

Helen Koons
Marketing Instructor & Miami PRIME
Farmer School of Business
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Education:

Masters of Business Administration, Phillips University, Enid, OK, 1996
3.8 GPA Graduated Summa Cum Laude

Bachelor of Science, Business/Public Management, State University of New York, Utica, NY, 1992
3.9 GPA Graduated Summa Cum Laude
Paid 100% of college expenses through full time employment and scholarships.

Licensure/Certifications:

American Marketing Association, Professional Certified Marketer (AMA, PCM), August 2014

Alternative Education Licensure for Business Education, Graduate Education Department, Wright State University, Dayton, OH, August 2007, 4.0 GPA

Educational Work Experience:

August 2006 to present: Miami University, Oxford, OH

Courses taught: Marketing Principles (2006 to present), International Marketing (2006 & 2007), Marketing 1 during Summer Business Institute , Branding (Spring 2015 & 2016), Summer Scholars courses - Marketing, Management, Entrepreneurship, and Supply Chain Management (2013 to present) Chaperoned field trips with SBI, PRIME, and Summer Scholars.

For all classes, worked closely with students on group projects, test taking skills, and individual assignments. Wrote letters of recommendation for internships, careers, and graduate entrance. Counseled students on opportunities, reviewed/revised resumes, discussed interview tactics, helped them prepare for career day with attire and mock interviews. Named “Teacher of the Month” by Pi Sigma Epsilon twice by the business fraternity. Advised students assigned to me and additional students who could not meet with their assigned advisor or who had me as a teacher in class. Advised during Freshman Orientation and during International Student Orientation. Worked Graduation ceremonies for FSB each spring registering the students and giving them their cards to be presented for the reading of their names.

Administrative Duties:

Summer Business Institute :

Worked throughout the year on various types of market research including: reaching our non-business Miami students and students from other universities; best ways to reach parents, best ways to reach advisors, understanding how students perceive our program, etc. Planned and worked collaboratively throughout the year to create the best program from the 2012 through 2015 classes.

Created promotional materials for orientation, fairs, classroom visits, parents' weekend, and outside locations. Created promotional materials to reach each market segment we are trying to communicate effectively with, such as ads/articles for newsletters to parents and alumni of Miami. Planned and coordinated events for advisor information luncheons, guest speakers, and field trips. Engaged with students to discover their likes, wants, and needs from our program. Worked collaboratively with the director and staff to manage all aspects of the SBI program from advisor presentations to t-shirt designs, travel mugs and purchases of these items.

Created exams and study guide materials for exam study sessions and oversaw the actual exams. Maintained and input grades for each student, for each class (2 classes per day per week). Worked closely with students during their workshop time to create a business/marketing plan for the client.

Worked with outside presenters to create the Etiquette Luncheon for the students while coordinating with Marcum center on all aspects to facilitate this event. This included designing a menu, scheduling our equipment set up, inviting honored guests and guest speakers, in addition to the students, and coordinating with the Marcum staff.

Surveyed the students daily during SBI to discover how to make the program better for future classes. Held focus groups and follow up sessions to discover student expectations and concerns.

Miami PRIME: New summer program developed from and replaced SBI that began in summer 2014 and offered the first time in summer 2015. Worked to create marketing strategies, promotional materials, event preparations for recruiting efforts, and development for the new program with the director and admin staff. Attended OFCIC (the statewide career fair for private universities in Ohio) to recruit private university students to attend our summer program. Held recruiting efforts at Ohio Wesleyan and Dennison University to attract their students. Visited many classes at our campus to recruit in addition to information sessions held at Armstrong and across campus. Attended club meetings to disseminate information about our program in attempt to recruit candidates.

Throughout the year work collaboratively with our team to develop timelines and brainstorm ways to improve the program; in addition to sharing findings on current information as to marketing efforts, and number of students enrolled. Throughout the year I answer student and parent questions regarding the program and how it will benefit the student considering the program.

Continuously researching how best to reach our target audience and have run several focus groups to understand how to better reach female audiences and diverse audiences in general. Create promotional materials and pursue various venues and events we can attend to recruit students for PRIME's program.

During the 2015 PRIME program troubleshoot issues and made corrections throughout the program. Worked with students that have special needs. Worked collaboratively with the teachers to work through administrative issues as needed. Worked with our team to set up the Niihka site and handled test scantrons for each module and each exam. Created daily surveys and followed up to each class taught for each section. Worked collaboratively on the Networking event, Etiquette dinner, lunches, field trips, outside recruiters, and client participants for the project. Worked with our Senior Director of Communications to create promotional videos for PRIME to be used in the future for recruiting. Held conference calls with the client's experts and the students in various sections during the last week of the program to create their business plan for the client.

Advisor to the MUCFD (Miami University Club of Fashion Design). In this role I work closely with the president and executive committee to oversee their Fashion Runway Show in the spring

and their club activities throughout the year. Approve expenditures, attend meetings, work with their external advisor to grow the club and create an improved Runway show each spring, and to grow the club and Fashion program overall.

Worked collaboratively with the CCA to develop the Fashion Minor, Thematic Sequence and Co-major. Sat on the committee for new hires brought into CCA through spring and summer of 2015 for the roles on the Fashion Design side and for the Retailing/Business side. Worked with the CCA Associate Dean to discover curriculum used at competing colleges (University of Cincinnati and Kent State University). From those, developed and continue to develop curriculum for the minor and the co-major with various tracks. Requested the inclusion of our PRIME summer program to be a track for the business side of Merchandising/Retailing (still in process of getting approvals at this time). The Fashion minor has over 160 enrolled after creating the minor in spring of 2015. Student's strong desire for these programs and our recruiting efforts have been successful to date, surpassing our expectations three fold. Continue to work collaboratively on the fashion committee growth with CCA as we continue to create meaningful curriculum to various tracks of the program.

August 2004 to May 2005: University of Indianapolis, Indianapolis, IN

Adjunct Business Faculty: Taught Consumer Behavior and Marketing Research to undergraduate students. Developed syllabus, curriculum, homework, exams for both classes. Oversaw market research projects for student groups with several local companies. Sat on Deer Marketing Research Committee to award scholarships to participating students based upon their marketing research proposals. Worked with a variety of business professors to facilitate scholarships and other school projects in process across campus.

Graduate Business Program Manager for the School of Business. Responsible for managing the cohort MBA program off-site and the Executive MBA program on campus. Responsible for finding qualified faculty to teach at all offsite locations. This required coordinating instructors, ordering textbooks, entering students and class information into our computer system, maintaining a schedule for the timely submission of all materials necessary for each cohort program, collecting and recording payments for student's books and tuition, and acting as a liaison between the MBA students, instructors, and the school. Responsible for solely creating the School of Business weekly newsletter which required identifying and developing stories and content for the newsletter. Required to research and/or handle specific duties for the dean of business as needed. In addition, I visited job fairs and local companies' education fairs to promote our school and encourage enrollment in all of our business degree programs. Contacted local companies to develop interests in our MBA off-site, tailored programs by showing them our standard programs and the ability to customize it to meet each company's needs.

April 2004 to July 2004: MBA teaching: Instructed MBA students in Cases in Corporate Finance at the Visteon Corporation. In addition to the Visteon employees there were other U of I graduate students admitted into this program (through joint agreement with the university) that worked with Visteon employees during the class. Worked closely with individuals and teams on developing cases and understanding Finance methods, processes, and terminology.

April 2004 to November 2004: Indiana Wesleyan, Indianapolis, IN

Instructed very diverse undergraduates in the School of Business Accounting for Business in an accelerated five week program. Followed the school requirements for curriculum, schedule, and exams as prescribed for consistency across all cohorts and sections. Worked closely with

individuals struggling to learn accounting and math concepts beyond class and office hour time frames.

August 2003 to December 2003: Butler University, Indianapolis, IN

Instructed for the school of Business as an adjunct faculty member teaching Corporate Finance courses while a teacher was out for surgery. Created curriculum, schedule and assignments for students. Worked closely with students on math skills, accounting principles, and finance principles to understand the material.

January 2000 to May 2001: Bowling Green State University, Firelands College, Huron, OH

Instructed for the School of Business teaching students in the associate and baccalaureate programs. Created syllabus, assignments, reading materials, and exams. Courses taught included: Business Mathematics, Management Information Systems, Introduction to Word Processing and Microsoft Office (Windows, Word, Excel, Power Point, and Access).

August 2000 to May 2001: Lorain County Community College, Lorain, OH

Instructed for the School of Business teaching students in the associate and baccalaureate programs. Created syllabus, assignments, reading materials, and exams. Courses taught included: Introduction to Business, Human Resource Management, Business Management, and Financial Management. Worked closely with several students that struggled with course content.

January 2000 to May 2000: Sandusky Adult Education, Sandusky, OH

Instructed in the Adult Continuing Education program teaching Microsoft Office, which included Word, Windows, Excel, Power Point, and Access.

January 1999 to May 1999: Kent State University, Ashtabula Campus, Ashtabula, OH

Instructed in the School of Business teaching students in the associate and baccalaureate programs. Courses taught included Fundamentals of Marketing Technology and Introduction to Business Statistics.

Ashtabula County Joint Vocational School, Jefferson, OH

Instructed in the Adult Continuing Education program teaching Microsoft Office courses which included Word, Windows, Excel, Power Point, and Access.

August 1998-December 1998: Kent State University, Geauga Campus, Burton, OH

Instructed in the School of Business as an adjunct professor teaching students in the associate and baccalaureate programs. Courses taught included Fundamentals of Financial Management and Human Resource Management.

Professional Work Experience

March 1995 to October 1996: Wing Special Missions Coordinator, ATC, Vance AFB, OK

Coordinated Air shows, familiarization flights, NASA simulator flights, and aircraft contract scheduling. Daily coordinated with three flying squadrons, aircraft maintenance, Operations Group Commander, and Higher headquarters – 19th Air Force. Coordinated Air shows with civilian airports and military bases, including five other air bases within Air Education Training Command, to ensure quality and presence of our aircraft. Close attention to detail and troubleshooting were necessary daily. Created the computer programs, timelines, and form letters for air show coordination that became the standards for 19th Air Force. Team member for the squadron's

Quality Mentor Team that consisted of twelve individuals acting as a staff member. Personally developed a program for individuals going TDY to assist their family member's during their absence. Tutored military Captains in several MBA courses. From January through March of 1996 solely operated the Scheduling Office normally operated by three Air Force Captains and myself. **Awarded "Civilian of the Quarter"** for the fourth quarter of 1995 and **"Civilian of the Year"** for cost saving measures, work performance, and new initiatives established for our squadron. Taught several small classes on Microsoft word to squad members as we transitioned from a Wang operating system to PC's with Microsoft software products.

October 1993 to September 1994: Transportation Quality Control, SAC, Griffiss AFB, NY
Computer System Administrator for TOPS maintain carrier, agent, and military member files. Inspected military household goods moves, warehouses, trucks, and facilities to ensure compliance with DOD government regulations. Performed semi-annual evaluations on all overseas and domestic shipments rating carriers and ability to perform up to government standards and requirements. Quality team member for transportation squadron working on several continuous improvement programs for all sections of the squadron. Coordinated moves from inception to completion ensuring timeliness and appropriate delivery and warehouse capacity needs. Trained other inspectors on the computer system and more efficient inspection methods incorporated through our QC programs developed on our QC team.

March 1993 to September 1993: Supplies Contracting, SAC, Griffiss AFB, NY
Worked in small purchases (under \$25,000) creating contracts for medical and office supplies. Coordinated with vendors (suppliers) and inside customers to establish acceptable products, product alternatives, and time frames. Established warranty and modifications to contracts to best meet internal customer's needs. Prepared new contract requests for quotations specifically targeted at small businesses. Maintained regulations, publications, and vendor advertisements for the office to ensure we had current information available to all buyers.

October 1991 to January 1992: Transportation Squadron, SAC, Griffiss AFB, NY
Maintained government regulations, publications, and forms for the entire squadron (approximately 450 people). This included coordinating with the base point of contact and Air Force point of contact in San Antonio, TX. Responsible for the squadron's sixteen copiers, which included ordering supplies and repair when needed. Created spreadsheets and forms for use within our squadron and base to expedite order requests of supplies. Planned and coordinated various fund raisers for the squadron to benefit members and their families.

December 1989 to October 1991: Operational Construction Contracting Division, SAC, Griffiss AFB, NY

Created bid packages, held bid openings, and finalized award of contracts. Created weekly construction status reports based upon site visits and engineering input. Provided load control information on purchase requests for each construction project and modification. Established and maintained contracts to ensure compliance with government regulations and standards. Coordinated with Civil Engineering throughout the entire contract process to ensure compliance to all architectural and engineering standards. Conducted site visits (usually weekly) to ensure compliance with regulations and required pay wages for specified contractual employees.

January 1989 to April 1989: 64th Field Maintenance Squadron, ATC, Reese AFB, TX

Worked as the squadron awards and decorations monitor. Edited, proofread, and coordinated all citations for the squadron (500+ people). Scheduled all yearly medical appointments and awards appointments for the entire squadron. Organized and coordinated various paperwork for the squadron commander and the main office on the base.

March 1988 to January 1989: Bancroft Savings and Loans, Lubbock, TX

Worked as a teller and customer service representative. Maintained a cash drawer of \$25,000 to \$50,000 dollars on a daily basis. Solely opened the office 5 days a week and worked the drive through window alone the first hour of each day. Responsible for maintaining accurate dollar count and variance of less than \$5 on any given day. Rewarded for the least variance over a course of 6 months with the most days with no variance or a perfectly balanced drawer. Averaged 100 to 500 transactions per day. Earned two pay raises during this time frame for cash drawer accuracy.

July 1984 to February 1988: First National Bank of Akron, Akron, OH

Began as a teller responsible for maintaining a cash drawer of \$15,000 to \$25,000 daily. Responsible for greeting customers courteously and handling their transactions. Worked with many elderly customers in balancing their checkbooks and paying their utility bills. Worked at the customer service desk assisting customers with opening and closing a variety of accounts including checking, savings, money market, and certificate of deposits. Opened and closed safety deposit boxes while maintaining procedure and federal regulations on requirements. During summer months floated to various branches acting as a teller, customer service rep or loan application representative.

I. Teaching and Service Philosophy

Teaching is my passion – to help students grow, learn, and discover through an engaging classroom climate or even a one-on-one conversation. It combines two things I am very passionate about, first marketing and how it strives to reach customer's needs, and second students who want to learn and be able to use the information to be successful in their careers. The classroom should provide a place for discovery, learning, connection, critical thinking, and curiosity. It should be informational, relevant, participatory, and incorporate elements from a variety of resources including text books, readings, research sites, guest speakers, group work, and self-motivation.

Over the past 20 years I've taught a variety of classes in formal and informal settings with students from 5 to 82 years of age. Creating a connection with students by getting to know them, increasing their desire to learn by making the information relevant, and providing opportunities for them to understand through hands on activities, has consistently proven effective with learning outcomes. I perceive teaching to be a partnership between the teacher and the students to each bring something to the table – students need to bring a desire to learn and the diligence to prepare for class; and the teacher needs to be prepared to explain material, provide insight and guidance, and answer questions.

Service to our school and community shows a desire to improve the lives of those around me and to further the desire for others to learn and grow based upon the enthusiasm and passion demonstrated to those being served. It's about giving back and helping those who are less

fortunate or those who need to be reached with our message and a sense of kindness/community to one another. I actively participate in service to Miami, my children's school, my church, and my community through a variety of ways. The reality is, it's not about me - it's about serving selflessly and fulfilling my purpose in this world.

Awards and Formal Recognition for teaching:

Nominated "Teacher of the Month" by Pi Sigma Epsilon Fall 2007 & Spring 2009

Graduating students identifying faculty members that made a positive impact on their learning and development while they were at Miami University:

COMMENT: Ms. Koons has been my advisor throughout my time here at Miami. She was always willing to meet with me and she truly cared about not only my college career, but also my future. It was refreshing to have someone to talk to and she gives great advice.

COMMENT: Showed Passion and enthusiasm for the course and the development/learning of students

COMMENT: Instructor Koons cared about her students, and had a great classroom environment. She was my first marketing professor and really helped me learn the material in a fun way.

COMMENT: She really inspired the class to go above and beyond with our coursework. Was very accessible throughout the year and made class very enjoyable.

Service-learning, Interdisciplinary Activities, Inquiry-based Activities, or Study Abroad Activities

Ongoing collaboration on the creation of the Fashion program between CCA and FSB. Fashion Minor was launched in spring 2015 with approximately 60 students enrolled. As of fall 2015 there are over 160 students enrolled in the Fashion minor, many of which are waiting on the final approval of the Fashion Co-major with 3 track options (design, entrepreneurship, or business). Requested a track for the PRIME program to be an option within the entrepreneurship or business track for 3 of the required hours. With the co-major in process, we continue to meet each Wednesday afternoon to move forward in getting curriculum approved.

Academic Advising

Advise freshman through seniors in course selection, career potentials based on coursework chosen, minor and/or thematic sequence choices, careers with employers at our career fairs, and potential graduate school possibilities. Review resumes and practice mock interviews if student requests help. Advise students that are assigned to other teachers due to office hour conflicts and student availability. Advise students with basic needs if our CDA is backed up with other advisees. Advise students that have had me in class and trust my opinion and knowledge that I will take the time to help them discover who they are and what they want to do once they leave Miami.

Attended advising training for Freshman Orientation Advising, Canvas training and International Student advising sessions. Participate in Miami University Academic Support and Advising Association (MUASAA) created in August to support advisory roles and improve the advising we deliver to our students. Attended recent meeting/discovery session on better advising for our international students.

Instructional Currency and Professional Growth as a Teacher or Advisor

Attended/Viewed the following webinars or videos in 2015 through the American Marketing Association website:

The Sixth Sense of Marketing: WHEN and WHY We Click
The Rise of Content Marketing Operations: How to Survive and Thrive in the New Marketing Landscape
Integrated Marketing Communications
How to Win at Real-Time Marketing
How to Drive Engagement in a World of Content Overload
The New Frontier of: Marketing
Cracking the Millennial Code
Using Mobile to Capture In-the-Moment Insights
Social Media: More than Marketing
The Secret of Brand Growth: Social Visualizations Unveiled
5 Key Marketing Dashboards to Drive Analytical Decisions
Top 10 Things to Know to Better Engage Generations X, Y & Z
Experience is Your Brand: How a Customer-Centric Strategy Delivers Value
Millennials & Social: How Taco Bell Reached Millions with Mobile App Launch
Marketing to Gen Z: It's About Involvement

Attended the AMA Marketing of Higher Education Conference in November 2015. Classes and keynote speakers attended include:

Sergio Alcocer, President and Chief Creative Office, LatinWorks. Presentation: *Latino Narratives in 2015: The Most Modern Experiment in the World*
Class: *The Millennial Approach to Branding and Marketing a Tenured Institution*
Class: *B-School Brand + University Brand = Legendary Success*
Michele Norris, NPR Host and Special Correspondent, Founder of The Race Card Project.
Presentation: *eavesdropping on America's Conversation on Race*
Class: *Awakening the Sleeping Giant and Owning its Might: A Case Study in Establishing a New Brand Framework*
Class: *The Power of Casting: How to Get Student Stories to Come to You*
Roundtable Discussions: *First year AMA conference Attendants learning experiences*
Dan Dillon Jr., Senior Vice President, Chief Marketing Officer, Arizona State University,
Presentation: *Driving Affinity Through Innovative Marketing*
Class: *It's Complicated: Building a Brand for an Elite Art and Design School – The Pratt Story*
Class: *Understanding Primary and Secondary Data that Inform Decisions and Reduce Risk when Marketing New and Existing Academic Programs*
Dan Greenstein, Director of Education, Postsecondary Success, Bill & Melinda Gates Foundation,
Presentation: *The World of Higher Ed in 2025: Boom or Bust?*
Class: *Your Life. Your University. Our Passion. The U.Va Approach*
Class: *So What Do You Want to Be When You Grow Up?*
Class: *Content Strategy and Content Marketing*
Santa Ono, President, University of Cincinnati, Presentation: *The Digital Presidency – Brand Building in the Age of Twitter*

Incorporated each of these learning experiences into classroom material and in PRIME marketing/brand development. Continue to study millennials and how they are best reached by our organization. Apply branding information to PRIME and use for MKT 435 Branding and IMC class.

Professional Development

As a member of AMA I read their publications, attend their webinars, watch their videos and try to incorporate the latest, most relevant materials into the classroom and into our recruiting efforts for Miami PRIME. The study preparations required to earn the AMA PCM certification requires on-going learning and conference attendance to maintain the title.

For advising I attend the training sessions and canvas training modules on line.

Attended Safe Zone training in February 2015 to provide a safe place for diverse students to talk or seek advice on a variety of topics to give them a “safe place”.

Service to the University

Sit on Committee for the Fashion Programs with CCA and FSB. Worked collaboratively with the CCA team to develop the Fashion Minor, Thematic Sequence and Co-major. Sat on the committee for new hires brought into CCA through spring and summer of 2015 for the roles on the Fashion Design side and for the Retailing/Business side. Worked with the Associate Dean to discover curriculum used at competing colleges at the University of Cincinnati and Kent State University. From those developed and continue to develop curriculum for the minor and the co-major with various tracks. The Fashion minor has over 160 enrolled after creating the minor in spring of 2015. Student’s strong desire for these programs and our recruiting efforts have been successful to date, surpassing our expectations three fold. Continue to work collaboratively on the fashion committee growth with CCA as we continue to create meaningful curriculum to various tracks of the program.

Attend and work at Commencement Ceremonies in the spring each year. Work at the tent to check in students and have them fill out their name card for correct pronunciation during the ceremony. Meet & greet parents before and after the event.

Service to the Students

Adviser to the Miami University Club of Fashion Design. In this role I work closely with the president and executive committee to create their Fashion Runway Show in the spring and oversee their club activities throughout the year. Approve expenditures, attend meetings, work with their external advisor, Fredrick Holzberg to grow the club and create an improved Runway show each spring, and to grow the club and Fashion program overall. Direct students as needed for fundraising events, sponsorships, recruiting alumni support, etc.

The Fashion minor has over 160 enrolled after creating the minor in spring of 2015. Student’s strong desire for these programs and our recruiting efforts have been successful to date, surpassing our expectations three fold. Continue to work collaboratively on the fashion committee growth with CCA as we continue to create meaningful curriculum to various tracks of the program. Spend on average 2-5 hours per week during the school year and more during key times (creation of programs and the runway show preparations).

Reviewed and corrected student resumes prior to career fairs in spring and fall terms. Advised students on how to categorize and prioritize job offers as they came in to help them make their decisions. During 2015 wrote over 35 letters of recommendations for students to obtain internships or first jobs after graduation. Wrote more than 30 letters of recommendation for students to enter graduate school, (many were not marketing majors but they were in my class). I filled in many forms for students to be permitted to study abroad through our programs and through external study abroad programs. Wrote letters of recommendations and nominations for various awards for students.

Service to the Discipline or Field in Terms of Teaching or Advising

1. American Marketing Association member participating in webinars, video classes, and conferences. Actively participated in classes at conference in November.
2. Judge for DECA competitions and advisor to programs at Edgewood, Badin, and Ross High School. Act as a judge at competitions regionally in the spring semester; work with student groups and individuals to prepare for these competitions and fundraising ideas to offset the costs of attending those events for their Marketing club.
3. Committee member for the Business Advisory Council for Ross High School's Business & Marketing Curriculum development and planning. Meet 2-4 times a semester depending upon the needs of the school. Badin High School and Edgewood High School representatives also attend these meetings (they do not have their own advisory council).
4. At Ross High School - volunteer at Career fairs and presentations speaking to students about Marketing as a career and Miami University as a college option. Presented to students in a class called Career Pathways on various Marketing careers and degrees required to obtain those types of positions.)
5. Reviewed **Marketing: Real People, Real Choices**, by Mike Solomon, Greg Marshall, and Elnora Stuart. Reviewed three chapters in the text book, exercises on the MyMarketing Lab that corresponded to those chapters, and the Power Points created for those chapters.

Student Recruitment and Retention

1. Actively recruit students for Miami University's PRIME program and Miami as a whole. Recruit at other schools and career fairs to get outside students to support the summer PRIME program in FSB.
2. Work with the Bridges program to recruit students and hosted over 60 students in the past year into my Friday classes in MKT 291. Present each student with a business card and instruct them to contact me if they have any questions. Approximately 25 of those students followed up to ask more questions about our business programs. Parents will also sit in on the class and routinely say how much they enjoy the class and my willingness to allow them into the classroom during their visit at Miami.
3. Taught in two sessions of Summer Scholars Business Academy, which is a 2 week camp for high school students, to engage the students and increase their desire to learn more about business and Miami as a university for them to attend in the future.
4. Advise students to drop my classes if they are failing, not attending, and will not be able to earn a C or higher in the class. Encourage each student to seek help if they are having issues with getting to class or other difficulties.
5. Work extensively with athletes that need to miss class to keep them up to speed on course content and assignments.
6. Work extensively with international students that struggle to understand course content and American culture, brands, and language.
7. As an active participant/volunteer with high school students I receive many questions about Miami and college in general. Due to my established relationships with these students and their parents they will often consider Miami when they never would have before due to the close proximity to their homes. Recruited three freshman that were set on going to OSU and UC prior to March of 2015. All are AIMS and Computer Science Engineering students.

Community Engagement & Community Outreach

1. Ross High School Organization committee/work:
 - a. RHS Marching Band: Band booster Maroon & Gold Supreme member. Recommend fundraisers and marketing efforts to support those events including sales for 50/50 fund raising, sales for band cards,

fudge sales, spirit wear sales, etc. Hospitality chair for all football games and competitions. Chaperone and pit assistant for percussion, recorded shows for review, chaperoned students for five days on a trip to Washington D.C. where we performed competitively in a nearby parade. Assisted the director with protocol for handling student issues, documentation, and information to parents. Recruited several students to Miami that were considering other schools. Sold and prepared fudge for the fudge sale fundraiser that offsets the cost of the D.C. trip based on each student's sales.

b. RHS Tennis (boys in spring, girls in the fall): Provided food & drinks for all players and coaches at select away games (15-20 people). Found and hired a coach to work with students in off- season to prepare them for the upcoming spring season in 2015. Coordinated times/days with the off-season coach to allow the most students to attend.

c. RHS: Volunteer to speak at career classes and career fairs to discuss Marketing careers in the work force and the opportunity to attend a great school nearby – Miami.

2. White Oak Christian Church: Lead and teach a small group of eight to ten women in studies regarding growth, balance, and life simplification. Worked and purchased items for our Back to School Carnival raising money for needy kids, providing school supplies, food, clothing, etc. Vacation Bible School – provided donations for snacks, supplies, and materials. Assisted in raising money for missionaries going to Africa, India, and Haiti. Organized and planned a group of ladies to participate in Hope for Christmas for needy families in our community. Shopped for 3 needy families and provided Christmas dinner and gifts for those families. Worked at a local food pantry sorting, organizing, and packing food for children in our communities. Provided food and served the homeless in Hamilton. Advised on some marketing issues and offered some better ways to reach parents of those young children they are trying to reach.