

# HDCS OUTLOOK

FALL 2019 NEWSLETTER

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## A MESSAGE FROM THE HDCS CHAIR

Greetings to our Cougar family! I am happy to report that your faculty, students, and staff have been busy making significant impacts in their collective work. In this newsletter, you will meet our newest faculty and staff team members, hear about some of our department's signature events, and learn about important achievements from our faculty and students. I am so proud to lead this creative and energetic team to new heights!



Dr. Holly M. Hutchins

As my own update, I continue to focus on creating value with and among our people, purpose, and place. Our faculty and staff came together in early September for an immersive, day-long retreat hosted at the Collaboratorium, a unique active-learning space located at the West Institute campus of Houston Community College, for conversations about our value and destiny. Through an appreciative inquiry process, we

confirmed that our “positive core” included cultivating students and our research through our strong industry connections, inspiring new ideas through an entrepreneurial culture, and maintaining a strong teaching ethos both in-person and through our virtual classes. We also began to dream about the next few years. Our program leaders are busy identifying possibilities for growth in our programs, our offerings, and our personnel at our central and Sugar Land campus locations. I look forward to reporting more on our future as these ideas take shape. We will also engage our students, advisory boards, and alumni around these possibilities. So, if you have some ideas to share, please contact your faculty or me directly ([hmhutchins@uh.edu](mailto:hmhutchins@uh.edu)), as I am always happy to hear from you.

Our updates to the Cameron Building continue to progress. We are close to completing our lobby renovations and our 2nd floor now has new furniture and (soon) several electrical outlets to accommodate our student's growing need to plug in.

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# RETAILING & CONSUMER SCIENCE

## GLOBAL RETAILING PROVIDES UNMATCHED OPPORTUNITIES

By: Matt Oltremari

The global retailing master's degree program at the University of Houston welcomed the first cohort of students in fall 2013. Over the past several years, the program has offered students unmatched opportunities to learn new strategies, gain deeper insight in the global marketplace, and prepare to successfully operate and lead retail businesses.

Over the course of their 30 credit hour studies, students examine the worldwide dynamics and impact of multi-cultural consumer behavior, data analytics, profitability, financial models, and channel strategies.

The program goes beyond teaching theory to practical applications. "Speakers who are actually working in that economy combine their talents with the faculty in the program to give up-to-date experiences," says Dr. Marcella Norwood, associate professor and coordinator of the global retailing graduate program. "Students explore cross-cultural trends in retail management, including

international product sourcing and distribution, applied retail market research and evaluation, and international trade regulations."

"Growing across cultures is an eye-opening experience for students," adds Norwood. "Examining how cultures learn to relate to one another is a relative position that determines how people view one another. This is important to working well across cultures. Learning aspects of cultures in many different countries is a big part of this program."

For more information about the Global Retailing program, visit [uh.edu/cot/ms-gr](http://uh.edu/cot/ms-gr) or contact Dr. Marcella Norwood, at [mnorwood@uh.edu](mailto:mnorwood@uh.edu) or 713-743-4125.

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Global Retailing

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## RETAILING STUDENTS BENEFIT FROM ENDOWED SCHOLARSHIP

By: Matt Oltremari

Congratulations to the 2019 recipients of the endowed **Anthi-Callicut-Gore Scholarship: Maria Chicaia, Ja'Lisa Jones, Kimberly Lopez, Sydney Morgan, Lawrence Shen, and Tiana Spencer!**

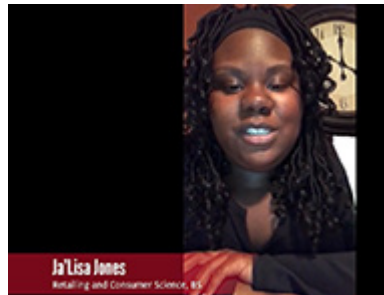
The scholarship was established in recognition of three

former University of Houston professors, Fay Anthis, Laurie Callicut, and Blanche Gore, and annually supports multiple Retailing and Consumer Science students. Recipients are selected on basis of need and scholastic standing.

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# RETAILING STUDENTS BENEFIT FROM ENDOWED SCHOLARSHIP

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## FACULTY SPOTLIGHT: DR. OLIVIA JOHNSON

By: Matt Oltremari

In fall 2019, the retailing program in the Department of Human Development and Consumer Sciences (HDCS) welcomed Dr. Olivia Johnson as a new assistant professor for the retailing and consumer science (RCS) undergraduate program and global retailing graduate program.

Dr. Johnson previously served as assistant professor at Texas State University and as a course instructor at Auburn University and Central Washington University. She holds a Ph.D. in consumer and design sciences and an M.S. from the department of consumer behavior from Auburn University in Auburn, Alabama. She received her B.S. in electrical engineering, with minors in math and computer science, from Florida A&M University in Tallahassee, Florida.

Dr. Johnson's research focuses on the socially responsible consumption behavior of millennial consumers and social networks created by social movements on social media. She has presented her research at a variety of conferences, such as the American Collegiate Retailing Association and the International Textile and Apparel Association Conference and has been published in journals such as the Journal of Consumer Behavior and Social Media and Society.



Dr. Olivia Johnson

Welcome to the University of Houston, Dr. Johnson!

# RETAILING & CONSUMER SCIENCE

## WHAT IS DECA?

## IT'S MORE THAN A "CLUB"...IT'S AN ADVANTAGE.

By: Loren Gordon

Have you heard of DECA? What is it? According DECA's website, its core mission is to "prepare emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe."

This opportunity is a great compliment to your education. By joining DECA, you will be recognized by organizations for your commitment to being better than average because DECA's Collegiate Division has 15,000 members in 275 colleges and universities.



DECA Inc. is a 501(c)(3) not-for-profit student organization with more than 215,000 members (with its high school chapters) in all 50 United States, the District of Columbia, Canada, China, Germany, Guam, Mexico, Puerto Rico and Spain.

It is a respected brand to highlight who you are in a big way! DECA is nationally associated with students who are tomorrow's future leaders. The United States Congress, the United States Department of Education and state, district and international departments of education authorize DECA's programs.

### DECA Benefits:

- Scholarships

- Extend learning beyond the classroom by participating in community-based events
- Gain a competitive edge in the global job market
- Develop strategic decision making and project management skills
- Network with business and industry experts and nearly 15,000 students and advisors
- Earn awards and recognition through competition and leadership action
- Internship and Employment Opportunities

### Participating companies and organizations include:

- Association of International Certified Professional Accountants
- Hilton
- Intuit Education
- Marriott International
- Men's Wearhouse
- NAPA Auto Parts
- National Apartment Association Education Institute
- National Retail Federation Foundation
- Publix
- Universal Orlando Resort
- Walgreens

Most of all DECA is fun, and it gives students a chance to develop a collegiate experience. Members enjoy an opportunity to develop relationships and connections with persons through Collegiate DECA's unique campaigns.

If you are a student and interested in joining Collegiate DECA at the University of Houston, please email us at [decauh@gmail.com](mailto:decauh@gmail.com).

Follow DECA on social media for additional information:

\* DECA Information  
retrieved from DECA.  
org

Social media image designed  
by BiZkettE1 / Freepik



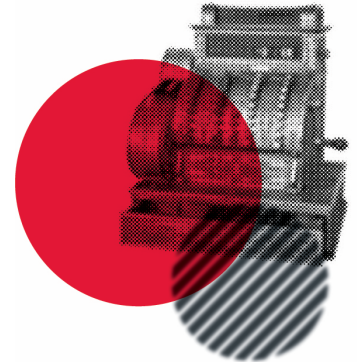
# SALUTE TO RETAIL LUNCHEON SET FOR SPRING 2020

By: Matt Oltremari

Members of the Houston-area retail community will gather on Tuesday, April 16, 2020 at The Briar Club for a Salute to Retail - Past. Present. Future. The luncheon, hosted by the University of Houston (UH) College of Technology, will highlight the past, present, and future of retail and honor companies who represent those eras.

PAST.  
**PRESENT.**  
FUTURE. A SALUTE TO RETAIL

Co-chaired by Tony Bradfield, Leisa Holland-Nelson, Norman Lewis and David Peck, Salute to Retail will benefit the UH retailing and consumer science and global retailing programs by providing program funds and student scholarships through the Star Endowment. Honorees at the 2020 luncheon will include Foley's/Macy's, Tenenbaum Jewelers, and Kroger.



Various sponsorship packages, table purchases and individual tickets are available. For information and to make a commitment, visit [uh.edu/technology/giving/salute](https://uh.edu/technology/giving/salute). For questions, email Matt Oltremari at [maoltremari@uh.edu](mailto:maoltremari@uh.edu) or call 713-743-9017.

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# HUMAN RESOURCE DEVELOPMENT

## DAVE ULRICH: HOW TO CREATE VALUE THROUGH HR

### TRENDS IN ORGANIZATIONAL TRANSFORMATION HIGHLIGHTED AT EXECUTIVE HUMAN RESOURCE DEVELOPMENT EDUCATIONAL EVENT

By: Marilyn Jones

Dave Ulrich, Rensis Likert Professor of Business at the Ross School, University of Michigan was the featured presenter at the UH College of Technology Executive Human Resource Development program luncheon, October 8.

The University of Houston Executive Human Resource Development program connected with human resource coach and consultant, Dave Ulrich, the featured presenter for the University of Houston Executive Human Resource Development luncheon. Attendees of a luncheon held on Tuesday, October 8, at the Marriott Marquis Houston included UH College of Technology human resource development students, faculty, the program's advisory board members, alumni, and industry professionals. In his presentation, *Creating Value through HR*, Ulrich defined why leadership matters and shared specific insights into building organization capabilities, better teams and leaders.

Making the right investment in HR matters. Ulrich said that the dominate assumption in HR is solely about the employee and that is a bias that needs to be broken. "We are becoming more strategic in that it is linked to the overall strategic vision. Key stakeholders are not just inside the company or organization. Because the world is changing, successful HR teams also turn their attention toward the key stakeholders who are external to the company – business investors, customers, and communities where we live and work. This 'outside in' approach ultimately delivers more value to customers and communities," he said.

Ulrich spoke about how to transform and deliver HR services to be more valuable by changing from strict traditional business hierarchy, rules, and models toward creating and designing organizations that have agility. He challenged the audience to think about creating the right organization first and then the talent - bringing the right

people into the organization, investing in their development, and gaining commitment. "An investment in the right organization and systems quadruples the impact on business results versus people and talent, he noted. Leadership intersects talent and creates the right organization," Ulrich said. Analogous to sports, 80% of the time it's the teamwork that brings the best results. He cited examples of how 20% of the time the leading scorer is on the team that wins the championship. Commenting on leadership, Ulrich said, "People watch their leaders and pay attention to what they do; and, effective leaders build the strategy, set an agenda, have execution ability, manage people, and have personal proficiency."

"This was a flawlessly executed educational event," said Tracie Shavrnock, recruitment manager, for talent and diversity at Motiva. "I intend to bring his insightful suggestions into future conversations with our leadership. The experience was extremely enriching."



Dr. Dave Ulrich

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# DAVE ULRICH: HOW TO CREATE VALUE THROUGH HR

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Also, impressed by the authenticity and openness of Ulrich's presentation, Shannon Polite, senior manager, Human Resources, Diversity and Inclusion Strategy at Fluor said, "I loved how he discussed the evolution of the HR practice, and how important it is for HR professionals to keep growing and deepening our contributions to our organizations, especially from an 'outside-in' approach. Now, instead of simply waiting for the organization to set

the strategy, HR is called to be co-creators of the strategy. Having read many of Dr. Ulrich's books over the years and agreeing with many of his points of view, it was a 'bucket list' opportunity to have been up close and personal with him," she added.

*A fellow in the National Academy of Human Resources, Dave Ulrich is the Rensis Likert Professor of Business at the Ross School, University of Michigan and a partner at the RBL Group, a consulting firm focused on helping organizations and leaders deliver value.*

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## FACULTY SPOTLIGHT: DR. TOMIKA GREER

By: Matt Oltremari

The Department of Human Development and Consumer Sciences (HDCS) would like to congratulate Dr. Tomika Greer for her recent promotion to assistant professor in Human Resource Development (HRD) and coordinator of the HRD undergraduate program.

Prior to her appointment as assistant professor, Greer served in various roles within the College of Technology and HDCS, including lecturer of computer information systems (2010-2011), HRD undergraduate program manager (2011-2014), visiting assistant professor of HRD (2011-2015), and associate instructional professor of HRD (2016-2019).

Dr. Greer's research focus areas include career development for women and special populations, human

resource development competencies and curriculum, student development and school-to-work transitions, and work-family integration.

Greer received her B.S. in chemical engineering from North Carolina State University, a master of education in instructional technology from Texas Tech University, and a Ph.D. in educational human resource development from Texas A&M University.



Dr. Tomika Greer

# HUMAN RESOURCE DEVELOPMENT

## SSHRD - A TESTIMONY

By: Jami Giandelone, Stephanie Barrera, Daniel Garcia,  
Zoya Zaidi, Alisha Juarez & Thao Hoang

The Student Society of Human Resource Development (SSHRD) - A student organization that's primary purposes are to expand the knowledge of human resource development (HRD) and provide skills and opportunities for networking, career development, and everyday life. We strive to hold high, professional standards while enjoying the connections within our organization and the Houston community. We are not only comprised of HRD students, but rather students who come from a variety of different majors and backgrounds. We welcome all diversities in order to create a holistic and inclusive family. Our organization has grown immensely this semester and we are so grateful that UH students are becoming more interested in our organization. SSHRD continues to grow with UH pride each semester. During a semester as a SSHRD member, you can expect to attend corporate visits, socials, volunteering events, and fundraising events. The breakdown is as follows:

**Corporate Visits:** Attending corporate visits allows a member to learn about companies of different backgrounds, while having the opportunity to network with HR professionals. This gives our members the potential of obtaining future internships and/or job opportunities.

**Socials:** We create social events in order to connect with our members, while taking a break from the everyday

school life that can oftentimes get hectic. Some social events include Top Golf, Pinot's Palette, and bowling on the UH campus.

**Volunteering Events:** The Houston community is important to us, so we like to give back by volunteering. Our organization volunteers at the Houston Food Bank, The Beacon homeless shelter, and at various volunteering events that UH has to offer on campus.

**Fundraising Events:** We plan fundraising events to help create revenue for SSHRD. We always appreciate the generous support that our members provide in order to make SSHRD the best organization ever! Our all-time favorite fundraising event is one that we do at Pistolero's every semester!

Being a member of SSHRD is more than just another checkbox on your résumé. It is a chance to be a part of a UH family that has an unrivaled level of passion, commitment, and inclusiveness. Even if you are slightly interested in joining our amazing organization, feel free to reach out to us for any questions or connect at [sshrd.uh@gmail.com](mailto:sshrd.uh@gmail.com). So, join us in continuing to grow our organization and making lifelong connections and wonderful memories!

With love always,

Your SSHRD Team

**SSHRD** *Student Society of  
Human Resource Development*





# KHAN SELECTED AS COMMENCEMENT BANNER BEARER

By: Matt Oltremari

University of Houston Human Resource Development student, Aiman Khan, was selected to serve as the College of Technology banner bearer for the fall 2019 commencement ceremony on Saturday, December 14. The banner bearer honor is traditionally given to the college's highest performing student among the graduates. Khan certainly fits that mold, having carried a 4.0 grade point average throughout her time as an undergraduate.

"I am delighted that Aiman has been selected as the College of Technology banner bearer for this fall's commencement," said Dr. Tomika Greer, assistant professor and coordinator of the human resource development undergraduate program. "This well-deserved honor is a testament to her hard work and commitment to excellence in her studies. Her accolades are not limited to the classroom, as she has actively participated in several community volunteer activities that complement her degree in human resource development."

"I am truly honored to represent College of Technology as the banner bearer," notes Khan. "It is extremely rewarding

to be recognized with the highest GPA in my graduating class and a very proud moment for not only me, but also my family and friends who have been my biggest cheerleaders in this journey. I believe, sometimes all you need is dedication and a good support system to help you achieve your goals."



Aiman Khan

"Congratulations to Aiman! She is a stellar representative of our College," added Greer.

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## FACULTY SPOTLIGHT: DR. DAIANE POLESSELLO

By: Matt Oltremari

Dr. Daiane Polesello has joined the faculty in human resource development (HRD) in the Department of Human Development and Consumer Sciences (HDCS) as instructional assistant professor and internship coordinator for HRD.

Polesello completed her Ph.D. in organizational leadership, policy and development from the University of Minnesota – Twin Cities in 2018. She also holds an MBA

(with a minor in international business) from University of Blumenau (FURB) in Brazil, a professional master of business administration (MBA) with a minor in marketing from Fundação Getúlio Vargas in Brazil,

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Dr. Daiane Polesello

# HUMAN RESOURCE DEVELOPMENT

## FACULTY SPOTLIGHT: DR. DAIANE POLESELLO

*(Continued from previous page)*

and a bachelor in business administration (minor in international trade) from Faculdade Decisão in Brazil.

A global HRD professional, Polesello has lived in four different countries in the last 12 years. She is a specialist in

expatriate adjustment and career development.

Prior to her position as instructional assistant professor in HRD, Polesello held a staff position as program manager for the Executive Human Resource Development master's program.

Welcome to the HRD faculty, Dr. Polesello!

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## HRD HONORS STUDENT SUCCESSFULLY DEFENDS THESIS

By: Dr. Holly Hutchins

Jennifer Flores, undergraduate honors student - Human Resource Development (HRD), successfully defended her thesis "Overcoming Imposter Phenomenon in Academic Faculty: Using Cognitive Processing Therapy to Address Distorted Perceptions" under the supervision of Dr. Holly Hutchins (professor and thesis advisor) and committee members Dr. Consuelo Waight (associate professor and HRD graduate program director) and Dr. Stuart Long (engineering professor and associate dean for undergraduate research, Honors College).

In her study, Jennifer assessed the efficacy of a developmental workshop to assist faculty members to identify and challenge their imposter cognitions. Results of the study will be submitted to an HRD conference and peer-reviewed journal for publication.

Jennifer is a human resource analyst at the University of Houston.

Congratulations, Jennifer, in becoming the HRD program's first Honors student and for your important contributions to evidence-based practice!



(L to R): Dr. Holly Hutchins, Jennifer Flores, and Dr. Consuelo Waight

# FORESIGHT

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## ANDY HINES APPOINTED AS FELLOW AT CENTER FOR STRATEGIC FORESIGHT

By: Dr. Andy Hines

Dr. Andy Hines, assistant professor and coordinator of Foresight graduate program, was recently appointed to be a Fellow and participate in a conference celebrating the new Center for Strategic Foresight at the Government Accountability Office (GAO). As a Fellow, Hines will participate in GAO Center conferences, webinars, and surveys, and will be on-call to provide informal advice as needed.

The September 10, 2019 conference focused on critical issues confronting policymakers today, with an emphasis on two topics -- the **management of space policy** by government and the private sector, and the **growing use worldwide of “deep fake” synthetic media** to manipulate online and real-world interactions.

Gene Dodaro, Comptroller General of the United States

and the head of GAO, opened the conference. “The Center for Strategic Foresight helps to keep us agile by encouraging creative and critical thinking on the latest trends facing government and society,” stated Dodaro. “Our goal is to stay focused on Congress’ top policy priorities and to help prepare policymakers for future challenges.”



Dr. Andy Hines

The new center opened with nine fellows from academic and industry backgrounds around the country, who will spend the next year studying issues just over the horizon.

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## HANNAH KIM WINS 2019 STUDENT RECOGNITION COMPETITION

By: Dr. Andy Hines

It is a great pleasure to announce that recently-graduated Houston Foresight master’s degree student, Hannah Kim, won the Master’s category for the year’s Association of Professional Futurists (APF) Student Recognition Competition. She entered her Framework Foresight project on “*The Future of Coffee in China.*” The central question Hannah considered was: “What will the future of coffee look like for Starbucks in China?”

Hannah will receive a Certificate of Achievement from the Association of Professional Futurists. She also has a

choice of a two-year Student Membership in APF, or the registration fee (excluding residency) for one APF meeting within two years of the award.

Congratulations, Hannah!



Hannah Kim

## LAURA SCHLEHUBER JOINS HOUSTON FORESIGHT

By: Dr. Andy Hines

Houston Foresight alum and Certificate Instructor, Laura Schlehuber, has joined the Houston Foresight program to direct our growing research program.

We are super excited to have someone with Laura's experience onboard. She graduated from the program in 2014, where she brought futures thinking to Ernst & Young. A few years later, it was time to move from organizational to consulting futurist so she joined fellow alum Christian Crews at Kalypso.

She began teaching in the Foresight Certificate boot camp around the same time and the program is thankful

to have the opportunity to take advantage of her talents full-time. The Foresight research program has been steadily growing and should benefit tremendously from Laura's leadership. She will help in other opportunity areas as well, as time permits.



Laura Schlehuber

Welcome to the full-time Houston team, Laura!

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## ALUM MARIA ROMERO JOINS KNOWLEDGEWORKS

By: Dr. Andy Hines

Alum Maria Romero is joining the Strategic Foresight team at KnowledgeWorks as a Senior Manager. Maria is a professional futurist with expertise in strategic foresight, project management, and communications.

She has been consulting with a variety of clients, including corporate, government, academic, and non-profit organizations. Those include KnowledgeWorks, where she contributed to the creation of our forthcoming forecast on the futures of young children and their families, and the UH Foresight program, where she led and managed foresight research projects and co-designed and facilitated foresight engagements.

At KnowledgeWorks, she will be making key

contributions to their strategic foresight work through a focus on strategic foresight research and publication development and the execution of project and client deliverables. She will also take on some operational and project management activities for the team and will contribute to communications related to the future of learning.



Maria Romero

# A MESSAGE FROM THE HDCS CHAIR .....

*(Continued from first page)*

I commissioned a space committee to review how we might reimagine some of our current classroom and meeting spaces to mirror that of contemporary instructional settings, so our students can learn in comparable spaces that they will inhabit as professionals. From simulations to active learning spaces, we are committed to providing a world-class learning environment for our students. I often say that “you cannot do technology without us!” and that means that our programs—Foresight, Retailing, and Human Resource Development—equip students with the leadership

competencies to add immediate value in their professions. The technology may exist, but you need people to identify the emerging trends, market products, and develop human resource capability to distribute these products to consumers.

As we transition into the holiday season, I wish you and your family (four-legged members as well!) a restful time. I am thankful for our team and for your support.

*Holly*

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COLLEGE of TECHNOLOGY  
Department of Human Development  
& Consumer Sciences

Outlook is published by the Human Development and Consumer Sciences Department as a means of informing the HDCS community about departmental and campus news.

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713.743.4110 [hdcs@uh.edu](mailto:hdcs@uh.edu)  
Dr. Holly Hutchins - Interim Department Chair

### **ENDOWMENT OPPORTUNITIES**

Contribute to our permanent endowment, which provides long-term support for student scholarships and HDCS program enrichment. To find out how you can help, contact Margarita Perez Frinsco at [mperez47@central.uh.edu](mailto:mperez47@central.uh.edu).