

HDCS OUTLOOK

SPRING 2017 HDCS NEWSLETTER

INSIDE THIS ISSUE

HUMAN RESOURCE DEVELOPMENT

- HRD Professor Collaborates with University of Belize on E-Learning Workshops
- German Professor Visits UH HRD
- Former Astronaut Gives Virtual Lesson to HRD Class
- UH Ranked in Top 10 for Colleges with HRD Degrees
- HRD Accelerated Program Offers Students Fast-Track to BS/MS Completion
- Scholarship Focus: Houston Area Association of Personnel Consultants

FORESIGHT

- Foresight - A Description of the Field
- Foresight Student Bes Baldwin to Intern at Evonik Creavis
- Reflecting on Futurists in Media 2016
- Congrats to Fall 2016 Graduates
- Hines Graduates from Cougar Chairs Leadership Academy
- Foresight Spring Gathering - 2017

RETAILING AND CONSUMER SCIENCE

- RCS Student Success: Haley Freytag
- RCS Student Receives NRF Rising Stars Scholarship
- RCS Professor Participates in UH Campaign Launch
- Global Retailing Graduate Spotlight
- Global Retailing Student Takes Unique Path to Pursue Degrees
- DECA Students Participate in Super Bowl Festivities

A MESSAGE FROM THE HDCS CHAIR



Welcome to our latest edition of our HDCS Outlook Newsletter! I hope you enjoy the recap of many things that have been happening in HDCS during the 2016-2017 school year.

We are enjoying early summer temperatures! If you were here during the summer as a student you remember those warm days! Although we have fewer classes during the summer, many students still attend at that time. If you have been away from campus for more than a few years, you wouldn't recognize some of the campus due to some major changes that have taken place. Across the street from the Cameron Building are new apartments and the new football stadium on the left side of the road and across the street is a great new cafeteria, Cougar Woods. The quadrangle is due to be demolished and new buildings put in that

location. The reflecting pond has been upgraded for the students who study at that location, so many enjoy it again.

For alumni, I hope this time of year brings back fond memories of your experiences in HDCS and the University of Houston. I welcome your feedback on this newsletter, or any thoughts you have to share. I hope you will take a moment to read through some of the outstanding stories coming from our department. We are experiencing growth in our programs as well as involving many new faculty members.

We hope you will return to campus for a visit when you have time. If you do, please come to see us!

Enjoy!

Dr. Marcella Norwood, Chair



HUMAN RESOURCE DEVELOPMENT

HRD PROFESSOR COLLABORATES WITH UNIVERSITY OF BELIZE ON E-LEARNING WORKSHOPS

By Matt Oltremari

During her recent Fulbright award experience in Belize, Dr. Consuelo Waight, UH associate professor in human resource development (HRD), collaborated with the University of Belize to offer its first e-learning workshops. During the workshops, University of Belize faculty learned how to make truly interactive e-learning content and were introduced to Articulate Storyline 2, a learning content management system that is easily integrated with the University's current

learning management system platform. Along with Nyla Spooner, a University of Houston graduate and current e-learning developer, Dr. Waight helped conduct the 5-day workshops to introduce lecturers to the software and help prepare them for expanding their University's online and distance learning capabilities.

To view a video, produced by the University of Belize, featuring Dr. Consuelo Waight, Nyla Spooner, and members of the University of Belize's faculty and staff, visit https://youtu.be/_TbdgTsnrwU.



Dr. Consuelo Waight

GERMAN PROFESSOR VISITS UH HRD

By Matt Oltremari

During the week of April 17th, UH Human Resource Development faculty and students were visited by Dr. Caroline Bonnes, Chair of Business Education & Human Resource Development at the University of Konstanz in Konstanz, Germany.

Dr. Bonnes originally contacted Dr. Hutchins with a request to collaborate on research exploring trainer competencies. She was drawn to Dr. Hutchins' research that focused specifically on the trainer's role in supporting effective training transfer.

While in the U.S. to attend a conference in San Antonio, Dr. Bonnes made a stop in Houston for a face-to-face meeting. Drs. Bonnes and Hutchins met for 2 days to discuss research collaborative efforts and to interact with faculty and students. Dr. Bonnes also gave a presentation to HRD 6303 students on her HRD research and industry work in Germany.



Dr. Caroline Bonnes (L) & Dr. Holly Hutchins (R)

FORMER ASTRONAUT GIVES VIRTUAL LESSON TO HRD CLASS

By Estella Gillette & Matt Oltremari

On April 4th, students in the HRD 3350 class, Global Human Resources Development (HRD), at UH Sugarland, had the distinct privilege of receiving a “virtual” classroom lesson from Jim Wetherbee (Captain, U.S. Navy [USN], retired), NASA Astronaut and manager (retired), and British Petroleum (BP) Company safety team member (retired). Coordinated by HRD Lecturer, Estella Gillette, and with help from the UH Sugar Land IT team, Captain Wetherbee spoke by videoconference to the 47 students in the class.

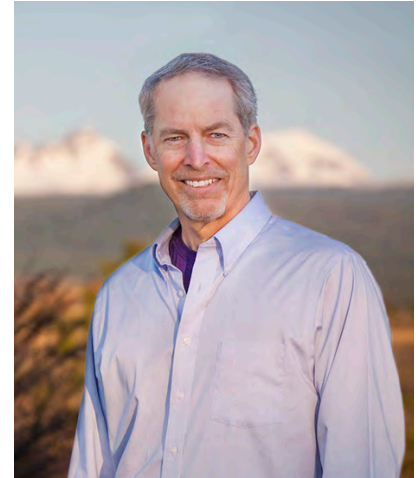
The HRD 3350 course focuses on the practice of HRD principles learned in the U.S. and making the transfer of that learning in other countries as HRD professionals. The objective of the Wetherbee presentation was to demonstrate to students the ease of training by using technology to connect locally, nationally or globally; to learn from the experiences of someone who has global work force experiences; and to allow students to practice preparing an introduction, introducing the speaker, and facilitating questions and answers during the presentation.

Wetherbee is the author of a 2016 book entitled *Controlling Risk: Thirty Techniques for Operating Excellence*. He holds a Bachelor of Science degree in

aerospace engineering from the University of Notre Dame and had a highly technical career as a U.S. Navy pilot and astronaut, including flying as pilot or commander aboard four out of five Space Shuttle vehicles. Although he admittedly has no formal experience in safety or in the HR field, he learned about both through experience and everything he has seen of the world and organizations in which he has worked.

During the hour-long videoconference, Wetherbee shared his cultural experiences as a USN pilot working with international flight requirements; as NASA astronaut, Shuttle Space Program pilot, and commander working with international space programs; and as a member of the BP safety team working in different countries with BP’s goal to provide energy to the world. He also provided to the students detailed thoughts on topics, such as merging structural differences; team development; recognizing generational, gender, and organizational differences; and leadership.

Wetherbee concluded the session by stating that, in his opinion, the work force tends to look at the world differently than how the bosses see it. The biggest difference is that the workers are concerned with process, staying alive, and looking for the



Jim Wetherbee

hazards of the moment, while executives tend to think more about long-term results. Workers can’t generate results, certainly not if they are asked to give better results. Workers won’t give better results. But, in the long term - given the right training and development - they can give better processes that, in turn, lead to better results. Wetherbee told the students that he hoped the information he had shared would help as these students graduate and go out into organizations as much-needed HR professionals and experts!

HUMAN RESOURCE DEVELOPMENT

UH RANKED IN TOP 10 FOR COLLEGES WITH HRD DEGREES

By Matt Oltremari

In a recently released article by Universities.com, University of Houston was ranked ninth among the best colleges in the U.S. that offer human resource development (HRD) degrees. According to the site, HRD “is a somewhat popular major and offered at a decent amount of schools.” Checking in at #9, UH trailed only Texas A&M University – College Station and The University of Texas at Tyler among schools in the state of Texas. Villanova, Vanderbilt, Webster, George Washington, and Pepperdine Universities made up the top 5 on the list.

Universities.com ranked the best colleges that offer human resource development degrees based on the compilation of their data from reliable government sources, student surveys, college graduate interviews, and editorial review.



HRD ACCELERATED PROGRAM OFFERS STUDENTS FAST-TRACK TO BS/MS COMPLETION

By Matt Oltremari

For students looking to pursue both undergraduate and graduate degrees in Human Resource Development (HRD), the HRD Accelerated Master's Degree Program offers a fast-track for completion.

The accelerated B.S. in Human Resource Development and the M.S. in Human Resource Development program is open to qualified undergraduate College of Technology students wishing to continue their education at the graduate level immediately upon completion of the B.S. degree. Students may take up to six graduate-level credits in human resource development that will apply to both the bachelor's and master's degrees. This reduces the total number of undergraduate/graduate credit hours required to complete both degrees. An accelerated program is also available for students in Retailing and Consumer Science (RCS) looking

to pursue a master's in global retailing.

Students, Viridiana Rodriguez and Arlene Araujo, shared their thoughts on participating in the program and how it can benefit other students as well.

“I always knew that I wanted to earn a master's degree, but there was times where I would double think myself because I would hear my colleagues say how hard it was,” says Rodriguez. “When I heard about the HRD Accelerated Program and what it allows students to do, I decided to apply. I am glad that I was accepted to this amazing program as an undergraduate student because it did make me pursue my master's. I honestly believe that all undergraduate students should apply for the HRD Accelerated Master's Degree Program. It allows you to network with graduate students who have work experience, expand your knowledge, and graduate faster.”

(Continued on next page)

HRD ACCELERATED PROGRAM.....

(Continued from previous page)

Although Arlene Araujo learned about the accelerated program during her last semester, she still chose to apply and take advantage of the opportunity. "Initially I received an email (mass email sent to all HRD students), that outlined the benefits of the program. At that moment I just thought I would call and get more information about continuing the graduate program," says Araujo. "With the guidance of Dr. Waight and Dr. Hutchins, I was able to enroll in one graduate class for the upcoming semester."

Students wishing to enroll in the accelerated program

should submit an application during their junior year. Applications are due by June 1st for taking courses in the fall term and December 1st for taking courses in the spring term.

"This program is a great way to substitute a few classes that can count towards both the undergrad and graduate degree. I would strongly advise students to get more information as soon as possible so they can take full advantage of the classes that can be substituted," adds Araujo.

For more information about the HRD and RCS Accelerated Programs, visit www.uh.edu/technology/departments/hdcs/accelerated.

SCHOLARSHIP FOCUS: HOUSTON AREA ASSOCIATION OF PERSONNEL CONSULTANTS

By Matt Oltremari

The College of Technology awards a number of scholarships to students each academic year. While the amounts awarded and the criteria vary from scholarship to scholarship, the purpose is the same...to ease the financial burden for students within the college.

The Houston Area Association of Personnel Consultants (HAAPC) Scholarship is a \$2,500 merit and need-based award available to Human Resource Development (HRD) students with demonstrated leadership.

This year's HAACP Scholarship winner is Diana Perez, an HRD undergraduate student specializing in Leadership and Supervision. Diana plans to graduate in spring 2018 and would be a first-generation college graduate in her family! She recently attended the HAAPC Annual Awards Banquet and was recognized along with "companies and individuals who have made outstanding contributions and accomplishments to the staffing industry."

The Houston Area Association of Personnel Consultants is a professional trade association dedicated to promoting high standards of business practices and state-of-the-art

educational programs for members of the staffing industry. HAAPC membership includes over 60 staffing firms involved in direct-hire placement, executive search, contract and temporary services.

For information about College of Technology scholarships available, visit www.uh.edu/technology/advising/financial-aid/.



From L to R: Jessica Wheeler, Diana Perez, Alexis Rogers

FORESIGHT

FORESIGHT: A DESCRIPTION OF THE FIELD.....

By Joe Murphy



The task of the futurist is to inform decisions by critically studying the future, comparable to how historiographers examine and synthesize the past. Foresight is a science and an art but it is not clairvoyance.

I am a futurist finishing a Master of Science degree in Foresight through the University of Houston.

In this description of strategic foresight practice, the field of professional futurists, I submit its value proposition of research and creative thinking about what lies ahead to the wider test of your input.

Strategic Foresight is not a grandiose appellation for futurists designing for the gap between the present state and the optimal future. Futurists do not make predictions (yes or no judgments on discrete occurrences) or see visions. Be wary of futurists claiming the future is declaratively X or Y. Seek out professional futurists who ask questions with you to co-create diverse paths. Like academics who offer the most value by helping refine and navigate the problem, futurists provide frameworks to guide through the investigation and the design of prospective futures.

I share common concerns about attention-seeking celebrity and “crackpot” futurists and I believe that the work of a futurist should be more gadfly than glittery. My philosophy of foresight is rooted in asking questions. “What if,” “why not,” and “how might” launch investigations, some may say interrogations, into future directions. We ask to challenge assumptions and seek unseen connections. The outcome of our futures work should be a mindset of questioning more than a set of predictions.

Futurists assist describing the futures which reflect our values, our destination myths. The work of futurists to understand the future could not happen without historians’

critical hindsight, theories and patterns of change. History is one-third of Foresight. The rest of the story is what futurists do.

What Futurists Do

Professional futurists stand apart from others plying quantitative and qualitative forecasts. We explore alternative futures springing from breaks in trends, design preferred futures, and adapt strategy. When chaos shocks statistical models, futurists divergently ask; “what could cause the trajectory to change and in what directions, “Whose actions could alter drivers in the web of implications?” With the power of narrative, professional futurists employ visioning and ideation alongside subject experts to craft stories of possible, plausible, and probable scenarios that get around our biases in and of the present.

The chaotic future is not predictable, but armed with systems thinking we do not shy away from investigating the structure and behavior of complex futures. We scientifically subject data points and theoretical frameworks to testing.

The major output of Foresight is creative thinking, overlapping academia in this sense of learning how to explore relevant pasts, fashion critical insight about surrounding environments, and providing new contributions. Other outputs include preparing for disruptions, filling the next user needs, decreasing uncertainty, efficiency in getting to failure faster, and effectiveness in projects’ long-term promise.

Healthy futures require skepticism. Futurists are required to explain how we increase confidence, contribute results, improve judgment, and how the strategies we inform are more closely aligned with emerging landscapes. Ask professional futurists why and how and expect analytical methods. If futurists can increase our ability to strategize creatively and systematically than a disregard for their work is an easy trap to avoid.

(Continued on next page)

FORESIGHT: A DESCRIPTION

(Continued from previous page)

Foresight +

My path to Strategic Foresight included study of physics and business as well as experience in librarianship and technology. Every professional futurist brings their own diverse experience to foresight training: I know futurists who hail from design, military, finance, energy, and insurance. Before studying Foresight, I was a Science Librarian at Yale University. Much of my work involved serving the past and preparing for the future's opportunities and complications, so I now apply librarian expertise in "the ask" to craft critical questions about joint futures. Much of librarians' value is in convergent synthesis of data, application of information, and translation of information into knowledge. I am a data-driven futurist by training and empathize with our future through literature as artifacts of our cultures.

I am also completing an Executive MBA program and am as grounded by day-to-day operational needs as I am stretched by long-term considerations. Yet, rather than tempering, this MBA has multiplied my ability to prototype and frame constraints to bridge present states with goals. The foresight management confluence provides an economic basis of futurists' contribution of closing gaps in organizational success and future readiness of projects.

A bachelor's degree in Physics similarly grounds while expanding my competencies as a futurist. Science provides STEM frameworks for problem solving, studying change and deep causes, and the structure of reality alongside a creativity-extending sense of wonderment.

These anchors; scientist, manager, librarian, along with formal training ensure that my work as a futurist is accountable to evidence, that my divergent multiple futures are answered with convergent analysis. I use data to make projections and know when imagination needs to be

inserted as well as systems dynamics, design thinking, and challenging our biases. With critical insight, I define limits and know when the past ceases to be a good indicator of the future. I apply my ethos to consider the stakeholders of the future and the future for all stakeholders in all contexts.

Synthesis

The Masters of Science degree in Foresight worth of techniques puts to ease fears of madness without methods. I worry that we professional futurists have not communicated well enough the value of researching the future. Futurists impute critical analysis yet are judged by outcomes of prediction fail rates instead of contributing ways of thinking.

As with history and science, the future is never a perfectly complete story. Futuring is iterative as we adjust our understanding. We can each think like futurists by challenging assumptions and our preconceptions of the future.

We cannot afford a lack of tactics for addressing the future. If you are less than fully convinced that this outlined practice of foresight provides value to your work be it as a futurist or other, please do share your critique and additions so that we may continue to refine and grow.

Joe Murphy, foresight student and former Librarian.
Libraryfuture@gmail.com

EMBA, San Francisco State University, Summer 2017.

Masters of Science in Foresight, University of Houston, Summer 2017.

Masters of Library & Information Science, University of Hawaii 2006

FORESIGHT

FORESIGHT STUDENT BES BALDWIN TO INTERN AT EVONIK CREAVIS

By Andy Hines

Foresight student, Bes Baldwin, will be doing an internship this summer and fall at Evonik Creavis in the Corporate Foresight group in Marl, Germany. Evonik is a globally-active chemical company, with their Foresight team centralized in Germany. Creavis is the strategic innovation unit of Evonik, focusing on mid to long-term innovation.

There are five full-time staff on the Foresight team with different backgrounds, including one, Björn Theis, who teaches in the Master's degree Foresight program at Freie Universität Berlin. The Foresight team is supported by "Foresight Partners" from other units of the company.

These people support the Foresight Team on projects in innovation foresight (i.e. - identification of potential new products) and strategic foresight (e.g. - scenario analyses).

We are very pleased for Bes and it is great to develop a relationship with Evonik Creavis for the Foresight program. We'll look forward to Bes' report when she gets back.



Bes Baldwin

REFLECTING ON FUTURISTS IN MEDIA 2016

By Andy Hines

As futurists, we learn to be patient and take the long view. So, when something catches our attention, we catch our breath and compose, because the 4th quarter tracking results of Futurists in Media reported 106 relevant hits, compared to 24 in the 4th quarter of 2015, which is a 341% increase, if my math is right. Again, let's not get carried away with a single data point. But, is there a potential uptick of coverage of futurists in the media? Not enough data to say yet, but we'll keep our eye on it. A few other observations from the last year...

In terms of who's getting covered, most of the coverage is still related to press releases or articles about upcoming keynotes by futurists. Futurist speaker Jack Uldrich, in particular, continues to generate coverage, but there are many other keynotes being mentioned. Interestingly, organizational futurists continue to gain a lot of coverage. Ray Kurzweil of Google and Sheryl Connelly of Ford are by far the most prominently mentioned. (Of course, Kurzweil



made his name well before Google.)

It is interesting, but perhaps not totally surprising, that relatively few Association of Professional Futurists (APF) members were mentioned. Doing project work is not likely to generate news headlines. APF member mentions were about the same as a category that we call "accidental" futurists, that is, when someone who does not identify as a futurist is called one by the writer/publisher of the story.

(Continued on next page)

REFLECTING ON FUTURISTS

(Continued from previous page)

The most heartening news...the coverage is overwhelmingly neutral to positive, which anecdotally speaking is a nice improvement. A little dust-up with the passing of Alvin Toffler, triggering the predictable “futurism is dead” story that seems to accompany the passing of famous futurists. And, we even had a story about fewer

sightings of futurists in “square quotes.” Of the 282 relevant hits last year, fewer than eight were judged to be negative, and only half of those were deliberately hostile towards futurists. Historically, there were far more negative and hostile stories.

We’ll keep tracking. Not quite enough data yet to make substantial conclusions, but starting to see some interesting developments.

CONGRATS TO FALL 2016 GRADUATES

By Andy Hines

Congratulations to our fall 2016 graduates: **Gandhi Bhakthavachalam, Maria Romero, and Johann Schutte**. I miss them, but am happy to see them moving forward!

Gandhi has an amazing array of talents and interests beyond the future, including being a professional tennis player. Nonetheless, he went through the program full-time and did outstanding in all of his classes – a true master of time management! His Master’s project mapped out an alternative economic system.

Maria also went through the program full-time, which made it seem far too quick. She jumped right in as my graduate assistant and was always an eager participant in extracurricular activities, working on projects for

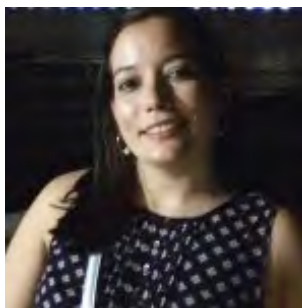
the Forest Service, Herman Trend Alert, Student Needs 2025+, and Aperio Insights. She also used her graphic skills to redesign our Framework Foresight cone and our scanning process, as well as updating our system for reaching out to prospects, students, and alumni.

Johann started out in the program from South Africa, taking one class at a time. But, he decided that it was taking too long and moved to Houston to take courses full-time. He was also a GA and participated in the Forest Service and Student Needs 2025+, as well as doing internships with UNESCO and UCB, a global biopharma company.

We look forward to continuing our journey together, as professional colleagues now! We hope, no, make that expect, that each will stay involved with the foresight community as they take their next steps!



Gandhi Bhakthavachalam



Maria Romero



Johann Schutte

HINES GRADUATES FROM COUGAR CHAIRS LEADERSHIP ACADEMY.....

By Matt Oltremari

Dr. Andy Hines, assistant professor and program coordinator for the Foresight program in the department of human development and consumer sciences (HDCS), recently graduated from the Cougar Chairs Leadership Academy (CCLA) and sat down with us to discuss his experience with the program.

Q: You recently graduated from the Cougar Chairs Leadership Academy. Can you explain a little about what that program is all about?

A: The CCLA is a year-long program that provides leadership training for UH faculty. It is an important initiative of Provost Short, who is very passionate about the need to cultivate and develop leadership at UH. There were about two-dozen other faculty in my cohort, drawn from programs all across the university. While the leadership lessons can be applied broadly, the specific purpose, as the title suggests, is to groom faculty for future positions as Department Chairs....or perhaps beyond.

Q: What prompted you to participate in this program?

A: The program was brought to my attention by HDCS Department Chair, Marcy Norwood, who is a champion for our professional development.

She had gone through the program and highly recommended it. As I considered whether to participate, I realized that even though I had been in leadership and taught leadership, I had very little formal leadership training myself. So, I decided to take advantage of the opportunity.

Q: What kind of time commitment was involved?

A: We met about once a month for day-long workshops on various aspects of leadership. The commitment, however, is not to be taken lightly. There are no excused absences. Thus, we always had perfect attendance, which really promoted a sense of community among participants.

Q: How will you be able to apply what you learned in the Cougar Chairs Leadership Academy in the future?

A: I was pleasantly surprised at how good the program was. I mean, we're all busy and committing a Friday every month is kind of a big deal. In hindsight, I am really glad I did it. I learned a tremendous amount about being an effective leader. Even in areas where I had some previous knowledge or experience, I found useful perspectives. And, I should add the instructor, Dr. Idahlynn Karre, is a gem. Everyone loved her! I am already applying what I learned in my role as program coordinator.

The year-long CCLA is "dedicated to developing a network of problem solvers in all UH departments who will work together to produce and sustain high quality programs through the leadership of Faculty." Since beginning in 2014, each of the three CCLA cohorts have included approximately 30 participants. HDCS has been well-represented with four faculty members now having completed the program – Dr. Andy Hines, Dr. Holly Hutchins, Dr. Marcella Norwood, and Dr. Consuelo Waight.



Dr. Andy Hines

FORESIGHT SPRING GATHERING - 2017

By Andy Hines

The annual Foresight Spring Gathering was held over the weekend of April 21-22 and was a blast! It was a terrific way for students, faculty, alumni and friends to get together, network, socialize, and learn.

On Friday night, a dinner was held at our old favorite, Goode's Taqueria... great tacos and margaritas. Then, the party moved on to Axelrad's Beer Garden, suggesting that we futurists are tapped into the scene – a big crowd, live bands, hammocks, fire breathing – a little bit of everything!

We regrouped on Saturday at the UH Cameron Building for a day of "Good Futures Work." The morning featured a demonstration/exercise on "Working with Systems Scenarios" by Christian Crews of Kalypso Foresight. Christian first developed this technique with fellow alum Sandy Burchsted, when he was a student in the program. He has been refining it with alum Laura Schlehuber at Kalypso. Small groups picked a topic and worked through the various steps, including developing third order impacts and looking at how the various impacts influenced one

another. It was great to experience this technique firsthand – many of us had heard about it, but not tried it out.

After lunch, our sponsor at the US Forest Service, Dave Bengston, led the group through an Implications Wheel exercise. Before the gathering, Dave chose a topic from our current scanning and scenario project, got some input, and the participants generated implications at the workshop that we hope to use in the project.

The remainder of the afternoon featured a series of 15-minute sessions of tools, projects, and cases:

- Eric Kingsbury described the Foresight Game concepts for youth in Tajikistan that he and fellow students, Mina McBride and Daniel Riveong, recently presented to UNICEF.
- Professor Emeritus, Oliver Markley, shared some insight from his ongoing work on "Intuition in Foresight" for which he was recognized by the APF Most Significant Futures Work program.
- Student, Mark Sackler, described his experience in putting together an awesome series of futures podcasts on his Seeking Delphi site.

- Alum, Sean Daken, shared his experience on "Foresight & Entrepreneurship", based on his experience in launching startups since he graduated from the program.

- Bo Roe, a student and member of the Forest project team, shared his experience in developing a custom approach to scanning source identification for the forest scanning team.

- Alum, Lee Shupp, teaching at the CCA program, shared some cool project work that a team of his students put together this spring.

- Katherine Prince and Jason Swanson, Certificate and Master's alums respectively, talked about how they have adapted the Framework Foresight approach in their project work at Knowledge Works.

- Finally, Dr. Peter Bishop of Teach the Future, shared a new technique he is developing for combining uncertainties into a manageable number of scenarios.

After a stimulating day, we capped off the weekend with a pool party. One of these years, someone will actually go in the pool! The challenge has been issued!



RETAILING AND CONSUMER SCIENCE

RCS STUDENT SUCCESS: HALEY FREYTAG..

By Matt Oltremari

Enhancing skills, extending current capabilities, and preparing for job promotions are all ways that successful business professionals look to achieve their goals. The Retailing and Consumer Science (RCS) program in the Department of Human Development and Consumer Sciences (HDCS) offers five certificate programs designed to offer professional advancement or an academic foundation for transitioning into the bachelor's degree program.

Haley Freytag, retailing and consumer science (RCS) student, is the program's first student to successfully complete all certificates in retailing and consumer science. Each certificate requires a specific set of five full courses. The five certificates are available in apparel merchandising, e-tailing, retail organizations, retail promotion, and technology entrepreneurship. Each certificate includes five semester-long courses offered online and face-to-face on a rotational basis.

"Haley's completion of not just one, but all five, is a huge investment in time and money she made in her career potential," said Dr. Barbara Stewart, human development and consumer science professor and program coordinator.

"I decided to pursue, and complete, all five aspects of the Retailing and Consumer Science certificate program to expand my knowledge of the industry from all areas," says Freytag, who serves as a lead copywriter for Stage Stores.

"Considering the ever-evolving nature of retail, learning how pieces intertwine and come together is an invaluable asset to acquire. I have always known that I wanted to pursue a career in retail, but I never had my heart set on a specific path. With a thoroughly developed curriculum that included real world application and professional development, I feel prepared to take on the challenges of the field no matter where my career takes me."



Haley Freytag

RCS STUDENT RECEIVES NRF RISING STARS SCHOLARSHIP

By Matt Oltremari

Ronni Turner, a Retailing and Consumer Science (RCS) student in the College of Technology, has been selected as a recipient of the National Retail Federation (NRF) Rising Stars Scholarship. According to the NRF, "the Rising Stars Scholarship was created to teach younger students about the variety of career opportunities available in the retail industry, and to encourage them to attend the NRF Foun-

ation Student Program at Retail's BIG Show early in their academic careers."

Turner was selected as the University of Houston's nominee, having met the criteria of being a freshman or sophomore who has not previously attended an NRF Foundation Student Program.

(Continued on next page)

NRF RISING STARS SCHOLARSHIP.....

(Continued from previous page)

After being selected as a recipient of the scholarship, Turner was able to attend the NRF BIG Show at the Javits Convention Center in New York City from January 13-15, 2017.

“The moment I read the email stating that I would be flying to New York felt surreal, and I continued to feel this way up until I was waiting on my flight back home,” says Turner. “Despite the Big Show lasting for only two days, I learned much more than what I was expecting.”

The Student Program at Retail’s BIG Show included over 500 students representing 70+ colleges and universities. Over 30 hiring retail companies were also in attendance to speak with the students about career opportunities with their organizations.

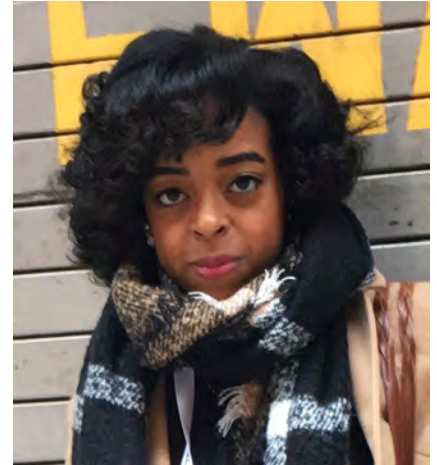
“Besides listening to panel sessions and fireside chats, the BIG Show also included a networking break, so we could get to know our peers, an optional resume review workshop, roundtable discussions with mentors in the industry,

and of course free food,” adds Turner.

The three-day convention featured a keynote addresses from fashion designer, Rebecca Minkoff, STORY founder, Rachel Shechtman, and author, Simon Sinek, as well as informative sessions from many others.

Turner concludes,

“Overall, I would recommend any retailing student or any student interested in retail to check out the NRF’s webpage for any upcoming events or scholarships because it’s definitely worth it!”



Ronnie Turner

RCS PROFESSOR PARTICIPATES IN UH CAMPAIGN LAUNCH.....

By Matt Oltremari

On Thursday, January 19, 2017, the University of Houston officially kicked off the public phase of the most ambitious capital campaign in the institution’s 90-year history. The \$1 billion “Here, We Go: The Campaign for the University of Houston” initiative is designed to strategically move the university forward in five key areas...supporting student scholarships and fellowships; building state-of-the-art facilities; attracting and retaining top faculty; advancing academic programs, workforce training, and research that fuel a healthy Houston economy; and building a nationally relevant athletics program.

Campaign festivities were held throughout the kick-off day and included a campus kick-off event, panel discussions featuring notable alumni, a campus walking tour, and a “Here, We Go” rally, among others.

During a Launch Talks session, representatives from all colleges, schools and units around the University

of Houston had the opportunity to deliver one-minute, rapid-fire perspectives on the question, “What does it mean to launch?” Dr. Barbara Stewart, professor and coordinator of the Retailing and Consumer Science undergraduate program, was selected as the representative for the

College of Technology. Dr. Stewart shared her thoughts on what it means to launch and participated in a short panel discussion regarding the various ways that the University’s capital campaign can and will benefit the College of Technology and the Department of Human Development and Consumer Sciences.



Dr. Barbara Stewart

RETAILING AND CONSUMER SCIENCE

GLOBAL RETAILING GRADUATE SPOTLIGHT.....

By Matt Oltremari

Jennifer Hancock, a former Global Retailing student and current assistant buyer for women's fragrances for Stage Stores, recently sat down with us to reflect on her time at UH and how it prepared her for a career in retail.

Q: Why did you choose to pursue a master's in global retailing?

A: I chose to pursue a master's in global retailing because I had already spent over a decade working in the retail industry in store management. At that point in time, I was looking to make a transition into corporate retail, but I wasn't having much luck. Most employers wanted someone directly out of college or someone with corporate experience. I knew that I would have to really work hard to convince employers that I was capable of being more than a store manager, so I went back to get my Masters so I could assure potential employers that I was willing to do or learn whatever it took to move forward in my career. I had always wanted to pursue a master's for my own personal fulfillment, so when I discovered the Global Retailing program, it was a perfect fit.

Q: Did you work while attending school?

A: Prior to my graduation in December 2015, I worked as a graduate assistant for Dr. Shirley Ezell.

Q: How has/will your global retailing degree help you become successful after graduation?

A: This degree has already opened many doors for me. I was able to build a network of contacts in the retail industry in Houston while I participated in the program. This network led to multiple interviews and job offers and ultimately landed me my current position at Stage Stores corporate office.

Q: What lessons have you learned in the classroom that will last into your career?

A: One of the biggest takeaways from our program was learning how to really function in a team environment. Almost all of our assignments were group assignments in the Global Retailing program. That aspect of the classroom has really carried over into my corporate position. Not only does our buying office function as a unit, all of the departments must really be able to function as a team to create a successful selling environment. For example, the Ecommerce team cannot successfully create a functional website if the buying office does not provide the correct product information in a timely manner. We

all depend on each other to play our individual roles in the company's success.

Q: What would you like to be doing professionally in the next 10 years?

A: I would really like to make a transition into a store operations role in the corporate office. I'm still being exposed to so many different areas of the business, though. So, I've developed a few other interests that may lead me down different paths in the corporate office. Additionally, I'd like to be able to teach part-time at some point in the future, so I can help coach the future generations of retailers.

Q: What advice do you have for students interested in obtaining an advanced degree?

A: I would suggest that students really choose their advanced degree carefully. Make sure it's in the field that you want to stay in for the long term. Also, be sure to really commit to studying and turning in quality work. You've invested a fair amount of money and time in an advanced degree, so make sure that you make the most of it and learn as much as you can.

GLOBAL RETAILING STUDENT TAKES UNIQUE PATH TO PURSUE DEGREES

By Matt Oltremari

The life path to obtain a degree takes on a familiar look and feel for the majority of college students... graduate high school, go to college, graduate, and start a career. However, for some, that path may take some different turns to wind up at the destination. For Global Retailing student, Kristen Whitcomb, the route to a bachelor's degree and pursuit of a master's has been unique.

After graduating from Crosby High School in 2008, Whitcomb chose to go to college and begin her quest for a degree. After two years of school and earning an associate's degree, she surveyed the economic landscape and realized that finding a good job was going to prove to be difficult. With that thought in mind and the desire to travel, Kristen and a friend decided to enlist in the military.

Opting to join the United States Navy, Whitcomb began her military career in November 2010. Over her four years of active duty, she rose to the rank of petty officer 2nd class, worked in several roles (including as a machinist), and served on one deployment. Following her active duty, Kristen has been serving as a reservist. Her reserve contract will end in 2018.

Kristen enrolled at the University of Houston as a junior in January 2015. She chose to major in Retailing and Consumer Science (RCS) due to the intrigue of combining retail and business. She graduated with

a Bachelor of Science in RCS in December 2016 and made the decision to continue her education and pursue a master's in Global Retailing.

Kristen recently shared her thoughts on her pursuit of a Global Retailing degree and her hopes for the future.

Q: Why did you choose to pursue a master's in global retailing?

A: I chose to get a master's in global retailing because I love to travel and always had a passion to do international business with a retailing company.

Q: Have you been working while attending school?

A: I do work at the moment. I work as an event planner for a part-time job and I also work at UH as Dr. Shirley Ezell's instructional assistant.

Q: How will your global retailing degree help you become successful after graduation?

A: Getting a global retailing degree will help me learn the proper guidelines to start doing business in other countries...from the interviews and meetings to the countries' governments and rules.

Q: What lessons have you learned in the classroom that will last into your career?

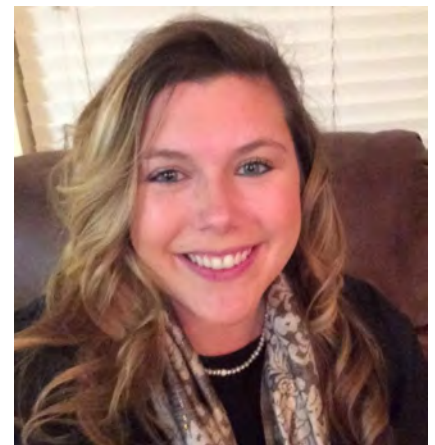
A: I have learned so far in my studies to pay attention to how other countries learn. There will be a time in the future where I will have to present something to international parties. And, in order to be successful, I must learn their ways of doing business.

Q: What would you like to be doing professionally in the next 10 years?

A: I would like to do either marketing for a company or be an international buyer.

Q: What advice do you have for students interested in obtaining an advanced degree?

A: My advice for future students is to do it. People can take everything away from you but no one can ever take away your knowledge. You are never too old to get an advanced degree. One of my favorite quotes by Nelson Mandela is, "It always seems impossible until it is done." To me, when I see the end results, I know I accomplished something and it wasn't impossible.



Kristen Whitcomb

DECA STUDENTS PARTICIPATE IN SUPER BOWL FESTIVITIES

By Matt Oltremari

During the week leading up to Super Bowl LI in Houston this past February, student members of Collegiate DECA at UH were given the rare opportunity to work with the National Football League (NFL). The students worked retail shifts in the 35,000 square foot NFL Shop set up at the George R. Brown Convention Center.

With job responsibilities ranging from marketing/promotions, to cashiering, to working customer service as part of the VIP Team, the students gained valuable experience helping the NFL sell the thousands of items in stock during the days leading up to the big game.

Collegiate DECA is a student-driven organization that serves in the Houston community and values competence, innovation, integrity, and teamwork. The students are prepared for their future careers by integrating skills learned in the classroom with real-world experiences. Members explore fields such as e-commerce, advertising, food service, retail management, business-to-business marketing, and much more.

For more information about Collegiate DECA at UH, visit www.uh.edu/tech/deca or send an email to decauh@gmail.com.



From L to R: Kelsey Whittington, Gina Lopez, Monique Adenaïke, Kristen Whitcomb (not pictured: Edyth Cruz)

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 hdcs@uh.edu
Dr. Marcella Norwood - Department Chair

ENDOWMENT OPPORTUNITIES

Contribute to our permanent endowment, which supports student scholarships and program enrichment. To find out how you can help, contact Russell Dunlavy at rdunlav@central.uh.edu. Your contribution provides long-term support for HDCS and student scholarships.