



December 10, 2018

Green & White Days

The Brad D. Smith Undergraduate School of Business enthusiastically participated in the Green & White Day recruitment events this semester along with other academic units on campus. The three Green & White Days on October 12, November 12, and December 1, designed in a brand new format conceived by Provost Taylor, were well represented by our faculty, staff and students, and well attended by prospective students and their families. Our Division Chairs and faculty put a great deal of thoughts and effort to showcase our outstanding programs and to get students represent us so well. Special thanks are due to Deanna Mader, Margie Phillips and Glen Midkiff for careful planning and flawless execution of these mega-events. About 26 faculty and staff represented us in the G&W Days.

The University Admissions Office continues to hear from recruits and their parents what a great experience they had on our campus. That experience had a great deal to do with our faculty, staff, and students who came out to enthusiastically talk about their academic programs. That is ultimately what the university is about, academics, and that is why these recruits will choose to come to Marshall University. I thank everyone in our College for their efforts with student recruitment this semester.

Consulting for the Community (C4C): A Snapshot of Fall Semester's Successful Experiential Learning Projects

Students in the Accounting Analytics course taught by Dr. Susan Lanham presented investigative findings to the WV State Auditor's Office based on a project analyzing West Virginia State revenue and spending data obtained online via West Virginia's 2018 transparency initiative. Given the abundance and variety of publicly available data, they were given considerable freedom in the selection of their dataset and in the identification of questions that the data could help answer. Each student group of five submitted a formal written report and presented the results of their analyses to two representatives from the West Virginia State Auditor's office, Mr. Marty Wright, General Counsel over the Fraud Unit, and Mr. Tim Butler, Senior Fraud Examiner. The presentations and written report included sophisticated analyses and data visualization techniques learned throughout the semester. Recommendations were also made to WVSAO regarding needs for further analyses and/or what outcomes needed to be tracked and how to track them. The students also made recommendations as to how to improve the transparency web site www.wvcheckbook.gov to make it more user friendly. Mr. Butler and Mr. Wright were very impressed with the presentations. The project was a huge success.

Dr. Marie Archambault's ACC 512 (Govt NFP Accounting) class this semester completed two community-based projects. The entire class helped the City of Huntington with a project to re-compute all police and fire employee/retiree defined benefit pension payments. Each student in the class was assigned some fire retirees to determine the correct pension payment. Based on a court action, previously computed pension amounts were not correct. All students also completed the required service learning project in this course. Each student spent a minimum of 15 hours providing accounting services to a local government or non-profit entity. Students were assigned to the American Foundation for the Blind, Appalachian Studies Association, City of Huntington, Developmental Therapy Center, MU Foundation, Mountain State Centers for Independent Living, and United Way of the River Cities. While most students assisted with routine bookkeeping tasks, one student developed a financial document retention policy, another student assisted with the year-end closing process and preparation for the audit, and yet another completed a financial statement review.