

MARSHALL UNIVERSITY

Lewis College of Business and Goodwill



Working together to develop engaged business professionals, change lives

Marshall University's Lewis College of Business and Goodwill Industries of KYOWVA Area, Inc. have been collaborating for over a decade in a partnership that benefits Marshall students and faculty, and the employees and clients of Goodwill.

The Lewis College of Business empowers students with the skills and knowledge through high-quality, innovative education in a supportive environment that encompasses excellence in teaching, experiential learning, external engagement, and impactful scholarship.

Goodwill Industries of KYOWVA Area, Inc. has 10 retail stores and an online store that give bargain-hunters quality new and used merchandise, the sale of which helps fund Goodwill's mission of providing therapy services, credit counseling, career training and employment assistance to people in local communities.

Together, Marshall and Goodwill offer students community engagement projects that are key elements of preparing them for successful, impactful careers while achieving several other goals that strengthen each other. The partnership:

- Creates opportunities for faculty and employees at Goodwill to model quality community engagement for students and employees.
- Gives students valuable community engagement and networking experiences.
- Provides a boost to both Marshall and Goodwill to have assistance outside of their organizations helping achieve their missions.

"Students are amazed at all Goodwill does in terms of training its employees to learn about all areas of business."

– Dr. Uday Tate, Marketing Professor, Lewis College of Business



Marshall's Lewis College of Business and Goodwill Industries of KYOWVA Area, Inc. exemplify the importance of quality partnerships. Here are a few examples of how they support each other:

- The Marshall University Chapter of the American Marketing Association partners each year with Goodwill to hold a Business Fashion Show. Students learn how to dress successfully for their next professional event with clothing provided by Goodwill.
- Marshall's Dr. Ben Eng, Executive Director of the iCenter at the Lewis College of Business, trained Goodwill's managers and leadership team on the Design for Delight (D4D) business process; was the keynote speaker at the 2021 Mid-Atlantic Goodwill Industries Coalition (MAGIC) Conference; and arranged a seven-week team rebranding project in his Advanced Marketing MBA course partnering with Goodwill.
- Alissa Stewart-Sparks, Executive Director of Goodwill Industries of KYOWVA Area, Inc., and Dr. Uday Tate, Professor of Marketing at the Lewis College of Business, partnered up in the college's Herd Insights Webinar Series to address women empowerment in the context of diversity, equity, and inclusivity.
- The leadership team from Goodwill Industries of KYOWVA, Inc. emceeds the college's Business Leadership Symposium hosted by the Truist Center for Leadership; discusses credit scores at the college's MoneySmart events; speaks in classes; offers expertise at an annual event about business attire, interviewing skills, and internship opportunities; and hires alumni from the Lewis College of Business.
- Both have representatives who serve on each other's boards.

"Alissa creates a culture in which the board feels like they are a part of the company's decision-making process, and employees feel like they are part of the board."

– Dr. Monisha Gupta, Director, Truist Center for Leadership at the Lewis College of Business

Learn more about the Lewis College of Business at Marshall University and its degree programs, partnerships and opportunities for experiential learning: www.marshall.edu/lcob



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