



PROVIDENCE COLLEGE
SCHOOL OF BUSINESS

A Report — on the — Dean's Fund

Educating
for a Future
Based on

WE

FISCAL YEAR 2020

IT IS AN INTERESTING TIME TO BE IN HIGHER EDUCATION.

COVID-19 and widespread recognition of systemic racism have accelerated changes that had been under discussion for years. With the direction of our Business Advisory Council and strategic plan, *PCBiz2025*, the PCSB has been grappling with many of the difficult issues now being raised in virtual panels, classrooms, social media, and beyond. Such rapid innovation and the need for greater self-reflection are not always comfortable. The campus is not isolated from national events — nor should it be. In these times I return to one central tenet of the College's mission:


“Providence College maintains that the pursuit of truth has intrinsic value, that faith and reason are compatible and complementary means to its discovery, and that the search for truth is the basis for dialogue with others and critical engagement with the world.”

At the PCSB we must continue to build on the best of an 800-year Dominican tradition while we lean into the future. I am confident that pandemic-induced innovations will strengthen our programs and their impact. Engaging in difficult dialogue and examining disputed questions are long-standing traditions of the Dominican Order and these practices do not move us along in a straight line. We persevere with the

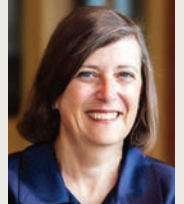
knowledge that as members of the PCSB community, you value academic discourse and will continue to support and guide us.

Before I close, I must welcome PC's new president, Rev. Kenneth R. Sicard, O.P. '78 & '82G, and new provost and senior vice president for academic affairs, Dr. Sean F. Reid. They began their journeys at PC with a pandemic — not fanfare — to greet them. Their leadership during this uncertain time has been invaluable and, we hope, will lead to a healthy and safe year for all. Please join me in warmly welcoming and thanking them.

In gratitude,



Sylvia Maxfield
Dean, Providence College School of Business



In FY20, the PCSB ...

Enabled **5 STUDENTS** and **3 FACULTY MEMBERS** to participate in the CFA Institute's Research Challenge. The **PCSB TEAM WON** the Hartford finals and **ADVANCED** to the Americas Regional competition, held virtually.

Since the establishment of the **Scanlon Financial Information Resources Lab**, more than **800 STUDENTS** have become **BLOOMBERG-CERTIFIED**, resulting in the PCSB being named **ONE OF THE FIRST BLOOMBERG EXPERIENTIAL LEARNING PARTNERS IN THE U.S.**

Trained **10 STUDENTS**, with help from **11 ALUMNI**, on the behavioral and technical interviewing skills required in the **highly competitive** financial services recruiting process.

Provided engaged-learning opportunities through **12 co-curricular clubs and organizations**, including the **National Association of Black Accountants (NABA)**, which was established at the PCSB in April 2020.

Facilitated the attendance of **8 STUDENTS** at **2 PC TO WALL STREET** events.

Presented awards to **10 FACULTY** and **STAFF MEMBERS**, **3 MBA students**, and **17 UNDERGRADUATE STUDENTS** for academic excellence.



Examining Unconscious Bias

Last November, 363 first-year students, about 95% of the PCSB first-year cohort, came together and tackled what can be an uncomfortable topic: one's experience with unconscious bias and examining those biases we carry within ourselves. This programming, led by a Franklin Covey facilitator, was a required component of the PCSB's First-Year Experience initiative.

“This type of diversity training is especially critical for PCSB students,” said Dr. Jacqueline Elcik, associate dean of the School of Business, “and especially early in their academic career. Our curriculum is team-based. Research shows that teams have the best outcomes when they are diverse, so we encourage that. But you have to give the students the skills they need to work successfully in diverse teams. Understanding unconscious bias is a first step.”

Dean Elcik also pointed out that when these students enter the workforce they will be working with and managing diverse teams. This unconscious bias training, which was completely confidential within the session, is one of the building blocks they will need to be effective.



Feedback Is a Gift panelists gathering in the KPMG Auditorium. The discussion was moderated by Chae McConaghy '21 (center).

Feedback Is a Gift

On a cold night in February, students gathered in the KPMG Auditorium in the Ryan Center to hear about a topic not addressed in their accounting or finance classes, but one that still affects the bottom line: giving and receiving feedback.

The panel discussion was moderated by PCSB Marketing Fellow Chae McConaghy '21 and included three alumni — Matt Conroy '92, Jessica DeCurtis '09, and Lauren Jones '03 — and Dean Welshman, assistant director of creative services in PC's Division of Marketing and Communications. They talked about how feedback is used in the workplace, informal and formal ways to give and receive feedback, and the panelists' personal stories, advice, and words of encouragement. McConaghy, who helped arrange the event, commented, "As an undergraduate student, I fully understand how intimidating giving and receiving feedback can be. We often think of feedback as a negative thing ... but it is important to think of feedback as a tool for improvement, and an imperative skill in the workplace."

The goal was to create an event that involved and engaged students — one that didn't just say why feedback is important, but showed how it is used in everyday professional life. Based on the questions and, yes, feedback from a number of the students, the goal was achieved. Of course, in the spirit of the Feedback Is a Gift campaign, there is always room for improvement for future events!

Executives in Residence

What would you think if your professor were an expert in toys? Students in MKT 444 or MBA 661: Brand Marketing don't need to wonder, because their professor is Steve Edwards, former Hasbro NA president, who knows the nitty-gritty of building brands in a cut-throat industry.

Edwards is an executive in residence at the PCSB. He co-teaches with Dr. Mark DeFanti, associate professor of marketing. Together they impart the principles of strategic brand management, along with Edwards' hands-on knowledge of what those principles look like in reality.

Another executive in residence, John Muggerridge, co-teaches MKT 470: Special Topics: Public Relations with Steve Maurano '78, associate vice president of public affairs, community, and government relations at Providence College. Muggerridge brings more than 20 years of experience at Fidelity Investments, including a stint as vice president of public affairs. This perspective informs the curriculum and creates context for a subject that is not always understood. He is now principal at MuggVentures.

In addition to co-teaching, the executives in residence advise students and provide a professional network to faculty, according to Dr. Dan Horne, associate dean at the PCSB: "Sharing their real-world experience with students makes education more concrete. The students love seeing how the concepts are applicable in real life."

FLIP for First-Year Advising



The PCSB First-Year Experience model is designed

to help to provide students with a smooth transition to college. Students enroll in either a first-year advising workshop series or an Introduction to Business class. A special program within this model is the Friar Leadership & Immersion Program (FLIP).

FLIP encourages professional and career exploration while helping students develop business skills and competencies. Students achieve points and earn badges by attending and participating in activities that range from exposure to mastery.

While FLIP initially rolled out to first-year students last year, all students are encouraged to participate. First-year participants are required to accumulate 250 FLIP points by the end of the year, mostly through programs designed to introduce students to the College, their career options, and offerings within the PCSB. Programs for sophomores and juniors will include engagement in active-learning experiences outside the classroom and opportunities for students to hone professional skills.