of Business provides access and support to empower our students with the knowledge, skills, and values to think critically, communicate effectively, and act responsibly achieved through a committed faculty devoted to teaching excellence and relevant scholarship."

Our sincere thanks to the SOB faculty and staff for serving our students with commitment and passion that meets and exceeds our Mission.

Sincerely,

**Roger Mayer (Chair, SOB Strategic Management Committee), and, Raj Devasagayam, Dean, SOB**

Read more at: [EAB Poll Results https://www.oldwestbury.edu/schools/business/mission](https://www.oldwestbury.edu/schools/business/mission)

## Meet the faculty

**Bruce E. Marx, Esq.** teaches Business Law classes in the SOB. Professor Marx received his Bachelor of Arts degree from SUNY Stony Brook and his Juris Doctorate from Benjamin N. Cardozo School of Law.



*Did you recently join a gym? Do you have a phone provider? Maybe you have a signed lease...were involved in a motor vehicle accident or charged with a crime.* These are but a few of the topics students face every day and which we explore in our Business Law classes. "I have been practicing law for 35 years and teaching at SUNY Old Westbury for 30 of those years. The **Business Law** classes teach our students using **real life scenarios**. In addition to teaching law classes, I am currently the adviser to the **Accounting Society**. Through these roles my goal is to help our students focus on '**Breaking Through, Moving Forward,**' our School of Business motto."



On November 14th, 2019 **Prof. Kasia Platt** attended a Conference "Democracy in Central Europe after Thirty Years" commemorating the 30th Anniversary of the Historic Democratic Transitions in Poland and Central Europe. The central role in the transition was played by a Polish trade union called Solidarity. The hero of the Solidarity movement was **Lech Walesa**, the union organizer whose activism planted the seeds of the revolution that led to the collapse of the Soviet Union, and set the nation on a course toward democracy. In 1983, Lech Walesa received the Nobel Peace Prize. In 1990, Walesa became the first president of Poland elected by a popular vote. Since 1980, Wałęsa has received hundreds of prizes, honors and awards, including over one hundred honorary degrees, including doctorates from Harvard University and Columbia University.

## Announcements



**Consumer Psychology Research Seminar on Wednesday, February 19** during common hour in **NAB 1107**.

***Pizza will be provided!***

**Dr. Sara Williamson** will demonstrate what sort of effects we investigate as behavioral scientists and how to conduct a one or two-factor experiment, she will then invite very interested students to work with her this semester to create their own hypothesis and conduct their own experiment; the goal is to create a brief presentation (and potentially a poster) with their idea and the results. **This is a big opportunity for dedicated students who need more experience on their resume**, as they have the option to conduct research, create a deliverable, make a public presentation, and receive a letter of support from Dr. Williamson.

- The SUNY OW library has a print copy of the **2020 CPAexcel Exam Review Set** available on reserve. This includes: regulations, auditing and attestation, business environment and concepts, and financial accounting and reporting. This collection is held on reserve (behind the circulation desk) for a loan period of 4 hours. The book(s) cannot leave the library and you must have an ID to checkout reserve item.
- The **SUNY Online Summit**, sponsored by the Open SUNY Online Teaching unit, will be held at the SUNY Global Center in New York City, **February 26-28, 2020**. The conference speakers and program highlights are in the current [Summit Sneak Peek](#). The Summit is a conference intended for all SUNY online practitioners with expertise in online program administration, online faculty development/instructional design, online instruction, online support, etc. Friends of SUNY are also welcome!
- **CETL organizing Community Action Poverty Simulation**  
**Thursday February 20th (12:45-3:45) and Friday February 21st (9:00 am- 3:30 pm)** CETL will be putting on the Community Action Poverty Simulation. Thank you to all who have signed up so far! If you have not signed up -- Thursday Feb 20th is an opportunity to experience the simulation first hand and Friday Feb 21st is dedicated to the facilitation of the simulation: [Sign up for one or both days here](#). Please direct all questions to Dr. **Cris Notaro**.
- The CPD has two assessment related certificate programs **starting May 21, 2020**. Both programs are online & asynchronous in Blackboard and take about 2-4 hours per week to complete. The programs are [Assessment of Learning Outcomes](#) and [Institutional Effectiveness Certificate](#).
- **School of Business Spring 2020 Events:** Go to <https://www.oldwestbury.edu/schools/business/events> to view and register for all events

### ***School of Business Faculty Meetings***

- The first **School of Business Faculty meeting** of 2020 will be held on **Friday, February 14th** at **10:30 a.m.** in NAB1107
- Subsequent **SOB Faculty meetings** are as follows: **Friday, March 13; Friday, April 17; and, Friday, May 15**

### ***School of Business Engagement, Innovation & Impact Forum***

- On **Friday, February 14<sup>th</sup>** following the SOB meeting will be presented by **Prof. David Glodstein**. The title of the presentation is "The Justice for Fraud Victims Project"
- On **Friday, March 13<sup>th</sup>** following the SOB meeting **Profs. Wenwen Chien, Roger Mayer, and Linval Frazer** will present "Technical Consulting to Ethiopia-for a Country-Wide Initiative to meet International Public Service Accounting Standards."

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If you have any information for future newsletter please send it to [rubicid@oldwestbury.edu](mailto:rubicid@oldwestbury.edu)

