

THE CONNECTOR

A Publication of the Southern Wesleyan University School of Business

FOCUS ON BUSINESS NETWORKING

SPRING/SUMMER 2016



Dean's Message

Spring is here and graduation is just around the corner – this is a wonderful time of celebration for our students and their families. The adult graduates are thankful that they have made great connections with other classmates and faculty while the traditional graduates look forward to making new connections as they walk into “professional” adulthood.

Connections are very important in life, both on personal and professional levels. According to the Merriam-Webster, connection is defined as

- something that joins or connects two or more things
- the act of connecting two or more things or the state of being connected
- a situation in which two or more things have the same cause, origin, goal, etc.

The bible teaches us to live a connected life: connected to God and others – keeping our eye on the goal of our high calling in Christ (Phil 3:14); sharing joy and sorrows, bearing one another's burdens and holding one another accountable. Living life in community with others is enriching, perplexing, sometimes frustrating and yet, fulfilling.

Professionally, business connections can be a huge blessing for both connectors and “connectees”. Business connections is more than networking with others and exchanging business cards. There are many articles and how to guides on business networking and making business connections. However, to connect effectively, there has to be a long term perspective of building relationships, getting to know others, and relying on God to bring the right person to mind for the request for help or opportunity at hand.

What are some ways that you connect with others, personally and professionally? Have you connected on behalf of others? In this issue, we will explore the various ways that our students, faculty and alumni are making such connections.

May you continue to build God's kingdom!
In Christ,

JEANNIE TRUDEL, PH.D.

Notes from the Editorial Staff

KELLI HORNE & ASSISTANT JON YOUNG

While the general theme of this issue is on business networking, we also see ongoing and exciting changes coming to SWU through new initiatives to revamp the AGS program into a semester-based model and the emergence of a student-led Enactus program just to name two. Our Lord continues to work His will throughout the School of Business and the university overall. With such a bountiful “harvest” in front of us, we need to remember that our task is to be joyful and willing workers! Let us keep our spirits high and our energy higher as we work to bring His kingdom to both the SWU community and to the world at large.

CONTRIBUTING WRITERS:

Deb Eischen
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Jon Young
Namhoon Lee
Ellen Pate

USING LINKEDIN TO ENHANCE YOUR VALUE

BY JON YOUNG, C.M.A.



I was thinking back a few weeks ago to determine when I first joined LinkedIn, the business networking service for exchanging career information, organizational tips and recommendations, and professional and industry sharing. While I couldn't pinpoint the actual date, from my connections it was clear that it was at least six years ago; I was surprised to think that it had only been that long. LinkedIn feels like it has been a part of my professional life for much longer because of the way I use it and because the array of connections I have established in these past few years. Interestingly at about the same time, I read a short piece in Strategic Finance, the monthly publication of the Institute of Management Accountants, which provided some valuable suggestions for making LinkedIn an important part of our "telling (our) career story." I think the following tips from the article by author John Crant are terrific points to consider whether as a recent BSBA graduate, or a mid-career manager in the SWU evening AGS program. Let me share some of his suggestions with you.

Cultivate your profile. Include accurate and verifiable facts and information, photos/audio/video of you speaking or making a presentation. Perhaps you prepared a solid Power Point presentation you created for work. A photo of you doing charitable or humanitarian activities can give insights into your good character. Tasteful photos of your challenging physical activities that show your drive and passion working toward a goal are generally worth including. However, never include items you do not have the legal right to share, joke or celebration photos that could be misinterpreted, or photos of you showing off with high-risk physical stunts.

As for content presentation in LinkedIn, there are some

limitations regarding boldface, italics and underlining, but you can add blank lines, space, and uppercase in certain instances. With graphics, you can often legally use the logo of companies where you worked as part of your profile. LinkedIn provides the option through a dropdown menu of bringing up companies that have LinkedIn sites; if you worked there and select the company, the logo will automatically appear in your profile. PowerPoint slides should not be only text; include charts, graphs and images. If you have an appropriate video (presentation, short speech) on YouTube, post the link to it. Finally, don't get too wordy in trying to note your specific details. Trim information down to the key essentials wherever possible. Your readers include recruiters, company HR staff and other industry professionals. They know what they are looking for and don't want to waste time with too much extraneous material.

To add to Crant's recommendations above, I would suggest starting with your resume; make it as good as you are able to and build off of it as you are completing your LinkedIn profile. While your profile acts in much the same way as your resume, many recruiters will still want you to upload a PDF of it to their website later on as part of their employment process so make it outstanding. Remember, LinkedIn is not a copy of your Facebook account; today it is an essential part of your career brand as Crant correctly states. You want the business community to find you as much as possible in order to give you the most and best career options. Take your time to build a first-rate LinkedIn account and you will better showcase your value to recruiters and to your fellow professionals.

Do you need help with **YOUR JOB SEARCH?**

When involved with searching for a job, it is best to not leave any stone unturned. Although networking is the best way for connecting with people who could lead you to job openings, there are many excellent Internet resources. The following job boards may be instrumental in helping you to target your search to opportunities that interest you:

| | | | |
|--------------------------|------------------------------|---------------------|----------------------------|
| CareerBuilder.com | www.careerbuilder.com | LinkedInUp | www.linkup.com |
| CollegeGrade.com | www.collegegrad.com | Monster.com | www.monster.com |
| Dice | www.dice.com | Simply Hired | www.simplyhired.com |
| Indeed.com | www.indeed.com | USAJobs | www.usajobs.opm.gov |
| Jobing.com | www.jobing.com | | |

It is also a good idea to post your résumé and complete profile to an online database known as LinkedIn (linkedin.com). LinkedIn is a social network within the larger world of social media that is geared toward business. LinkedIn is very popular with those who are seeking work and trying to build their network of contacts so they can reach out to employers.

WHY SWU STANDS OUT IN MY MIND

SUBMITTED BY BEURENA JOHNSON, MSM GRADUATE



Southern Wesleyan University was a good fit for me. On Saturday Dec 12, 2015, I will be graduating from Southern Wesleyan University with a Master of Science in Business Management. After the first night of class I knew that this was where God wanted me to be. I enjoyed the atmosphere of the campus and felt the professors truly cared about me and what was going on in my life.

Very often, after a stressful work day, I would arrive at class and walk into an environment where the professors prayed for the class and also encouraged individual prayer requests before delving into each class assignment. The few

moments of devotion always inspired me, and made me happy that I chose Southern Wesleyan University over other schools.

I loved the fact that my education was not based solely on subject matter practices, but also on spiritual growth. My Southern Wesleyan experience showed me the importance of pursuing higher education while embracing Christian principles and maintaining a worldly perspective that I could connect to my life. The smaller class size allowed for more student-faculty interaction and enabled me to grow spiritually and develop into the person God created me to be. I would encourage anyone thinking about pursuing a graduate degree to strongly consider Southern Wesleyan University's Adult Graduate Studies (AGS) program. Don't miss out on this opportunity to have a unique, memorable, life-changing experience at Southern Wesleyan University.

ENACTUS AND THE AGS STUDENT

BY JON YOUNG, FACULTY, CENTRAL CAMPUS



In Dr. Deb's Corner, Professor Deb Eischen details the recent Enactus conference trip to Atlanta for SWU students and faculty, with an emphasis towards the traditional undergraduate students at the university. In addition to Dr. Eischen, AGS faculty member Dr. Charlotte Houke (N. Augusta) also attended with a focus on developing the Enactus program for our non-traditional students as well. Below she summarizes her reactions to the conference.

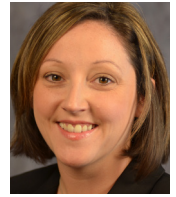
"The conference was excellent. There were so many colleges and universities represented and multiples of excellent project that have really made an impact on people and communities. It was hard to take it all in. I wish I could have gone to all of the

presentations."

"(AGS student) Richard Baker (who attended) has stepped forward to be the leader of the Enactus group in North Augusta. Richard has volunteered to put together an agenda and lead the first meeting for our group here soon."

Thank you to the School of Business faculty above who are working on making Enactus an important part of student learning here at SWU throughout both day and evening programs, and to the students who are getting involved. Watch for exciting things to come from this group in future issues of the Connector.

THE MISSING LINK OF NETWORKING: LINKEDIN



By ELLEN PATE, DIRECTOR OF CAREER SERVICES

It's a phrase I hear time and time again. "I have a LinkedIn account, but I don't really use it." After 10 years in Career Services it is still a punch to the stomach when I realize our students and alumni are missing the boat on LinkedIn. Three years ago I realized what a vital role LinkedIn could play in professional networking. I had had my own LinkedIn account for many years and after joining a number of interest groups on LinkedIn, I noticed that professionals would post articles and updates in the groups. I decided it was time for me to give a try, so I posted one of my online portfolios (<http://re.vu/EllenPate>) to my network of about 15 groups. To my amazement, in less than a month I had more than 800 views of my online portfolio (which maybe had 10 views in the three years prior). I knew at that point, if students and alumni were not actively using LinkedIn, they were missing out! So here are my top three suggestions to get started in making the most of your LinkedIn account:

Step One: Create it. It is free. Have a friend take their smart

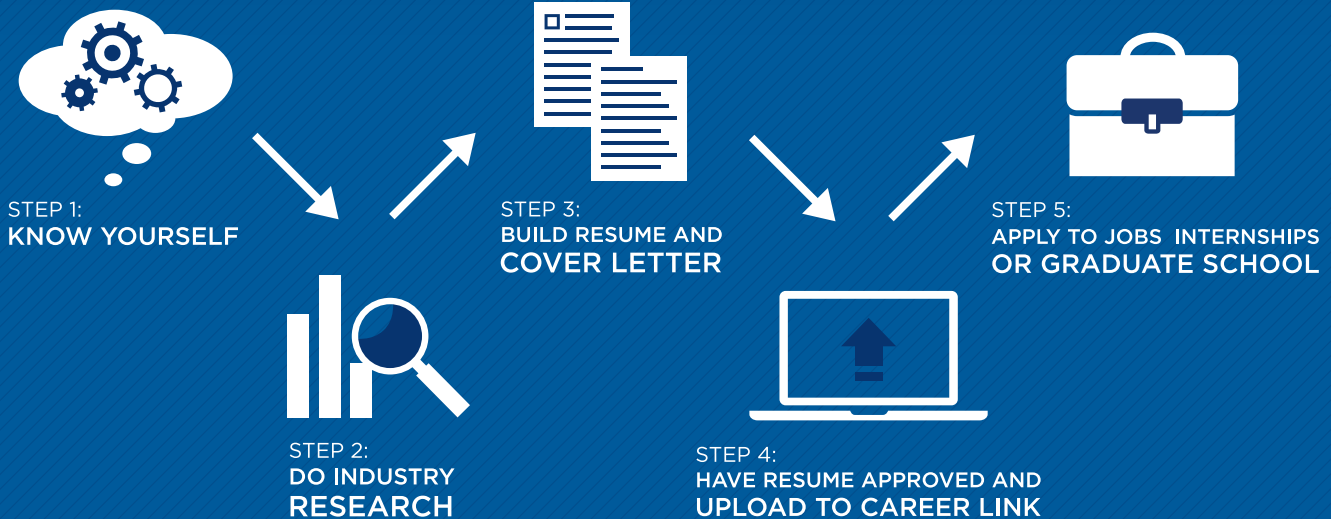
phone outside on a pretty day and do a photo shoot of you in a suit (shoulders and head only). Make sure your profile is complete and contains the basic information you would have in a resume.

Step Two: Get Connected. Your family, friends, neighbors, classmates, faculty, and coworkers can be your first connections. Just search for them in LinkedIn and ask for them to connect. Congratulations—you've just made your 1st Connections! Anyone they are connected to become your 2nd Connection, and anyone they are connected to becomes your 3rd Connection.

Step Three: Join Groups and Follow Companies. Wish you knew more people in your fields of interest? This is your chance! All it takes is a quick keyword search to find companies and groups of interest. Once you follow companies or groups you can easily find real people doing real jobs which could open up the door for job shadows or networking conversations.

For a detailed checklist or more information about using LinkedIn in your job search please contact epate@swu.edu.

YOUR CAREER SERVICES TIMELINE



"Career Beam is extremely important to use because it shows you what jobs are currently open so you can tailor your experience in college to the job you want. Career Beam can change your life after college."
-Levi Roach



"I would definitely say 'Don't go it alone.' Seek advice from the Career Services or your professor, even if it's just for an internship. Ask for help when you need it, and even when you feel you don't."
-Ryan Hendricks

LEARN MORE AND TAKE YOUR FIRST STEP WITH CAREERBEAM AT SWU.EDU/CAREERSERVICES

DR. DEB'S CORNER

DEBRA EISCHEN, PH.D.



There are many opportunities for students, in the college setting, to gain important real-world experience prior to graduation. In addition to the students being given a chance to understand the relevancy of coursework to the challenges that they will encounter in life and work, they can also take advantage of other experiential methods of learning and networking. For students who possess a desire to improve the world and address societal issues, there is an international organization who would welcome them with open arms. The name of the organization is Enactus which stands for "Entrepreneurial Actions for Others Creates a Better World for Us All. By the term Entrepreneurship they are referring to the igniting of business innovation with integrity and passion. The Action involves the experience of social impact that sparks social enterprise. The "us" includes student, academic and business leaders working collaboratively to create a better world." (www.enactus.org) Enactus has a network of institutions and academic leaders from around the world, as well as executives and companies that support the organization. The Enactus organization provides the framework, support, and guidance needed for various schools and colleges to develop their own Enactus student team. The students who join Enactus are given a chance to bring a team together with the common goal of designing a business product and/or service that addresses a societal problem and/or need. The added value of this experience is the students' ability to tap into their passion and interests, as they pursue a business plan that includes everything from a needs analysis to the actual action plan for the business. The members of an Enactus team can be involved in every step of a business from the seed of an idea all the way through to the business being launched. The student organization is given a great deal of autonomy in the development of their business projects. There

are Faculty Advisors who help in the process, but the students create their own business models. Being an Enactus student implies that the person is ambitious, motivated, innovative, and committed to being a key contributor to a team. Additionally, students who are members of an Enactus team, will be able to develop their critical thinking skills, problem-solving ability, entrepreneurial and presentation skills. The Enactus organization provides many opportunities for students to connect with a wide variety of employers, through both face-to-face and virtual career fairs, as well as venues in which Enactus student teams compete in regional, district, and international competitions in which they could win thousands of dollars for their business projects. If a student chooses to join the Enactus team, he or she has the opportunity to be involved in a life-altering experience. They can discover the power of ideas being brought to action, which can have a powerful impact in our world. For the student, the experience is more than just joining a student organization. It involves a commitment of time, dedication to changing the world for the better, and a responsibility to a team focused on the Enactus principles of passion, integrity, innovation, and collaboration. As another significant benefit to joining Enactus, the students are able to pursue professional certifications such as Project Management. These certifications have significant marketability in the business world and provide the student an unbelievable opportunity to obtain certifications for a very affordable price. The Enactus experience prepares the students to be servant leaders, people who demonstrate an ethic of caring, and experienced professionals capable of presenting business plans with unique and high-quality techniques.

If you are interested in knowing more about Enactus, please contact Dr. Deb Eischen at 864-644-5485 or deischen@swu.edu.



WELCOME NEW FACULTY



We welcome **Dr. NAMHOON "AUGUST" LEE** to our School of Business. He joined the Central full-time faculty ranks last fall and has been teaching both traditional and adult students since then. Dr. Lee previously worked as a currency analyst for the International Business Times and still performs annual supply and demand forecasting for the American Foundry Society. He has a wonderful faith testimony of how he came to be part of the SWU family which involves a rather interesting, if not exhausting, criss-crossing of the U.S. before arriving on our campus. August is excited to be able to share his experiences and knowledge with SWU students and hopes to see more and more students getting excited about finance. It is great to have you with us Dr. Lee!

FACULTY & STUDENT HIGHLIGHTS

Professor Kelli Horne recently earned a doctorate degree with a concentration in accounting from the Wayne Huizenga School of Business and Entrepreneurship at Nova Southeastern University in Ft. Lauderdale, FL. She was conferred on September 30, 2015. Dr. Horne teaches accounting courses in the School of Business and teaches accounting and finance courses in Southern Wesleyan's Adult Graduate Program. She came to Southern Wesleyan as an adjunct in November 2012 and joined the faculty team in July 2013. After spending over 20 years in the corporate environment as an accounting manager and director of finance, Dr. Horne enjoys teaching and camping. She is married to Gary and they have two sons. Her areas of interest include auditing, ethics, and Sarbanes-Oxley regulation. Her next goal is to obtain her CMA certification.



Five undergraduate students who will be graduating in May with a BSBA and concentrating in accounting have been recognized by the Institute of Management Accountants through the IMA Honor Society (IAHS) program. Students **JOEY CAPONE, MICHAEL BATE, JUAN AGUDELO, LISA SIMMONS** and **RUBEN RODRIGUEZ** have all been accepted into the IAHS.

"The IMA Accounting Honor Society (IAHS) recognizes and honors academic achievement in the study of accounting and provides an opportunity for students to differentiate themselves as they begin their career journey."

These students have achieved a minimum GPA of 3.0 both overall and in their accounting courses, and have met other program requirements to qualify for the IAHS designation. We congratulate these fine young men and women on their scholastic achievement and know that they will represent themselves and SWU with professionalism and humility as they leave our community for their careers. Well done Joey, Michael, Juan, Lisa and Ruben!

Upcoming AGS Projected Starts

CENTRAL

BSBA August 22, 2016
MBA August 22, 2016
MSML August 25, 2016

CHARLESTON

BSBA August 24, 2016
MBA August 23, 2016
MSML August 22, 2016

COLUMBIA

BSBA August 22, 2016
MBA August 22, 2016
MSML August 23, 2016

GREENVILLE

BSBA August 25, 2016
MBA August 24, 2016
MSML August 25, 2016

NORTH AUGUSTA

BSBA August 24, 2016
MBA August 23, 2016
MSML August 24, 2016

ONLINE

BSBA, MBA, MBA Health Care, MSML August 21, 2016

Central 864-644-5557
Charleston 843-266-7981

Columbia 803-744-7981
Greenville 864-672-7981

North Augusta 803-426-7981
Online Programs 877-644-5557

For traditional residential campus programs, SWU School of Business offers a Business Administration major with optional concentrations in Accounting, Management, and Entrepreneurship. To learn more, visit swu.edu/degrees or contact the Office of Admissions at 877.644.5556.

PROGRAM DIRECTORS

FRANKLIN AVILES-SANTA

Program Director for the BSBA AGS

LYNN BROWN-BULLOCH

Program Director for the MBA and MBA with Health Care Administration

RAUL CHAVEZ

Associate Dean and Program Director for the MSM and new MSML.

KELLI HORNE

Program Director for the BSBA Traditional program.

ABOUT SWU SCHOOL OF BUSINESS

The mission of the School of Business at Southern Wesleyan University is to deliver a high quality business education in a Christian environment that prepares students for positions of service and encourages the integration of faith and leadership in business. We seek to develop our graduates into competent business leaders who are also people of high moral character.

At Southern Wesleyan, we understand the needs and commitments of working adults. We have been providing working adults with faith-based educational opportunities for more than 25 years. Our adult evening and online programs are specifically designed to allow you to earn an associate, bachelor's or master's degree while still meeting your personal and professional responsibilities.

Learn more about our evening and online programs at swu.edu or 877-644-5557.

Southern Wesleyan University's School of Business Appreciates Your Financial Support!

To make a tax-deductible contribution today and/or for more information visit: swu.edu/giving

With questions about gift giving: Call Lisa McWherter, Ed.D. toll free at 855.644.5008 or email lmcwherter@swu.edu



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facebook.com/welcomebusinessmajors