

HDCS OUTLOOK

FALL 2014 HDCS NEWSLETTER

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PROFESSOR HUTCHINS EARNS BEST PAPER AWARD AT SOUTHERN MANAGEMENT ASSOCIATION.....



Dr. Holly Hutchins

By Marilyn Jones

The University of Houston College of Technology's Associate Professor of Human Development and Consumer Sciences, Dr. Holly Hutchins has won the Best Paper in Track Award by the 2014 Southern Management Association. The track, which is one of several topical areas to submit a paper, was the Human Resources/

Research Methods Track. The paper titled "The Interplay of Trainer Style and Learner Goal Orientation on Training Outcomes" was selected out of more than 550 submissions. Dr. Hutchins received a plaque at the SMA Conference. SMA 2014 was held in Savannah, GA, November 11-15, 2014.

HOUSTON FBI AGENT ANDERSON SHARES ABOUT DANGERS OF CORPORATE FRAUD.....

By Jamie Thomas

Assistant Special Agent in Charge (ASAC) Michael Anderson, of the FBI, visited with Human Development and Consumer Science (HDCS) students on November 18, 2014 to share some insight to corporate fraud and its impact on employees. Anderson was the supervisor of Houston's Enron Task Force investigating the largest and most complex White



L to R: Dr. Marcella Norwood, Kristin Palmer, and Agent Michael Anderson

Collar Crime case in FBI history. Kristin Palmer, HDCS Lecturer, gave a brief background to attendees on

what constitutes corporate fraud prior to the lecture. Anderson shared about the complexity of fraud in a corporation and how important ethics are. He also gave some examples of unethical actions within Enron. Anderson stated, "There is a fine line between unethical behavior and criminal activity." For more information on this lecture, please email hdcs@uh.edu.

FORESIGHT

SWANSON NEW DIRECTOR OF STRATEGIC FORESIGHT AT KNOWLEDGE WORKS.....

By Andy Hines

Recent Foresight graduate Jason Swanson (Foresight '14) has been appointed the Director of Strategic Foresight at Knowledge Works in Cincinnati, Ohio. Knowledge Works is a "social enterprise focused on creating sustainable improvement in student readiness for college and careers." The Senior Director of Strategic Foresight, Katherine Prince, attended the May 2013 Certificate in Foresight class in Houston and last spring participated in our Student Needs 2025+ meeting.

During the meeting we presented our forecasts and worked on implications. Prince and Knowledge Works are doing great work on the future of education.

Swanson was a terrific student in the Houston Foresight program, often going above and beyond the regular curriculum to gain valuable experience. He interned with Mike Courtney and Aperio Insights and with Stephen Aguilar Milan of EUFO. Swanson has presented at the World Future Society the last two years and was recently named an Emerging Fellow with the Association of

Professional Futurists. In addition to bringing his foresight degree to the table, Swanson has a work background in the education space, spending the last six years with the Pennsylvania Leadership Charter School (PALCS).

It is truly rewarding to see students land great opportunities and we are confident he will be a great addition to Knowledge Works. Congratulations, Jason!

CECILY SOMMERS JOINS FORESIGHT PROGRAM ADVISORY BOARD

By Andy Hines

The Foresight program is pleased to announce the addition of futurist Cecily Sommers to the Houston Foresight Program's Advisory Board.

I was introduced to Sommers by friend-of-the-program Derek Woodgate several years ago when she was leading the Push Institute and have been following her work ever since. We re-connected a year ago at the Association of Professional Futurist's (APF) Professional Development Day on "Professionalization" in Chicago. I explained how I was taking over as the Program Coordinator for the Foresight Program, and she generously offered to provide some coaching. She led me through a visioning-planning mini-retreat at her home base in Minneapolis, MN that proved extremely helpful to me in developing

a revised vision and a strategic plan for the program. We check in regularly and I think it is about time that she officially joined our advisory board.

Sommers speaks, writes, and consults on emerging trends, markets,

and technologies shaping our future. She is the author of *Think Like a Futurist: Know What Changes, What Doesn't, and What's Next*, which was nominated as an APF Most Significant Futures Work. As I mentioned she was the founder of The Push Institute, a non-profit think tank that routinely puts on excellent conferences.

She is also a frequent contributor to Public Radio's "All Things Considered" and other media outlets. She was named by the Business Journal as one of twenty-five "Women to Watch," and selected as one of Fast Company's "Fast 50 Reader Favorites."

Please join us in welcoming her to the Houston Foresight community!



Cecily Sommers

COLLEGE OF TECHNOLOGY FACULTY SPOTLIGHT: HDCS DR. ANDY HINES.....



Dr. Andy Hines

By Marilyn Jones

Dr. Andy Hines is Foresight Graduate Program Coordinator and lecturer in the UH College of Technology Department of Human Development and Consumer Science. A seasoned consultant, and organizational futurist, Dr. Hines brings a wealth of diverse experience including a role as Managing Director of Social Technologies/Innovaro, and as a partner with Coates & Jarratt, Inc., a think tank and consulting firm that specialized in the study of the future.

In addition, he served as Futurist and Senior Ideation Leader at the Dow Chemical Company, using futures tools and knowledge to turn ideas into new business opportunities. Before that, Hines established and ran the Global Trends Program for the Kellogg Company.

“The work that we are doing here in the University of Houston Foresight program is important. The world needs more foresight, and it is our job to help provide that,” said Hines. “Our big vision is that Foresight becomes a disseminated practice with widespread use. In the meantime, we will work toward making our program the premier training ground for professional futurists and for those seeking to meet future challenges in their lives and organizations.”

Dr. Hines completed his dissertation on “The Role of an Organizational Futurist in Integrating Foresight into Organizations” in 2012. He has authored five books: Teaching about the Future: The Basics of Foresight Education (Palgrave Macmillan,

2012); Consumer Shift: How Changing Values Are Reshaping the Consumer Landscape (No Limits Publishing, 2011); Thinking About the Future: Guidelines for Strategic Foresight (Social Technologies, 2007); 2025: Science and Technology Reshapes US and Global Society (Oak Hill, 1997); and Managing Your Future as an Association (ASAE, 1994).

Also, he has authored dozens of articles, speeches, and workshops, earning the 2003 Emerald Literati Awards’ Outstanding Paper accolade for best article published in Foresight for “An Audit for Organizational Futurists” and the 2008 award for “Scenarios: The State of the Art.” Hines has appeared on several radio and television programs, PBS Houston, KRIV-26 News, and the CBS “Early Show.” He also co-founded and served as Chair of the Association of Professional Futurists.

Connect with Dr. Hines at <http://www.andyhinesight.com/>.

FORESIGHT PRESENTS AT LUMINA FOUNDATION.....

By Andy Hines

On September 26, 2014 Foresight students Laura Schlehber, Katie King, Omar Sahi, and Jim Breaux along with Dr. Andy Hines travelled to Indianapolis, Indiana to present the Student Needs project to the Lumina Foundation. The presentation included key findings from the two dozen

strong groups of faculty, alums, and students who gathered to research and discuss emerging student needs in terms of living, learning, working, playing, connecting, and participating in the year 2025 and beyond.

The student team and Dr. Hines engaged in some role playing, which included a mock focus group as a means to interact with the

audience and deliver the content. The presentation came together beautifully and generated some very useful discussion around the program’s student-centric research and how it intersects with the goals of the Lumina Foundation.

FORESIGHT

UNIVERSITY OF HOUSTON FORESIGHT STUDENT WORK FEATURED THE FUTURIST MAGAZINE

By Andy Hines

The World Future Society (WFS) conference was held in Orlando, Florida on July 10-11, 2014. The annual conference provides a “neutral forum for exploring possible, probable and preferable futures.” The WFS also produces and distributes a magazine publication titled THE FUTURIST, which covers events and trends that are relevant to thinking about the future. The latest issue of THE FUTURIST included an article highlighting the “Best of Houston Foresight” presentation from the World Future Society earlier this year. University of Houston graduate students Laura Schlehuber, Kurt Callaway and Jim Breaux each presented projects they undertook as a part of their coursework in the Foresight program.

Laura Schlehuber presented on the future of national performance indicators. Schlehuber’s presentation argued that relying solely on Gross Domestic Product (GDP) as a measure of progress is problematic. She shared other metrics that create a more holistic representation of a country and its citizen’s well-being. One such metric is the GPI, or Genuine Progress Indicator. GPI supplements economic data with social and environmental factors which gives policy makers a more-complete picture when planning for the future.

Kurt Callaway spoke of the future of harvesting material resources from asteroids and comets. His presentation laid out the strategies and hurdles we face in exploiting the rare-earth minerals found in outer space. Callaway argued if we can “mine platinum and other expensive

metals in space, their prices will plummet and they can be used in new ways.”

Jim Breaux spoke on the future of emergency preparedness. His presentation imagines the implications for disaster recovery in a future fueled by population growth in the coastal United States. The presentation laid out scenarios for how housing regulations, home costs, private disaster recovery business practices and government funding might be affected in the future.

The World Future Society’s next conference will be held in San Francisco, California the weekend of July 24, 2015 at the Hilton San Francisco Union Square.

ALUMNUS THOMAS HOFFMAN PUBLISHED

By Andy Hines

Thomas Hoffman (Foresight ’04) graduated from the University of Houston Foresight program a decade ago and has been active in the futures space since. While a student in the program, Thomas began exploring ideas that became a paper recently published in the Journal of the British Interplanetary Society (JBIS). The paper, titled “Sacred Space: A Beginning Framework for Off-Planet Church”

imagines the role of the Christian Church in exploring, colonizing, and commercializing inter-planetary travel.

“Historically the Church has always been part of the first waves of explorers and colonizers, with its ideological interests being easily supported by generous resources and strong infrastructures. The exploring Church has not always been a friendly guest, however, and at times has initiated or condoned great harm. This paper offers a beginning framework as one

way of insuring an appropriate presence in space for the Church.” (JBIS)

Thomas Hoffman originally presented his framework at DARPA’s 100-Year Space Ship symposium. The symposium is a public forum held by the Defense Advanced Research Projects Agency that invites scientists, academics, and private institutions to discuss far-out ideas for building a spaceship to visit another star.

WENDY SCHULTZ VISITS TO DISCUSS IMAGES OF THE FUTURE

By Andy Hines

Wendy Schultz is futurist at Infinite Futures and former professor of Foresight at the University of Houston. She was a guest lecturer in the FORE 6311 Introduction to Foresight during the fall 2014 semester where she presented on images of the future. Wendy cited the foundational text, *The Image of the Future* by Fred Polak as key influence for understanding the role images play in understanding and creating the future.

An image, as Schultz explained, is not necessarily just a visual representation. Images can be narratives, songs, poems, artifacts, dances, gestures or other methods of storytelling as well. These images are a part of our interior landscape and

Origin	Global Warming	Global Cooling	Life / Demography	Culture / Society	Discovery / Innovation
Gradual Changes	Fire Desertification; slow sea-level rise; aquifer intrusion; agricultural decline.	End of interglacial, transition to glaciation.	Fade Away Slow decline in fertility worldwide followed by global population decline.	Decreasing stability and security locally and internationally as people compete for scarce resources.	Accelerating change; nano-bio-info-cogno convergence; ability to manipulate "nature" / ourselves.
Abrupt Changes	Flood Increased sea melt, partial collapse of the West Antarctic Ice Shelf; sea level rises 1 metre.	New "little ice age," generated by, eg, increased volcanic dust and/or shifts in Gulf Stream. Ice	Famine: starvation; depressed immune systems; resistant infectious agents and zoogenesis. Plague	Meltdown Mass civil unrest and border / regional conflicts; failed states explode.	Transform Singularity; radical innovation feedback blows away human / machine / natural boundaries.
Wild Card / Discontinuities	Asteroid strike superheats Earth's atmosphere.	Super-volcano or Nuclear Winter	Global plague: population collapse.	Blowup Warlord deploys bio-WMD against neighbouring territory.	Discovery of Grand Unifying Theory / "Theory of Everything"

Schultz's table of archetypes she frequently sees.

often actively inform our world-views and expectations.

Images of the future or images that sell their audience a certain vision for future are everywhere. They can be found in advertising, science fiction, fashion editorials, design renderings, mythologies, religion, political agendas and even a person's dreams.

Schultz's presentation included various images across multiple mediums which depicted five-seven generic archetypes of how the future might play out. These archetypes, or reoccurring stories, about the future that Schultz sees all the time are outlined in the "The End of the World as We Know It" table.

She went on to talk about differing images of the future across cultures, specifically about differences between European and American guiding images.

Schultz concluded with touching on her concern with the lack of a unifying universal image and rise of fundamentalist images across the world.

STUDENT NEEDS 2025+ FUTURE SKILLS

By Andy Hines

A key theme we identified in exploring emerging student needs out to 2025 is that while we might have interesting debates at what skills would be most important, a "constant" would be the need for re-skilling. We won't someday identify the "correct" or ultimate set of skills -- it's a moving target that evolves with the rest of student life. Re-skilling is a given and

getting good at re-skilling is, well, a skill. Students will continually build their portfolio of skills, capabilities, and experience over their lifetime.

In a world where re-skilling is continuous, developing foresight about emerging skills makes good practical sense. In our research we came across lists of futures skills and job titles (really developing this is a whole project in itself). We were forwarded a terrific infographic on ten future skills in 2020

(<http://www.top10onlinecolleges.org/work-skills-2020/>). Not only is the visual really cool, but the content was solid as well (not always the case!). We can't help but keep scanning in this space -- we'll keep sharing!

FORESIGHT

LIBRARIES AND RE-ENGAGING CITIZENS.....

By Andy Hines

Eric Garland, a managing director at Competitive Futures, Inc., hosts a blog and a web-only interview program called The Garland Report Monthly. The show is a means to deliver research and analysis on how the world is changing, from macroeconomics down to individual companies.

Garry Golden is a futurist and consultant who graduated from the University of Houston's Foresight program. His work largely focuses on the futures of: learning, demographics, energy, transportation and libraries.

Garland and Golden recently

sat down to discuss the future of libraries and their possible role in building communities and re-engaging citizens in civic culture. Both men

agree libraries are more than just a place to store and share books. They are a platform perfectly suited to connect people, incubate ideas, foster life-long learning and create change.

Using libraries as an anchor to center their conversation, the discussion touches on topics as broad as shifting social values, generational gaps, technological advancements, and a theoretical debate about republican vs imperial ideologies. A full recording of their conversation can be found at <https://www.youtube.com/watch?v=jju8sdt7LbY>.



Garry Golden

SCHOTT'S WORK FEATURED IN THE TELEGRAPH.....



Ross Schott

By Andy Hines

Ross Schott (Foresight '09), managing director of the graduate studies program at Singularity

University is an alumnus of the University of Houston's Foresight program. Singularity University, a small unaccredited institute in northern California, is a Futures education initiative co-founded by futurist Ray Kurzweil. Its mission is to help solve some of the planet's greatest humanitarian problems, such as famine and climate change. The Telegraph recently published an article about the exciting work happening at the institute with an accompanying video that leads off with words from Ross himself.

In addition to running the graduate studies program at Singularity University, Ross also teaches a course in the Foresight department

at UH titled "Advanced Strategies for Futures Planning." He has an excellent business background, as outlined with his work with Psyphers Group where he also does strategic consulting, executive coaching, and leading-edge research into human potential. Ross is concurrently completing a doctorate in the psychology of human performance at University of the Rockies. He knows how to innovate, plan, and implement change and the Foresight program is delighted he will be sharing strategies for doing so with students in the graduate program in spring 2015.

JANUARY FORESIGHT CERTIFICATE COURSE OFFERED IN HOUSTON

By Andy Hines

The University of Houston's certificate in Foresight is now in its seventh year of twice-annual seminars held at the UH main campus in January and May. The Foresight program has also offered the certificate at the Destree Institute in Brussels, Belgium every June since 2012. The number of professional certificate graduates has reached nearly 400 individuals and continues to grow.

The next iteration of the course will be held in Houston, Texas during the week of January 12-16th 2015.

The program is a 5-day, project-

based, face-to-face workshop. Participants learn to anticipate disruptive change and work toward the creation of transformational change in order to influence the future of their organizations, companies and communities.

Participants receive a professional certificate and four (4) CEUs (Continuing Education Units) from the University of Houston for completing the seminar. Attendees can also obtain a separate departmental certificate of achievement if they choose to complete a foresight project following the program's conclusion.

The certificate seminars are limited

to 30 students, which allows for optimal class time, small group work, and networking opportunities.

A detailed agenda and a curriculum outline for the course can be found at <http://www.uh.edu/technology/programs/professional/foresight/index2.php>.

For information about registration, transportation, accommodations or other questions, please contact Alexandra Whittington at alwhitti@central.uh.edu or Dr. Andy Hines at 832-367-5575.

PREVIOUS PARTICIPANTS PRAISE FORESIGHT CERTIFICATE COURSE

By Andy Hines

Certificate students come from a wide range of backgrounds, not just professionally, but culturally and geographically as well. Here is what some of the students who have completed the program had to say about their experience:

"One wonders if Dr. Peter Bishop realizes how much change he truly influences when he conducts the Certificate in Strategic Foresight course at the University of Houston I left with more than I anticipated. The instructors are superb, and fellow students are dynamic and hail from a range of

backgrounds and locales, both international and US. In courses designed this well, there's often a synergy, even a gestalt of sorts that lasts until the course ends."

-Civilian Manager, U.S. Department of Defense

"As a private consultant, I am often asked by my clients to assist in developing a variety of strategic and operational plans. The Strategic Foresight Certificate gave me a wide variety of additional tools and techniques that I can utilize to develop scenarios of possible futures for my clients. Clients have found this helpful in mapping out the possibilities that the future

can bring and more importantly it allows them to position themselves to influence the type of future they wish to create."

-Alain Rabeau, Senior Consultant, The Intersol Group

"Strategic Foresight has helped me structure futures thinking and futures strategies into a curriculum that can be used for middle school students that will prepare these future world leaders to anticipate and cope with change, and to empower them with the ability to create solutions for a preferable future."

-Public Education, Gifted and Talented Program Coordinator

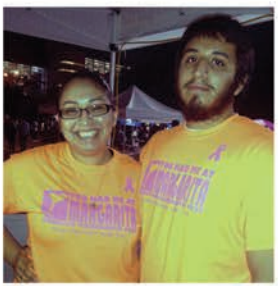
HUMAN RESOURCE DEVELOPMENT

ACTIVE FALL SEMESTER FOR SSHRD

Fred Stawitz, Principal, Technical Training and OQ Regional Coordinator at Kinder Morgan and author of "Don't run Naked through the Office", came to talk to SSHRD members about the importance of employee engagement. Not only this, but there was a raffle for members to win one of his books. Selma Pintol and Latrece Seria were the two lucky ladies who won a copy of Stawitz's book.



SSHRD held its first ever bowling social! The organization provided all of the costs. Everyone bowled and had a good time.



Robert Quillen, a past SSHRD President, and Training and Development Supervisor at Cameron, talked to our members about what to expect in the real world and his experience in the Human Resource Development field.



SSHRD participated in the Margarita Festival in Discovery Green on October 25th. During the event over \$750.00 was raised to go back to the organization.



SSHRD hosted a "Halloween Bake Sale" where various baked goodies like "ghost cake pops" were offered. Over \$300.00 was raised from the bake sale.

EXECUTIVE HUMAN RESOURCE DEVELOPMENT MASTER'S DEGREE PROGRAM WELCOMES INCOMING LEADERS OF CHANGE

By Marilyn Jones

The University of Houston Executive Human Resource Development (ExHRD) Program welcomed new students during an orientation and evening reception on Friday, August 22, 2014.

The eleven participants in the 2014 class are leaders of learning and change, serving in various capacities across their organizations, with diverse professional backgrounds such as engineering, geology, tax management and human resources. Their employers are as varied as their backgrounds, including Conoco Phillips, Hess, Wood Group Mustang, Toshiba International, BPZ Energy, Applus RTD, Technip, Texas Children's Hospital, Memorial Herman, Bechtel, and the Elliot Group.

Recent graduate, Kolby Ivanhoe (Executive HRD '14) said, "The



The Executive Human Resource Development 2014-2015 Cohort.

executive human resource development program increased my consulting skills and strengthened the ones I already had. By doing that, it has helped me to serve clients better and to be considered a strategic HR partner and leadership expert." Another graduate, Lisa Olmeda (Executive HRD '14) noted, "The UH staff is professional, dedicated and committed to the program. The

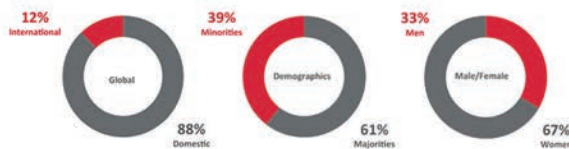
wealth of information and the expertise are invaluable."

The one-year experiential program includes 12 courses, emphasizing immediate workplace application, which makes it unique. The primary delivery format is face-to-face, using Blackboard Learn and Adobe® Connect, which are well suited for business travelers.

The UH College of Technology at the main campus administers the program and classes are held at UH Sugar Land. For more information about the College of Technology Executive Master's in HRD program, please contact Dr. Consuelo Waight (Program Director) at cwaight@uh.edu or Janet Faulkner (Program Manager) at jfaulkne@central.uh.edu.

Who Makes Up Our Program?

Executive HRD
9 years of work experience
38 average age of students



HUMAN RESOURCE DEVELOPMENT

ORGANIZATIONAL DEVELOPMENT SKILLS FOSTER SUCCESSFUL COMPANY IN INDIA.....

By Jamie Thomas

Aruna Thangaraj came to the University of Houston with two degrees under her belt and a goal in mind. She enrolled with the intention of focusing on the learning and development side of human resource development only. Little did she know a few years later her education and family would lead to the forming of a company she is now the Chief Executive of called AGT Electronics, Limited.

Aruna graduated from the Master of Science in Human Resource Development program in May of 2011. She always had the idea of going back to India one day. Through research and consultation with friends, in addition to her knowledge of computer networks, she noticed Internet and mobile technologies were about to offer break through solutions in many business processes. She came across the concept of Responsive Website Design (RWD) which precisely addresses this problem. Aruna and her dad began brainstorming how they could make this concept work for them back home in India. A new project idea was born and so was the software division at their family owned, small company in India.

Thanks to her education and training at UH, she started asking the right questions and soon realized there was more to mere RWD than what meets the eye. Aruna said, "In today's world of internet savvy people, your website is the first

impression people have of your company. Aruna admits her career history is not vast but says she gained a lot from attending the M.S. HRD program. Various components of the Organizational and Development (OD) course areas helped her tremendously in her current career. This included learning about how to have a global perspective when it comes to business, how people should be hired,



Aruna Thangaraj

and factors that motivate employees at work. "Another important aspect of learning OD is to understand how to do a business analysis and how to coin your business objectives," according to Aruna.

While in the M.S. HRD program Aruna worked on various class projects that now help her with her business. One project in particular was done in a group setting where students were required to come up with solutions and steps to accomplish them, which Aruna said gives her a lot of insight now when it comes to her own business. As a result, she

has been able to identify problems and tackle them systematically by using the tools she learned from HRD classes. In fact, Aruna said, "I use some of [the tools learned in class] as part of my everyday work."

Going back to her course textbooks to review what really matters is something Aruna admits she does often. "It is amazing to think how emotional intelligence learned in ISD, systems and tools from OD, and motivation and team building exercise from leadership classes are used on a daily basis, Aruna said. Sometimes, in client meetings, she explains about why using a particular picture on the website might not be a good idea and is able to see the joy in her client's eyes when they realize they have the right person for their business. Aruna admits, "I secretly smile to myself as I now understand what was meant by 'connection' by Dr.Waight during class." Class concepts have been used in

ways she could never imagine and have proven to be a part of why her business is so exciting. Aruna's advice to current students is to, "learn as much as you can while you are [in the program] because you never know what you will be using later and how they will connect with your life." For more information about AGT Electronic, Limited please visit www.agtindia.com.

SSHRD VOLUNTEERS FOR ALZHEIMER'S ASSOCIATION.....

By Jamie Thomas

The 2014 Houston Walk to End Alzheimer's was held on November 1, 2014. The event took place at Minute Maid Park and participants walked a total distance of 3.1 miles. Members of the Student Society of Human Resource Development (SSHRD) volunteered their time at the local event. All of the funds raised further the care, support, and research efforts of the Alzheimer's Association. For more information about SSHRD and how you can become a member, please visit <http://sites.tech.uh.edu/sshrd/>.



Members of SSHRD with Chick-fil-A cows at the Alzheimer's Association event.

CHICK-FIL-A OWNER SHARES HOW LEADERSHIP AND H.E.A.R.T. GO HAND IN HAND.....

By Jamie Thomas

Undergraduate students in the Human Resource Development (HRD) 4396 Internship in HRD course were taught a little about leadership this semester when Joseph Piotrowski joined their class for a guest presentation. Piotrowski has been the Owner/Operator of the Tomball, TX free standing Chick-fil-A since 2004. He shared with students about what it means to lead with H.E.A.R.T., H - hunger



Joseph Piotrowski during his visit with the HRD Internship class.

Students also learned about the training and development program Piotrowski runs at his location. For more information about the HRD Internship course, please contact Dr. Tomika Greer at twgreer@uh.edu.

for wisdom; E - expect the best; A
- accept responsibility ; R - respond
with courage; T - think others first.

HUMAN RESOURCE DEVELOPMENT

SAIZ TARGETS INDUSTRY EMPLOYEES.....



Natalie Saiz

Human Resource Development (HRD) students heard a guest presentation from Natalie Saiz, Director of Human Resources at

NASA Johnson Space Center (JSC), during their HRD 3340 Introduction to Training and Development course on October 30, 2014. The purpose of her presentation was to bring forward an approach to designing training and development curricula for industry employees. Saiz stated, "At Johnson Space Center's Human Resource Office, we utilize an HR Competency Model focused on 'knowing your business and customers.' By working closely with our customers and truly understanding their challenges, as HR professionals we will be more successful in meeting the customers' needs and expectations." Saiz told the students and instructor Dr. Estella H. Gillette that designing HR curricula takes a lot of work but most of the work is accomplished through mission understanding, relationship building, and adaptability to the ever-changing customer needs. The students asked

Saiz several questions about her own experience. She began as a student intern at JSC when she was still a HR Management student at the University of New Mexico, then her career evolved from HR generalist to a member of the HR Office management staff and eventually to JSC senior staff. Saiz shared with the students the challenges she experienced--and overcame--balancing her professional career with her role of young wife and mother, as well as part-time graduate student at UH Clear Lake, where she received her Master's Degree in Human Resource Management.

HUTCHINS ATTENDS UH'S ADVANCE KICK OFF.....

By Jamie Thomas

The Kick Off Symposia Event for ADVANCE was held October 21, 2014 at the University of Houston main campus in The Doctors of Texas State Optical Alumni Education Center. Dr. Ruth J. Simmons, President Emerita, Professor of Comparative Literature and Africana Studies at Brown University lectured on "Advancing the Gender Mix in STEM." Dr. Holly Hutchins, associate professor in the human development and consumer science department, attended the event along with numerous UH faculty, staff and community members.

Dr. Hutchins is a co-investigators for the five-year grant received from the National Science Foundation to increase the number of women faculty in science, technology, engineering and mathematics (STEM) fields, as well as to ensure they have opportunities to move into leadership roles.



L to R: Dr. Lisa Penney, Dr. Holly Hutchins, Lisa Robertson, Dr. Wajiha Shireen, and Dr. Maria Solino. Photo courtesy of Chris and Don

BECOME AN ACTIVE MEMBER OF SSHRD

The Student Society of Human Resource Development (SSHRD) is a society created by the students for the students of the Human Resource Development (HRD) program at the University of Houston.

Members of the organization explore opportunities to come closer and get organized as a formal forum of students with a common interest, which is Human Resource Development. SSHRD is

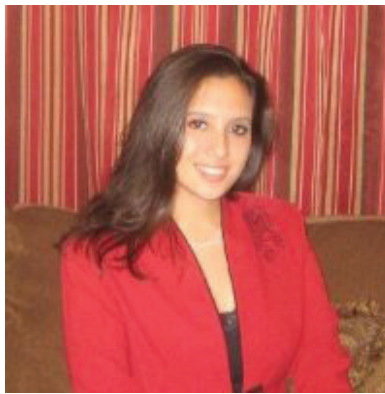
proud to be associated with the American Society of Training and Development. As members of SSHRD you can expect opportunities in the areas of professional and academic development.

The organization will begin accepting members for the spring 2015 semester sometime in early January. Membership is open to currently enrolled undergraduate and graduate students. There is also a great

opportunity for Alumni which is called "SSHRD Mentors". The membership fee is \$30.00 per semester to join and the payment will cover an entire semester. Members have 14 days to pay their dues and March 15, 2015 is the last day to accept membership applications. For more information, please visit <http://sites.tech.uh.edu/sshrd/>.



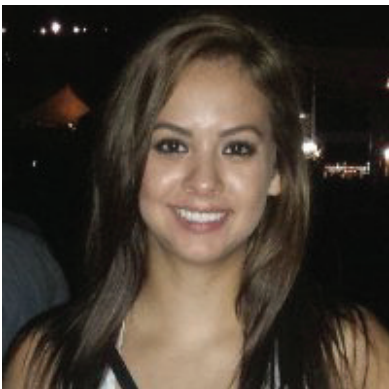
Eda Talushllari, SSHRD President, Organizational Development Intern at Memorial Hermann Healthcare System



Sharon Spencer, SSHRD Vice President, Human Resource Administrator at LEWA - Nikkiso America, Inc.



Dr. Tomika Greer, SSHRD Faculty Advisor



Carina Sosa, SSHRD Communication, Human Resource Intern at PDR Corporation



Dahlia Edmeade, SSHRD Operations, Graduate Teaching Assistant at the University of Houston



Jacqueline Gomez, SSHRD Secretary, Human Resource Assistant Intern at Tootsies

HUMAN RESOURCE DEVELOPMENT

HEAR WHAT GRADUATES HAVE TO SAY ABOUT THE EXECUTIVE HRD PROGRAM

Dovie Crouse
Director, Organizational Change Management

"Seeing positive results from embedded learning approach over and over while having the opportunity to get feedback and coaching from my professors in real time has embedded the knowledge in a way that a purely academic program would not."



Kolby Ivanhoe
Human resources Business Partner

"The Executive Human Resource Development program also increased my consulting skills and strengthened the ones I already had. By doing that, it has helped me better satisfy clients be seen as a strategic HR partner and leadership expert."

Lisa Olmeda
Director, Human Resources

"The program will stretch and challenge you on all levels; however, in the end you will have a multitude of tools, techniques, resources, references, connections, associations, and relationships."



Vinay K. Sanapala
Process Excellence and Change Enablement Manager

"Even while going through the program, I was able to use the tools taught to impact my organization and the stakeholders involved. This led to two promotions while in the program and an opportunity at a top-tier consultancy firm soon after completing the program."



Where Our Graduates Work

Applus RTD
Bechtel Corporation
British Petroleum
Change Happens

Conoco Phillips
Global Legal Consulting
Memorial Hermann
Samsung Engineering

Technip
Texas Children's Hospital
Toshiba International
Vale

Weatherford International
Wells Fargo Bank
Wood Group Mustang, Inc.
BPZ Energy

CONGRATULATIONS TO BRIAN HEROD.....

Intro by Jamie Thomas

Brian Herod (Technology Project Management '13) recently had his master's thesis accepted for publication in the International Journal for Information Technology Project Management. During his studies he completed the Master of Science in Human Resource Development course Adult Learning Methods, which contributed to the completion of his thesis. Herod shared a little about the journal submission process.



Brian Herod

Behaviors for Managing Project Quality

Why did you want to do research on this subject area?

I have always viewed project management as a management of a social system. This research broadened my perspective on quality and how to use human resource development learning principles in successfully managing projects.

Why did you decide to submit your article for publication?

My thesis was written with an intention for publication. Part of working with Dr. Jamison Kovach entailed understanding both the

structure and rigor needed to write for submission.

How was going thru the submission and review process?

The first journal we sent the article to rejected the article with comments. We could have resubmitted the article with modifications but we decided to submit to a new journal and were accepted. It's hard to take rejection after putting so much into a thesis and get negative feedback, but the important thing to remember is that it is just one set of reviewers and they have their opinions and criteria for selection.

What was the title of your thesis?

A Preliminary Investigation of Exploration-oriented, Learning

EXECUTIVE HRD PROGRAM INFORMATION SESSIONS

The Executive Master's in Human Resource Development (ExHRD) is a unique experiential program that develops participants to lead strategy execution by leveraging learning and change from a global perspective. The ExHRD Information Session will be held at the University of Houston Main campus in the Cameron Build-

ing, Room 109 at 11:30 a.m. The next scheduled dates are December 11, 2014 and January 30, 2015. Register to attend. For more information, please email executivehrd@uh.edu.



Instruction for the ExHRD Program takes place at the UH-Sugar Land Campus located at 14000 University Boulevard, Sugar Land TX 77479.

HUMAN RESOURCE DEVELOPMENT

NASA RETIREE TEACHES IN HRD PROGRAMS



Estella Gillette

Estella Gillette retired from NASA in 2006 after 42 years of service. She began teaching undergraduate HRD courses this past summer.

Estella graduated from Jeff Davis High School in Houston, where she took secretarial training so that she would have a job while attending college part-time. Her mother had been a secretary in Mexico and her father had a 4th grade education. Estella recognizes her mother as one who instilled the value of learning and both of her parents who taught her that she had a social responsibility to serve this country well.

With a desire to work in federal service, Estella started working at NASA in 1964 (at the brand new Manned Spacecraft Center – now, Johnson Space Center) as a clerk-stenographer right out of high school.

However, she could not apply to the federal service until becoming a naturalized citizen since she was born in Mexico. She soon became a secretary – a job she loved. Setting her goals even higher, she later transitioned into Human Resources.

Among notable highlights from Estella's NASA career include:

- working in the Astronaut Office as chief of administrative support
- supervising several women who were all responsible for the administrative support of the 100+ astronauts
- becoming a HR development specialist,

where she learned about designing workshops and providing training

- becoming a senior staff member at JSC as Director of Equal Opportunity Programs, where she was a voting member of the Astronaut Selection Board

By 1980, Estella was married, working at NASA, had two children and no college degree, although she had collected around 25 college credits in various subjects throughout the years as she engaged in college part-time. After “getting serious” about earning a college degree, Stella transferred her college credits from UH-Downtown to San Jacinto College and completed an Associate's degree in 1982 and a Bachelor of Arts in Business Administration from UHCL in 1986, at the age of 40. She

later completed a Master's Degree in Human Resource Management in 1994 from UHCL. In 2002, she decided to pursue a Doctor of Education degree through the Executive Leadership Program at the George Washington University in Ashburn, VA. She completed her coursework in 2004. After retiring from NASA in 2006, she was able to focus more intently on her dissertation, which she completed and defended in 2011.

Since 2006, Estella has worked with a small, woman-owned company, Logical Innovations, Inc., where she is a consultant on proposals for new contracts and provides training to the employees. She is the membership chair of the NASA Alumni, an organization which keeps its members very involved with the “NASA family” and with the Agency. Pursuing her long-term goal to teach in a university, Estella has previously taught Human Resource Management for 10 years as an adjunct faculty at Embry-Riddle Aeronautical University, Houston Branch.

Since beginning to teach at UH, Estella acknowledges several advantages to work at UH, including a great mentor – Dr. Holly Hutchins, the support of the HDCS administrative staff, and Ms. Bouchra Bakach for Blackboard Learn questions.

HRD FACULTY MAKING EDUCATIONAL ADVANCES

FACULTY PUBLICATIONS AND PRESENTATIONS

Greer, T. W., & Payne, S. C. (2014). Making telework work: Strategic outcomes of successful telework strategies. *The Psychologist-Manager Journal*, 17(2), 87-111.

Greer, T. W. (2014). A Case Study of Three Working Mothers: Using Interviews and Activity Logs for Work-Family Research. *Sage Research Methods Cases*. London: Sage.

Greer, T. W. (June 2014). A Comparison of Work-Family Conflict and Enrichment for Mothers in Male-Dominated Industries and Female-Dominated Industries. In M. J. Mills (Chair), *Work-Life Interface Meets Employee Gender: Challenge and Opportunity*. Symposium presented at the second Work and Family Researchers Network Conference, New York, NY.

Greer, T. W., & Payne, S. C. (June 2014). Employee Perceptions of the Advantages of Working Onsite: Do They Matter for Supervisor Ratings of Organizational Citizenship Behavior and Job Performance? Presented at the second Work and Family Researchers Network Conference, New York, NY.

Greer, T. W., Payne, S. C., Huffman, A. H., & Henning, J. B. (June 2014).



Dr. Holly Hutchins



Dr. Tomika Greer

Comparing Teleworkers to Non-Teleworkers Using a Matched Pairs Design: Why the Job and Organization

Matters. Poster presented at the second Work and Family Researchers Network Conference, New York, NY.

Munn, S. L., Collins, J. C., & Greer, T. W. (2014). The “non-traditional” dissertation: An autoethnography of three early scholars. Presented at the Research to Practice Conference in Adult and Higher Education, Ball State University, Muncie, Indiana.

Munn, S. L., Greer, T. W., & Collins, J. C. (June 2014). Linking Organizational Culture to Work-Life Conflict, Satisfaction, and Stress for Men. Presented at the second Work and Family Researchers Network Conference, New York, NY.

FACULTY AWARDS AND RECOGNITION

Dr. Holly Hutchins and colleagues earned the Best Paper in HR Division Award, Southern Management Association, 2014 for her research, entitled “The Interplay of Trainer Style and Learner Goal Orientation on Training Outcomes”

Dr. Tomika Greer was invited to serve on the Editorial Board of Human Resource Development Review

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UH HRD Program https://www.linkedin.com/groups?home=&gid=1809095&trk=my_groups-tile-grp

RETAILING AND CONSUMER SCIENCE

PASSION FOR MEN'S APPAREL LEADS E-TAILER TO THE UNIVERSITY OF HOUSTON

Intro by Jamie Thomas

From a community college success to e-tailing to being a full time University of Houston student, Dan Redd is forging a path of continued success. He manages to balance being in the Retailing and Consumer Science program and an online business owner all the while in pursuit of his passion, men's apparel. I sat down with him to learn more about his educational journey and what drives him to do what he does.

What are your career goals?

I am highly interested in eCommerce and Search Engine Optimization (SEO) technology. I hope to increase my expertise in these areas while growing my online bow tie boutique and working in corporate America as a SEO specialist. I believe my experience as a specialist will allow me to expand into higher-level management positions with greater leadership responsibility. I hope to manage both, a career with an existing firm and my entrepreneurial ventures.

Where did you start your education and why did you choose to start there?

I chose to begin my education at Lone Star College - Cyfair with the objective to complete my basic courses. At that time I did not have a clear understanding of where I wanted to go or what I wanted to do in life. I knew I needed to get some form of education and community college would allow me to do that while I figured it out.

What made you want to further your education with the Retailing and Consumer Science program at the University of Houston?

After completing my education at Lone Star College I took some time off



Dan Redd models a piece from his collection. Photo by Alvine Haynes, Jr.

to focus on work. During that time I discovered a passion for men's apparel and started an online bow tie company (called Dan Redd). I found that UH

offered specific education through their RCS program which would assist me with growing my expertise in the field of eCommerce while gaining real marketable skills for a lucrative career in corporate America.

How was the transition process moving into a four year university?

Attending a four university is sometimes acknowledged as just the next step you take after graduating high school. Although this is true for a number of students it took me a little more time to find that I needed a four year education. Once discovered, the transition was a validating shift in my life. I had finally learned that formal education is what I wanted and came to the conclusion that I could unequivocally achieve a four year degree. My dreams and career goals have never been more validated than the day I started at UH.

What advice would you give other students looking to transfer?

You want to be sure to pick an institution that offers a degree plan that will help you achieve your education goals and steer you in the direction of your desired career. The RCS program is field specific, so if you're hoping to begin a new career

"My dreams and career goals have never been more validated than the day I started at UH."

in retail or expand one you are currently in, this program is definitely a great step toward achieving either. As previously mentioned this program was right for my business and aligned with my career goals. I am not disappointed in my decision to join this program. It's given me a clearer understanding of retailing as a business and helped further define my education goals.

Have you been able to apply any concepts from class to your company?

Every class I take is like a new understanding of the retailing business that consistently delivers deeper and deeper revelations of its components. I have taken a liking to my Apparel Analysis course which delves deep into the design, production, and distribution aspects of an apparel line. This course helped add structure to my bow tie line by providing a simplistic and concise plan for its development and maintenance. I am also looking forward to Strategies of e-tailing and Entrepreneurial e-tailing, which I believe will be the fundamental classes of my career in eCommerce and SEO.

Where do you see yourself after graduation?

Although, I graduate in May of 2016 I have already began to look for jobs I will qualify to work after graduation. My reason for this is to secure the job I want before I actually graduate. My goal is to find a company that's willing to invest in me and my passion, which is the business of eTailing and how it relates to SEO. I also hope to experience an increase in traffic and sales from my company website. The RCS program has provided me a good foundation to build my career on, so I don't see why I wouldn't experience such success.



Dan Redd models a piece from his collection. Photo by Alvine Haynes, Jr.



Dan Redd models another piece from his current collection. Photo by Alvine Haynes, Jr.

RETAILING AND CONSUMER SCIENCE

IMPACT OF CONSUMER-CREATED CONTENT ON BIG DATA EXPLORED.....



Jiseon Ahn speaks with conference attendees about what she learned from researching on consumer-created content.



During the Analytics Conference Jingwei Cai explains the results of the research to conference attendees.

By Jamie Thomas

Two Global Retailing Program graduate students, Jiseon Ahn and Jingwei Cai had their abstract titled "Retail Analytics: Impact of Consumer-Created Contents as a Big

Data" accepted at the Analytics 2014 Conference in Las Vegas, NV. The students presented their abstract in October in a completely digital format during the poster session. Dr. JungKun Park, Associate Professor in Human Development and Consumer Sciences,

was the faculty advisor. Their research focused on the consumer-created-contents (CCC) of social media and how it has been a major information source in the consumer decision making process.

AREA HIGH SCHOOL SENIORS VISIT UH CAMPUS.....

By Jamie Thomas

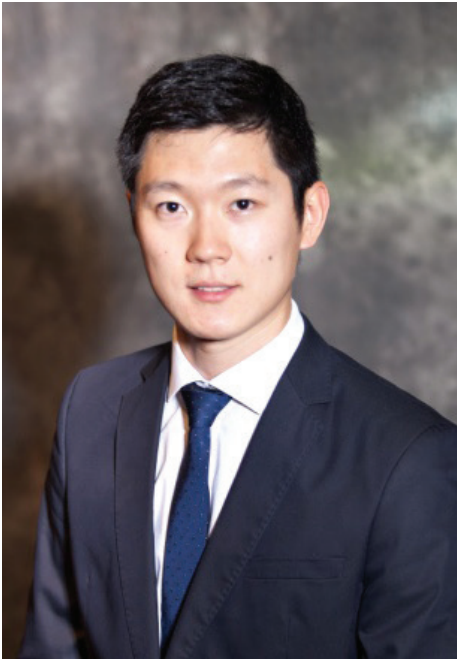
Two groups of senior students, one from Aldine Senior High School and the other from Nimitz High School, both of Aldine ISD, visited with University of Houston campus staff and faculty about their future education opportunities. Dr. Barbara Stewart, Professor with the department of Human Development and Consumer Sciences, shared with attendees in detail about

the Retailing and Consumer Science (RCS) degree and career opportunities. Some highlights of the visits were students being able to find out more about what RCS courses are offered and how the degree can lead to a future career in various retail areas. Students were particularly interested in the Fashion Design track. To schedule a visit or to learn more about the RCS program email hdcs@uh.edu.



Dr. Stewart speaking with Nimitz High School students on the different RCS course options.

PAK ENHANCES EDUCATION WITH DUAL MASTERS DEGREES FROM THE COLLEGE OF TECHNOLOGY



Alexey Pak

By Jamie Thomas

Alexey Pak's (Global Retailing '14, Project Management '14) educational journey has taken him across the globe and he has no plans of slowing down. After obtaining his first degree, a Bachelor of Science in Electrical Engineering in Moscow, Alexey was hired by National Oilwell Varco (NOV). In 2010 the company subsequently moved him to Houston for a leadership and training program. Shortly after training he was placed in a permanent position as a project engineer. Two years later Alexey decided he needed to go back to school and get a degree centered on a business environment, which is how he learned about the University of

Houston.

After exploring his options, Alexey decided to pursue his Master of Science degree in Project Management (PM). He was in the middle of completing the PM degree when he saw an advertisement for the new Master of Science degree in Global Retailing. Alexey was quite excited about the possibility of completing two programs so he decided to speak with a College of Technology (COT) graduate advisor. "My family is in the retail business and I was born into the environment of retail business," Alexey said, so the program seemed like a good fit.

With encouragement from Tiffany Roosa, graduate advisor for the COT, Alexey became a dual degree seeking student in the fall of 2013. "The schedule was quite intensive since I had to finish in a year," Alexey admits. However, enrolling in the Global Retailing program gave him the opportunity to learn a lot about retail management, global markets, emerging markets, retail management, and to know more about consumer behavior of different regions of the world. "The retail business will exist forever and the current market needs some people who have an enhanced education like the Master of Science in Global Retailing degree," Alexey stated.

Reflecting on his time in the Global Retailing program, he suggests to, "Enjoy the program, first of all. Enjoy every moment because time flies. Do as much research as possible because the program gives you a lot

of opportunities to do so." There are research based projects incorporated into Dr. Marcella Norwood's and Dr. JungKun Park's classes that will increase a student's capabilities due to the expectation of completing master's level research. Alexey noted this was a change he had to adjust to from his undergraduate studies. Doing research and understanding it became a new challenge.

One thing he was able to personally improve on while in the program was his presentation skills. "We had a lot of presentations so my competitive skills were enhanced too," Alexey recalls. During the course of the spring semester students competed in a Shark Tank style competition. Teams were formed and students competed for recognition for their successful business plans judged by Houston Executive Shark Tank members. Alexey happened to be on the winning team who pitched an idea to move Victoria Secret into the retail market in Spain.

Currently Alexey is a project engineer and his department is in sales. "I was a salesman in a shop when I was younger. I liked it and was quite successful," Alexey says. In the fall of 2014 he started the University of Austin's Master of Business Administration at Houston program. "I want to be a retail consultant, but I will have to see after graduation. There are many ways to go," Alexey noted. Without a doubt, wherever his journey takes him, Alexey will continue to be a success.

RETAILING AND CONSUMER SCIENCE

FROM HOUSTON TO NEW YORK CITY

By Jamie Thomas

Members from the University of Houston's Collegiate DECA attended the annual Collegiate DECA Leadership Conference in New York City November 14-15, 2014. Undergraduate and graduate student attendees included Asia Alvarez, Grace Brann, Kayla Cline, Mayra Espinoza, Courtney Forey, Amanda Garza, Yana Grodskaya, Ami Hazel, Orlando Herrera, Ebony Limrick, Nia Mitchell, Paige Olexa, Cristina Ramriez, Nancy Tello, Tatiana Todd, and Veronica Tristan. Faculty members in attendance from the Department of Human and Development and Consumer Sciences included Dr. Shirley Ezell, Associate Professor, and Dr. Marcella Norwood, Department Chair and DECA Faculty Advisor.

A portion of the conference involved touring local NYC companies. Store executives handled the store tours, which included Banana Republic, Gap, Inc. Design Center, and Bloomingdale's.

Jorge Mendoza, District Manager of Banana Republic, ran half of the tour through his locations, one of which makes \$14.5 million per year. The Gap, Inc. Design Center provided for students a look at the designs being worked on for fall



UH's Ami Hazel with the winning group for the Fashion Merchandising and Retail Event.

2015. Tour leaders provided visual examples of the progression from concept to finished product.

Students also competed in case-study team competitions. Ami Hazel, Retailing and Consumer Science major, and her case-

study team won first place for their efforts in the Fashion Merchandising and Retail Event which competed against 15 other teams. Mike Sins, Director of Special Events for Men's Warehouse, provided students with a real world case problem. Mr. Sins judged the team events for the Fashion Merchandising and Retail Event. Sins said, "[the UH DECA students] were the strongest retailing students at the conference."

Attendees of the annual event were able to gain leadership skills, access jobs and internships while networking with industry professionals, and build lifelong relationships while in New York City. The trip was a once in a life time opportunity for many students. UH DECA members helped raise money to off set the cost of attendance through fundraisers, one of which included working at several of the Texans' football games are runners to ticket holder suites. For more information on UH's Collegiate DECA, email DECAUH@gmail.com.



L to R: Courtney Forey, Kayla Cline, Amanda Garcia, Mike Sins of Men's Warehouse, Ami Hazel, and Paige Olexa



UH student Nia Mitchell at Bloomingdale's.



DECA students and HDCS faculty members touring Bloomingdale's in NYC.

DEMSKI MAKES TOP TEN IN NATIONAL RETAIL FEDERATION HOLIDAY CARD DESIGN CONTEST.....

By Jamie Thomas

The Retailing and Consumer Science (RCS) program is pleased to announce Taylor Demski received honorable mention in the National Retail Federation's (NRF) holiday card design contest. Students who attend a current NRF University Member school were eligible to participate in the contest. "I was excited to find out I was selected as one of the top ten finalists

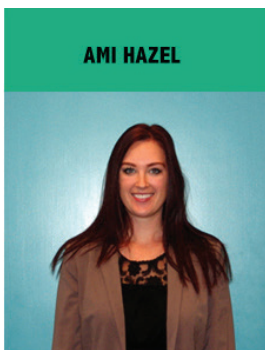


Taylor Demski's original design submitted for the NRF competition.

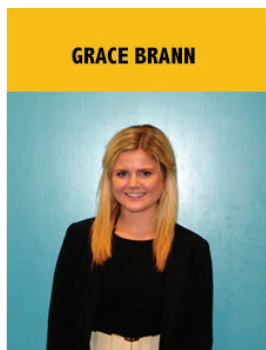
representing UH. I would encourage others to get involved by registering with NRF," Demski said.

Finalist designs were chosen by the NRF executive team, displayed online, and a poll voting system was set up via Facebook. Demski received an optional travel scholarship to attend Retail's BIG Show in 2015. For more information on the National Retail Federation please visit www.nrf.com.

MEET THE 2014-2015 DECA OFFICERS.....



AMI HAZEL



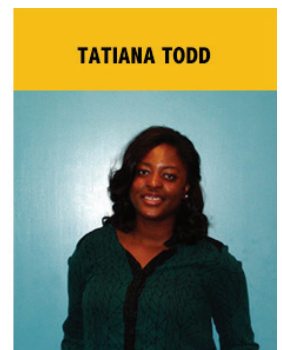
GRACE BRANN



GABRIELLE AGUIRRE



ASIA ALVAREZ



TATIANA TODD



AMANDA GARZA



KAYLA CLINE



ORLANDO HERRERA



DECA OFFICERS

RETAILING AND CONSUMER SCIENCE

DESIGN INSPIRATIONS COME FROM EVERYTHING.....



Dr. Chiara Colombi

By Jamie Thomas

Dr. Chiara Colombi is a Lecturer with the Human Development and Consumer Sciences Department. She brings both industry and academic experience to her courses here at the University of Houston. Design has been a big inspiration in her life and now influences her lectures.

When did you first know you wanted a career involving design?

I was born and raised in Italy where design has historically been an important cultural industry both on an economic and social level. In addition to this, important and worldwide known designers who have made design history are Italian. Design as a discipline has been only recently included in the university education. The first Design Program was launched in the early 90's at Politecnico di Milano, the most important Engineering and Architecture University in Italy, where I graduated in 2003. However, I

knew about the Design Program by accident, having heard a conversation between two design students waiting in line at the student secretary office. At that time I was already enrolled in the first year of the Civil Engineering Program at Politecnico di Milano but I was not completely satisfied as I was missing a broader creative approach that sciences like engineering often neglect. I decided to change my study program and to try the application to the Design Program, which seemed to offer both analytical and creative perspectives on the field of industrial production and consumption. I understood during my first Design studio class that I was in the right place. So, I would say it happened by accident but my search was driven by my natural attitude of combining economic and technological issues with a creative and humanistic-centered approach.

Where do you draw on your design inspirations from?

Design as a discipline and as a practice has a mediating role among different disciplines—from economics, to engineering, to humanities—being able to connect technology driven and market driven issues to cultural values. This allows the design practice to be connected with our daily life, defining not only the relations between individuals and products but also between individuals and places and among individuals within a society. That is why design inspirations are rooted in the observation and critical thinking on the context where we live. So I would say design inspirations come from everything.

What courses have you taught at the University of Houston?

In spring 2013, as a brand new lecturer of the Retailing and Consumer Science Program, I taught HDCS 4397 - Global Trend Research and Product Development, devoted on the understanding of a design approach to search, interpret and design the contemporary culture to create new products and services.

Since fall 2013 I have been teaching HDCS 3303 - Merchandising and Consumer Science, an extensive introduction to merchandising and retailing strategies and operations. For this fall, 2014, I am also teaching HDCS 4203 - Apparel Analysis, which focuses on the dynamics of the fashion industry, with a particular focus in the U.S. market.

What are some of the projects your students have worked on?

My teaching method always includes the development of case studies. In particular, in HDCS 3303 we are lucky to collaborate with Target in the development of new retailing solutions based on a brief that the company assigns us. In the past, students have been required to develop new solutions to implement the cross-channeling experience at Target. This semester they are working on the implementation of the CityTarget format, thinking about new target markets for big cities where urban consumers have different lifestyle and consumption habits.

In other courses, case studies still require a field research even if we don't directly collaborate with

UHS RETIREES ATTEND LUNCH AND LECTURE.....

By Jamie Thomas

The fall 2014 University of Houston - System (UHS) Retirees Lunch and Lecture was held October 14, 2014 thanks to UH Alumni Relations. The event was hosted in Shasta's Cafe. Attendees dined on lunch prepared by students.

Two academic programs were featured at the event, CLASS' s Culinary Workshop class taught by Ann Svendsen-Sanchez and

College of Technology's Master of Science in Global Retailing program. The group learned about the Global Retailing program through an interactive creative exercise designed to get them thinking about what all goes into marketing a product, much like what students experience in a class setting. Overall, the lunch and lecture was a success.



L to R: Dr. Mickey Hollis, Dr. Robert and Mrs. Williams, Mike Pede, and Dr. Shirley Ezell

a company. The aim is offering students the opportunity to apply their theoretical knowledge on the field, and so we move from the development of a new store display to a new merchandising plan, or to brand extension program to mention some of the projects.

How do you integrate concepts of design into the Retailing and Consumer Science courses?

The integration is done both on a methodological level and on content level. On the methodological level, I promote an interdisciplinary approach that includes quantitative and qualitative research on different fields and industries. Retailing and Consumer Science are interdisciplinary by definition so it is important that students are updated about the state of the art of economics, politics, technology and culture to understand how markets can be developed and products, services, and distribution are changing. It is then important to develop a critical thinking that

allows processing and verifying all of the data and defining possible new directions to innovate. As a result, on the level of content, I push the students to learn from every goods industry and business' best practice that can offer new perspectives and solutions. Many innovations come from transfer and cross-fertilization processes. Think about textile innovation developed for astronaut's suites to face the extreme living conditions in the space that then trickles down and are used by the fashion industry to innovate products of daily use. Scientific laboratories are full of brilliant innovations which don't have a market application. I do believe designers and merchandiser can work together to connect innovation and market through the development of smart products and services.

What advice would you give to current students seeking a career involving an aspect of design?

Curiosity and the desire to have a life-long learning experience are

essential in any field. This leads to the need of being a tireless researcher, looking for understanding the deep reasons of things and not being satisfied by the first answer you find. Having to deal with broad contents and many fields, it is important to build a solid knowledge and to demonstrate credibility and accountability for the decisions taken. So I suggest expose yourself to any learning experience and opportunity you might have: attending a new museum exhibition, reading an article, visiting a trade fair, browsing a new shop even if you are not interested in buying their products, or talking to students from another department. You can learn from the new and the diverse and the more you get exposed the more you are in touch with the contemporary culture which is the "place" where we live and work.

RETAILING AND CONSUMER SCIENCE

WHERE ARE THEY NOW: RCS ALUMNI SPOTLIGHT

Intro by Jamie Thomas

Graduates of the Retailing and Consumer Science program have used their degree and connections made while in the program to lead them many different places. Although a strong portion of graduates remain local here in Houston, some find themselves in careers that have taken them to places they never could of imagined while in school. Several have even found themselves in non-retail positions or have used their education . It all started with their education here at the University of Houston.



VIRGINIA LOWMAN
Beauty Assistant, Glamour Magazine



ADRIAN SORAPURU
Account Executive I Dell End User
Computing, Dell



MICHAEL FERNANDEZ
Visual Merchandising
Coordinator, Neiman Marcus



AYESHA SHAH
Production Coordinator, David Peck
USA



IAN BLAKE
Retreat Director, Massage Heights



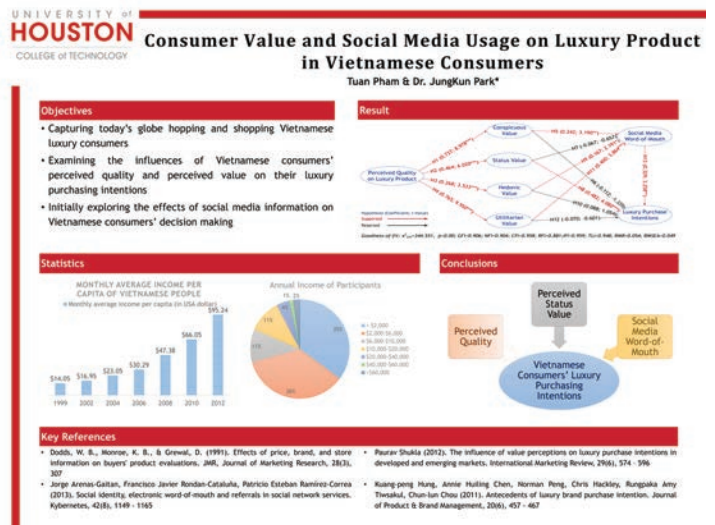
CHRIS GOINS
Store Manager, Tootsies

GLOBAL RETAILING STUDENTS PRESENT AT UH GRASP RESEARCH AND SCHOLARSHIP DAY.....

By Jamie Thomas

The University of Houston Graduate School hosted its 1st Annual Graduate Research and Scholarship Projects (GRaSP) Day on October 31, 2014 at the University Center on main campus. The event showcased a variety of graduate research-related activities across all disciplines, provided networking opportunities for graduate students, and celebrated the endeavors of UH graduate and professional students. The whole campus community was invited to attend the event.

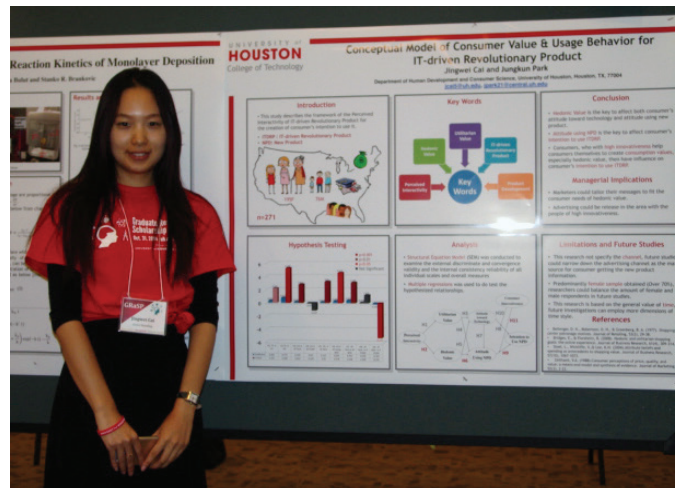
Three Global Retailing program graduate students Jiseon Ahn, Jingwei Cai, and Tuan Pham presented their research during the poster session. Dr. JungKun Park, Associate Professor in Human Development and Consumer Sciences, was the faculty advisor on all of the research. All three of the students had data centered around consumers. Ahn focused on connections to medial tourism while Pham analysed an effect of social media usage. Cai’s research examined the impact of IT on consumer value and usages.



Tuan Pham’s research on “Consumer Value and Social Media Usage on Luxury in Vietnamese Consumers” as presented at GRaSP Day.



Jiseon Ahn presented “User-Generated Contents and Medical Hotel” at GRaSP Day.



Jingwei Cai presented “Conceptual Model of Consumer Value and Usage Behavior for IT-driven Revolutionary Product” at GRaSP Day.

UH EXPERTS AVAILABLE TO DISCUSS THANKSGIVING DAY SHOPPING.....

By Jeannie Kever

Love it or hate it, Black Friday has inexorably pushed into Thanksgiving Day, and the 2014 holiday shopping season shows no signs of slowing down.

Several UH faculty members are available to discuss the good, the bad and the ugly of this trend.

Jungkun Park, associate professor of Human Development and Consumer Sciences in the University's College of Technology, says the reason is simple: sales. For many retailers, as much as 40 percent of sales take place during the holidays, he notes. Perhaps more important, online sales are growing every year.

"Everything is compressed. At the same time, they are trying to give consumers more convenience," he said. And while some stores have insisted they won't open on Thanksgiving Day – perhaps promoting the decision as a sign of

social responsibility and a gift to their employees – Park said that ultimately, "the trend is extended hours."

Betsy Gelb, a Bauer College marketing professor, suggests that multi-channel marketing among retailers will continue to bring in



Photo courtesy of Dr. Marcella Norwood

revenue throughout the holiday shopping season.

"Black Friday has merged the expectation of bargains with the fact that everybody likes holidays – and it has become a holiday in its own way, the only one focused solely on shopping," said Gelb, who spe-

cializes in marketing strategy and advertising.

Andy Hines, coordinator of the College of Technology's Foresight Program, suggests the mixed emotions with which Americans – and even retailers themselves – have greeted the rush to open on Thanksgiving Day indicates that we are no longer a monolithic society, if we ever were.

Hines, who wrote about changing consumer habits in his 2012 book "ConsumerShift: How Changing Values are Reshaping the Consumer Landscape," says people with traditional values are likely the most upset with the drive to move up shopping to Thanksgiving Day, feeling "we're mucking with tradition."

"The moderns, the big drivers of consumption, are happy to have more commerce from a personal and economic perspective," he said, while the "postmoderns" are likely to be a bit amused by it all.

CERTIFICATE PROGRAM HELD IN BRUSSELS.....

By Jamie Thomas

The Certificate in Strategic Foresight, offered through the University of Houston, was held again at the Destree Institute in Brussels, Belgium. To the right are the most recent attendees, along

with Dr. Peter Bishop. The five-day seminar was held in June 2014. For more information on upcoming certificate sessions, please visit <http://www.uh.edu/technology/programs/graduate/foresight/>.



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