



COLLEGE OF BUSINESS AND SECURITY MANAGEMENT

University of Alaska Fairbanks

NEWSLETTER

SPRING 2022

Laying the Foundation for Career Success

This past fall, 10 high school juniors and seniors donned virtual reality headsets in a classroom at Effie Kokrine Charter School. While there was plenty of laughter, students weren't playing games. They were participating in virtual career shadowing, experiencing a day in the life of one of several professions, such as nurse or auto mechanic.

The Tanana Chiefs Conference Career Explorers program, a partnership between TCC, Effie Kokrine Charter School, and the University of Alaska Fairbanks College of Business and Security Management, launched in September 2021 with the aim of preparing participants for postsecondary education or vocational training beyond high school. TCC Career Explorers students enrolled in a series of one credit college-level professional development courses covering skills such as resume writing, time management and interviewing. These courses offer students hands-on experiences to explore the age-old question, what do I want to do when I grow up?



A TCC Career Explorers student focuses on their work.

While the program's emphasis is on preparing for professional or collegiate success, students reported some of the most valuable take-aways were the practical lessons — from personal finance basics and communication — needed to function as an independent adult. *"This program helped me tremendously to prepare for the adult world after high school,"* stated participant **Cody Eickholt**, a senior at Effie Kokrine.

Career Explorers builds on research about what works well for students, especially in light of the barriers to learning that have emerged during the pandemic. COVID-19 has stretched educators thin and posed increased mental health challenges for students,

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AIC Continues to Innovate & Adapt



AIC winners who attended the AIC Award Ceremony photoshoot.

The UAF College of Business and Security Management awarded over \$40,000 in cash prizes and awards after the 2022 Arctic Innovation Competition's final presentations on Saturday, April 16, presented by Usibelli Coal Mine.

Alaska 529 launched its first AIC "Classroom of the Future" award, which was awarded to a randomly selected K-12 teacher who was identified by an AIC competitor as their teacher. The idea had to be submitted as part of a school or class project. Long-time North Pole High School teacher Mary McFetridge of the English Language Arts Department was nominated by one of her students and, as it turns out, the fourth place JR Division winner, Alicia Bostic.

Alaska 529 also awarded JR and Cub Division individuals or teams who placed first through third with \$2,000 educational savings plan scholarships to support their future education.

Continued on the back page...

CBSM Students Network Near & Far

After a two-year hiatus, in-person student experiences are making a comeback!

Over spring break, the Great Alaskan Accounting People student organization met with firms and accountants in Anchorage and Fairbanks. This trip is a tried-and-true tradition, allowing for networking and a chance to see what various firms have to offer.

At the BDO office in Anchorage, the supportive and productive culture resonated with accounting major, Alyssa Appel. *"This trip was a great learning experience, since I'm fairly new to accounting," said Appel. "It gave me a better idea of what to expect in the industry and actually inspired me to apply for a position with BDO."* She has since been offered the position!

The GAAP Spring Break trip allows students to turn the tables and interview the accounting firms. Students can see for themselves the wide range of options within the industry, meet professionals, and determine what type of organization might be the perfect fit for them. With the return to in-person events, students can once again enjoy fun networking experiences and make strong connections with local businesses.



GAAP students visit
Swalling & Associates, PC in Anchorage



Jenifer & Ian pose at
one of the San Francisco
businesses they visited.

Also this spring, two members of the Associated Students of Business student organization joined a trip to San Francisco, California, organized by the National Millennial and GenZ Community. The mission of NMGZ is to change the conversation about NextGen. The community elevates conversations to find real solutions by having direct conversations among students, corporations, foundations, governmental agencies, and nonprofit groups. 30 students came together from across the U.S. and met with entrepreneurs and businesses, including Back to the Roots, Bentley's Coffee, KQED, Google, Wells Fargo and Wine Down Media.

Jenifer Garcia, senior accounting and business administration student

"I was delighted to see that these meetings took on a more relaxed and conversational style than I had anticipated. It was evident that these businesses were truly invested in hearing from the group and learning from our experiences and perspectives. I had the pleasure of meeting and dining with Fred Bateman, CEO and founder of Bateman Agency, one of the fastest-growing tech PR agencies in the last ten years. These dinners helped NMGZ continue the conversation in a much more relaxed and social setting."

Ian Ludwig, senior business administration student

"My favorite meeting was with Nikhil, the co-owner of Back to the Roots. He started Back to the Roots when he was the same age I am now, which was an inspiration for me. His enthusiasm was contagious, and he encouraged us to try new businesses and take leaps of faith. He discussed how he had taken risks to get to where he was today and had also failed along the way. I also enjoyed meeting with Google. The employees were transparent about their struggles and how they dealt with imposter syndrome every step of the way. Having high-level executives share their doubts may not be comforting for everyone, but it was an affirmation for me in my own business."

Students Get Professionally Polished

CBSM had the pleasure of adding another Professionally Polished event to the books!

The Professionally Polished Program is a collaboration between Spirit of Alaska Federal Credit Union, In My Element, Frank's Menswear, and private donors.

For the fifth year, Spirit of Alaska FCU funded the shopping spree at Frank's Menswear, a clothing store owned by CBSM alumnus, Jeremiah Smith '05. Students received guidance from Frank's staff on how to style and shop for professional work attire.

In My Element, a women's clothing boutique owned by UAF alumna, Sheryl DeBoard '78, has donated clothing to CBSM since 2014. The generous donations from In My Element help recipients gain access to high quality clothing and learn the importance of having key pieces in their wardrobe.

These are one of the many opportunities that CBSM provides for our students outside of the classroom.

The Party Never Ends at CBSM

The University of Alaska Fairbanks celebrated its 100th commencement on Saturday, April 30, 2022. To safely celebrate, two short, student-centered ceremonies were held and College of Business and Security Management students walked across the stage in the afternoon. CBSM hosted a Commencement Celebration before the official ceremony so that faculty, staff, families and students could gather for one last hoorah. Cornhole, music and snacks were enjoyed by all who attended.

Laughs and smiles were shared, and memories were made that will last a lifetime. Students took photos with professors who had become mentors, and with peers who helped them along the way. This was the perfect opportunity for people to say "see you later" and "let's keep in touch."

Thank you to everyone who joined to celebrate the accomplishments of the class of 2022! As we transition into the distinguished College of Business and Security Management, the class of 2022 alumni will represent CBSM in the best ways possible and make strides in their careers.



CBSM faculty and staff enjoy the Commencement Celebration with graduates.

Turning a New Page: 2022 Honor Societies Induction

Honor societies offer recognition for outstanding students, as well as a number of benefits and services for their members. CBSM is proud to support two student academic honor societies - one for business administration students, Beta Gamma Sigma, and one for homeland security and emergency management students, Order of the Sword and Shield.

As the 2022 spring semester came to an end, CBSM faculty, staff, students and their families were excited to gather for the first hybrid recognition and induction ceremony for the honor societies. After two years of virtual events, the celebration was once again held in person, with a virtual option for those who couldn't attend.

The Order of the Sword and Shield inducted 12 students, and Beta Gamma Sigma inducted 28 students this year. CBSM Dean Mark Herrmann was also inducted into BGS at the end of the ceremony, to celebrate his achievements in his role as dean and show appreciation for all that he has done.



UAF Provost & Executive Vice Chancellor Anupma Prakash gives the keynote speech.



Beta Gamma Sigma in-person inductees with the UAF president, UAF provost, and CBSM faculty.



Order of the Sword & Shield in-person inductees with the UAF president, UAF provost, and CBSM faculty.

"As I reflect back at my time as a college student, my experience was very different and my motivation paled in comparison to today's generation. I am pretty sure I never had the determination that you have, and nor did my generation experience these challenges that many of you face. I applaud you for your balancing act as you juggle jobs, family obligations and a pandemic - all while staying focused on your education."

- Mark Herrmann, CBSM dean

UAF Provost & Executive Vice Chancellor Anupma Prakash gave welcoming remarks, highlighting the inductees' achievements in leadership, perseverance and their enthusiasm for academics. She also presented the inductees with their certificates during the program.

In attendance this year along with the UAF provost was University of Alaska President Pat Pitney. She received her MBA from CBSM, and holds the college close to her heart. Pitney congratulated the new inductees to both honor societies and also touched on how difficult the past two years have been for students and faculty alike during the pandemic.

Congratulations to all the new BGS and OSS Honor Society members! You should be proud of your hard work and accomplishments. We can't wait to see what you do next!

Career Success ... (continued)

resulting in documented learning loss. The pandemic-related decrease in access to educational opportunities was particularly bleak for rural students and students of color. These findings were not lost on the team at Effie Kokrine, whose charter includes specifically supporting Alaska Native student success, and TCC, which supports 42 Alaska Native communities in Interior Alaska.

Career Explorers students were in a cohort, taking classes together. Students in cohort programs tend to report greater academic achievement, reduced feelings of social isolation and greater individual satisfaction with their learning experience. Students were also matched with a mentor in a career field of interest, with whom they met one-on-one. Technology like virtual reality headsets were used, since some in-person experiences such as job shadowing weren't available during the pandemic.

The program has also adapted to meet student needs. While originally designed as online courses, the professional development courses transitioned into a hybrid format to offer greater opportunities for support and interaction. UAF instructors Amanda Langhorst and Jillian Bjornstad led weekly in-person sessions. *"The most fun part of this program was getting connected with my teachers and meeting new people," Effie Kokrine student Isabelle Jagels commented.*

The original Career Explorers cohort continued through spring 2022. Career Explorers is currently planned to extend for a second year at Effie Kokrine. Future plans for the program include expanding to additional partner schools outside of the Fairbanks area and incorporating additional content and expertise from other parts of UAF.



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AIC Continues ... (continued)

AIC is a fantastic launching pad to inspire youth to explore innovation. The Cub Division first place winners, the Gadget Girls, are shining examples of lessons learned through AIC. Lauren Burgess, Shannan Burgess, Charlie Clark, Leah Lewellyn and Alex Lorenzana teamed up and decided that no matter what amount they won, they would donate it. They submitted the CLUCK Box idea, which makes shipping chicks safer in an improved box with insulating foil and cup-holders to hold chick feed. When the Gadget Girls won \$500, they made good on their pledge and donated their cash prize to their school, the IDEA Homeschool in Fairbanks, Alaska.

Another submission is revolutionizing the way to learn a new language, as each book introduces new words gradually as you read. New translations appear as old ones become more familiar. You'll never be swimming in dozens of unknown translations at once. The Main Division first place winner, Prismatext: Read a book. Learn a Language. is doing just that. Partners Zak Erving and Phil Belleau took home the first place award of \$10,000 and traveled from Anchorage for the post-event photoshoot.

"Being from Alaska, I wanted to be part of a community that fosters creativity and innovation in my home state. I think it's important to highlight homegrown achievements, and AIC is a wonderful resource that highlights new ideas in the Last Frontier."
-Zak Erving

The opportunities provided to innovators would not be possible without the unwavering support of donors, many of which are Alaskan businesses. Supporters like our presenting sponsor, Usibelli Coal Mine, invest in the future of innovation through the Arctic Innovation Competition.



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CBSM holds both business accreditation and specialized accounting accreditation through the Association to Advance Collegiate Schools of Business International; this dual accreditation has only been achieved by 1.5% of AACSB universities worldwide.

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Pg 3: Photo by Jillian Bjornstad (top); Photos by Gabriel King Photography, LLC (bottom).