The 2013-2014 academic year was a time of excitement and anticipation for the Heavener School of Business. A significant amount of construction on Heavener Hall took place, with the state-of-the-art facility set to be dedicated in November. This exciting project is just one of the many ways that undergraduate business education at the University of Florida is being impacted by the landmark gift from alumnus James “Bill” Heavener (BSBA, ’70). Mr. Heavener’s generous gift permanently endowed the Heavener School of Business and provided the lead gift for the new facility being constructed on the corner of 13th Street and University Avenue. Heavener Hall, which will host classes beginning in Spring 2015, will transform the undergraduate experience for countless numbers of our bright, talented undergraduates. Mr. Heavener’s support, as well as the generosity of our many alumni, is a direct reflection on the quality of the faculty, student, and staff who make the undergraduate business experience at UF one of the best in the nation.
During the 2013-2014 academic year, the Heavener School of Business continued to focus on preparing students for success in a variety of professions. Specifically, there was continued investment in professional staff, the continued positive impact of the internship requirement, additional study abroad opportunities, greater emphasis on professional writing and public speaking, and tremendous success in international case competitions. Each year our Career Coaches and Academic Advisors expect more from our talented freshmen class. And without exception, our talented students rise to the challenges that we place before them.

Our undergraduates continued to benefit from new academic and professional development requirements that we have in place. Examples include:

- **Heavener School of Business Curriculum Enhancements**
  - All students must take Business Writing or Public Speaking.
  - All students must complete an internship or study abroad.
  - All students must take the International Business course.
  - Access to many minors (accounting, retailing, and information systems).

Each of these academic and experiential enhancements helps to ensure that students in the Heavener School of Business have an undergraduate experience that provides them with a chance to explore opportunities more broadly, both in terms of professional development and international endeavors. Each of these enhancements has been implemented with a constant focus on the four key indicators that make-up a nationally-ranked undergraduate business program: quality students, an outstanding curriculum, faculty engagement, and a broad range of career and leadership development opportunities. The quality of our faculty and students, as well as the enhancements mentioned previously, continue to catch the attention of deans across the country. In the most recent BusinessWeek Rankings, Warrington’s undergraduate programs in business and accounting were ranked 19th among public institutions. Additional accolades include:

- For four of the past seven years, an academic advisor in the Heavener School of Business was named the University of Florida Academic Advisor of the Year.
- Warrington’s ENACTUS Team, a group focused on the power of entrepreneurial action, won its 15th straight regional championship.
- A team of students from the Heavener School of Business won the Thammasat Undergraduate Business Challenge. Other institutions that participated in this international case competition included Maastricht University, Hong Kong University of Science and Technology, the University of Washington, Queensland University, and the University of Melbourne.
- A team of Heavener Undergraduates won an International Business Ethics Case Competition hosted by The Center for Ethics and Business at Loyola Marymount University.
- A Heavener undergraduate placed second in a national writing competition sponsored by the Association for Business Communication.

JAMES W. “BILL” HEAVENER HALL
(Under construction; Classes begin in Heavener Hall in January 2015)

Heavener Hall is a 50,000-plus-square-foot building located at the northeast corner of the UF campus, near the intersection of University Avenue and 13th Street and the three existing buildings in the Warrington College of Business complex. Heavener Hall brings together all of the activities related to undergraduate business education at UF.

The building is the centerpiece of a $35 million initiative partnering UF, the Warrington College of Business Administration, a lead gift from alumnus James W. “Bill” Heavener, and private funding from other donors to invest in undergraduate business education.

Our undergraduates continued to benefit from new academic and professional development requirements that we have in place. Examples include:
HEAVENER’S ACADEMIC ADVISING & CAREER COACHING MODEL

In Fall 2009, the school’s academic advising staff of eight student services professionals was reorganized into career coaching teams: three coaches for finance and information systems majors, two coaches for economics and marketing majors, and two coaches for management and general studies majors (warrington.ufl.edu/undergraduate/advising). Career Coaches assist students with resume preparation, networking, mock interviewing, and internship searches. A peer mentoring program was also added that has proven to be extremely effective. The program is called CAPs: Career and Academic Peer Mentors (warrington.ufl.edu/undergraduate/career/cap). With a CAP-to-junior ratio of 1 to 25, these mentors are able to focus on assisting students with securing outstanding internships and/or admission to graduate and professional schools. During the 2013-2014 academic year, CAPs conducted 2,300 appointments with their undergraduate peers.

This peer-focused career services model continues to produce results. In 2013, BusinessWeek’s student satisfaction data resulted in the college receiving a grade of “A” in career services for the fifth consecutive year! In the same publication, recruiters ranked the quality of Heavener students twelfth out of the 132 business colleges in the rankings.

CAREER COACHING & ADVISING ACTIVITY

Each fall and spring semester there are approximately 7,000 students enrolled in business classes, 3,500 of whom are business majors. Given this level of enrollment, the Heavener staff has worked diligently to provide timely access to career coaches through walk-in advising and 30-minute scheduled appointments.

In Fall 2013 there were 5,878 student visits, an increase of 15% over Fall 2012. Of the 5,878 visits, 4,816 were walk-ins and 1,062 were scheduled thirty-minute appointments.

In Spring 2014 there were 6,443 student visits, an increase of 20% over Spring 2013. Of the 6,443 visits, 5,226 were walk-ins and 1,217 were scheduled thirty-minute appointments.

Each year, the career coaching staff responds to over 10,000 e-mails.

STUDY ABROAD

For Warrington undergraduates, an international experience raises cultural awareness, builds self-confidence, and provides an opportunity to develop foreign language skills. For these reasons, the college’s faculty decided to place greater emphasis on study abroad by incorporating it into the undergraduate curriculum. As mentioned earlier, the Class of ’13 was the first group of students required to complete an internship of 150+ hours or a study abroad experience of at least six weeks. In 2003, the college set a goal of having at least 25 percent of its undergraduates participate in an international experience. The college has made great progress in this area. In 1998, only 7.5 percent of Warrington’s undergraduates studied abroad. Thanks to the efforts of the International Programs staff, the 25% goal has been achieved each of the past nine years. In 2013-2014, the number of undergraduates who participated in the college’s international programs was equivalent to 42 percent of the graduating class.

CAREER AND LEADERSHIP PROGRAMS

Warrington undergraduates have access to a wide array of extracurricular programs. These programs include:

- Warrington Welcome: A success course for first-year students.
- Florida Leadership Academy: For Warrington’s top 100 sophomores.
- Student Delegations: Case competitions and leadership conferences.

In addition to the campus-based career and leadership programs, Warrington undergraduates participate in leadership conferences and case competitions around the world. The following are just a few of the events that had Warrington representation:

- Asian Business Case Challenge, Singapore
- Alberta Energy Challenge, Edmonton, Alberta
- Alberta Non-Profit Case Competition
- Citi International Case Competition, Hong Kong
- John Molson Undergraduate Case Competition, Montreal
- Scotiabank International Case Competition, London, Ontario
- University of Navarra International Case Competition, Spain
- Royal Roads University Undergraduate Case Competition, Victoria, British Columbia
- Maastricht University International Case Competition, Holland
In 2014, Heavener International Programs celebrated its ten-year anniversary. In the past decade, our office assisted 2,987 students realize a study abroad experience. 1,226 students participated in the four Heavener programs in European capitals (London, Madrid, Rome and Paris.) Another 433 students took advantage of the cost-effective exchange opportunities Heavener has established with universities in 20 countries in Australia, Asia, Latin America and Europe. International Programs also hosted over 900 exchange students in the last 10 years, making them part of the Global Gator family.

In 2004, 7% of business undergraduates studied abroad. Ten years later, 48% of Heavener students graduate having completed an international experience. In fact, international studies forms one of the four pillars of the Heavener mission for our students, the other three being academics, career development and leadership. Many students begin hearing about study abroad in the first class they take at Heavener, SLS1102 - Warrington Welcome. Through the information sessions and student panels, conducted for every Warrington Welcome section, the importance of incorporating study abroad into the undergraduate academic plan is emphasized and strongly encouraged.

International Programs wants all students to begin defining their international “brand” during their first semester at college. To seriously plan an international academic experience, students must investigate what is important to them - what goals they hope to accomplish by studying abroad. The following are a few of the benefits and outcomes of study abroad for Heavener students:

- Attending world-class business schools
- Living and studying in cities of international importance
- Meeting a new set of professors and students – expanding their network
- Mastering a foreign language
- Completing an international internship
- Traveling and appreciating cultural differences

A well-planned study abroad experience allows students to complete degree requirements without having to delay their graduation. In actuality, studying at another university permits students to take courses in their major not offered at Heavener. This allows them to strengthen their discipline knowledge and their employment marketability.

Ultimately study abroad becomes the most memorable and self-defining experience for the majority of college students. These are statements culled from evaluations submitted by students who studied abroad on Heavener programs last year:

"It was the most eventful four months of my life, making new friends, experiencing different cultures, becoming more independent, and changing my overall attitude on how to live life to its fullest. Ten, twenty, thirty years down the road I will remember my study abroad experience more than anything else in my college career. I ultimately surpassed all my study abroad expectations.”
Blake - UF in London

“My scope of thinking was expanded to include ideals and customs from other cultures. I met a lot of great people and saw a lot of sights that changed my perspective on historical events and how people of the world interact with one another.”
Malcolm - UF in London

“I fulfilled and exceeded all my expectations. I came back much stronger and more confident in myself and in my abilities. Nothing forces you to grow like living in a foreign country does - I cannot think of a more stimulating, challenging, and exciting experience.”
Erin, UF in Madrid
“I learned a lot not only academically, but also in many other aspects. I have become more globally aware and have learned a lot about other cultures and customs. It was great being able to be on my own in a completely different city without the help of everyone back home. Not only do I feel that the last half year itself was a tremendous learning experience, but I think I will have a new perspective and gratitude for learning in the classroom at home.”
Emily, UF in Madrid

“I went into this program with expectations to improve my French, meet new people, travel, be a local, and eat good food. I did all of that.”
Vania, UF in Paris

“This semester was probably the best experience of my life, definitely in college. I feel like I learned a lot and grew as a person by participating in this program.”
Allison, UF in Rome

“This program provides the opportunity to get to know Paris as a real resident, while practicing / learning French. The host family aspect is also unique. I would recommend it to anyone, but especially those who have limited experience abroad.”
Jordan, UF in Paris

“It was the most amazing experience of my life. Everyone should study abroad.”
Vince, UF in Rome

2014 SITE VISITS TO EXCHANGE PARTNER UNIVERSITIES IN SPAIN

This year, Joe Rojo had the opportunity to visit all of the Heavener exchange partners in Spain. Below is a short account of his visits and photographs of the campuses.

UNIVERSIDAD CARLOS III DE MADRID

The University was founded in 1989 as a public university under the jurisdiction of the Spanish government. The campus was built from military barracks originally, but now boasts a great number of academic, residential and student life buildings and facilities. The university is divided into three faculties: Law and Social Sciences (housing business and economics,) Engineering, and Humanities and Communication. Incoming exchange students may take courses from any of the faculties, as long as they meet course pre-requisites.

ESADE - BARCELONA

The ESADE business faculty has moved to a new campus in the town of Sant Cugat, about 40 minutes from Barcelona’s city center. However, it is very easy to reach the campus using public transportation if visiting students prefer to live in Barcelona. There are only 1121 students enrolled in the BBA track (25 nationalities). All BBA students must study abroad at any of ESADE’s 62 international exchange partnerships. In the US, their partners include, UF, Wharton, Cornell, Duke, University of Chicago, UCLA, and many other elite schools. Courses available include: Applied Portfolio Management, Doing Business across Cultures, and Consulting Digital Business.
ESCI - BARCELONA

ESCI (Escola Superior de Comerc Internacional), is part of Universitat Pompeu Fabra. The current class of business students is small, approximately 500 students. In addition, 150 exchange students enroll every academic year. The ESCI building is located east of Las Ramblas and separate from the main campus. Classes at ESCI are small, never more than 30 students per section. Attendance is mandatory and the grading is tough, only 10% of the students earn A's. The main benefit to UF students is the extensive selection of business classes and the well-structured Spanish language program at Universitat Pompeu Fabra.

UNIVERSIDAD DE NAVARRA - PAMPLONA

The Universidad de Navarra is only 25 years old, but it is recognized as one of Spain’s best universities by many ranking organizations. The university is Catholic, part of the Opus Dei branch, but the faculty, staff and 11,000 students are secular. The college of economics and business (CEB) is AACSB accredited and housed in one of the campus’s newest buildings - it opened in 2011. 90% of the business students from CEB find jobs upon graduation, an exceptional feat considering Spain’s current job market. Currently, the CEB has 102 exchange partners in 38 countries.

HONG KONG POLYTECHNIC UNIVERSITY

The Hong Kong Polytechnic University, commonly referred to as PolyU, was founded in 1937. The university’s faculties, which enroll approximately 30,000 students, are highly ranked and its Business School enjoys the prestige of triple accreditation (AACSB, EQUIS and AMBA). PolyU’s campus is located in the heart of Hong Kong (Kowloon Peninsula) with easy access to key districts and major attractions. The student residence halls are just a few blocks away from some of the world’s most valuable real estate. Studying at PolyU will give UF students the opportunity to easily travel to China as well as other Asian countries.

UNIVERSITY OF NOTTINGHAM, NINGBO

The University of Nottingham Ningbo is situated on the outskirts of one of China’s fastest-growing and greenest cities. The University was established in 2004 as the first Sinoforeign university in mainland China. All undergraduate and postgraduate programs in Ningbo are conducted entirely in English with the same teaching and evaluation standards as the home University in the United Kingdom. The University currently has over 4,500 students and more than 470 teaching and administrative staff from over 40 countries.

2014 SITE VISITS TO EXCHANGE PARTNER UNIVERSITIES IN CHINA AND HONG KONG

In July, Jason Ward and Joe Rojo visited partners in China and Hong Kong and also looked into possible partnerships in Beijing and Shanghai. Strong programs in Asia are critical to Heavener International Programs, but much work must be done to market study abroad in Asia to UF undergraduates, as most prefer Europe as a destination. However, real opportunities for employment and trade exist in Asian markets, whereas it is quite difficult for American college graduates to begin an international career in Europe.
HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

The Hong Kong University of Science and Technology (HKUST) is a public research university in Clear Water Bay Peninsula. Established in 1991, the University currently consists of four disciplinary schools, which offer degrees in Business, Engineering, Science and Social Science & Humanities. Constructed along the slope of the surrounding hills, the bay is visible from virtually every building on campus. Arranged in cascades, the buildings are connected by walkways and balconies that offer a spectacular view of the South China Sea. The impressive Lee Shau Kee Business Building was completed in 2013 and is named after the 19th wealthiest person in the world.

INTERNATIONAL PROGRAMS STAFF

Pictured (left to right): Jason Ward, Assistant Director for International Programs, Joe Rojo, Director for International Programs, Lucy DiLeo, Assistant Director for International Programs.

Comparison of BA Students to Non-BA Students Studying Abroad

Chart Includes Undergraduate and Graduate Students

Business students represent 30% of the total number of UF students who study abroad. This is an outstanding percentage considering that WCBA students embody just 10% of UF’s total enrollment.

In 2013-14, a record 418 undergraduates studied abroad. The popularity of Heavener-sponsored programs continued to surge upward. The UF in Madrid program had 54 students in Summer ’14, this is the largest cohort ever to participate in an HSB-sponsored program.
HEAVENER SCHOOL OF BUSINESS SCHOLARSHIPS – 2013-2014

During the 2013-2014 academic year, the Heavener School of Business awarded $49,375 in scholarships to 47 students, $40,000 of the scholarships were received by 34 students studying abroad. Scholarship awards are granted based on financial need, student merit, and donor-specific criteria. In spite of recent difficult economic times which have resulted in less income from the University of Florida endowment accounts, donors continue to be supportive of international studies.

Scholarship recipients were honored at the yearly Heavener School of Business Awards Banquet held in April 2014. The WCBA Scholarship Coordinator announced the award recipients and recognized the alumni donors for their generous support of undergraduate and study abroad education.

<table>
<thead>
<tr>
<th>Year</th>
<th>Study Abroad</th>
<th>Academic</th>
<th>Total Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-2012</td>
<td>$48,500</td>
<td>$27,000</td>
<td>$75,500</td>
</tr>
<tr>
<td>2012-2013</td>
<td>$25,500</td>
<td>$21,500</td>
<td>$47,000</td>
</tr>
<tr>
<td>2013-2014</td>
<td>$40,000</td>
<td>$9,375</td>
<td>$49,375</td>
</tr>
</tbody>
</table>

The Center for Career and Leadership Development (CCLD) is an initiative created this year to provide Heavener students with more comprehensive services, beginning from the moment students are admitted to UF, through graduation. Horace Tucker, the Associate Director of the Heavener School of Business, is also the Director of the CCLD.

Horace S. Tucker, Jr.
Associate Director, Heavener School of Business

Horace Tucker is the Director of the Center for Career and Leadership Development and Associate Director of the Heavener School of Business in the Warrington College of Business Administration. Horace received his Bachelor’s degree in Advertising from the University of Florida. He was commissioned as a Regular Army Air Defense Artillery Officer through the University of Florida’s ROTC program, where he earned the distinction of Distinguished Military Graduate. Horace later earned a Master’s Degree in Human Resource Development from Webster University.

Horace is a retired Army Colonel. He served in a variety of command and staff positions which included Director of Training for the Regional Training Institute of Florida, Director of Human Resources for the Florida National Guard, and culminated his 23 year career as the Post Commander of Camp Blanding, a joint training center 25 miles southwest of Jacksonville.

Horace’s professional associations include the Society of Human Resource Management, the National Career Development Association, and the National Association of Student Personnel Administrators.

Horace currently resides in Fleming Island and is married to the former Janice Maxwell of St. Petersburg, Florida. They have two sons: Evan and Colin, who both graduated from UF.
ACADEMIC ADVISING & CAREER COACHING

The Heavener School of Business combines traditional academic advising with a career coaching model to provide students with comprehensive professional guidance to promote personal, professional, and intellectual growth. Our academic and career planning services are available to current and prospective undergraduate students interested in studying business as a major or minor. Our team of experienced professionals is here to help students make the most of their college experience.

To achieve that mission, academic advisors and career coaches provide the following services:

- Assist students in developing four-year educational plans that advance their academic, career, and life goals;
- Encourage students to explore career interests through domestic and international internships;
- Promote leadership development through participation in student organizations and involvement in the Leadership Development Program;
- Provide students with up-to-date academic information about university, college, and departmental graduation requirements;
- Teach sections of Warrington Welcome to first-year students to jump start the beginning of a strong student-advisor relationship;
- Network across campus to facilitate student referrals when appropriate (e.g., Career Resource Center, Counseling Center, Office of the Ombudsman);
- Work closely with students to create personalized academic course plans to ensure the successful completion of all degree requirements; and
- Provide personalized career coaching to undergraduates seeking internships and exploring career opportunities.

FORMING ADVISING RELATIONSHIPS WITH OUR STUDENTS

Our highest priority is building meaningful advising and coaching relationships with our students to ensure that our work together is productive and effective. Our reach is evidenced by the 2013 University of Florida Student Experience in the Research University (SERU) survey results which indicate that 94% of business students responding to the survey have utilized academic advising. More importantly, though, 31% of business student respondents, as compared to only 24% of UF students, reported that academic advising was the most helpful UF service for their academic success.

In order to assist students in making meaning of the college experience, academic advisors are organized into three coaching teams:

Marketing & Economics

Finance & Information Systems & Operations

General Studies & Management
FORMING ADVISING RELATIONSHIPS WITH OUR STUDENTS CONT.

Students can access coaching from our experienced academic advisors and career coaches in a variety of ways:

- **Walk-In Appointments** – The eight advisors are available at least 30 hours each week during fixed hours to answer basic questions.
- **Scheduled Appointments** – Each academic advisor and career coach is available for 20-30 individual appointments each week. During scheduled appointments, students have the opportunity to spend 30 minutes with an Academic Advisor and Career Coach to discuss their personal academic and career development.

In the 2013-2014 academic year, the academic advising and career coaching team saw a total of 10,042 walk-ins and 2,279 appointments.

Conversations that occur in these meetings are the foundation of the academic and career advising conducted in the Heavener School of Business.

### Fall 2013 Student Walk-ins & Appointments

(4,816 Walk-ins, 1,062 Appointments)

### Spring 2014 Student Walk-ins & Appointments

(5,226 Walk-ins, 1,217 Appointments)

The Academic Advising and Career Coaching team has made great efforts to raise student awareness of academic and career services offered through our team. We have consistently increased the amount of contact we have with students over the past four academic years through our efforts in appointments, walk-ins, sophomore group advising, and the CAP mentoring program.
PREPARING OUR STUDENTS FOR THE FUTURE

Heavener’s academic advisors and career coaches are committed to increasing student engagement in order to promote their academic and professional success. The following initiatives support this commitment:

CAREER AND ACADEMIC PEER MENTOR (“CAP”) PROGRAM

Career & Academic Peer mentors specialize in helping Heavener business majors acquire internships and increase their career readiness. Since Fall 2009, over 25 of the college’s top business majors have been hired each year to serve as CAP mentors. Working five hours a week over the fall and spring terms, mentors provide valuable advising infrastructure supporting Heavener’s eight full-time advisors. CAP Mentors provide career assistance in the areas of internship acquisition strategies, resume and cover letter creation, successful interviewing techniques, networking, developing an effective career commercial, and more.

Since its inception in 2009, the program has blossomed into a cornerstone organization in Warrington, providing business majors with the support they need to fully pursue career and internship opportunities.

CAP Program 2013-2014 Growth Highlights

» Record Number of 1:1 Appointment.
Heavener students sought out 1:1 assistance from CAP mentors in record numbers. Mentors had 2,289 appointments on the year, up 25% 2012-13. Overall, participation reached an all-time high in the program’s five year history.

- 1 in 4 Heavener Students meets with a mentor before graduation
- Student mentorship has increased an average of 85% per year for four consecutive years
- During the regular CAP operational period (August to April), CAP mentors advised more students 1:1 (2,329) than all eight Heavener full-time academic advisor 1:1 appointments combined (1,989)

» Increased Advising Infrastructure. CAP mentors provided valuable infrastructure for Heavener advising needs. On a day-by-day basis, Heavener students had more immediate access to career and academic services than ever before. As a group,

- Mentors provided additional access for increased advising demands, providing an additional 44 appointments per week on average to business majors
- Each mentor averaged 3.4 one-on-one appointments each week

» Quality with Quantity. CAP mentors equipped mentees with a variety of career and academic tools to further their personal development.

- Mentor Effectiveness. One measure of effectiveness is the number of students who return to see a mentor. Half of all CAP mentor appointments resulted in students returning for additional career and academic assistance.

<table>
<thead>
<tr>
<th>Year</th>
<th>Appointments</th>
<th>Previous Year Appointment ↑ or ↓</th>
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<tbody>
<tr>
<td>2013-14</td>
<td>2,329</td>
<td>25.2%</td>
</tr>
<tr>
<td>2012-13</td>
<td>1,860</td>
<td>30.4%</td>
</tr>
<tr>
<td>2011-12</td>
<td>1,426</td>
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<td>2009-10</td>
<td>245</td>
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» The table below summarizes the primary reasons why Heavener students sought out mentor assistance through 2,329 appointments last year

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<td>Interview Skills</td>
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CAP Program 2013-2014 Growth Highlights Continued

→ Distinguished Mentors. Three different mentors received WCBA or university-level awards, affirming the fact that business majors have access to top peer-to-peer advising from highly successful peers.
  » One University of Florida Hall of Fame award
  » Two Warrington College of Business Distinction in Leadership awards

→ Since Fall 2011, numerous CAPs also received honorable distinctions; these include:
  » Four Heavener Hall of Fame awards (out of 6 total awarded since 2011-12)
  » Two University of Florida Hall of Fame awards
  » Two Warrington College of Business Distinction in Leadership awards
  » One University of Florida Hispanic Hall of Fame award

→ Record number of New CAP Applicants. The number of students applying to serve as a mentor reached an all-time high for the 2014-15 year (53 applicants). As the program’s popularity and prestige grows, so too will the number of students who apply to be CAP mentors.

WARRINGTON DIPLOMATS
“Connecting the past, strengthening the present, and leading the future of the Warrington College of Business Administration”

The Warrington Diplomats serve as the official student ambassadors to the Warrington College of Business Administration (WCBA), providing numerous services to support business students in getting the most out of their university experience. Through collaborations with The Center for Career and Leadership Development, the Office of Development and Alumni Affairs, and other student organizations, the Diplomats host events targeted at helping students develop academically and professionally. The organization holds bi-weekly meetings for all members, where Diplomats receive training and guidance from advisors, student leaders, and sponsoring companies.

34 student served as Warrington Diplomats this year, many of which held leadership positions within the organization:

**Executive Board**
- President: Lauren Shields
- VP of Programming: Ashlee Henriquez
- VP of Administration: Jennifer Sato
- VP of Outreach: Ashley Forsyth
- VP of Professional Development: Rachel Kallerman

**Directors**
- Tours: Kaisley Loftin
- Podcasts: Amanda Norman (Fall) Andrea Kovacs (Spring)

**Committee Heads**
- Internal: Jason Nunery (Fall) June Lee (Spring)
- Promotions: Sarah Hayes
- Resume Critique & Mock Interviews: Elizabeth Kiserfeld (Fall) Gweth McBride (Spring)

2013-2014 Growth Highlights

→ The Diplomats Leadership Ventures kicked off their inaugural year offering the first program of its kind in which students actively apply their leadership skills. The Sailing Regatta and Iron Chef Challenge received overwhelming praise and interest for more events of their kind. Of those participants who responded to the survey assessment, 100% indicated they would apply to participate in future leadership ventures.
Throughout the year, Warrington Diplomats collaborated with other key organizations to directly impact the success of the College and University community. Examples include:

The Center for Career & Leadership Development
- Participated in Warrington Welcome Involvement Panels to encourage freshmen to add leadership to their resume and increase knowledge of the Diplomats
- Tabled for Drop/Add and Advance Registration which resulted in shorter wait times due to fielding registration questions for business students
- Created six podcasts for the Undergrad News YouTube channel focusing on professional topics to assist students in developing professionally
- Attended the Majors & Minors Fairs with an Academic Advisor & Career Coach fielding questions about being a student in the WCBA

Development & Alumni Affairs
- Hosted the Alumni Café Series allowing current students to network with alumni and learn about their business
- Spearheaded the campaign for the first WCBA Beat T-Shirt by approving the design, flyers, and making announcements
- Appeared in the Thank You Video that was sent to significant donors to show appreciation for their contributions
- Assisted in the annual Grand Guard event serving as hosts on tours and providing updates on the College

Student Organizations
- Served as ambassadors at the semiannual Business Bash and annual Spring Carnival for BACC
- Co-hosted Town Hall with Student Government to strengthen the relationship among students
- Tabled at the Southeast Regional Conference of Asian American Leaders to help students better understand the opportunities in the WCBA.

The Warrington Diplomats hosted 12 academic and professional development events of their own including:

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Attendance</th>
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<tbody>
<tr>
<td>Ace the Showcase (Fall &amp; Spring)</td>
<td>39 students</td>
</tr>
<tr>
<td>Internship Panel (Fall)</td>
<td>21 students</td>
</tr>
<tr>
<td>WCBA Leadership Ventures: Sailing Regatta (Fall)</td>
<td>23 students</td>
</tr>
<tr>
<td>Lunch with Distinguished Faculty (Fall)</td>
<td>24 students</td>
</tr>
<tr>
<td>CareerQuest (Fall)</td>
<td>27 students</td>
</tr>
<tr>
<td>WCBA Leadership Ventures: Iron Chef Challenge (Spring)</td>
<td>39 students</td>
</tr>
<tr>
<td>Honors Thesis Luncheon (Spring)</td>
<td>26 students</td>
</tr>
<tr>
<td>FLA Prep Event (Spring)</td>
<td>42 students</td>
</tr>
<tr>
<td>Etiquette Made Easy (Spring)</td>
<td>20 students</td>
</tr>
<tr>
<td>What Not to Wear (Spring)</td>
<td>12 students</td>
</tr>
<tr>
<td>Diplomat Meet &amp; Greet (Spring)</td>
<td>30 prospective students</td>
</tr>
<tr>
<td>Prospective Student Tours (Fall &amp; Spring)</td>
<td>1,078 scheduled tours</td>
</tr>
<tr>
<td></td>
<td>13 in the spring</td>
</tr>
<tr>
<td></td>
<td>Over 100 prospective students and guests learned about the WCBA through a brief presentation and tour of the Business Quad</td>
</tr>
<tr>
<td></td>
<td>The Diplomats also provided several VIP tour requests from Development &amp; Alumni Affairs</td>
</tr>
</tbody>
</table>

Ace the Showcase (Fall & Spring)
- 39 students attended during the fall
- 65 students attended during the spring resulting in an all time attendance high.
- Students gained confidence in their resume, interview skills, and one-minute commercials for Career Showcase
- FIU sponsored the event for the Spring

Internship Panel (Fall)
- 21 students attended
- Recruiters and former interns spoke from: Atria, Capitol One, Mondelez, Student Maid, & Target
- Students gained knowledge of the companies opportunities and the skills they seek from potential candidates

WCBA Leadership Ventures: Sailing Regatta (Fall)
- 23 students participated in the inaugural venture
- Students travelled to St. Augustine to test their leadership skills in stressful situations where they learned gybing,
- St. Augustine Sailing created a learning environment on 38 ft sail boats for students to rotate through roles associated with sailing
- 100% of the participant responders agreed that they would like to complete a venture of this nature in the future

Lunch with Distinguished Faculty (Fall)
- Professor William Rossi was chosen to have lunch with the Diplomats
- He spoke of his passion for Entrepreneurship and his work with Wells Fargo
- He offered advice on how to find your passion and how to pursue it

CareerQuest (Fall)
- 24 students attended
- Professors from all 6 WCBA majors spoke of their respective industry and career options associated with it
- Students were able to network with professors outside of the classroom and gain a better idea of what majors and careers are connected

WCBA Leadership Ventures: Iron Chef Challenge (Spring)
- 39 students attended
- The Fat Tuscan Café instructed students on authentic ravioli making to allow them to test their skills at becoming the next Iron Chef
- Since students were grouped with strangers, they deciphered their roles among the group while being creative and innovative in their ravioli creation

Honors Thesis Luncheon (Spring)
- 26 students attended
- Professor Richard Lutz and Dr. Renee Clark spoke on the benefits of completing an honors thesis
- Students learned how to approach faculty on partnering on a thesis and details of the University Scholars Program

FLA Prep Event (Spring)
- 42 students attended
- Diplomats critiqued resumes, personal statements and conducted mock interviews for FLA candidates
- FLA candidates received advice from former graduating members on how to be successful in their pursuit of membership

Etiquette Made Easy (Spring)
- 20 students attended
- FIU sponsored the event to educate students on proper professional behavior and appropriate communication methods
- Students competed in teams to learn about business dinner etiquette, expected attire, and 60 second pitches

What Not to Wear (Spring)
- 12 students attended
- Banana Republic sent representatives to showcase types of business attire from casual to professional
- Students learned appropriate attire from the models and received tips for dressing for success

Diplomat Meet & Greet (Spring)
- 30 prospective students attended
- Students who were interested in applying to the Diplomats were able to meet the members and find out more information
- Fourteen highly qualified new members were invited to join the organization

Prospective Student Tours (Fall & Spring)
- Hosted 1,078 scheduled tours (5 in the fall, 13 in the spring)
- Over 100 prospective students and guests learned about the WCBA through a brief presentation and tour of the Business Quad
- The Diplomats also provided several VIP tour requests from Development & Alumni Affairs
**SOPHOMORE GROUP ADVISING**

The Sophomore Group Advising program focuses on students who have enough time remaining in their college career to benefit from additional support and guidance with respect to academic and professional goals. Students are required to attend a group meeting during their sophomore year that is hosted by an Academic Advisor & Career Coach and a CAP Mentor. These sessions focus on the four key areas for success emphasized by the Heavener School of Business: Academics, Career Development, Involvement/Leadership, and International Study.

Following a set curriculum, these sessions aim to push students to engage in activities that are developmentally appropriate, while also giving them time with an academic advisor and CAP mentor.

**2013-2014 Program Highlights & Accomplishments:**

- The Sophomore Group Advising program reached over 750 second-year students during the Fall 2013 and Spring 2014 terms.
- A new curriculum was launched last year for students in UF’s inaugural Innovation Academy cohort, who were in their second year at UF.
- Sophomore Group Advising sessions serve as a catalyst for student involvement and career development.

**CAREER COACHING**

Our team of eight career coaches are organized by major, offering each student a personalized career coaching experience based on their chosen discipline of study.

**Internship Requirement**

All Heavener graduates are required to complete a 150 hour internship (or complete a six week study abroad program) as a component of their curriculum. To complement the internship experience, the Academic Advisors and Career Coaches teach a course that aids students in their professional development while they are interning. Throughout each semester, students receive feedback on assignments that require them to research the industry in which they are interning, network with professionals, and evaluate their own personal and professional goals.

**2013-2014 Program Highlights and Accomplishments:**

- Heavener’s career coaches supported 650 students during their internship experience during the past academic year.

**Growth Highlights**

- During the summer 2013, the enrollment process for GEB4941 was evaluated and changed to provide a more seamless process that decreased project administration time. The revised process was implemented with students who enrolled in the course for the Fall 2013 semester. This change utilizes a Wordpress form that allows students to attach their employer verification letter to their application, cutting down on the number of software programs utilized for enrollment as well as time for matching documents.
- Enrollment has steadily increased over the course of five years from 25 students to 650 students. Each year the enrollment has increased by 120-130 students; however, this last year was the largest enrollment increase with 170 students added.

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Fall</th>
<th>Spring</th>
<th>Summer</th>
<th>TOTAL Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009-2010</td>
<td></td>
<td></td>
<td>25</td>
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</tr>
<tr>
<td>2010-2011</td>
<td>7</td>
<td>34</td>
<td>105</td>
<td>146</td>
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<tr>
<td>2011-2012</td>
<td>41</td>
<td>45</td>
<td>183</td>
<td>279</td>
</tr>
<tr>
<td>2012-2013</td>
<td>48</td>
<td>77</td>
<td>290</td>
<td>415</td>
</tr>
<tr>
<td>2013-2014</td>
<td>63</td>
<td>72</td>
<td>525</td>
<td>650</td>
</tr>
<tr>
<td>Grand total</td>
<td>149</td>
<td>228</td>
<td>1338</td>
<td>1515</td>
</tr>
</tbody>
</table>
ACADEMIC ADVISING AND CAREER COACHING STAFF

**Erica Byrnes, M.A.Ed./Ed.S., G.C.D.F.**  
has been the Director of Academic Advising and Career Coaching since 2006. Erica was recognized for excellence in advising administration by the National Academic Advising Association (NACADA) in 2012. Erica earned her B.S. in Psychology and B.A. in Philosophy in 2002 and went on to earn M.A.Ed. and Ed.S. degrees in Counselor Education with a specialization in Mental Health from the University of Florida. She is currently pursuing a Ph.D. in Mental Health Counseling, with an emphasis on Research and Evaluation Methodology and Career Counseling.

**2013-2014 Accomplishments:**
- Served as the Faculty Advisor for the Business Administration College Council, 2006-2014
- Passed the qualifying exam for a Ph.D. in Counselor Education with a focus in Career Counseling and minor in Research and Evaluation Methodology

**Renee Clark, Ph.D., G.C.D.F.**  
graduated from the University of South Florida with a B.A. in Communication, minor in African-American History, and an M.Ed. in College Student Affairs. Prior to joining the Heavener School of Business academic advising and career coaching team in August 2010, Renee worked at the University of South Florida where she held several positions as an Admissions Counselor, Multicultural Student Organizations Coordinator, Leadership Development Coordinator, and Student Judicial Services Graduate Assistant. Later, she earned a Ph.D. in Higher Education Administration from Bowling Green State University while teaching a skill-building course for first-year students and working as an academic advisor for pre-major students.

**2013-2014 Accomplishments:**
- Nominated by the student leadership of The National Society of Collegiate Scholars to be inducted as a Distinguished Member of the NSCS at the University of Florida.
- Completed second year of serving as Faculty Advisor for the Florida Business Leadership Society, providing guidance and support during weekly evening meetings and one-on-one advising sessions for executive board members with a focus on professional development and networking.
- Delivered a keynote speech about “Making the Transition from College to the Workforce” for The National Society of Collegiate Scholars “Senior Send-Off” ceremony, which recognizes graduating senior NSCS members.
- Coordinated the Sophomore Group Advising Program for over 750 students during fall and spring semesters.

**Melissa Lynn Forgione, M.Ed./Ed.S.,**  
graduated from the University of Florida with a B.S. in 2003, psychology. She then spent over 6 years working in the fitness industry, not only as a personal trainer and group exercise instructor, but in management positions that gave her first-hand experience in managing, marketing, hiring, training employees, systems development and revision, budgeting, and establishing strategic objectives. She then returned to school to complete her M.Ed. and Ed.S. degrees, majoring in Mental Health Counseling. During her time in graduate school, she worked at the University of Florida Career Resource Center as a Graduate Counselor and then as the Graduate Assistant for Experiential Education. Because of her experience in higher education, as well as in the competitive business field, she has a unique perspective that can help students in achieving their academic, career, and personal goals, while maintaining balance in their lives.

**2013-2014 Accomplishments:**
- Attended the National Career Development Association Conference in Long Beach, CA
- Attended the Florida Academic Advising Drive-In Conference in Tampa, FL
- Acted as faculty advisor for DECA, a student organization new to UF
- Supervised 4 Career and Academic Peer Mentors
- Taught 2 sections of Warrington Welcome – First Year Florida
- Acted as Liaison for Innovation Academy business majors
- Coordinated and represented the Heavener School of Business at Outreach events
- Increased student participation in the CAP Mentor program 25%, creating an additional 2,300 one-on-one 30-minute career advising appointments to support full-time Heavener advising staff
- Certified over 20 student athletes via academic progress forms, resulting in a 0% error certification rate
- Exceeded department instructor evaluations teaching SLS 1102 (Warrington College Success) for the 10th consecutive term, averaging 4.88/5.00 on ‘Overall quality of instruction’
- Exceeded department instructor evaluations teaching GEB 3035 (Effective Career Management) over six terms, averaging 4.65/5.00 on ‘Overall quality of instruction’
Lesley A. Harris, M.B.Ed., G.C.D.F., is a graduate of Illinois State University focusing on College Student Personnel. Since then, she has worked as an academic advisor in University College at ISU, as well as the College of Business. In over 10 years of higher education experience, she has gained a wealth of knowledge from working in various departments including: admissions, registrar, housing, and advising. Her love of international travel also enhances her expertise in developing and motivating students. Lesley joined the academic advising and career coaching team in the Heavener School of Business in September 2009.

**2013-2014 Accomplishments:**

- Selected as the 2013-14 University of Florida Professional Academic Advisor of the Year through a competitive application process based on excellence, innovation, and effectiveness as a professional academic advisor.
- Attended and presented “Creating An Impactful Learning Experience Through Internships at the Heavener School of Business” at the annual Global Internship Conference in Toronto, Canada.

Michelle Schwager, M.S., completed her B.A. in Psychology at Purdue University. During her time at IPUI, Michelle worked as a graduate assistant academic advisor for the University College and assisted students across all majors to help them enter a degree-granting school. Michelle joined the academic advising and career coaching team in the Heavener School of Business in July 2013.

**2013-2014 Accomplishments:**

- Co-ordinated the Sophomore Group Advising Program with Melissa Forgione for 401 students in the fall and 369 in the spring with a focus on data management.
- Taught two sections of Warrington Welcome (First-Year Florida).
- Collaborated with previous Area of Specialization project manager Jaime Little to create the first Area of Specialization Information Session for General Studies majors in Fall 2013 (to be held once a semester).
- Assisted 779 students through walk-ins during the fall semester (14.56% of office’s walk-ins) and 614 during the spring semester (13.56% of office’s walk-ins).
- Published in the NACADA Transfer Student Monograph as an exemplary practice, October 2012.
- Volunteered at NACADA 2012 National Conference.

Cortney Ladd has worked for the School of Business since 2007, first as a senior clerk and was promoted to Program Assistant for Academic Advising and Career Coaching in 2011. Cortney received the “Superior Accomplishment Award” in 2009 in recognition of her outstanding service to the School of Business and the University of Florida.

**2013-2014 Accomplishments:**

- Completed the courses for Managing at UF, Supervisory Challenge.
- Member of Planning Committee for 7th Annual UF Advising Workshop (door prize coordinator).
- Served as liaison for the inaugural group of Innovation Academy business majors.
- Taught two sections of Transfer Success Seminar, a 1-credit course for incoming transfer students to prepare for the competitive internship opportunities and to connect with student organizations in the Heavener School of Business Fall 2012.
- Taught two sections of Warrington Welcome - First Year Florida.
- Mentored five Peer Leaders for Transfer Success and Warrington Welcome classes and two “Career and Academic” Peer Mentors.
- Reviewed, updated, and facilitated Transfer Preview Orientation for 7 sessions averaging 23 students a session.
- Facilitated/Presented on behalf of the Heavener School of Business at 14 Freshman Preview sessions course entitled “Enhancing Employability Skills for the Workplace.”

Bernadine Thomas, M.A.Ed., earned her B.A. in Communication from Chicago State University and her M.A.Ed. in Adult and Continuing Education from National Louis University in Chicago. In addition, Bernadine completed a coaching curriculum with Coach U. Prior to joining the Heavener School of Business team, she worked at DePaul University for eight years assisting non-traditional students in their transition to college as well as advocating for programs and services for this special population. She was an Assistant Director for the School for New Learning Graduate Program and then worked as Assistant Director for the Office of Adult Student Affairs. Bernadine also created and co-taught a career success course focusing on the workplace. She has been an advisor in the School of Business from 2000-2006, and 2009-Present. She has been an advisor in the School of Business from 2000-2006, and 2009-Present.

**2013-2014 Accomplishments:**

- Taught two sections of Transfer Success Seminar. A one (1) credit hour module course designed to assist transfer students in their transition from community college to the University of Florida’s Heavener School of Business.
- Mentored two TA’s for Transfer Success Seminar and three Career and Academic Peer Mentors.
- Served as the Faculty Advisor for the Undergraduate Consulting Club.
- Newly appointed Faculty Advisor for the transfer student group organization.
- Represented the Heavener School of Business at outreach events – “Picnic Table Advising” and assisted with registration for Transfer Preview.
CAREER & LEADERSHIP PROGRAMS

Career & Leadership Programs encourages the personal and professional development of students through knowledge and experiential opportunities to enhance their undergraduate experience and beyond. CLP’s primary goal is the development of meaningful relationships with undergraduate students through programs emphasizing the following principles: communication, teamwork, professionalism, commitment, leadership/management, self-awareness, career awareness, ethics, service, resource management, mentorship, followership, and values clarification.

OFFERINGS

Career & Leadership Programs provides opportunities for students to engage from their first year to their last year. Offerings targeted to underclassmen include: Warrington Welcome, Business Undergraduate Mentorship Program (BUMP), Heavener Leadership Challenge, Florida Leadership Academy, and the Leadership Development Program. Additional opportunities geared towards upperclassmen include: the Business Case Analysis Course, Enactus, the Student Organization Executive Board Retreat, Student Delegations to international and domestic case competitions, as well as professional and leadership development conferences.

CLP ACCOMPLISHMENTS FOR 2013-2014

- 1,515 participation or leadership opportunities were generated across six CLP programs
- 688 unique students engaged in a CLP program or event
- 94% of CLP program participants were satisfied or extremely satisfied with their experience(s)
- The newest CLP program - the Heavener Leadership Challenge - was launched, graduating 62 students in its first two semesters
- The CLP Office developed a three-year strategic plan which focuses on four main priorities: student engagement, promotion, career development, and conference/publication contributions

HEAVENER HALL OF FAME

The Heavener Hall of Fame is reserved for graduating business or accounting students who have exhibited superior leadership and achievement through their activities and scholarship while members of the Warrington community. It is the highest award bestowed upon an undergraduate student.

Nicholas Pinto

Nicholas was inducted into the Heavener Hall of Fame in recognition for his academic achievement and superior contributions as a student leader in the Warrington community. Having maintained a 3.77 GPA while earning his Bachelor of Science in Accounting degree as well as his Master of Accounting degree, Mr. Pinto was awarded the Fisher Fellowship, a scholarship bestowed upon the top student in the undergraduate class.

An accomplished student leader, Pinto was a graduate, mentor and Advisory Board member of the Florida Leadership Academy. He has served as the President of the Fisher School of Accounting Council and Vice President of Professional Development for the Warrington Diplomats. He has also been the head Teaching Assistant for the Fisher School’s Introduction to Financial Accounting course for the past three semesters.

Pinto accepted a position with PricewaterhouseCoopers (PwC), serving as an Audit Associate in the firm’s Atlanta office.
Each year, hundreds of new undergraduate students enter the Heavener School of Business where they find a vast array of opportunities and challenges. Warrington Welcome, a first-year success seminar, helps facilitate their transition by teaching them how to maximize their college experience. The seminar provides personal and professional development in the areas of:

- Diversity
- Ethical behavior
- Business leadership
- Teamwork
- Community service

During the 2013-2014 academic year, Warrington Welcome guided 810 students in 33 sections, helping them discover how to make the most of their college experience. The course is co-taught by a staff member and a trained peer leader, allowing students to develop mentoring relationships that last beyond the course. Continuing to build on its updated and more student-centered model, Warrington Welcome helps students

- Learn more about themselves and what they want to get out of their University experience.
- Gain an understanding of how to use University resources to achieve their personal goals.
- Leave with an action plan that helps them map out how to get where they want to go during their University experience and beyond.

Warrington Welcome students have the opportunity to participate in a business ethics case competition sponsored by UF Enactus, which challenges them to begin considering the ethical implications of business decisions while developing teamwork and communications skills. Warrington Welcome continues to be very well received with ninety-three percent of the students who took the course reporting that they would encourage their friends to do the same. The following are comments from Warrington Welcome students:

“Warrington Welcome was a launching pad for my college career. It helped me determine what I wanted to be involved in on campus – which has helped me develop professionalism as well as communication and leadership skills.”

“My Warrington Welcome instructors were amazing mentors. I feel as though I can always come back to them for advice throughout college.”

“Warrington Welcome taught me a lot about how to do well in UF, particularly how to use all of the resources available to me. The academic planning was most intriguing as I was able to really explore what subjects I want to study, what career I want in life and how to get them.”

The Warrington Welcome Council (WWC) is made up of current Peer Leaders, who help recruit and train Peer Leaders, provide valuable advice on the Warrington Welcome experience, and provide additional programming for freshman to enhance the Warrington Welcome program. This year, the WWC teamed up with Deloitte for the third annual Freshman Business Leadership Symposium. The day-long seminar gave 50 freshmen the opportunity to learn about LinkedIn and online personal branding, explore servant leadership, and understand professional dress. In Spring 2014, the WWC began hosting monthly forums to provide additional support as well as encourage best practices by Peer Leaders.

The 2013-2014 Warrington Welcome Council

LEADERSHIP DEVELOPMENT PROGRAM

Warrington’s innovative and award winning Leadership Development Program challenges students to learn and apply their leadership strengths, while also reflecting on their learning with professional staff members. Focused on developing well-rounded students, the program challenges students in four critical areas: Academics, Service, Leadership and Professionalism.

The program continues to grow with:

- 76 new members enrolled during the academic year
- 172 active students in the program

This Spring, the following students were recognized:

- Introductory Level: Stephanie Chastain, Alicia Cofino, Michael Hinds
- Intermediate Level: Devon Luellen, Colby Royce
- Advanced Level: Kristina Chen, Christine Delgado, Analia Davis

Key features of the Leadership Development Program

- Comprehensive – includes coursework, service, leadership experience, and professional development
- Self-paced – students can take ownership of their personal development
- Customizable – students can tailor their experiences around their interests
- Hands on – the program requires two years of leadership practice
- Reflective – reflecting on learning is key; students must meet with a staff member to discuss their evolving understanding of leadership
- Progressive – starts with foundational academic knowledge, followed by experiential learning and then reflection. Advanced level requirements also build on introductory level ones.

The academic component of the program incorporates courses from various colleges around the University in areas such as leadership, ethics, communication, career planning, and personal development. Foreign language is also included in the program to foster an understanding of the importance of intercultural competency and global awareness.

The academic matrix gives students an opportunity to select electives intentionally rather than innocuously. Through the service component, students are challenged to integrate into their world view the idea of the leader as servant, as articulated by Robert Greenleaf (1973). Students who complete the Leadership Development Program understand that no matter which field they enter, they have a responsibility to use their leadership skills in their communities, and with the people they will manage, to help them grow and “become healthier, wiser, freer, [and] more autonomous.” Students are required to complete two years in a leadership position to earn the highest level of certificate, which allows for advancement through the stages of experiential learning as described by Kolb (1984). Students will take their knowledge and skills into their first leadership position to gain the “concrete experience” that is the foundation of the experiential learning cycle.

Guiding students through a process of skill building and practical experimentation in leadership roles, as well as engagement in their communities, will increase a student’s personal and professional development. The reflection required will also give them a sense of accomplishment, and hopefully an appreciation for the comprehensive and marketable skills they have developed. According to the National Association of Colleges and Employers Job Outlook Survey, recruiters seek students who go above and beyond their major requirements. By completing this program, students are increasing their competitive edge in the job search, and are more likely to enrich the communities and followers whom they will serve.

CASE COMPETITIONS 2013-2014

- Asian Business Case Challenge, Singapore
- Alberta Energy Challenge, Edmonton, Alberta
- Alberta Non-Profit Case Competition, 4th place
- Citi International Case Competition, Hong Kong
- John Molson Undergraduate Case Competition, Montreal, 3rd place
- Scotiabank International Case Competition, London, Ontario, Finalist (Top four teams)
- University of Navarra International Case Competition, Spain
LEADERSHIP AMBASSADORS

The Leadership Ambassadors provide support for aspiring leaders and Warrington organizations. Leadership Ambassadors have responsibilities including, but not limited to, the following:

- Advising and encouraging a cohort of LDP participants to successfully advance through the program’s three levels
- Building community amongst LDP participants by hosting member meetings, community service events and socials
- Informing organizations and students about the opportunities provided by the Leadership Development Program
- Facilitating hands-on leadership and organizational effectiveness training for student organizations at the WCBA Executive Board Retreat

In preparation for assuming these responsibilities, all Leadership Ambassadors are trained in student organization advising and in the Leadership Development Program. In fulfilling these responsibilities the Leadership Ambassadors hope to advance the efforts of the Leadership Development Program as well as improve student organization experiences within the College.

During the academic year, the Leadership Ambassadors held 24 office hours each week, where they advised 67 participants about program planning and completion. They continue to keep members connected through The LDP Times newsletter and various events. They also presented the following leadership topics at the WCBA Executive Board Retreat:

- Member Retention
- Conflict Management
- Developing Future Leaders
- Event 101
- Getting the Most Out of Your Meetings

The Leadership Ambassadors for 2013-14 were:

Kelsey Loftin, Devon Luellen, Kristina Chen, Shannon Weisz, Julianne Tyrone, Rachael Keller, Suzy Livingston, Regan Bloss, Colby Royce, Jenna Parker, Bridget Hamilton, Kalene Xu, and Alicia Cofino.

BUSINESS UNDERGRADUATE MENTORSHIP PROGRAM

The Business Undergraduate Mentorship Program (BUMP) was established in 2009 and hosts several events each semester to support the development of underclassmen and to foster the cultivation of relationships between underclassmen mentees and upperclassmen mentors. Through a combination of meetings and one-on-one interactions between mentees and mentors, BUMP delivers an exciting and engaging program focused on the development and success of the mentees.

To be eligible to serve as a BUMP mentor, students must exhibit a strong commitment to achieving excellence both inside and outside the classroom. The typical BUMP mentor is an established student leader, an accomplished scholar, and someone who is committed to serving the needs of the incoming students of the WCBA. Being able to serve the WCBA as a BUMP Mentor is an honor and privilege that many students strive to achieve. Today, BUMP boasts a membership of over 40 committed mentors who are each partnered with an underclassmen mentee. This past year, BUMP had over 150 students involved in the program and was able to assist 81 freshman, sophomore, and transfer students acclimate to life in the Warrington College of Business Administration and the University of Florida.

BUMP Awards: 2013 - 2014

Most Outstanding Mentor:
- Constantine Kechriotis, Fall 2013
- Ada Kokoshi, Spring 2014

Most Outstanding Mentee:
- Joshua Silverstone, Fall 2013
- Jenna Parker, Fall 2013
- Michelle Hernandez, Spring 2014

Distinguished Service to BUMP - given to those members who have gone above and beyond to share their time and talents for the betterment of BUMP and to serve the students and community of the WCBA.
- Cara Bearison
- Matthew Hart
- Rachel Kellerman
- Margeling Santiago
- Jaclyn Simek

Warrington College of Business Administration
Heavener School of Business | University of Florida
BUSINESS UNDERGRADUATE MENTORSHIP PROGRAM STATS

**BUMP Total Participants**
- Fall 2013: 99
- Spring 2014: 106
- Unique 13-14: 157

**BUMP Program Statistics - Spring 2014**
- Warrington GPA: 3.40
- WW Student GPA: 3.47
- Non-WW GPA: 3.32
- BUMP GPA: 3.53

**Demographic Statistics**
- # of Men in Program: 25
- # of Women in Program: 81

**BUMP Ethnicity Demographics**
- Asian or Pacific Islander: 11
- American Indian or Alaskan Native: 1
- Black: 3
- Hispanic: 25
- White: 66

**BUMP By Majors**
- Accounting: 12
- Economics: 12
- Finance: 15
- General Business: 24
- Information Systems: 3
- Management: 10
- Marketing: 20
- MAIS: 2
- Non-Business: 2

**BUMP Program Statistics - Fall 2013**
- # of Men in Program: 28
- # of Women in Program: 71

**FLORIDA LEADERSHIP ACADEMY**

The Florida Leadership Academy (FLA) is a yearlong leadership development program for the top 100 sophomores in the Warrington College of Business Administration. The program was established in 2004. The mission of FLA is to develop undergraduate business students for leadership in society’s most important institutions: education, not-for-profit, governmental, and corporate. The program meetings include innovative seminars, small group discussions and presentations, and featured speakers from academia, non-profits and the executive ranks of Corporate America.

Today, FLA continues to attract the best and the brightest. FLA Class X, which graduated in April 2014 had an average GPA of 3.77, and completed a cumulative total of nearly 650 hours of service to the local Gainesville community.
ENACTUS

Enactus (formerly Students in Free Enterprise or SIFE) is an international non-profit organization that consists of more than 1,600 active teams in 38 countries. The mission of Enactus is to bring together “student, academic and business leaders who are committed to using the power of entrepreneurial action to improve the quality of life and standard of living for people in need.” The University of Florida Enactus team contributes to this mission by inspiring entrepreneurial spirit in UF students to make a real difference in the local Gainesville community. The UF Enactus team consists of 35-40 undergraduate students each semester who are passionate about providing educational outreach programs designed to teach and empower community members.

2013-2014 UF Enactus Highlights and Accomplishments:

+ 52 Enacturs, with the help of 312 Volunteers and 24 Business Advisory Board Members, dedicated 7,730 hours to project planning and implementation
+ Enactus successfully executed 20 projects which positively impacted 4,629 people
+ At the 2014 Enactus National Exposition, UF Enactus was awarded Opening Round Finalist for the 15th consecutive year and went on to earn 2nd Place in the Quarter Final round of competition

Through this process, the students are mobilized to make a difference while also developing the skills to become socially responsible business leaders. By applying business concepts and an entrepreneurial spirit, UF Enactus students are able to improve the quality of life and standard of living for people in need. Some of UF Enactus's major 2013-2014 accomplishments include the following: For the eleventh consecutive year, UF Enactus hosted an ethics case competition for first-year business students. Providing college students with an ethical framework in their freshman year allows them to view the entirety of their college careers through ethical lenses. UF Enactus led small group discussions that challenged the students to think critically. Afterwards, the students formed groups and were given two weeks to develop a recommendation for a hypothetical county commission faced with an ethical dilemma. This unique opportunity allowed 810 students to compete while practicing their communication and presentation skills. A panel of judges made up of Enactus students, Enactus employer partners, and Warrington faculty and staff provided valuable feedback for all participants.

UF Enactus students believe that a strong free enterprise foundation begins at a very early age. One of UF Enactus's largest projects, Day of Difference, brings a fun and interactive curriculum to Alachua County's elementary school students to teach the principles of market economics, entrepreneurship, and civic responsibility. For Day of Difference, now in its seventh year, UF Enactus once again partnered with the local Junior Achievement. More than 225 trained student volunteers spent a full day in 50 classrooms throughout Alachua County. More than 1,900 elementary school students were reached through this program. The event is a semester highlight for students, teachers, and volunteers alike. Day of Difference has evolved into the largest one-day volunteer education effort in Alachua County, and UF Enactus is proud to implement it each semester. Putting their business knowledge and experience to work, UF Enactus provides consulting to small business in Gainesville. Partnering with the owners and employees of local small businesses, UF Enactus students and volunteers conduct a SWOT analysis and needs assessment, before submitting a proposal of unique solutions. This year, the team successfully completed consulting work for four local small businesses and one nonprofit organization. The teams then implemented the solutions with companies like Body by Boris, where they helped reduce labor costs by 15%. UF Enactus students are passionate about building relationships with small businesses, and applying their business knowledge to help those businesses thrive.


+ Enactus Leader of the Year: Jessica Krutchik
+ Enactus Presenter of the Year: Esteban Arturo
The Heavener Leadership Challenge (HLC) is an elite leadership development opportunity for sophomore, junior, and transfer students in the Warrington College of Business Administration. Realizing that leadership is a teachable and learnable skill, HLC’s goal is to assist each student in transforming themselves into exemplary leaders. Selection for this program is limited to the top 50 applicants each semester. Through the ten week program, students engage in various experiential activities aimed at developing their leadership skills while simultaneously creating a close knit community within the WCBA.

The program was developed throughout the past year and officially launched and graduated the Alpha Class in the spring of 2014.

The Heavener Leadership Challenge Vision:

The Heavener Leadership Challenge is a program where no student is an island, but rather part of a community where personal leadership development is paramount. Our goal is to develop students who can identify, interpret, articulate, and capitalize upon the exemplary practices they primarily display, while simultaneously strengthening others to develop a comprehensive skill set. Students are the definition of “Know, Do, Be” within the context of effective leadership.

The Foundation

The Heavener Leadership Challenge is built upon the foundation that Leadership is Everyone’s Business. Leadership can be taught and learned by everyone. Additionally, the HLC curriculum is guided by Jim Kouzes and Barry Posner’s The Student Leadership Challenge and the 5 Exemplary Practices of Leadership:

- Model the Way
- Inspire a Shared Vision
- Challenge the Process
- Enable Others to Act
- Encourage the Heart

With the goal of providing opportunities for students year round, the Center for Career & Leadership Development offers HLC as a leadership opportunity for students every semester, including summer semester. Each semester a new group of students will go through the program and, upon successful completion of a personal capstone experience and other program requirements, will graduate from HLC and join the growing number of students in the HLC Alumni Association. We believe that leadership development is a skill that needs continual practice and improvement. Through ongoing educational opportunities and networking events, graduates of HLC will have the opportunities to continue to perfect their leadership abilities throughout their time at the University of Florida and will be better prepared to enter the workforce as the future business leaders of the world.

Heavener Leadership Awards:

Model the Way:
- Michael Hinds

Inspire a Shared Vision:
- Jessica Krutchik

Challenge the Process:
- Jaclyn Simek

Enable Others to Act:
- Andrene Cross

Encourage the Heart:
- Joann Carter

HLC Total Participants

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HLC Program Statistics

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<td>WW Student GPA</td>
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<td>Non-WW GPA</td>
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<td>HLC GPA</td>
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Demographic Statistics

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<td># of Women in Program</td>
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BUMP Ethnicity Demographics

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BUMP By Majors

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<td># of WW Students</td>
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<tr>
<td># of Non WW Students</td>
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CCLD BANQUET

In order to recognize the outstanding accomplishments of the CCLD programs and to recognize the accomplishments of our graduating seniors, the Center for Career & Leadership Development hosted the first CCLD Banquet in the Touchdown Terrace on April 21, 2014. During this dinner and awards ceremony, the accomplishments of 64 of the graduating seniors were celebrated and each graduating senior received a golden gator as a symbol of appreciation. In addition to recognizing the seniors, students who graduated from HLC were recognized along with students who completed levels of the Leadership Development Program. The evening was hosted by Joe Rojo and the following awards were given:

**CAP Mentor of the Year:**
- Kaliene Kambert
- Kennis Dees
- Emily Luellen

**Iron Dip Award:**
- June Lee

**Kenwyn Harrilal Expo Presenter of the Year Award:**
- Esteban Arturo

**Patricia Allshouse Enactus Leader of the Year Award:**
- Jessica Krutchik

**Warrington Welcome Peer Leader Excellence in Service Award:**
- Analia Davis
- Jessica Krutchik
- Alison Sanchez
- Victoria Sosa

STUDENT ORGANIZATION EXECUTIVE BOARD RETREAT

Each semester, the executive officers representing the 35 differing student organizations and CCLD programs attend the Warrington College of Business Administration Executive Board Retreat. The purpose of the retreat is to foster strong relationships and networking opportunities between the different student organizations while helping the officers of the organizations develop successful plans for the upcoming semester. The Leadership Ambassadors serve as the hosts and facilitators for the retreat each semester. This past year the Leadership Ambassadors worked closely with the Business Administration College Council (BACC) to host the spring 2014 executive board retreat to help prepare student organizations for recruitment of new members at Business Bash. The WCBA Executive Board Retreat transitioned to a conference break-out style meeting this past year with the Leadership Ambassadors facilitating multiple small break-out sessions and also had a record breaking attendance with over 160 participants attending the retreats this past year. Session topics from the past year included:

- Strategic planning sessions with individual executive boards
- Developing your organization’s 60 second pitch
- Officer round table discussions
- Event Planning 101
- Are you Twitterpated?: The Mystery and Complexity of Social Media

Presented by: Dr. Tawnya Means

- Getting the most out of your meetings - meeting organization and management

CAREER & LEADERSHIP PROGRAMS STAFF

Dave Sullivan, M.S., received his Bachelor’s degree in Organizational Leadership from the University of Cincinnati. After working for his fraternity with leadership and membership development programs across the country, he continued his career in higher education and earned a Master’s degree in Higher Education Administration from Florida State University. Dave has a passion for working with college students and helping them achieve their goals and aspirations. He joined the Heavener School of Business in the fall of 2012 as the Assistant Director for Career & Leadership Programs. Through this role he serves as the program advisor to the Heavener Leadership Challenge and assists in the implementation and direction of the CLP strategic planning and assessment program.

**2013-2014 Accomplishments:**
- Became a Nationally Certified Student Leadership Challenge Facilitator
- Successfully developed and launched the newest CCLD Program: The Heavener Leadership Challenge, graduating 62 students from the program in its first two semesters
- Presented at NASPA-FL Drive-in Conference: Strategies for developing peer mentorship programs
- Presented at NASPA Region III Summer Symposium: Redeveloping the first year experience course
- Served as faculty advisor to the Alpha Phi Chapter of Alpha Kappa Psi Business Fraternity
CAREER & LEADERSHIP PROGRAMS STAFF CONTINUED

Leanna McClellan received her Bachelor’s degree in History from the University of Florida. Leanna has worked for the Heavener School of Business since 2002 first as the receptionist before joining the Career and Leadership Programs as the program assistant.

Lisa D’Souza, M.Ed., received dual Bachelor’s degrees in Business Management and Psychology from the University of Florida. After working in human resources for three years, including her role as a College Recruiter for JCPenney, Lisa returned to UF to pursue a career in higher education. While completing her Master’s degree in Student Personnel in Higher Education, Lisa worked as the Career Events Graduate Assistant at UF’s Career Resource Center. Lisa interned with the Career and Leadership Programs Office in the Fall of 2011 before beginning her full time role as the Assistant Director of Career and Leadership Programs.

Maura McCool, B.A., earned a Bachelor’s degree in Early Childhood Education from John Carroll University and is currently pursuing a Master’s degree in Student Personnel in Higher Education at the University of Florida. After completing her undergraduate studies, Maura spent three years as a teacher at Laurel School in Cleveland, OH. During that time, she also worked at Kirkbrides Wedding Planning and Design as an Event Coordinator. Maura joined the Career and Leadership Programs team in August 2013 as the Graduate Assistant and is responsible for advising the Business

2013-2014 Accomplishments:

- Co-published in the December 2013 issue of NASPA Pyramids: Embracing service learning as a tool for career development
- Served on the Leadership Team of the NASPA Career Service Working Group as Resources Chair
- Presented at NASPA-FL Drive-in Conference: Strategies for developing peer mentorship programs
- Presented at NASPA Region III Summer Symposium: Redeveloping the first year experience course

Lisa worked as the Career Events Graduate Assistant at UF’s Career Resource Center. Lisa interned with the Career and Leadership Programs Office in the Fall of 2011 before beginning her full time role as the Assistant Director of Career and Leadership Programs in June 2012. She now serves as the Director of Career and Leadership Programs where is responsible for the Warrington Welcome program, the Enactus team, the Leadership Development Program and the Leadership Ambassadors.

2013-2014 Accomplishments:

- Assisted in the coordination and planning of the Warrington College of Business First Year Convocation program
- Completed the PRO 3 Series for Financial Management Certification at UF.
- Assisted in the planning and coordination of the inaugural CCLD Banquet

Maura McCool, B.A., earned a Bachelor’s degree in Early Childhood Education from John Carroll University and is currently pursuing a Master’s degree in Student Personnel in Higher Education at the University of Florida. After completing her undergraduate studies, Maura spent three years as a teacher at Laurel School in Cleveland, OH. During that time, she also worked at Kirkbrides Wedding Planning and Design as an Event Coordinator. Maura joined the Career and Leadership Programs team in August 2013 as the Graduate Assistant and is responsible for advising the Business

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- Assisted in the coordination and planning of the Warrington College of Business First Year Convocation program
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WCBA STUDENT ORGANIZATION AND UNDERGRADUATE FACULTY AWARDS CEREMONY

Each spring we celebrate the accomplishments of our 35 different student organizations as well as acknowledge all of the hard work and dedication the students and faculty have put forth through the past year in the WCBA. The WCBA Awards Banquet is a long standing tradition within the college and is a great way to thank the student organizations for their efforts.

Student Organization Awards

Delta Sigma Pi Scholarship Key:
- Zachary A. Bakht

Freshman of the Year:
- Alexandra Hernandez

Most Improved Student Organization:
- Florida Women in Business

Outstanding Program of the Year:
- Florida Business Leadership Society

Student Organization of the Year:
- American Marketing Association

Distinction in Leadership and Service:
- Alison Sanchez
- Christine Delgado
- Kaliene Lambert

Undergraduate Advising Awards

Undergraduate Academic Advisor of the Year:
- Lesley Harris

Undergraduate Faculty Member of the Year Awards

Electronic Platform Professors:
- Dr. Richard Lutz
- Dr. Mark Rush

Economics Department:
- Dr. Mark Rush

Marketing Department:
- Dr. Richard Lutz

Management Department:
- Robert Emerson

Finance Department:
- Dr. Craig Tapley

Management Communication:
- Dr. Sean Limon

Information Systems & Operations Management:
- Dr. Aditi Mukherjee
THE UF ONLINE BUSINESS PROGRAM

Since 2002, the Online Business Program has provided a quality business education to transfer students across the state. This past year, as part of a university-wide initiative, the program was made available to freshmen as well as out-of-state students. As such, it continues to provide a great opportunity for students who do not have the ability to move to Gainesville.

Since its inception, the program has produced 1,262 graduates from all areas of Florida.

Currently, 24% of the students live in North Central Florida, with the rest scattered throughout the state, and a few outside of Florida. The program includes students from every phase of life, with an average age of 31. A little over one-fourth of the students are enrolled full-time, with a few taking as many as 16 credits, while the majority of the students are enrolled part-time, balancing a university education with work and/or family obligations. On average, students take two, four-credit courses per semester.

Students in the online program perform well. Nearly half of them have a UF GPA of 3.0 or higher. Over the last year, 13 have graduated with honors. Each year, online business graduates score in the top 5% on the ETS Major Field Test in Business. This test is administered to thousands of business students nationally and measures subject knowledge and the ability to apply facts, concepts, theories and analytical methods. Subjects tested include Accounting, Economics, Management, Quantitative Business Analysis, Information Systems, Finance, Marketing, Legal and Social Environment, and International Issues.

Age Ranges of Online Business Students

- <20 (1%)
- 20 - 29 (52%)
- 30 - 39 (30%)
- 40 - 49 (19%)
- 50+ (3%)

Where our Students Live in Florida

- North FL (44%)
- Central FL (15%)
- South FL (30%)
- Non-FL (1%)
- Outside FL (1%)

UF GPAs of Online Business Students

- <2.00 (4%)
- 2.00 - 2.49 (4%)
- 2.50 - 2.99 (15%)
- 3.00 - 4.00 (4%)

Warrington College of Business Administration
Heavener School of Business | University of Florida
In April 2013, Governor Rick Scott signed the Career and Professional Education Act, a sweeping education bill that affects pre-K through university-level education. Part of the legislation established an institute for online learning at UF, charging us with a mission to offer high-quality, fully-online, four-year baccalaureate degrees at a cost significantly lower than on-campus programs.

The institute was later named UF Online, and in January 2014, it enrolled its first students in five majors, including business. The Online Business Program, which has existed since 2002, was originally designed for transfer students, most of whom had earned associate degrees at state or community colleges. The curriculum consisted of 60 credits of upper-division coursework, all taught by our college. Now, as part of UF Online, we are admitting students at the freshman and lower-division levels. The entire four-year curriculum is online, including general education, prerequisite and other courses taught by various colleges.

As has always been the case with the Online Business Program, UF Online is about providing access to a quality education. Students take courses of the same rigor as on-campus students, and are awarded the same degree. The UF Online business plan, approved by the Board of Governors in September 2013, describes in detail the course development process, student support services, and quality assurance measures.

UF Online students pay less than their on-campus counterparts in tuition and fees. Because of the lower fees, they do not have access to certain on-campus facilities and services. However, all online business students still have access to our outstanding academic advisors and career coaches, as well as resources offered through the Career Resource Center, UF Libraries, and other departments.

For over 11 years, the Online Business Program provided access to a UF business degree to students living anywhere in Florida. In addition to online lectures and coursework, students took exams proctored at 28 test sites throughout the state. UF Online was launched with the intention of admitting qualified students from all over the nation and beyond. In order to offer the program to a larger audience while continuing to maintain academic integrity, a broader, more flexible solution was needed.

Exams in the Online Business Program are now proctored online via ProctorU. Through the use of webcams and screen-sharing technology, proctors monitor students while they take their examinations. A three-step process confirms the student’s identity, and proctors ensure students are following the exam’s instructions. Proctors intervene when necessary to ensure the integrity of the testing process.

ProctorU has allowed us to expand our reach to anyone interested in a high-quality business education, regardless of location. All they need is access to reliable, high-speed internet.

### Online Business Program Staff

**John Laibson** is the Director of the Online Business Program. John oversees the overall operations of the program – admissions, testing, advising and student services – and works closely with university staff and administration on the UF Online initiative. He earned a Bachelor of Science in Psychology and Mathematics, and a Master of Education in Mathematics Education, both from UF. John returned to UF in 2012 after a successful career selling residential real estate. Prior to that, John worked for 13 years at UF in various roles, including admissions for the College of Medicine, academic advising and pre-health professions advising for the College of Liberal Arts and Sciences, and student services for the MBA Program.

Continued on page 58...
ALUMNI SPOTLIGHT: TODD BLAKE

Over 1,200 students have graduated from the UF Online Business Program since its inception in 2002. Each alum has a unique story to tell. They have various reasons for joining the program and had individual personal situations while pursuing their degrees. Although they share a common experience from taking the same classes with the same faculty, each has taken away something different.

Todd Blake’s story is not only unique, but remarkable.

In 2009, after graduating from Allen Nease High School in Ponte Vedra, Todd enrolled at UF in the Honors Program with a goal of earning a degree in engineering and taking pre-med courses. One month into his freshman year, he began experiencing night sweats, extreme itchiness and rapid weight loss, as well as lumps in his neck and armpit. Soon after, he was diagnosed with Stage IV Hodgkin’s Lymphoma, forcing him to withdraw from school and move home to Jacksonville to start treatment immediately. His doctor assured him this mostly curable cancer was just a “bump on the road” to better and brighter things. Unfortunately, after eight months of chemotherapy, he relapsed the following August and has been battling the disease ever since.

“The first year was kind of, ‘Just get past this and get back to normal,’ and then I relapsed,” he said. “When you relapse, you realize you could actually die…and it gets a little more real.”

Determined to complete his UF degree, Todd continued to take classes part-time at UF and at Florida State College at Jacksonville. When it looked like completing an engineering degree at UF was not in the cards for him, Todd’s mother, Nancy, who had graduated from the Online Business Program just as Todd was graduating high school, suggested the program to Todd. Todd enrolled in the program, and now, five years after that pivotal first semester, after 63 nights in the hospital, over 600 hours of chemotherapy, two bone marrow transplants, 18 days of radiation, and so many relapses he’s stopped counting, Todd has graduated summa cum laude from UF with a 4.0 grade point average. He took his last final exam a few hours after a chemotherapy session.

As Todd was dealing with his cancer and all that comes with it, he was, as he put it, “in a mad scramble to find purpose” in his life. Then, he took Bill Rossi’s entrepreneurship class. “It kind of lit something inside of me,” Todd said. “I didn’t just want to go out and get a regular job – I wanted to start something myself.”

Todd found a great support network in his family, his girlfriend (now wife) Maja, and his local community. However, he also found that many of the organizations supporting cancer patients were focused either on children or on specific types of cancer. Todd saw a need for an organization that would specifically support young adults with cancer. Motivated by his experience and by the entrepreneurship class, Todd joined with two friends who also battled cancer, and created the Live for Today Foundation (www.live-for-today.org), a non-profit organization aimed at supporting other young adults with cancer. Live for Today provides a community of support with social activities, a Healthy Living program, and “Life Adventures” – opportunities for members to experience something they’ve always dreamed of, such as learning to fly an airplane or meeting a professional athlete.

Rossi’s course prompted Todd to turn his experience fighting cancer into a vision to help others. “He was the first person in the business program that got me excited about business,” Todd said about Rossi. He also credits his academic advisors, particularly Miranda Morris, and real estate professor Kent Malone, who worked through three days of revisions, staying up until midnight, to help Todd get his honors thesis submitted before the deadline. “I was exponentially impressed by him,” said Malone.

Brian Ray, associate dean and director of the Heavener School of Business, acknowledged Todd’s achievements. “It’s simply a testament to both his academic abilities but, more importantly, his determination and drive to succeed regardless of the challenge,” he said.

Todd’s story has been an inspiration to those around him, and now more people are learning about his journey. His recent achievement not only made headlines on the UF website, the Gainesville Sun, and the Florida Times Union (Jacksonville), but after graduation, Todd and his wife appeared on NBC’s Today Show.

Before his graduation in August 2014, Todd had this to say:

“As I move into the next phase of my life, post graduation, I look forward to sharing my story and helping other young adults with cancer to find their purpose. I don’t know how many more days I will be given, but I will use every one of them in search of fulfillment. Additionally, I will be working part-time in commercial real estate and part-time as Executive Director of my foundation. In preparation for graduation I am inspired by the words of Booker T. Washington, “Success is to be measured not so much by the position that one has reached in life as by the obstacles which he has overcome.”
**ONLINE BUSINESS PROGRAM STAFF CONTINUED**

**Kari Ward** serves as Associate Director for Online Programs. She coordinates all aspects of orientation, academic advising, and assists with other student services functions. Prior to joining the Online Business Program team, Kari spent six years as an academic advisor and career coach for campus-based business students. Kari has a Master of Education degree in Student Personnel in Higher Education from the University of Florida.

**Miranda Morris** serves as Assistant Director for Online Programs. Prior to that, Miranda was the Admissions Coordinator for the Heavener School of Business and Academic Advisor for the Online Business Program. Her primary role is to provide academic advising and career coaching to online business students, and to coordinate graduation correspondence and activities. Originally from Georgia, she earned a Bachelor of Music from Valdosta State University before moving to Gainesville to complete a Master’s degree in music performance. Miranda worked in UF’s Office of Admissions as a transfer admissions officer for three years. All UF students get the benefit of hearing Miranda play French horn in the commencement orchestra each semester.

**Natasha Plunkett** serves as the Admissions Coordinator for the Heavener School of Business. In this role Natasha will answer questions related to the academic programs, admission requirements and the transfer application process. She also serves as an Academic Advisor for the Online Business program. Prior to moving into her current position, Natasha spent four years with the UF Office of Admissions. In her time there she was in the role of transfer admissions officer. She earned a Bachelor of Arts in English from the University of Florida as well as a Master of Arts in Higher Education from Argosy University.
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