

HDCS OUTLOOK

SPRING 2014 HDCS NEWSLETTER

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RETAILING AND CONSUMER SCIENCE STUDENTS COMPETE IN TARGET CARTWHEEL CASE STUDY.....

By Jamie Thomas

The Retailing and Consumer Science (RCS) program was pleased to team up with Target again this semester for an opportunity to award students grant monies. Students in the HDCS 3303 and 3380 courses were directly impacted by working together on the Target Cartwheel Case Study project.

At the end of the semester students presented their Cartwheel ideas to representatives from Target. Then they were able to receive feedback on the concepts presented before the winners were announced. This semester the award was \$2,000 and the grant was divided among three winning student teams.

HRD FACULTY RESEARCH SHEDS LIGHT ON CONFIDENCE OF NEW MOTHERS



Dr. Tomika Greer

By Marilyn Jones

to examine new mothers' confidence upon their return to the workforce.

Companies have produced formal policies and programs, such as flex work, that support employees facing personal

Dr. Tomika Greer, visiting assistant professor and program manager of Human Resource Development at the University of Houston has collaborated with faculty from Northeastern University in Boston to report the result of surveying nearly 900 working women following the birth of their first child

challenges, tending to elderly family, caring for sick children, and mothers returning from maternity leave. However, Dr. Greer and her colleagues found that while formal policies were appreciated, informal interactions with managers and coworkers contributed to women's decisions about leaving or staying in their specific work environments. Ultimately, managers who provide support to the returning mother have a positive impact upon her confidence in her competence both at work and at home, which is a key factor for her staying in her job.

The research paper will be presented during the Society for Industrial and Organizational Psychology (SIOP) conference in Honolulu, Hawaii, May 15-17, 2014.

FORESIGHT ALUMS PUBLISHED IN *THE FUTURIST*

By Andy Hines

The November-December issue of *The Futurist* published Rob Bencini's (certificate grad '10) latest article, "The End of Public Promise? Government and the Pension Deficit Disorder." In it, Rob explains how generous public employee retirement benefits are devouring government budgets, and what will happen if nothing is done. One of the starkest examples is the Texas Employees Retirement System, which is supposed to pay out \$133

billion between now and 2045, but which currently has only \$11 billion. Check out the article and the crazy budget figures here.

The Futurist also named Jim Lee's (Master's alum '07) post "Investing in the Future of Regenerative Medicine" as one of this year's stand out blog posts!

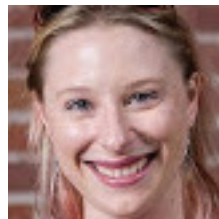
Jim discusses a few of the cutting edge companies involved in regenerative medicine and the therapies they may offer. Some of the highlights include Osiris Therapeutics,

the makers of Graphics, a cellular mesh "band-aid" containing stem cells and growth factors that stimulate tissue growth while reducing swelling, infection, and scarring; and Organovo, who are focused on 3D bio printing tissues without the use of scaffolding.

For a full list of *The Futurist's* most popular stories and stand out posts of 2013, click here.

Congratulations Rob and Jim!

FUTURE OF MONEY TV SERIES FUNDED



Heather Schlegel

Belated congratulations to our own Heather Schlegel! As of November 1st, she's raised \$37,235, surpassing her original

Kickstarter goal of \$35,000 for the Future of Money TV series (here's the original post about the series).

I asked Heather what she had to say about this amazing accomplishment.

Heather – "It was an amazing, wild, white knuckle ride. This was the hardest thing I have ever attempted (so far) and I could not have done this without each and every person who backed the project, wrote about it, tweeted and otherwise helped get the word out. I am looking forward to an amazing collaboration with my 302 backers to

make the Future of Money TV series awesome.

Thanks to everyone, we have accomplished the first milestone of the project and have completed the beginning!"

Bravo, and what an exciting achievement for the futures community!

By Andy Hines

GROWING INTEREST IN THE FORESIGHT PROGRAM

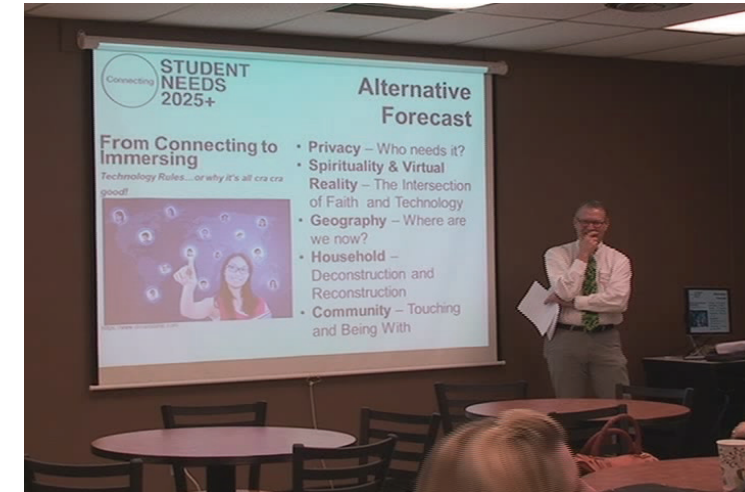
By Andy Hines

Each semester since 2010, we've been tracking inquiries into the Foresight program. We capture student inquiry information in a spreadsheet and make sure a faculty member and the graduate assistant follows up with the potential student, answering any questions and helping

guide that person to the information they need. We're happy to note that this fall we had a record number of 39 inquiries! What a positive trend to kick off 2014!

For more information about the Foresight program, please visit <http://www.uh.edu/technology/programs/graduate/foresight/>.

STUDENT NEEDS 2025+



Jim Breaux, current Foresight program student, outlined the steps to alternative forecasting.

By Katie King

Cultivate personal brands. Ask questions that artificial intelligence can understand. Hack your way into effective activism. In the year 2025, students will need to be skillful in these areas, according to an assembly of researchers in the University of Houston Foresight program who are working to answer a simple question: could changes in student needs alter what higher education will provide by 2025 and beyond?

On March 1, 2014 the research teams presented at the Foresight program's Spring Gathering, and shared preliminary findings to about 30 alumni and students.

Student Needs 2025+ is a six-month project in which twenty University of Houston faculty, alumni, and students are using Houston's Framework Foresight process to produce forecasts of future student needs and identify

the implications and issues they suggest for higher education. The teams are exploring how students will be living, learning, working, playing, connecting, and participating in the future.

The work was commissioned by the Lumina Foundation, a

leading higher education foundation with a goal of raising higher educational attainment levels from 40% today to 60% in 2025.

After seeing the presentations at the gathering, Hines was struck by how lines between the six categories will blur in the future. For instance, "Play is a recurring theme in all six domains. It's changing from a stand-alone, structured activity to being a part of everything." He says the trends show that "we don't go play a

game, because it's all a game." He also noted the emergence of a strong recurring theme: "Technology is moving from an accessory to being an essential component woven in the fabric of student life," he says. "It will be so integrated that students will have a hard time imagining life without it."

Video of the March 1 presentations, scan hits, analysis, and interviews with the researchers can be found on the Houston Foresight blog (houstonforesight.org), Twitter feed (@houstonforesight), and at #studentneeds2025.



During the spring gathering, Foresight student Laura Schlenhuber spoke on the importance of scheduled play and its role in baseline forecasting.

MEET SOME OF OUR STUDENTS.....



ADINA FILLINGHAM

By Adina Fillingham

My name is Adina Fillingham and I currently live in Memphis, Tennessee. I am originally from Romania but relocated to the United States four years ago after I graduated from college.

While pursuing my undergraduate studies in Philosophy, I took journalism and social communication classes where I was exposed to primary and secondary market research. My passion for market research bloomed

while working for a student magazine during my student years in Romania. I decided to join the Foresight program to learn qualitative and quantitative techniques to analyze data, to identify trends and futures, and to develop invaluable skills that will help me in my future career.

This is my second year attending the program. My favorite courses so far have been: Advanced Strategies for Futures Planning and Statistics. I currently work for an international commodity company Louis Dreyfus Commodities Co.



JASON SWANSON

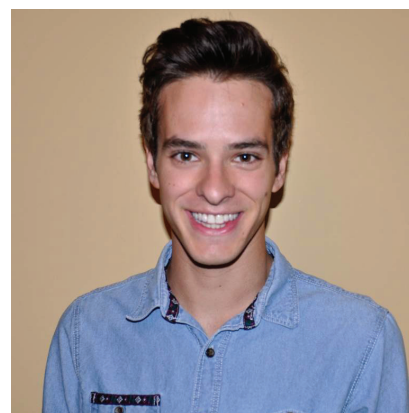
By Jason Swanson

Jason Swanson is a Futurist and Market Research Analyst for the Pennsylvania Leadership Charter School. He currently lives in Pittsburgh, PA, and is a student member of both the World Future Society and the Association of Professional Futurists, and was one of the featured speakers

on the 2012 Best of Houston Panel at the World Future Society Conference.

When not pursuing his interest in Foresight, Jason can be found teaching martial arts, searching for a new place to eat, working on some art, or traveling.

FORESIGHT STUDENT INTERNING WITH UNESCO



By April Koury

Congratulations to current student Mackenzie Dickson! As of April 2014, Mackenzie has moved to Paris to begin an internship with noted futurist Riel Miller at UNESCO in the Section of Foresight under the Bureau of Strategic Planning.

According to Mackenzie, his first day consisted of editing translations, lunch, and chocolate tasting with

Belgians, executive board meetings with hundreds of ambassadors and delegates deliberating for hours, and a late night round of philosophizing with Riel Miller and our own Dr. Bishop, who happened to be in Paris. We hope for equally thrilling days ahead for Mr. Dickson!

FORESIGHT PROGRAM CONTINUES TO HOLD CERTIFICATE IN STRATEGIC FORSIGHT PROGRAM.....

Dr. Peter Bishop and Dr. Andy Hines just completed the 11th version of their Certificate in Strategic Foresight at the University Hilton last week. The Certificate program is a five-day summary of the Master of Science degree in Foresight that moved to the College of Technology from the University of Houston-Clear Lake in 2005. Founded in 2009, the Certificate program has introduced over 350 working professionals to the theories, methods and tools taught in the Foresight program at the University of Houston.

Participants in this month's sessions came from all over the United States and from Canada, Mexico, Pakistan and Singapore. Dr. Bishop and Dr. Hines will travel to Brussels next month to offer the third course there sponsored by the Destree Institute in Namur, Belgium. Dr. Bishop has also offered versions of this course outside the U.S. in Curitiba, Brazil and Ottawa, Canada and inside the U.S. in Michigan and Virginia. The

ultimate objective is to equip professionals who have foresight responsibilities with the tools and techniques that graduates from the Master's program learn in pursuit of better futures for their employers and clients.

The next Certificate in Strategic Foresight will be offered, June 2nd-6th in Brussels, Belgium. For more information, contact, PilippeDestatte at the Destree Institute - destatte.philippe@institut-destree.ed.



Dr. Andy Hines notes participants' comments during a morning session of the certificate program.



Course participants of the May 2014 Strategic Foresight Certificate Program.

BREAUX BANNER BEARER FOR COLLEGE OF TECHNOLOGY DURING SPRING COMMENCEMENT.....

By April Koury

University of Houston Foresight's own Jim Breaux was selected to represent the Graduate Programs in the College of Technology as the Banner Bearer for the Spring 2014 Commencement Ceremony on Saturday May 10th.

When informed of the college's selection, Dr. Hines had this to say:



Jim Breaux receiving his award from Dr. Rupa Iyer and Carlo Deason.

"Indeed, I can think of no more appropriate banner bearer for the college than Jim. He's been doing it for us in the Foresight program since he joined. While we are very pleased to see him graduate, his presence will be missed as a student. Fortunately, he'll be joining us an Adjunct Faculty in the Fall – he won't get away that easily!"

Congratulations Jim!

UH FACULTY AND STUDENTS ATTEND THE ACADEMY OF HUMAN RESOURCE DEVELOPMENT CONFERENCE



Jay Clancy (President of Strategic Ascent), Dr. Holly Hutchins (Associate Professor in HRD), Dr. Marcella Norwood (Department Chair of HDCS), Dr. William Fitzgibbon (Dean of the College of Technology), and Dr. Rupa Iyer (Associate Dean for Research and Graduate Studies, College of Technology)

By Tomika Greer

The 21st Annual Academy of Human Resource Development (AHRD) Conference was held in Houston, Texas on February 19-23, 2014. AHRD is a global organization of scholars and reflective practitioners whose mission

is to lead the HRD field through research. Dr. Holly Hutchins, who currently serves on the Board of Directors for the Academy of Human Resource Development, was instrumental in assisting with its planning.

More than 440 people attended the conference, leading the Human Resource Development

with graduate students from other universities to discuss research and learn from established scholars. Dr. Consuelo Waight served as a coordinator and Dr. Tomika Greer served as a support faculty member during the Emerging Research class.

UH alumni and faculty members gave 10

Field through Research, including 27 graduate students and 5 faculty members from the University of Houston.

Graduate students in the HRD program participated in the Emerging Research pre-conference program on February 19.

The Emerging Research class was a component of the UH HRD 6397 course in which UH

presentations throughout this international research conference. Alumni presenters included 2013 Executive M.S. HRD graduates Toni Forrest, Nydia Gonzalez, and Shipra Kashap; 2013 M. S. HRD graduates Mayura Pandit, Alexandra Stiles, and Jillian Stricker; Alexandria Uribe-Rivas (MS HRD 2012), and Tori Spriggins (BS Retailing and Consumer Science 2013). UH faculty presenters included Dr. Lila Carden, Dr. Tomika Greer, Dr. Holly Hutchins, Dr. Torrence Sparkman, and Dr. Consuelo Waight.

College of Technology Dean William Fitzgibbon, Associate Dean Rupa Iyer, and HDCS Department Chair Marcella Norwood attended the AHRD Presidential Banquet on Saturday, February 22.

ENTREPRENEURIAL ALUM INVESTS IN THE FUTURE'S TRAINING EXPERTS.....

By Tomika Greer

As one of the University of Houston Human Resource Development program's biggest fans, training and learning consultant James (Jay) Clancy's decision to hire four undergraduate student interns was not a very tough one to make. "Consultants, entrepreneurs and small businesses normally do not assume this kind of risk. Building an internship program is a huge, but very worthwhile investment. Making this an amazing experience for our clients and the students is our challenge and major concern," said Jay. "In the long run, by making this investment in our future training professionals, we are also creating better learning solutions, and ultimately improving socio-economic conditions," he said.

Consultant and entrepreneur James (Jay) Clancy's interest in training began after earning a B.S.

gas clients like Shell, Exxon, and Chevron. An avid and dedicated supporter, Jay currently serves on the UH Human Resource Development Advisory Board.

"Our goal is to coach the students and prepare them to make tremendous differences in organizations here and around the world," said Jay. His wife and business partner, Monica Clancy agrees. "UH is close to our heart. There are other programs around, but we would not go anywhere else for talent. This internship opportunity is a win-win and aligns with our business needs and also helps prepare students for successful careers," she said.

During their time with Strategic Ascent, the team will develop plans and produce training materials for various clients. "Since they will start with the design phase, it presents

"Our goal is to coach the students and prepare them to make tremendous differences in organizations here and around the world."

in Psychology from Texas A&M University. When he heard about the University of Houston's training and development program, Jay pursued his M.S. in Training and Development in the Department of Human Development and Consumer Science a few years later. Since then, he has earned several certifications in training, learning design, and facilitation. His company, Strategic Ascent, LLC, specializes in curriculum and learning design and group process facilitation, primarily serving oil and

a great opportunity for learning to approach projects strategically," said Jay.

Working with our assigned coach and senior project consultants, the interns will be expected to manage and complete deliverables on time, within budget, and according to quality standards.

The interns were selected because they demonstrated talent extends beyond the classroom. "In addition to their energy, enthusiasm, and passion for learning, there are excellent team



Gina Idicula, Michael Woodbury, Karen Vides, Alyshia Dansby, and Jay Clancy (President of Strategic Ascent)

dynamics and diversity of talent, ranging from writing, to art and graphics which are critical elements in designing learning experiences," said Jay. Jay offers advice to HRD students regarding their pursuit of successful careers:

Classroom work provides the strong foundation. In addition, it is important to get good at what you do, understand how to deal with diversity, and build coaching skills through experience.

Some organizations assume that their human resource and training goals can be met without investing in formal professional training. Therefore, the role is often misunderstood and the value becomes questionable.

People who are good at knowing how to add value are the ones who become the most successful.



HRD PROGRAMS PRESENT FIRST HRD CAREER SYMPOSIUM AND SOCIAL



Various faculty, student, alum, and guests participated in the first Human Resource Development Career Symposium and Social

By Tomika Greer

On March 27 & 28, the first HRD Career Symposium and Social were hosted by the HRD programs at the University of Houston. The theme of the two-day event was “Connecting Globally”. Activities during the event were designed to build new connections between employers, HRD alumni, and current students through discussions about trends, best practices, workplace experiences, and job opportunities for HRD undergraduate and graduate students.

On the evening of March 27, 35 attendees gathered at Theo’s restaurant for the HRD social. The social was sponsored by Strategic Ascent, whose President, Jay Clancy, is an alumni of the M.S. HRD program and serves on the HRD Advisory Board. During the social, alumni, faculty, HRD advisory board members, and current HRD students were encouraged to network and socialize.

The HRD Career Symposium commenced at 9:00am in the Cameron Building on the University of Houston campus. The event featured two concurrent sessions with guest speakers Jay Clancy and Brent Powell. Jay Clancy presented “An Entrepreneur’s perspective on HRD”, offering attendees tips on being a successful HRD consultant. Dr. Brent Powell, Head of Learning Americas at Aggreko, LLC and an HRD advisory

board member, presented “Building a Global Learning Program” based on his past work experiences.

The Career Symposium also included a speed dating session in which the 51 attendees met with several experts for a 10-minute round table discussion. Experts at the round tables included Cynthia Olmedo, a career counselor at the



Jay Clancy, President of Strategic Ascent, addresses attendees of the Thursday event social

University of Houston, who talked to attendees about utilizing the career center on campus; and three alumni from the University of Houston HRD programs: Sonali Gadkari, M.S., who talked about making the transition from student to professional; Akhil Pandya, B.S., who talked about making the most out of an internship; and Toya Shepard, M.S., who talked about how to enter the HRD field and advance.

The keynote presentation was offered by Denise Mannix who is the Global Director of Organizational Development and Human Resources

for the Global Supply Chain business at Weatherford International. Denise also serves as an HRD Advisory Board member. During her keynote address, she offered her insights on the current trends in Global HRD.

Following the keynote address, lunch was served to all attendees, offering another opportunity for networking and socializing.

INTERNATIONAL TRAINING EXPERT TALKS ABOUT ALIGNING TRAINING AND BUSINESS STRATEGY.....



L to R: Robert Brinkerhoff (speaker), William Fitzgibbon, Dick Phillips, Regina Morales, Bonnie Rogers, Consuelo Waight, Holly Hutchins, and Torrence Sparkman

The realities of employee training and its impact on the bottom line were discussed by Dr. Robert Brinkerhoff, internationally recognized expert in evaluation and training effectiveness, at a recent luncheon attended by professionals from more than 40 local businesses, Executive Human Resource Development program students, UH alumni, and faculty at the University of Houston Sugar Land campus. The luncheon was co-hosted by the University of Houston Executive Master’s in Human Resource Development Program (UH ExHRD) and the City of Sugar Land at the Sugar Land Marriott Town Square on December 4, 2013.

Dr. Brinkerhoff indicated that training design is usually not

the issue; rather it is the lack of accountability by senior leaders, managers, trainees, and training leaders. Less than 20% of trainees apply what they have learned to their work,” said Brinkerhoff. He described The Advantage WaySM process as a method for high-impact learning, which is explained in his new book *Courageous Training*, available on Amazon.com. Participants were presented with strategies for transforming learning and development with tools to enhance managers’ accountability throughout the training process.

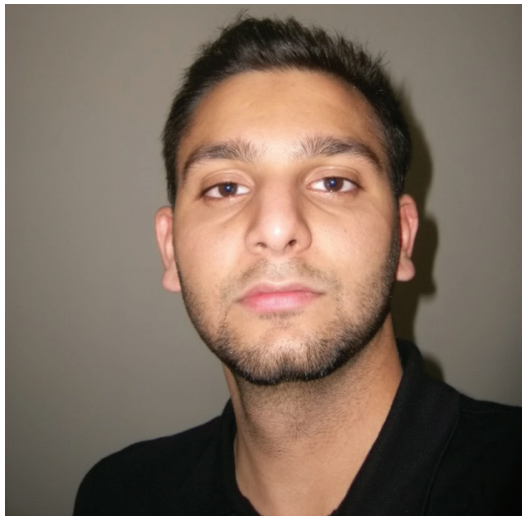
Dr. Brinkerhoff also presented “From Cost and Overhead to Indispensable Business Partner”. The UH Executive HRD students explored

cases, and diagnostic tools that help align training and the execution of strategic initiatives.

Robert Brinkerhoff is author of sixteen books on evaluation and training, including his latest, *Courageous Training*. He is also a winner of the ASTD 2007 Exceptional Contribution to Workplace Learning and Performance award and the 2008 Neon Elephant. He is currently a principal consultant and alliance partner with Advantage Performance Group and BTS, Inc. and Professor emeritus at Western Michigan University.

The Executive Master 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 program enables graduates to leverage learning and change theory, frameworks, tools and techniques that facilitate strategy execution. The program design supports and reinforces the transfer of students’ experiences to their organizations and professional fields. For more information about the program, please visit www.uh.edu/ExecutiveHRD.

UNDERGRADUATE STUDENT REFLECTS ON VALUABLE INTERNSHIP EXPERIENCES WITH HEWLETT-PACKARD AND BAKER HUGHES



Mohammed Chawla

By Mohammed Chawla

During the summer of 2013, senior HRD undergraduate student, Mohammed Chawla interned for Hewlett-Packard (HP). Though his internship was initially designed just for the summer term, his internship was extended to four months, starting in June 2013 and ending in September 2013.

During his internship Mohammed designed and developed web-

based training using authoring software. In reflecting on his work experience, Mohammed noted:

“My major accomplishments were developing my skills through the guidance of my supervisors, learning more about the technology industry, and understanding the ins and outs of how training is done in a corporate environment. I developed many skills over the summer that I didn’t possess before, and if not for the positive encouragement from my supervisors, I wouldn’t have these skills. Through many of the different events that HP has for

its Interns, I had the opportunity to go on tours to the manufacturing and data center sites. There I learned a lot about what HP does and has to offer. I was finally able to apply what I had been learning in class for so long, and just knowing that I helped someone learn something is an accomplishment in itself.”

Following his internship at HP, Mohammed immediately began an internship with Baker Hughes as an

Instructional Design Project Manager. Of his time at Baker Hughes, Mohammed said,

“The three most valuable aspects of my internship experience included all of the terminology about the oil and gas industry that I learned, all the contacts that I made, and learning how to use development tools.”

Though Mohammed identified his HP internship using Internet job sites like Indeed.com, Monster.com, and SimplyHired.com; he stresses the value of networking to identify opportunities and secure employment. Mohammed advises HRD students who are seeking an internship to utilize all of the resources that they can:

“Don’t limit yourself to only seeking internships through connections, search job boards, go to the career center and engage in some networking. Also, even if things are looking down, never give up. Stay optimistic and keep searching, your dream internship is out there somewhere.”

EXECUTIVE HRD STUDENTS HEAR “WELCOME TO BRAZIL!”.....

By Consuelo Waight

Students in the ExHRD program will hear these words this summer as they visit Brazil for an intensive, week-long international business and cultural experience. While in Brazil the cohort will have the opportunity to participate in two HRD related lectures at the Blue Tree Paulista Hotel and visit with executives from 3M do Brasil Ltda, Natura, Odebrecht, and Ericsson Telecomunicações . During their corporate visits they will explore topics related to Talent Development and Management, Leadership Development, and Managing Change. In preparation

for this trip, participants completed the course, HRD 6350 – Foundations of HRD, and explored Brazil’s history, politics, education, economics, and culture. Students also explored HRD in the US from the national and organizational perspectives. Lastly, students participated in a cross-cultural workshop which focused on culture at the national and individual levels.



The Executive HRD cohort visiting Natura in Brazil.

SSHRD OFFERS PROFESSIONAL DEVELOPMENT OPPORTUNITIES FOR HRD STUDENTS.....



Guest speaker during a SSHRD spring meeting.

By Alma Santes

The goal of the Student Society for Human Resource Development

(SSHRD) is to provide a great way for students to have fun, network, and to learn more about the growing field of HRD. This semester, SSHRD has contacted alumni, acquaintances, and friends of friends who work in the HRD field and received a very positive response. As a result, every SSHRD meeting this semester has had a guest speaker.

This semester Bianca Moreno, a fall 2013 graduate and former SSHRD President spoke to SSHRD about her unexpected path that led her to management side of HR at Willbros and graduate school. Additionally, Kent Nuttall of Baker Hughes wanted to make sure that after his discussion that everyone had a realistic picture of what career paths we could take with

our degree. In the month of April, an HR Manager from ABC 13 spoke at the SSHRD meeting.

Current and future SSHRD members can benefit from these guest speakers because of the wisdom they bring, and the opportunity to network with them as well. Thank you to all SSHRD members who have been coming to support the organization!

If you are interested in being a guest speaker at an SSHRD meeting, send an email to: sshrd.uh@gmail.com. SSHRD is always accepting applications for speakers and opportunities to grow the organization. If you are interested in joining SSHRD, send an email or visit the website to apply: <http://sites.tech.uh.edu/sshrd>.

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HRD FACULTY RECEIVES MOST OUTSTANDING ALUMNI AWARD.....



Dr. Holly Hutchins

By Marilyn Jones

Dr. Holly Hutchins, Associate Professor of HRD, has been named the 2014 Outstanding Alumni Award from the University of North Texas, Department of Learning Technologies, College of Information. Dr. Hutchins is the third recipient of this award since its inception in 2010. She will travel to Denton, TX to receive the

award on May 2, 2014.

Of this honor, Dr. Mickey Wircenski, Professor at UNT, said, "Dr. Holly Hutchins was a doctoral student in the Applied Technology, Training and Development program in the Department of Learning Technologies at the University of North Texas. During her time as a graduate student she

demonstrated the highest level of performance among fellow doctoral students. Her quest for knowledge was impressive. Dr. Hutchins immersed herself in her chosen research direction to the point where she was sought after by faculty and colleagues for information and resources. Her leadership among the doctoral students was evident. She was often found successfully leading small group. Among recent graduates she has risen to the highest level with her accomplishments in research, teaching and service. Her success as a colleague in higher education is a source of great pride for the faculty of our department. This year, when the college Alumni Committee was approached to select the Outstanding Alumni, Dr. Hutchins name was the first name that arose. She is a remarkable colleague with a stellar list of accomplishments that will, no doubt, grow in future years. We applaud Dr. Hutchins."

EXHRD GRADUATE FINDS SUCCESS WITH CURRENT EMPLOYER AFTER GRADUATION.....

By Tomika Greer

In the fall of 2012, Farah Laroche entered the Executive HRD (ExHRD) program to pursue her Master's degree as a member of the first cohort of the ExHRD program at the University of Houston. When she entered the program, Farah had been already been employed for the preceding six years in the Human Resources group at Technip – a project management, engineering, and construction provider for the energy industry. Since completing the ExHRD program in 2013, Farah has been promoted to Head of Talent Management for the Technip North America. In her new role, Farah will be responsible for several functions, including people reviews, development of current and future leaders, succession planning, and facilitating expatriation.

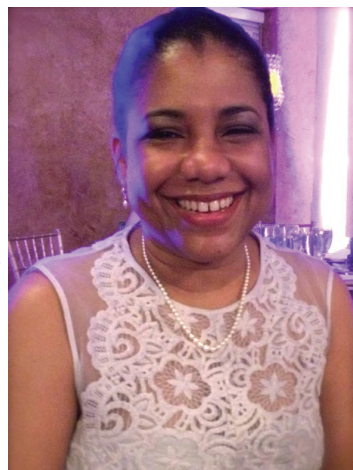
Farah attributes her promotion to the knowledge, skills, and confidence that

she gained through her experiences in the ExHRD program. "the Executive Masters Program made me realize what my passion was in HR, which is Talent Management", said Farah. She specifically recalls the midterm exam assignment in her performance management class, which was taught by Dr. Carmen Alston. Farah remembers that this assignment required her to work with her classmates to design a performance management system and present it to the class with only a one-hour time frame in which to develop the system and the presentation. This assignment gave Farah clarity as she felt comfortable developing and delivering the assignment and ultimately defined her passion: performance management.

Farah suggests that incoming ExHRD students should try to put aside any preconceived notions on what their passion within HRD might be. Instead, she urges students to allow the program to mold them and speak to them in

a way that permits their passions to emerge from their experiences in the program. And above all, "don't get too discouraged with statistics class!"

Regarding her new job, Farah commented, "many challenges lay ahead, but I feel confident that I am properly prepared for the role." She is grateful to the ExHRD faculty for pushing her and challenging her to reach her potential.



Farah Laroche

GRADUATE STUDENT REFLECTS ON AHRD 2014 CONFERENCE.....



Viktorija Terepka

By Viktorija Terepka

When I learned that the Academy of Human Resource Development (AHRD) conference is in Houston this year, I did not hesitate to enroll for the Emerging Research elective course. With more than 80 symposium breakout sessions to choose from, a Keynote address, and a Town Hall forum, my first time attending the conference was a remarkable experience.

My first impression regarding the conference was when I realized who was first addressing us, the new members of the AHRD, it was Darren

Short! This was very fitting since one of the first journal articles in my first class of this program was his article titled, "Closing the Gap between Research and Practice in HRD". I have quoted it in numerous assignments, discussion posts, and essays before attending the conference. Matching the faces behind the journal articles and having the opportunity to discuss the scholars' work with them was a rewarding experience in this welcoming environment.

The conference is not only attended by scholars but also practitioners and those that identify themselves as scholar-practitioners. This provided the opportunity for

critical and objective thinking as well as journal article critiquing skills while collaborating with other students from universities around the nation. It was fun to meet and socialize with students in other HRD related programs. I also had a chance to get to know some of our professors and classmates better while spending time together outside of the university setting.

Weeks after the conference I am still talking about the hot topic at this year's conference, bridging the gap between research and practice. My wood coin representing this bridge is still sitting by my laptop at home. I encourage anyone interested in meeting the scholars, networking with

"Matching the faces behind the journal articles and having the opportunity to discuss the scholars' work with them was a rewarding experience in this welcoming environment."

us to socialize and network with national practitioners as well fellow Houstonians who are currently applying research in the field. During one of the Innovative symposium breakout sessions with Martin Kormanik, I had the opportunity to discuss practice beyond the textbook with Organization Development practitioners. Appreciative Inquiry (AI), fluidity of power, and modifications of intervention steps were some of the topics discussed at our round table.

This conference also sharpened my

the practitioners, and hearing about the latest emerging research out there to attend the AHRD conferences. The 2015 conference will be held in St. Louis, Missouri.

FACULTY SPOTLIGHT: HDCS

DR. JUNGKUN PARK.....



Dr. Jungkun Park

By Marilyn Jones

Dr. Jungkun Park joined the Department of Human Development and Consumer Sciences in 2010 from Purdue University where he was Assistant professor in E-commerce in the Department of Consumer Sciences and Retailing. Dr. Park's research is shaping global retailing best practices as demonstrated through an extensive portfolio of publications in international retailing, sales and marketing, and e-commerce journals. He is widely noted as a scholar and expert in the many fascinating and trending areas of social media, online consumer behavior, interactive mobile marketing technologies that affect consumers and businesses. In recognition of his scholarly

contributions, Dr. Park was awarded the College of Technology Fluor Award for Faculty Research Excellence in 2012.

Park's research interests range from social media, to how technology trends like how ubiquitous commerce (u-commerce) is influencing consumer behavior.

"One of the misconceptions about retailing and consumer science is that anyone can become a retailing expert. It is a much more complex science than that because it is multidisciplinary," said Dr. Park. "Retailing is highly dynamic and ever changing. In fact, retail employees who are on the frontline of consumer interaction are often emotionally exhausted, which is a phenomenon that is driving more research in the area of the impact of emotion on job performance and satisfaction," he said.

Park currently teaches research methods, consumer behavior, and e-tailing management in the global retailing program. "Our new global retailing graduate program has a distinctive international flair, with more than 22 students representing 10 countries," he said. "There is not a comparable global retailing master's program in the United States," Dr. Park added.

When asked about his teaching philosophy, Dr. Park pointed out the need to respect the different learning styles of students and the importance of incorporating various

creative teaching methods, including lectures, class assignments, discussion groups, visual and multimedia, guest speakers, and student projects. "I view my role as serving as a medium for student involvement and strive to stimulate their creativity which is vital to the development of their future careers," said Dr. Park. "Hopefully, the infusion of my research makes the classroom experience more interesting to the students," he added.

Watch for Dr. Park's upcoming publication, "The Role of Listening in e-Contact Center Customer Relationship Management" will be featured in the Journal of Services Marketing. Volume 29 (2015).

RETAILING AND CONSUMER SCIENCE

JUNIOR EARNS SECOND WEEKLY

HONOR OF THE SEASON



Roman Robledo

University of Houston junior Roman Robledo has been recognized as the American Athletic Conference Player of the Week on March 19. Winner of his last three tournaments, Robledo was honored as Golfweek's National Player of the Week. It also was his second American weekly accolade this season after collecting the award on Feb. 26. The Harlingen, Texas native posted a score of 7-under-par 209 to win the Border Olympics individual title and lead the Cougars to their third straight team championship last

weekend. He posted three consecutive sub-par rounds - including a second-round 68 - for his fourth title in 2013-14 and the fifth title of his career. It also was his fifth individual championship in his last nine events.

This season, Robledo has led the Cougars with a sparkling 70.86 scoring average and 15 rounds of par or better. He has posted eight sub-par scores in his last nine rounds and totaled 10 rounds of par or better during his last 11 rounds.

Robledo and his Houston teammates competed at the Valspar Invitational at Floridian presented by Insperity in Palm City, Florida, beginning Monday, March 24. The tournament features one of the nation's top collegiate fields with four top-10 and 11 top-30 teams competing. Following the Valspar Invitational at Floridian, the Cougars will compete at the 3M Augusta Invitational, hosted by GRU Augusta on April 5-6 at Forest Hills Golf Club in Augusta, Ga.

From there, the team will conclude its regular-season slate when it takes part at the Reunion Intercollegiate, hosted by Mississippi at Reunion Golf and Country Club in Madison, Miss.

STAY CONNECTED

Fans can receive the latest news and notes by following @UHCougarGolf on Twitter. Fans also can discuss the latest Houston Golf news and notes on the team's Facebook page at Facebook.com/HoustonCougarsGolf.

Check out what Director of Golf Jonathan Dismuke, Roman Robledo and Wesley McClain said about the team's recent success.

WATCH

<http://www.youtube.com/watch?v=WZZ1pKrmluE&feature=youtu.be>

RETAILING AND CONSUMER SCIENCE INTERVIEW TRAINING WORKSHOP.....



The number of male attendees increased this year during the dress for successful interview portion hosted by James Hammer from Jos. A. Bank Clothiers.



Shannon Williams, Director of Business Systems at Stage Stores, gave attendees specific tips on what to wear and not wear during an interview.

By Jamie Thomas

In preparation for the annual Movers and Shakers event during the spring semester, an Interview Training Workshop was hosted by the Retailing and Consumer Science program. This year's event was held on Wednesday, March 26, 2014 and included presentations from area retail industry leaders. Over 100 students were in attendance at this year's event. "The Interviewing Training Day was a great success! More students attended than ever before and the Business Advisory Board Members who taught each of the sessions were very pleased with the student participation and student questions," said Dr. Marcella Norwood, Department Chair of

Human Development and Consumer Sciences.

Morning sessions during the event focused on dress for successful interviewing and resume writing. For the dress portion, a male focused session was hosted by James Hammer of Jos. A. Bank and the female session was hosted by Shannon Williams of Stage Stores. Katie Lee-Faulk, Target, gave students tips on tailoring their resumes for retail focused positions. During this session students were able to gather information on what employers in the retail industry are looking for when hiring recent graduates.

Afternoon sessions for the workshop focused on interviewing techniques lead by Nelson Whittington, General Manager

for Redwing Boots and Shoes. Whittington covered potential questions students might be asked during an interview as well as possible responses and how to highlight their experiences. Students also had the opportunity to participate in round table sessions where representatives from Home Depot, Texas Retailers Association, Caridas Consulting Group, and Target were available to answer specific student questions regarding the interviewing process and landing a post-college job.

MOVERS AND SHAKERS 2014 – MAKING HEADLINES!!!.....



Students and retailers come together during the 2014 Movers and Shakers event hosted by the Retailing and Consumer Science program.

By Shirley Ezell

The Movers and Shakers 2014 in the Department of Human Development and Consumer Sciences was an amazing success story. The spring recruiting event and retail forum began with over 150 successful UH Retailing and Consumer Science students interviewing for executive retail training positions and

internships with Houston's premier retailers including Academy, BB1 Classic, Dillard's, HEB, Kroger, Macy's, Stage Stores, Target, and Walmart.

"Why Retailing is Exciting" was the keynote address from the Houston President of HEB Scott McClelland that captivated the audience. Afternoon sessions featured the "Challenges of Managing Large and Small Stores" with Don Golding Store Manager of the Galleria Dillard's and Tara Peters

alumnus and Store Manager of Sur la Table at River Oaks. Erin Busch and Caitlin Cortez shared the Houston's own Elaine Turner's success story "Elaine Turner: Design Process from A to Z". Houston Texas once again proved it is a retail powerhouse and UH Retailing and Consumer Science students left the event negotiating multiple offers for exciting new retail careers.

FACULTY RESEARCH.....

REFEREED JOURNAL PUBLICATIONS

*Miertschin, S., Goodson, C., and Stewart, B. (2013). Managing time in online courses: Student perceptions. *Computers in Education Journal*, 4(2), 101-112.

*Stewart, B. L., Goodson, C., Miertschin, S., Norwood, M., & Ezell, S. (2013). Online student support services: A case based on quality frameworks. *Journal of Online Learning and Teaching*, 9(2), 289-302.

REFEREED PAPERS IN REVIEW

*Stewart, B. L., Goodson, C., Miertschin, S., Norwood, M., & Ezell, S. (in review). Supporting online students: Quality frameworks reflect value for student services. *TAFCS Research Journal*.

ABSTRACTS AND PROCEEDINGS

Goodson, C., Miertschin, S., & Stewart, B. L. (2014). Design of on-line courses: Implications for student time management, *ASEE Annual Meeting 2014*.

Leadership Academy Planning Committee, (2014). Best Practices – Developing and implementing successful affiliate projects: Results of 2013 AAFCS Leadership Academy Participant Projects. *American Association of Family and Consumer Sciences Annual Meeting 2014*.

Leadership Academy Planning Committee, (2014). Moving AAFCS forward through collaboration of AAFCS Leadership Academy participants in media outreach projects. *American Association of Family and Consumer Sciences Annual Meeting 2014*.

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TEXTBOOK

Ezell, S., Norwood, M., Stewart, B.L., Greenwood, K., Waight, C. L., Bishop, P., &

Hutchins, H. (2013). *Human Ecosystems and Technological Change*. 6th Ed.). New York: McGraw-Hill.

PROFESSIONAL PRESENTATIONS

*Stewart, B. L., Goodson, C., & Miertschin, S. (2013). Time management, control, and skill development in online and face-to-face course formats. *American Association of Family and Consumer Sciences, Houston, TX, June 28, 2013*.

*Lee, Y., Park, J. K., Stewart, B. L., Ezell, S., Norwood, M., Goodson, C. (2013). Role of consumer innovativeness in adoption of social media for shopping: A cross-national study. *American Association of Family and Consumer Sciences Annual Meeting, Houston, TX, June 28, 2013*.

Leadership Planning Committee. (2013). *AAFCS Leadership Academy. Pre-Conference Academy Workshops, Houston, TX. June 24-26, 2013*.

THE SHARK TANK COMES TO THE GLOBAL RETAILING GRADUATE PROGRAM AT THE UNIVERSITY OF HOUSTON.....



Global Retailing students who competed in the Shark Tank events.

By Shirley Ezell

The new Global Retailing Master's

program in the Department of Human Development and Consumer Sciences showcased an innovative new multi-media course Regional Retail Markets taught by David Rioux Executive from Univision and Dr. Shirley Ezell Graduate Coordinator for the UH Global Retailing program. An international cadre of graduate students presented innovative retail brand extension business plans for US companies entering a selected group of 13 foreign countries.

Teams of UH Global Retailing students competed for recognition for their successful business plans judged by Houston Executive Shark Tank members. The winning teams included Calixto Mejia, Todd Gundrum, and Alexey Pak for Victoria Secret in Spain, Alejandro Castillo, Maria Noureen, and Madeline Molloy for Athleta in UK, and Nathaniel Pineda, Jiseon Ahn, and

Xionan Zhu for Burritos in Russia.

There was a great victory celebration with shark awards for the successful UH Global Retailing teams. With regards to his experience, graduate student Alejandro Castillo remarked, "I learned the true value of global retailing by listening to my peers introducing



A few of the events rewards

TARGET CARTWHEEL CASE STUDY PARTICIPANTS.....



L to R: Eduarda Oliveira, Asia Alvarez, Yajaira Santana, not pictured is Stephanie Plata



L to R: Alexandra Baker, Grace Brann, Stephen Aderibigbe, Alenadria Cruz, and Dr. Chiara Colombi



L to R: Clinton Marburger, Cristina Noel, Shannon Montague not pictured is Cole Coakley



L to R: Shiksha Smith, Gabriela Padilla, Jeremy Palomo, Emily Bronnenberg, and Cara Bowien

MEET GRADUATE CAILIN KOY OF THE RETAILING AND CONSUMER SCIENCE PROGRAM



Cailin Koy

By Cailin Koy

My name is Cailin Koy and I currently run my own internet marketing business where I create websites and consult others in internet marketing and social media. I've also just published a book on internet marketing that is specifically geared toward bloggers entitled Go From Blog to Brand in 30 Days.

WHY DID YOU CHOOSE TO MAJOR IN RETAILING AND CONSUMER SCIENCE?

I chose to major in Retailing and Consumer Science because the philosophies behind attracting customers and cultivating a brand image have always fascinated me. As I watch commercials and shop in stores, I find myself constantly wondering about the thoughts and strategy that went into the product placement,

strategic alliances and advertising choices these companies utilized.

HOW HAS YOUR MAJOR HELPED YOU THINK ABOUT OPPORTUNITIES IN A VARIETY OF AREAS?

Majoring in Retailing and Consumer Science was the best choice I made in school because I've yet to find a business where its lessons weren't valuable. Opportunities

outside of retail are amass once you realize that everything is a product and everything has a market to be fed. I found that opportunities in merchandising, marketing, advertising, logistics and more were all relevant paths to take after I left school armed with my degree.

DID YOUR MAJOR HELP PREPARE YOU FOR MOVING UP IN YOUR COMPANY AND DID YOUR RESPONSIBILITIES CHANGE?

Because I'm self-employed, my responsibilities are broader and deeper than you'd find in most positions to begin with. After building my first website, I sold it and moved on to the consulting side, while still building websites to create credibility with my customers. I realized my marketing focus had to switch from marketing my site as my brand to marketing myself as my brand. Now that I'm working as an author in

addition to my consulting services, that effort will pay off even more.

WHAT DO YOU REMEMBER FROM YOUR MAJOR THAT YOU CONTINUE TO USE IN YOUR PROFESSION?

My business's core philosophy - that virtual marketers need to approach their businesses with the same consideration given by huge brands like Target and Google - is based in what I learned in Retailing and Consumer Science. As I've grown my business and taken each new step in building its value, I've returned each time to the merchandising principles I learned at University of Houston. I even did a research study in my senior year at University of Houston based on my first blog that functioned as the basis for how I would eventually monetize my site, so you could say that UH helped get my first business off the ground.

DO YOU HAVE ANY ADVICE TO GIVE TO OTHER RETAILING STUDENTS?

Absorb as much information as possible, respect and attempt to learn from the experience of your professors, say "yes" to every opportunity you can, and don't put your knowledge in a box. What you learn in this degree translates to every business in the world. Cherish this experience, and remember everything you do here builds your resume. Every job I've ever gotten has been based at least somewhat in part on what I did at the University of Houston. And on that note - join DECA! It's fun, educational and amazing resume fodder.

HDS STUDENTS HONORED AT GRADUATION



L to R: Dr. Marcella Norwood (Department Chair of HDCS), Ayesha Shah (RCS alum), and Dr. Shirley Ezell (Associate Professor in RCS)



L to R: Graduates of the first Executive Human Resource Development cohort Tiwana Robinson, Mario Espinosa, and Shipra Kashap.

By Marilyn Jones

On Friday, December 20, 2013, more than 350 College of Technology students earned undergraduate and graduate degrees. A reception in their honor was held on Thursday,

December 19, in the Rockwell Pavilion of the MD Anderson Library where Dean William E. Fitzgibbon, technology faculty, and staff celebrated with the students along with their families and friends.

The Outstanding Student Award has been established to provide an opportunity to describe the attributes of a technology innovator graduating from our College. Considerations include notable academic achievement, a history of research activity (such as a special problems course or a grant-funded research project) and an awareness of social and cultural concerns made evident by involvement in organized community service programs or activities.

Ayesha Afaf Shah was awarded \$1,000 for her achievements. Ms. Shah is also Banner Bearer for the Department of Human Development and Consumer Sciences and earned her B.S. degree in Retailing and Consumer Science. She designed and implemented an online inbound marketing campaign and project for Gilani Furniture for HDCS Internship in Retailing and Consumer Science course. Shah studied the usage of search engine optimization and social media to increase online visibility, increase sales and improve effectiveness. Her work was approved for Honors credit from the University of Houston Honors College. She has an impressive range of internal and external service activities, scholarship, and research that demonstrate her qualifications and accomplishments.

In addition to earning high marks, she is highly regarded by faculty as an exceptionally energetic student who has demonstrated dedication, responsibility, and paramount efforts to perform with the highest standards.

These students were privileged to lead graduating students into UH Commencement ceremonies:

- **Carla Cook**, B.S., Supply Chain and Logistics Technology (College of Technology)
- **Penny Garza**, B.S. Supply Chain and Logistics Technology (College of Technology)
- **Manuel Lugo**, B.S. Construction Management (Construction Management)
- **Erin Mitchell**, M.S., Supply Chain and Logistics Technology (Graduate Studies)
- **Robyn Pass**, B.S., Supply Chain and Logistics Technology (Information and Logistics Technology)
- **Ayesha Afaf Shah**, B.S., Retailing and Consumer Sciences (Human Development and Consumer Sciences)
- **Evette Skinner**, B.S. Biotechnology (Engineering Technology)

The entire College community is extremely proud of the accomplishments of its graduates and sincerely wishes the great success in their future endeavors.

Photos of the graduation reception are available on the College Facebook page: www.facebook.com/uhcot

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

HDCS Office

713.743.4110

Dr. Marcella Norwood

Dept. Chair

ENDOWMENT OPPORTUNITIES

Contribute to our permanent endowment, which supports student scholarships and program enrichment. To find out how you can help, contact Vernon King at veking@central.uh.edu. Your contribution entitles you to a tax deduction and provides long term support for HDCS and student scholarships.