



PROFESSIONAL DEVELOPMENT SPECIALIST JOINS SBE TEAM

Meet Daniel Hallak, SBE's new professional development specialist for the M.A. in Social and Sustainable Management (MA-SSM) program. In this role, Hallak will help students answer the question: "How will I find the job I really want?"

The MA-SSM program provides a solid understanding of business basics for liberal arts majors. Students also gain real-world skills sought by organizations concerned with responsible and sustainable business practices. Hallak acts as a skills coach and as a recruiter and marketing strategist to bridge the gap for students between the classroom and their professional careers.

"It's important to teach them to fish, not just give them a fish," says Hallak. "And I'm fishing along with them. I'm honing

liberal arts majors into business people by teaching the skills and techniques that will enable them to find jobs, which will allow them to contribute to the world in meaningful ways. Most of these students would love directing their passion for making the world a better place into practical work at a nonprofit or NGO."

As a corporate liaison, he builds relationships between the SBE community and businesses by inviting corporate leaders onto campus to mentor and to speak to students.

Hallak transitions students into the workforce through a rigorous career development process, which he says most people should take the time to do but they don't.

His passion for developing the capabilities of others combined with his expertise in job searching, career development, and recruiting are qualities that job-seeking students will appreciate for years to come. So will the School of Business and Economics.

FACULTY NOTES

Presentations

RANDAL FRANZ

"360 Degree CSR: Responsibility Is in the Eye of the Beholder," co-authored with Henry Petersen, at the Perceptions of CSR Conference in Tacoma, Washington.

DAN HESS

"Religion and Personal Financial Choices," at the Mountain Plains Management Conference in Grand Junction, Colorado.

KIM SAWERS

"The Fruit of the Spirit: Application to Performance Management," co-authored with Al Erisman, at the Academy of Management Annual Meeting in San Antonio, Texas.

GERHARD STEINKE

"Mitigating the Adversity of Outsourcing: Outsourcing From the Employee's Perspective," at the IIMA Conference in New Orleans, Louisiana.

DON SUMMERS

"The Challenges of Operating Social Enterprises: A Two Case Analysis," at the Interdisciplinary Social Sciences Conference in New Orleans, Louisiana.

Awards & Recognition For Outstanding Work in Their Field

KIM SAWERS

President of Accounting Behavior and Organizations section of the American Accounting Association

ANNUAL SBE AWARDS

Each September, at the annual SBE Fall Retreat, members of the SBE community are recognized for their exemplary contributions in various categories over the preceding year. Congratulations to these leading servant-scholars from 2010-11.

DR. HERB KIERULFF

Lisa Kline Surdyk Teacher of the Year

DR. KIM SAWERS

Scholar of the Year

DR. GARY KARNS

Dean's Service Award

DR. RANDY FRANZ

Joseph C. Hope Professor of Leadership & Ethics

DR. AL ERISMAN

Ambassador of the Year

DR. VICKI EVELAND

Adjunct of the Year

Publications

DENISE DANIELS, MARGARET DIDDAMS, AND JEFF VAN DUZER

"A Magnetic Pull on the Internal Compass: The Moderating Effect of Response to Culture on the Relationship Between Moral Identity and Ethical Sensitivity," in the *Journal of Religion and Business Ethics*.

GARY KARNS

"Stewardship: A New Vision for the Purpose of Business," published in *Corporate Governance*.

DON SUMMERS

"A Process Model of Social Intrapreneurship Within a For-Profit Company: First Community Bank," a chapter published with co-author Bruno Dyck in *Social and Sustainable Entrepreneurship (Advances in Entrepreneurship, Firm Emergence and Growth)*, Emerald Group Publishing Limited.

JOHN TERRILL AND KENMAN WONG

"Serving Our Work and Neighbors: Which Comes First?," published in *Comment Magazine*.

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SHAREHOLDERS

SEATTLE PACIFIC UNIVERSITY / SCHOOL OF BUSINESS AND ECONOMICS / NEWSLETTER FOR ALUMNI AND FRIENDS / AUTUMN 2011



GOING NATIVE

Definition: To adopt or affect the manners or way of life of an environment that is different from one's own.

When it comes to students and technology a couple of things are certain: **First**, we are dealing with a different breed of students today than a decade ago. Ten years ago we had no Facebook, no Twitter. The smartphone was in its infancy. We were still more than five years from the first iPhone, and iTunes was just being launched. Today, our digital native students take all of this and more for granted.

Second, the technology that affects our students will continue to change at an ever-increasing pace. In fact, one could argue that for the first time in human history, we are living in an age where our capacity to absorb change is slower than the rate of change itself. By the time we can learn how to use a new application, it has already been rendered obsolete by the next big thing. All of this means that just doing our work as we always have will render us less and less relevant to our students and to the world that they are about to enter.

These certainties, however, are dwarfed by questions. For example:

How can we help our students identify reliable information out of the deluge of facts and opinions available instantly on every subject? A few years ago the biggest challenge in research was finding information on point. Now it's knowing how to sort through all the "chaff" to find the relevant information.

How can we use technology to supplement in-class learning without cultivating a shallow, "if I can't find it in 5 minutes it's not worth looking for" attitude? We use cell phones to register opinions and take tests, internet searches to supplement lectures, YouTube clips to highlight case studies. All of this happens fast, in class and in real time. And all of this nurtures an "I want it all now" spirit that makes patient, diligent digging for the truth seem strangely old-fashioned.

How can we cultivate the attention span to read and digest long books and complicated articles when students are used to reading in 140-character snippets? Bite-size thinking and instant messaging end up truncating our students' capacities for critical

thinking and careful writing. How do we help them learn to "stretch" their attention span?

How can we help our students build and sustain deep friendships when "friending" is now a verb that describes a casual internet connection? How do we nurture opportunities for deep life-changing encounters between students and faculty in an age where the quantity of "friends" is tracked and the quality of friendships undernourished?

How can we use technology not only to improve classroom learning but also to help reduce the cost of higher education? Given YouTube, TED, MIT OpenCourseWare, and the like should we be rethinking our whole approach to teaching? How can we use technology to both improve pedagogy and decrease expenses?

Lots of questions. I hope you will enjoy some of these struggles that make up much of this Shareholders. As always, we welcome your feedback.

— JEFF VAN DUZER, SBE Dean

IN THIS ISSUE

TECH MESSAGES

What People Are Saying

FACULTY TECH FAVORITES

SBE's Top Teaching Tools

MEET DANIEL HALLAK

New Professional Development Specialist Joins the Team

SHAREHOLDERS

Engaging the culture, changing the world.
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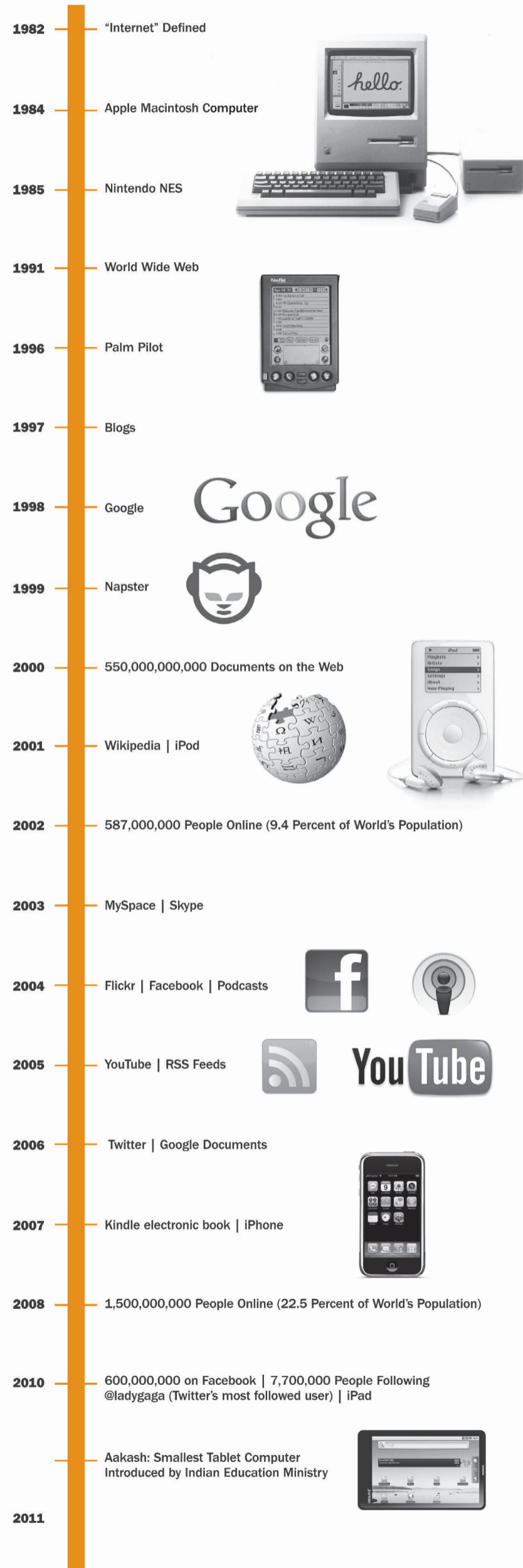


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TECH TIMELINE FOR DIGITAL NATIVES

Consider these innovations and milestones from the past 30 years that are shaping the lives of our entering freshmen (who were born in 1992).



TECH MESSAGES :

"We need to help our students discover how they can enjoy access to information from all over the world at any time of day but without having to be 'on' 24/7. They need to learn how to reserve time for thought, focus, and reflection, and how to separate legitimate needs for information from addictive behavior."

— **Al Erisman**, Executive in Residence, SBE

"Using Poll Everywhere [an in-class tool using wireless technology for students to 'vote' on their cell phones] is a win-win: The efficiency gains to me would have been enough, but the students loved it and it made our time together so much more engaging."

— **Geri Mason**, Assistant Professor of Economics, SBE

"Five years from now on the web for free you'll be able to find the best lectures in the world ... It will be better than any single university."

— **Bill Gates**

"More of us, but especially younger people, are addicted to our phones. In fact, some researchers say phones have become like bodily appendages. I try to use this observation to dissuade their use in the classroom as I say the first day of class, 'Some parts of our bodies are not appropriate to touch in public, so you shouldn't use your phones during class.'"

— **Kenman Wong**, Professor of Business Ethics, SBE

"I instantly went on to Facebook to see who I would be living with. I want to know what they look like and check out their interests. Facebook calmed my nerves, seeing my roommates were 'normal' so to speak. It took off a lot of pressure when I met them in person because it was a good conversation starter."

— **Bethany Struiksma**, SPU freshman

"Today [2010], 8–18 year-olds devote an average of 7 hours and 38 minutes to using entertainment media across a typical day (more than 53 hours) ..."

— **Kaiser Family Foundation**

"I ask students to refrain from using electronic devices — including laptops — during lectures. The temptation to check emails, Facebook, etc. is just too much."

— **Denise Daniels**, Associate Dean of Undergraduate Students and Professor of Management, SBE

"According to self-reported data, nearly 8 percent of SPU's entering freshmen spent more than 10 hours per week during their senior year in high school accessing online social networks like Facebook and MySpace — but that was less than the numbers reported by students entering other comparable institutions."

— **Cindy Price**, Associate Vice President of Academic Affairs, SPU

"When I was on campus just 10 years ago, I did all my computer work in the library computer lab. I would then print my entire paper or homework assignment for just \$.05 on my roommate's computer."

— **Elizabeth Gordon '05**, Undergraduate Services Supervisor, SBE

"With texting you get the benefit of instantaneous data, but that does not take the place of human interaction. You don't text your manager when you're running late; you call your manager. The more personal phone call lets your manager know that you are invested in your job."

— **Lynessa Nelson '05**, SBE Graduate

"If people really care to get to know me they will talk to me. I don't even have a Facebook."

— **Becca Harryman**, SPU freshman

"I have found that using the Adobe Connect technology, even with the extra work that comes along with it, is beneficial for both me and the students. If students can attend class remotely, they don't miss content they otherwise might have. That makes for a much more productive learning experience in the end."

— **Ryan LaBrie**, Associate Professor of Management and Information Systems, SBE



notes from around SBE
BRIEFCASE

Ethix Focuses on the Telecommunications Industry
Ethix journal looks at the work of John Stanton, chairman of Trilogy Partners and the newly announced interim CEO of Clearwire, which is one of the trailblazers in the wireless field. Stanton discusses the future of telecommunications technology, and highlights its transformative power through Trilogy's wireless work in Haiti, especially after January 2010 earthquake. To read more, search for "Stanton" at ethix.org.

SBE Ranked in Top 100 Responsible MBA Programs in the World
Beyond Grey Pinstripes, an initiative of the Aspen Institute Center for Business Education, recently announced its 2011–12 ranking of MBA programs. SBE was

included among the top 100 globally. The ranking is based on how institutions incorporate social, environmental, and ethical subject matter into their programs. Judges assessed relevant coursework, student exposure, business impact, and faculty research.

Perspectives on Banking, Change Management, and Careers
Phyllis J. Campbell, chair of the Pacific Northwest Region for JPMorgan Chase & Co., was the featured speaker at SBE's annual Distinguished Speaker Series event sponsored by the Association of Washington Business. Campbell shared with SBE students, faculty, and guests about her personal experiences in facing the challenges of the financial industry over the past three decades.

Can Business and Government Be Partners?
In October, the Center for Integrity in Business hosted Gideon Strauss, a senior fellow at the Center for Public Justice, for a series of conversations titled "Eternal Enemies! Why Business and Government Are Not, and How They Can Partner." Dr. Strauss led discussions among business leaders and students that focused on two questions: What if business and government could function in greater harmony and with greater trust? What if they found shared

FACULTY TECH FAVORITES

Here are some of the technologies being used by SBE faculty to engage their "digital natives" in and out of the classroom.

Blackboard: A personalized portal to SPU courses with online learning components. This tool allows faculty to post syllabi, assignments, and other course materials, which then can be accessed by a computer or mobile device.

Poll Everywhere: An online polling tool that allows students to respond via text on their mobile devices and that captures and displays their "votes" instantly through in-class projectors.

iTunes U: An internet-based storehouse that allows students access to podcasts of lectures and of solutions to cases.

Online stock market game: Designed by SBE faculty, this game adjusts pricing based on supply and demand, and helps students better understand the workings of the stock market.

Prezi technology: A presentation software designed to supplement PowerPoint and enhance classroom presentations.

AdobeConnect: A program that allows students (who are traveling and who have to miss class) to log in with their own computers and participate with the class.

Camtasia Relay: A program that allows professors to record portions of lectures so that students can access them outside of class when studying or reviewing challenging concepts.

Wikis: Websites where users can add and/or edit content collaboratively using only a web browser. Several benefits of using wikis include: giving all group members an equal voice in a project, and preventing slackers from hiding behind their peers' work.

Voicestream: An online tool that allows students to engage in threaded discussions outside of class and gives students the option of making their comments orally or in writing.

Whiteboard: A web-based application that enables participants to present information during a virtual classroom session as they would on a whiteboard in a physical face-to-face classroom, including drawing images, writing text, and presenting equations.

Tablet computers: Preloaded with textbooks, given to graduate students as part of the M.A. in Social and Sustainable Management curriculum.

For More on SBE Technology

ethix.org/category/technology-watch for more on Ethix Technology Watch
spu.edu/depts/sbe/gr/ism.asp for more on our Information Systems Management degree
spu.edu/depts/its for more on SPU Instructional Technology Services

has continued to prosper.

Van Duzer Video Featured at Duke Divinity School

In a recent video posted on Duke Divinity School's Faith and Leadership magazine website, SBE Dean Jeff Van Duzer champions SBE's core philosophy, "Another Way of Doing Business." Says Van Duzer, "Business is called first not to profit but to participate in the work of redemption, providing meaningful work and helping communities flourish." To view the video, search for "Van Duzer" at faithandleadership.com.

Professional Development Sessions Help SBE Members Hone Their Skills

Winning resume writing, unleashing the power of LinkedIn, trade secrets for success from a panel of recruiters and headhunters, and etiquette and networking skills were a few of the topics covered in a series of professional development sessions held in SBE during Autumn Quarter. The series was part of SBE's new M.A. in Social and Sustainable Management program, and was intended to help graduate students prepare to make a successful transition from SBE classrooms into the world of business.

Lessons From an Airline
Brandon Pedersen, CFO of Alaska Air Group, spoke to SBE students at the Autumn Quarter Dean's Speaker Series. Pedersen described the challenges of managing a legacy airline through a difficult economic season, especially when most of Alaska's competition used bankruptcy to transform their cost structure. Pedersen also demonstrated how Alaska Airlines' route map has grown out of the company's strategy to remain an independent, regional carrier. Through alliances and acquisitions, says Pedersen, Alaska Air Group