A SUCCESSFUL CAREER IN FINANCE PROPELS A PASSION FOR GIVING BACK
When faced with a decision about their company’s future, business leaders turn to their finance and accounting teams for insight and data to inform their decisions. Often, it is those employees who hold the secret to what is going wrong (or right) with a company and can lead the organization’s finances forward.

Accounting and finance jobs are found in every industry, at companies large and small. Many Strayer University students and alumni work for global corporations, public-sector agencies and nonprofit organizations. They apply their deep knowledge to their careers as well as Strayer University’s classrooms, where our accounting degree programs teach both advanced theory and technical skills. Recently, the School of Business has taken another step toward offering students the most innovative, high-quality business education possible.

The School is seeking accreditation for its undergraduate and graduate programs by the Accreditation Council for Business Schools and Programs, the nation’s leading specialized accreditation association for business education. ACBSP accreditation will ensure students that our degree offerings have been evaluated by professionals in the field, met a set of standards and criteria, and determined to be high quality business programs.

Providing Strayer University students with a quality education is paramount. The School of Business constantly updates program offerings so that students will continue to become successful and sought-after graduates.

Dr. Wendy Howard is responsible for guiding the curriculum and learning outcomes of the School of Business degree programs. She is a certified public accountant and holds a doctorate of education in organizational leadership.
Finance

4 AHEAD OF THE CURVE: SETTING ACHIEVABLE FINANCIAL GOALS
Douglas Rose (AAC’S ’95, BSCS ’96), senior vice president and director of strategic planning and initiatives for wealth, brokerage and retirement at Wells Fargo, discusses the future of the financial industry.

6 ON THE MONEY
Ria Sorrell (BBA ’05) applies her knowledge in finance, law and technology to keep cultural landmark Union Station Kansas City on track.

7 UNDER REVIEW
For David Elliott (MSAC ’10), serving as director of internal review for the U.S. Army Intelligence and Security Command caps a lifetime in which he’s been both fascinated with, and the master of, numbers.

8 GROWTH POTENTIAL
Phyllis Streit (BSAC ’09, MBA student) takes on an expanding role as managing director and chief financial officer of Cumberland Advisors.

COVER STORY

9 Beyond the Bottom Line
For many, a career is defining—it shows who you are, what you know and what you have accomplished. But for Alex Galeano (BSAC ’98, MBA ’09), a career in finance and his current role as vice president and controller for the National Association of Broadcasters have merely served as stepping stones for his life’s bigger purpose.
Photographed by Len Spoden in Washington, D.C.
A Gourmet Career

When a friend asked chef Shawn Bucher (BBA ’10) to teach him how to cook, Bucher first visited a local bookstore to find a book that could guide them. “I found advanced books for professional chefs and collections of recipes, but nothing in between,” Bucher says. “I wanted something that provided recipes, along with instructions on technique.”

Bucher relied on his 15 years of experience as a professional chef to write “The First Timers Cookbook.” His second publication, “The First Timers Bakebook,” was released in 2012.

He has experience across the food service industry, cooking for the EnergySolutions Arena (home to the NBA’s Utah Jazz and a performance venue), grocery stores, schools, hotels and restaurant chains, where he developed recipes as a corporate chef.

Currently serving as a consultant for kitchen equipment manufacturers, Bucher travels to restaurants that have purchased the equipment to train employees on using it. “The great part about consulting is that it opens doors to other work and gives me the opportunity to learn new skills,” he says.

Bucher has consulted for several well-known restaurants, developing training programs for Wolfgang Puck’s restaurant, Spago, in Los Angeles, Urban Plates in San Diego and frozen yogurt chain Red Mango in Boston, and providing recipe development for chains Costa Vida, Rumbi Island Grill and Starbucks.

“My goal is to help people learn to cook good, healthy meals at home.”

SHAWN BUCHER
“By 2018, 63% of U.S. job openings will require postsecondary education.”

Georgetown University Center on Education and the Workforce

The Average American Weekday

— Bureau of Labor Statistics

Be Prepared

Finding a job can be a full-time job itself and requires hours of preparation and research. The Strayer University Career Center offers videos that can give you a competitive advantage.

RESUME WRITING: This three-part seminar by the New York Times bestselling author Martin Yate will help you make your resume stand out.

JOB SEARCH: Tony Beshara, owner and president of placement and recruitment firm Babich & Associates, leads a three-part seminar on successful job search strategies.

NETWORKING: Author, motivational speaker and entrepreneur Diane Darling covers all aspects of networking, a skill the U.S. Bureau of Labor Statistics says helps 65% – 70% of people find a job.

Visit ucc.strayer.edu to view these videos and other career resources.

5 Most Financially Innovative Companies

— Fast Company

1. SQUARE
   Electronic payment service application

2. STARBUCKS
   Global coffee company

3. KICKSTARTER
   Web platform to fundraise for creative projects via crowd funding

4. PAYPAL
   Global e-commerce website

5. Y COMBINATOR
   Provides seed money, advice and networking to startups
Ahead of the Curve: Setting Achievable Financial Goals

Douglas Rose (AACS ’95, BSCS ’96) shares insights on his role, the financial industry and the advice he gives to clients.

DOUGLAS ROSE (AACS ’95, BSCS ’96)
TITLE: SENIOR VICE PRESIDENT AND DIRECTOR OF STRATEGIC PLANNING AND INITIATIVES FOR WEALTH, BROKERAGE AND RETIREMENT
COMPANY: WELLS FARGO
INDUSTRY: FINANCE

What does your current role entail?

I am responsible for assisting the senior leadership team in defining the company’s long-term goals and identifying underlying initiatives to deliver those goals. My role is centered on the clients and collaboration to leverage the breadth and depth of our organization. We currently have nine multiyear strategic initiatives under way that will help to drive significant value to our clients, financial advisers and shareholders. It’s important for me to ensure that the portfolio of initiatives remain relevant and deliver maximum value.

What do you enjoy most about your work?

I really like the division I work in—wealth, brokerage and retirement—and that I have an opportunity to help set the strategic plan, define initiatives to realize our vision and lead organizational change toward the goal of meeting all of our clients’ financial needs within and across our core businesses. I also work directly with other business leaders in my division, which is made up of more than 40,000 employees and more than 15,000 financial advisers. I enjoy getting to work at all levels of the organization, the ever-changing environment and the challenges facing our clients and the business both internally and externally. I especially enjoy being a part of the team of top-notch professionals who comprise our division’s strategy. We are constantly learning from one another every day.
How critical is strategic planning, both for your role and the organization?

It gives an organization a clear vision and a path for the future beyond the day-to-day pressures and goals of a publicly traded firm. Strategic planning helps us stay focused on the company’s most important needs and goals, and gives us a solid plan for how we’ll get there. It helps everyone get on the same page and move toward a common vision.

What is the biggest challenge you face?

Some of the biggest challenges are trying to work in the current economic environment and adjusting to the increased regulatory changes that face this industry. There are definitely added pressures that I didn’t have to consider 10 years ago.

What has changed the most over the last decade?

Our clients’ needs are constantly evolving, especially when it comes to preparing for retirement. Today, people are relying less on traditional methods of retirement planning, such as pensions, and are looking to new avenues to save for their retirement. We want to help them be successful in the new environment.

What are Wells Fargo clients’ main concerns about their financial futures?

In today’s world of uncertainties, people are concerned about their financial stability in the future. In addition to planning for retirement, clients are also focused on meeting broader financial needs, such as saving for college or buying a home. It’s up to the professionals in my field to work closely with our clients to understand their complete set of goals and help them develop a comprehensive and realistic financial plan.

What is your most important piece of retirement advice?

Planning is the cornerstone of being ready for retirement or meeting any financial goal. Too many people wait too long before they start thinking about retirement—they have to start now. During the planning stage, we all need to be honest about what we can achieve and what our needs and desires will be in the future.

— By Kevin Mackiewicz, Senior Writer

PLANNING TO PLAN

Half of middle class Americans say their most important day-to-day financial concern is paying the monthly bills, according to the 2012 Wells Fargo Retirement Survey. However, a greater obstacle looms in the distance: saving for retirement, which ranks second among Americans’ major financial concerns.

The Wells Fargo survey revealed Americans’ attitudes about planning for retirement:

- 36% of Americans have already written a plan for their retirement, which is up from 30% in 2011.
- Three-quarters of Americans describe their calculations for retirement to be essentially a guess; 22% describe their planning efforts as detailed and based on “calculations.”
- When provided with a list of activities, middle class Americans say that in the last 12 months, they’ve spent the most time “planning” a home remodel, followed by planning a vacation. Planning for retirement fell to third place in the list of priorities.

- Many Americans believe the 401(k) is the “best retirement savings vehicle,” followed by the IRA and a savings account.
- A third of Americans who have a 401(k) available through their employer are saving between 3% and 5% in their 401(k) plan, another third are saving between 6% and 10%, and 12% are saving 11% or more for their retirement.
- Those contributing to an employer-offered 401(k) report that more companies are offering a match (77%) this year versus 66% a year ago.

The Wells Fargo Retirement Survey is an annual telephone survey that is conducted by Harris Interactive. One thousand middle class Americans, ages 25 to 75, were interviewed between July 9, 2012 and Sept. 4, 2012.
As controller of Union Station Kansas City, a former train station that’s now a cultural landmark, Ria Sorrell (BBA ’05) uses her knowledge of finance, law and technology to keep the operation on track. Her work ethic ensures that her career moves forward, too. Sorrell pursued higher education at the same time, while working during the day and being an involved wife and mother.

A native of the Chicago suburbs, Sorrell’s first job at a women’s clothing store before entering college introduced her to accounting. Though she enjoyed the financial side of retail, and loved working with then-burgeoning computers, she didn’t pursue accounting because she’d never considered it as a career.

“I’m very thorough, detailed and orderly,” she notes. “But I did not love numbers.” Instead, she studied chemical engineering and met her future husband as a freshman at Northwestern University. From there, she launched a career path that would inevitably lead back to numbers.

TURNING TO EDUCATION

Sorrell married and moved with her Army husband to southern Virginia, and then overseas to Japan, taking jobs as an assistant budget analyst and other accounting positions as the family moved around. She earned her associate degree in computer information systems from Strayer University in 1994 while working full-time and raising three children.

When her husband enrolled in law school, she was inspired to do the same. But even though she had taken college courses continuously over 15 years, she’d never received her bachelor’s degree. The family was living in Michigan at the time, a state that doesn’t require a bachelor’s degree to qualify for the bar exam, so Sorrell entered law school. But when she and her family moved to Missouri after her first year, she needed to finish her college degree and returned to Strayer University to do so. On taking undergraduate business classes and law classes simultaneously, she laughs, “I’m probably one of very few people who have done that.”

ON TRACK

In 2007, Sorrell became controller for Union Station Kansas City, where her accounting, information technology and legal strengths have served her well. “As a controller, you’re overseeing so many different areas that you have to understand the big picture,” she says.
Under Review

By Russ Roberts, Writer

For David Elliott (MSAC ’10), it’s all about the numbers. Elliott is the director of internal review for the U.S. Army Intelligence and Security Command. He’s an internal auditor, a job often misunderstood but vital to increasing the value of organizational operations and serving as a catalyst for improving effectiveness and efficiency. For Elliott, it caps a lifetime in which he’s been both fascinated with, and the master of, numbers.

A native of southwest Oklahoma, Elliott spent 24 years in the Army working in finance. He was stationed in various posts both in the U.S. and abroad, including Arizona, Oklahoma, Germany and South Korea. He found Korea interesting for many reasons, particularly its emphasis on education. “The students there sometimes have 21 different subjects in one week,” he recalls.

In 2000, he relocated to Virginia and worked in resource management, before moving into internal review. He’s also served as the deputy chief financial officer in the Office of Administration, Executive Office of the President.

Unlike the common perception of an auditor as someone from the IRS looking for tax cheats, an internal auditor for the government looks for high-risk areas in which fraud, waste and abuse can occur. Elliott reviews a program from top to bottom to determine whether internal controls are working as intended, applicable laws are being followed, all regulations are in place and efficiencies can be recommended.

“I examine areas of concern among top-level leadership,” Elliott says. Those concerns have taken him abroad to Iraq, for example, when the Army wanted to ensure that money targeted for a project there was being spent correctly. He has also traveled to Afghanistan to audit the work of a contractor supporting U.S. forces. “I uncovered a government employee in Japan who was embezzling government funds,” he says. “I worked with Criminal Investigation Command and FBI agents to gather evidence that led to the indictment and successful prosecution of the employee in federal court.”

Every day is different for Elliott, and brings an opportunity to make a difference. “I serve as independent eyes for the command,” he says. “The results of my work can bring about large-scale positive change and ensure better controls over taxpayer funds. It’s an important job.”

She relies on her business expertise to manage budget and accounting software operations, and applies her law degree when reviewing contracts. One of the first issues she tackled was to upgrade the accounting software. “They were relying heavily on Excel spreadsheets. But it’s imperative that organizations have the best software that they can afford. It frees up your time; it frees up your energy,” she says, noting that up-to-date software is especially important for nonprofits because staff must accurately track donated funds.

Union Station Kansas City has faced hard times in the past few years, with the doors nearly closing for good, but Sorrell is proud to have been part of the team that kept it open.

Today, her hectic class schedule is merely a memory, and her day job is running smoothly, but Sorrell’s work ethic hasn’t changed. “It takes a special type of person to be in finance and accounting. You have to have an eye for detail,” she explains. “But I think it’s a great field to be in because everyone always needs someone to keep track of their money.”

Winter 2013 | Scholar 7
Growth Potential

By Kevin Mackiewicz, Senior Writer

In today’s complex economy, many employees are adding new responsibilities to their normal duties, especially at small businesses. Phyllis Streit (BSAC ’09, MBA student), managing director and chief financial officer for investment advisory firm Cumberland Advisors, says her job is constantly evolving.

“I n the past, I mainly focused on financial reporting and budgeting,” Streit says, “but now I have a hand in many areas throughout the company.” She oversees financial forecasting, employee benefits packages, employment agreements and lease agreements, and helps set the company’s overall strategy and corporate goals. Streit says the changes to her position are becoming more common for CFOs, especially in three areas:

1. A growing number of chief executive officers at small businesses are relying on the insight and expertise of CFOs when setting the company’s strategic direction. “It’s becoming more important for the CFO to work alongside the CEO,” says Streit. “I help our CEO identify areas in the business that I think are most likely to grow based on my financial forecasts.”

2. Today’s technological advancements give CFOs more controls over the company’s financial data, helping them identify high-risk areas. New software can better enable CFOs to establish budgets, adjust the company’s financial strategy and identify specific areas within the company that need to be strengthened.

Prior to investing in new financial software, Streit stresses the importance of understanding what programs will work the best for the organization. “There are countless accounting software programs available, but not all of them will make sense for the company,” she says.

3. Streit was recently asked to negotiate the building leases for her company because of her deep knowledge of the company’s financials. She worked closely with the company’s attorneys to learn more about contract law.

“When you’re negotiating a lease, you have to understand every part of the agreement, such as the cost and potential consequences of breaking the lease,” Streit says. “Although it’s been a challenge, it’s exciting to learn about the different areas within the company and how I can contribute.”
Beyond the Bottom Line

A SUCCESSFUL CAREER IN FINANCE PROPELS A PASSION FOR GIVING BACK

BY COURTNEY CODER, SENIOR EDITOR
For many, a career is defining—it shows who you are, what you know and what you have accomplished. But for Alex Galeano (BSAC ’98, MBA ’09) a career in finance and his current role as vice president and controller for the National Association of Broadcasters have merely served as stepping stones for his life’s bigger purpose.

Galeano and his family came to the United States when he was 11 years old, leaving behind a life in Nicaragua that was very different from the one he went on to build in America. But he never forgot his roots, and today, he draws on lessons from higher education and a career in finance to run a nonprofit that gives back to the community he left long ago. “I don’t want to get to the end of my life and look back to think, ‘I was a really great controller,’” he says. “While I get a lot of satisfaction out of my career, I believe there is more to life than that.”

The oldest of four boys, Galeano’s start in the U.S. was humble, like that of many immigrants. “We lived with another family in a small house near my father’s job at a waste disposal company. We couldn’t start school right away because our paperwork had to transfer, so my father taught us English at night. We were able to start school with a basic understanding of the language,” recalls Galeano. The family also joined a church, where, at age 11, Galeano met Julie, the girl who would one day become his wife. “She still has letters I wrote to her as a boy,” he recalls.

**THE FIRST STEP**

Like many Strayer University students, Galeano had to balance the demands of work, school and family. After graduating from high school, Galeano enrolled at Northern Virginia Community College and landed a job at a small accounting firm. He then transferred to Strayer University and earned his bachelor’s degree in accounting.

From there, he moved to Mirant Corp. (now GenOn Energy), which exposed him to new areas within the accounting field. “The company had physical assets—coal, oil, generators and turbines—that created a lot of capital work that was new for me, but also interesting,” he explains. “If company leaders wanted to replace a $40 million turbine or alter the amount of coal inventory, it was up to me to run an analysis on whether that was feasible.”

Although Galeano wasn’t able to accomplish one goal at the company—driving a bulldozer over large piles of coal—he did celebrate other important milestones, including getting married and becoming a certified public accountant.

**ROOM TO GROW**

At the start of his career, Galeano sought to gain experience in any form. But as he progressed, his focus soon turned to a deep-rooted desire for mission-oriented work. “I wanted to work for a company with a social mission so that I could provide value beyond the bottom line,” he says.

That opportunity came at AARP, a large, member-based organization for people over the age of 50. “I immediately saw the impact of my work on others, which was a great motivator for wanting to do my job well,” says Galeano, who was promoted several times at
the association, culminating as senior manager of accounting. “From hunger-fighting initiatives to income tax preparation programs to employment and legal assistance, AARP programs reach millions of seniors,” he says. “I found it very rewarding to be a part of this mission and to apply my skills to support this life-changing work.”

At AARP, Galeano saw gaps in his knowledge that an MBA would help fill, so he returned to Strayer University for his graduate degree. “I wanted to gain the tools that would enable me to participate more fully at work and to find new opportunities,” he says. “I believe you have to give 110% in all areas of your life. It’s important to recognize when you need to step up.”

Today, as vice president and controller for the National Association of Broadcasters, Galeano draws on the accounting and management skills acquired over the course of his career to direct his team in meeting the needs of more than 1,800 TV stations and 6,000 radio stations across the country.

“What I like about this job is that it integrates much of my experience and background into one position,” he says. “I have to think more strategically in this role and bring everything I have learned together.”

BUILDING A FOUNDATION

With his career and education on solid ground, Galeano turned his attention to other areas. Throughout his life, he has made regular trips to Nicaragua to visit family, including his grandmother, who was known for helping others. “I saw firsthand how my grandmother touched lives by providing basic needs for the community, such as water, food and clothing,” he says. “It’s safe to say that she helped thousands of people through her outreach efforts, without a formal foundation structure or dedicated outside funding.”

When his grandmother passed away in 2008, Galeano wanted to honor her work and ensure that it continued. He co-founded a nonprofit in 2009 called Ebenezer International Outreach (Ebenezer is a biblical term that
I wanted to continue my grandmother’s legacy, so I looked at the tools and experiences I’ve been given in life and decided to put those to use.”

means “stone of help”). “I wanted to continue my grandmother’s legacy, so I looked at the tools and experiences I’ve been given in life and decided to put those to use,” he says.

Galeano filed for 501(c)(3) status, recruited volunteers and outlined projects for the nonprofit, starting by sponsoring a community his grandmother once supported. Since 2009, the foundation has distributed more than five tons of food to families in need. In July 2012, Galeano, his family and a group of 35 volunteers arrived in the village to start construction of a new, accredited elementary school that will serve 75 students. The school is located on the site of a hut where his grandmother had once distributed goods. “I am blessed to be surrounded by people with the same passion as me,” he says.

And the foundation continues to grow. This summer, more than 60 volunteers, including a team of dentists, will visit the community, and the group will fill a 40-foot container with supplies that will be shipped by Chiquita Brands to Nicaragua.

RAISING HOPE

Nicaragua is the second poorest country in the Western Hemisphere and, according to Galeano, it’s a tough place to grow up. “When you’re there, you get a sense of scarcity of resources—food, clothes, water—but also hope,” he says. “Kids can’t dream because they are focused on meeting daily basic needs. They need someone to help them meet those basic needs, so they can have space to dream, to set goals for their lives.”

It’s also important to Galeano that his sons, ages 8 and 5, understand that not all lives are like theirs. “This project has made a real impact on my kids,” he says.
“Since visiting the community last summer, they are always thinking about the children there and collecting items to send them. It’s made my boys more appreciative of what they have here.”

With a strong commitment to all areas in his life, Galeano has little time for luxuries, like sleep. “You can sleep from midnight to 6 a.m.,” he says. “I always want to give my best—to my kids, to my work, to my education. It’s important to give everything you have to everything you do. I do not want to have any regrets for how I spent my life.”
A conference call between offices in Los Angeles and Mumbai, a flight from Washington, D.C., to Tokyo, a live broadcast of the Olympic Games from London to countries near and far—daily activities around the world are dependent on satellite technology. Every day, organizations and people across the globe increasingly rely on more than 1,000 satellites currently in orbit to conduct business, travel and personal matters.

In an effort to protect those critical communication devices, NASA Goddard launched the Radiation Belt Storm Probes, a two-year, $670 million mission that will study the effects of space weather on the Van Allen radiation belts, a region of space through which satellites frequently pass.

David Sibeck, geospace mission scientist, says the two probes that were launched from the Cape Canaveral Air Force Station last August will help determine the conditions in space that can alter the strength and activity of the radiation belts.

“With that knowledge, we will be better able to predict how and when space weather might disable satellites, create power grid failures or disrupt GPS service on Earth,” says Sibeck. The mission also has loftier goals of contributing to the understanding of radiation and particle acceleration processes throughout the universe.

The probes will travel through the radiation belts in an elliptical orbit that ranges from 373 miles to approximately 23,000 miles above Earth’s surface. Over two years, they will drift across the belts, collecting data. “This region of space is a hazardous one, so it’s important that we track trends and conditions that inform our predictions,” says Sibeck. “This mission will help us determine cause and effect.”
UNIQUE CHARACTERISTICS

When the U.S. space program launched in the 1950s, early, unmanned spacecraft carried Geiger counters to measure radiation. During one mission, a Geiger counter signal went dark. Scientists posed two possible theories: one, the instrument broke, or two, radiation levels were so high that the instrument couldn’t measure it. “The second was discovered to be true, which immediately led to concerns about whether astronauts would be able to safely travel through the large radiation belts,” says Sibeck.

The ensuing research sought to characterize the belts in terms of size, location and levels of radiation. Results showed that the belts were safe enough for protected spacecraft to pass through. Today, the research is focused on understanding the physics of the belts. “We want to know what caused them, how they change and how they affect the Earth,” says Sibeck. “This mission will provide the first comprehensive measurements of the belts, such as what type of radiation exists, the levels of plasma around Earth, particles of cold energies and relativistic energies, and electric and magnetic waves.”

REAL-TIME RESULTS

Once scientists have this information they will start to construct models that predict conditions in space. “If you ask 100 scientists, you will find 100 opinions on what’s most important to put in these models,” says Sibeck. “So our goal is to sort out the most critical data and then create an operational forecasting model for space weather that will help inform satellite manufacturers and operators, as well as astronauts planning their missions.”

The best time to test the effects of space weather on the radiation belts is during an upswing in solar activity, a period during which this mission was timed to occur. “We are entering a bad season for space weather. Solar activity is increasing—we are seeing more sunspots, explosions, coronal mass ejections, geomagnetic sparks—all conditions that affect the belts, so we designed the mission to take advantage of that,” says Sibeck.

With the mission currently under way, researchers are already seeing results. Within days of the launch, the probes began providing live, never-before-gathered data from within the belts. Harlan Spence, energetic particle, composition, and thermal plasma suite principal investigator at the University of New Hampshire says, “We have highly understandable, full science data right out of the box. The units are performing identically in space as they did on the ground, exceeding our highest expectations and delivering outstanding scientific measurements of the radiation belts. We are on the exciting threshold of discovery.”

Sibeck offers a reminder of an important tenet of scientific research: “What we study in the radiation belts occurs throughout the universe,” he says. “The probes will give clues as to what may occur in other environments and will help scientists in other research areas sort out their theories for other parts of the universe. This mission will contribute to larger goals of science and space exploration.”

Strayer University partners with NASA Goddard Space Flight Center to educate the organization’s workforce.

Photo: Courtesy of NASA
In choosing a new provost and chief academic officer, Strayer University looked to a dedicated, proven leader for the job. Dr. Randi Reich Cosentino joined the University in 2001 and has since held a number of management roles that prepared her for the one she holds today. Before coming to Strayer University, Dr. Cosentino worked in government, as well as the private sector, where she co-founded and managed strategic development for an application service provider serving the higher education market.

**Q&A WITH DR. RANDI REICH COSENTINO, PROVOST AND CHIEF ACADEMIC OFFICER**

*What are your responsibilities as provost and chief academic officer?*

My job is to ensure the University runs in an efficient and effective way for our students. I oversee academic programs, faculty, assessment, student support services, the registrar and the Schools of Business, Arts and Sciences, Information Systems and Technology, and Education.

*What is your top priority right now?*

I believe in the promise of technology for achieving academic outcomes, so the University is really focused on leveraging technology, not only to provide more educational access, but to provide a truly outstanding academic experience. We are currently redesigning the Strayer University online curriculum to take advantage of technology that enables more problem-based learning, simulation, hands-on experiences and adaptive learning, which gives each student an individualized learning path. Some of our largest online classes already offer this upgrade, and we will continue to bring it to all online classes throughout the year.

*How will advances in educational technology upgrade the online learning environment?*

We’re at an inflection point in online education where technology is really making a difference in learning outcomes. We are able to do things now online that we never could before, such as taking students to view art in the Louvre or placing them in the middle of a business simulation. For example, a student might encounter an online simulation where he or she is a CEO who has just been told that exchange rates have changed and they need to hedge their company’s currency. From there, the student can explore options and choose his or her own learning path, whether that involves consulting an expert, reading an article or interacting with “colleagues” to arrive at the best solution. In this way, students experience the material in a real-world setting, which makes the learning more engaging.

*In your 12 years at Strayer University, what have you learned about the University and its students?*

Strayer University students are some of the most motivated students I’ve ever encountered. I also attended school as a working adult and I know the obstacles they
Blackboard Mobile Application Makes Online Classes More Convenient and Interactive

A new, custom Blackboard application for mobile devices will make Strayer University online courses more accessible for students and will foster greater engagement in online discussions.

“This application enhances online classes by increasing interactivity and convenience for students,” says Sheena Bhasin, vice president of academic programs and technology. “It also better facilitates Strayer University’s class participation policy of at least three posts in each weekly discussion because students can participate in discussions at any time, from anywhere.”

The interface is user friendly and makes responding to discussion forums similar to responding to a text or instant message. It also enables students to easily attach files and post videos (if the mobile device has a front-facing camera), sends alerts when an instructor posts an announcement and allows students to check grades, view documents and upload assignments.

Students who opt to use the application should be aware that many Strayer University lectures use Adobe Flash, which is not supported on all Apple and some Android devices. Students with these devices should be sure to view these lectures on a computer or download an application that enables Flash (such as Puffin Web Browser or Cloud Browse). Strayer University is in the process of creating content in HTML5, which is supported on all mobile devices.

Students can download the Blackboard Mobile Learn application from the App Store or Google Play, and sign in using their Blackboard user name and password.
The Jack Welch Management Institute at Strayer University has teamed up with a leading online education provider in Bangalore, India, to provide students with practical skills and knowledge needed to excel as a leader in today’s ever-changing business environment. JWMI and the AVAGMAH Online School started accepting students in the Winter Quarter for the executive certificate degree programs.

The courses combine JWMI’s leadership curriculum and business principles with AVAGMAH’s deep understanding of India’s business culture and corporate structure. The course material and case studies are tailored to focus on business issues facing India’s leaders.

“AVAGMAH is a valuable partner because they understand the unique challenges and opportunities that face India’s business leaders in the 21st century,” says Dr. Daniel Szpiro, dean of the Jack Welch Management Institute.

The partnership gives students in other parts of the world an opportunity to learn real-world management lessons from Jack Welch, the world-renowned former chairman and chief executive officer of General Electric, and leading business experts. “We’re working closely with AVAGMAH to ensure that our courses provide students in India with proven methodologies and credentials that are needed to be successful in business,” Dr. Szpiro says.

Dr. Szpiro and other leaders from JWMI traveled to India to meet with more than a dozen leading employers throughout Mumbai, Bangalore and New Delhi. JWMI and AVAGMAH also hosted more than 130 senior executives from India at a kick-off event that featured a live question-and-answer session with Jack Welch via satellite.
FORMER UNIVERSITY PRESIDENT SUPPORTS STUDENTS WITH SCHOLARSHIPS

The Bailey Family Foundation supports Strayer University students in their educational endeavors by awarding annual $5,000 scholarships to one student at each of Strayer University’s 100 campuses.

Ron Bailey, former president of Strayer University, started the foundation in 1997 to increase students’ access to postsecondary education. Before taking on the role as president of Strayer College in 1989, Bailey was already part of the Strayer community—first as a student, then as a faculty member and senior vice president. During his presidential tenure, he says he approached each decision presented to him by asking, “What’s best for the students?”

He easily relates to Strayer University students, explaining that education was the factor that transformed him from “a kid with little career prospects into a University president.”

In the 2011–2012 school year, the Bailey Family Foundation awarded 72 Strayer University students with a $5,000 scholarship, bringing the total amount distributed to $360,000.

Strayer University students can apply for the tuition-only scholarship Jan. 1 through March 15, and July 1 through Sept. 15 at www.bailey-family.org. Students are welcome to reapply each year.

A GLOBAL OPPORTUNITY

AVAGMAH specifically reached out to JWMI because of the world-class reputation of Jack Welch. “He is a very well-known and respected figure throughout India,” says Dr. Szpiro, who pointed out that Bangalore is home to the John F. Welch Technology Centre, General Electric’s first and largest research and development center outside of the United States.

With India’s robust and growing economy, JWMI saw an opportunity to help the country develop successful leaders. “The reality is that we’re living in a global society, and there’s a great opportunity for us to offer our proven education curriculum to students in other parts of the world,” Dr. Szpiro says.

The Jack Welch Management Institute will continue to explore new ways to reach aspiring leaders anywhere in the world.
Florida

MAITLAND CAMPUS

Julia Madan (BScJ ’12), valedictorian at the 2012 commencement ceremony in Orlando, Fla., is a chef at the Blackwater Inn in Astor, Fla.

Timothy Schneiter (BSIB ’09), Outstanding Alumni Award winner at the 2012 commencement ceremony in Orlando, Fla., is the owner and managing director of airport consultancy firm, aviatDesign Inc. Schneiter provides terminal and airfield design solutions to architectural and engineering firms, airport authorities, and contracting companies throughout the world.

Petunia Tarver (MEd ’12), Outstanding Graduate Student at the 2012 commencement ceremony in Orlando, Fla., is a high school teacher and counselor for West Oaks Academy in Orlando.

Kentucky

LOUISVILLE CAMPUS

Dan Sharrard (MBA ’12) was promoted to a Rank II teacher at South Oldham Middle School in Crestwood, Ky. Sharrard is also the assistant athletic director at the school.

Maryland

PRINCE GEORGE’S CAMPUS

Gerald C. Anderson Sr. (BSCS ’05) wrote the novel, “27 Hours.”

North Carolina

RTP CAMPUS

Sharese Battle (MSMS ’06, MBA ’10) was the 2012 chairperson for the American Cancer Society’s Making Strides Against Breast Cancer walk. Battle is also a project engineer for Verizon in Cary, N.C.

Shaun Norton (BSIS ’12), valedictorian at the 2012 commencement ceremony in Norfolk, Va., is a software integration specialist for Syrus Restaurant Information Services.

SOUTH CHARLOTTE CAMPUS

Gloria Hinnant (BBA ’12) is the deputy county registrar of the South Carolina Department of Health and Environmental Control.

Ohio

COLUMBUS CAMPUS

Pamela Mattox (BBA student) is a case manager for the Franklin County Department of Job and Family Services in Columbus, Ohio.

Online

Patricia Howard (MEd ’12) is a teacher for Warwick Kids Academy in Newport News, Va.

Brent Jones (BBA ’12) is a human service technician for the State of New Jersey.

Tajudeen Lee (MHA ’12, Med student) is a pre-K teacher for the Learning Stones Child Care Center in Tarboro, N.C.

Pennsylvania

LOWER BUCKS COUNTY CAMPUS

Michael Ambrosini (MBA ’06) owns and operates The Promenade Car Wash in Marlton, NJ.

KING OF PRUSSIA CAMPUS

Norman Norville (BBA ’11, Med student) is the director of education for Lincoln Educational Services in Philadelphia, Pa.

Tamara Rollins (MBA student) wrote a how-to book, “How to Make a Dress for Your School Dance.” Rollins is also a literary speaker for universities and high schools.

South Carolina

COLUMBIA CAMPUS

Synithia Williams (MPA ’08) wrote the novel, “You Can’t Plan Love,” published by Crimson Romance, a division of F+W Media Inc. Williams is also an environmental coordinator for Lexington County, and is co-chair of the Lexington County Green Business Program.

One Family, One Dream

When Heidi McManus (BBA ’09, MBA student) returned to Strayer University to earn a graduate degree, she decided to bring her family along for the ride. “We pushed each other from day one and were always providing unending encouragement and support to one another,” McManus recalls. “We were in it together.”

Despite working on different degree programs, McManus, her parents and her sister spent every Sunday studying, writing papers and reading together. At the end of every quarter, the family marked their achievement with a celebratory dinner. “It was important to celebrate every milestone along the way. It helped us stay motivated and focused on our goal,” McManus says.

After several years of hard work, McManus fulfilled her dream by crossing the commencement stage late last year in Orlando, Fla., with her parents, Holli Fears (AABA ’12, BBA student) and Marvin Fears (AABA ’12, BBA student), and her sister, Heather Rodriguez (BBA ’12).

“Earning a postsecondary degree was made more special by knowing that I accomplished it with the people I love,” says McManus, who had more than 20 friends and family on-hand at the commencement ceremony. “I will always remember our journey together.”
Virginia

ALEXANDRIA CAMPUS
Mark Casas (BSIS ‘12) is a network defense planner for the U.S. Department of Defense in Virginia.

CHESAPEAKE CAMPUS
Shannon Backus (AAMK ‘07, BBA ‘12) is a sales supervisor for the consumer and mass business division at Verizon in Hampton, Va.

CHESTERFIELD CAMPUS
Keith Collins (BBA ’09, MBA ’11, MSM student) is a supply management specialist for the U.S. Department of the Army.

HENRICO CAMPUS
LaTangela Light (AABA ’05, BBA ’07, MBA student) is the director of development operations for the World Pediatric Project, a nonprofit organization in Richmond, Va.

Rebecca Logan (MBA ’12) is a pathology clinical coordinator for Bostwick Laboratories in Henrico, Va.

Belvis Wright (BSCS ’06, MBA ’12) is a senior configuration management specialist and a lead internal auditor for ManTech International Corp., in Fort Lee, Va.

NEWPORT NEWS CAMPUS
Mayra Barber (MSHR student) is a supervisory management analyst for the Norfolk Ship Support Activity in Norfolk, Va.

Jerry Campbell (BBA ’06, MBA ’12) was promoted to manager of non-destructive testing and supplier material inspection for Huntington Ingalls Industries in Newport News, Va.

Lesvia Zoraya Galindez (BBA ’10, MBA ’12), Outstanding Graduate Student at the 2012 commencement ceremony in Norfolk, Va., was selected to participate in a prestigious internship program with the U.S. Department of the Army Civilian Logistics Career Management Office in Fort Lee, Va. Galindez is also the recipient of the Dr. Mary E. Walker Award, which is given to outstanding military spouses who have helped improve the lives of soldiers and their families through volunteerism.

VIRGINIA BEACH CAMPUS
Kevin Boswell (MBA ’11, MSIS ’12) was promoted to network engineer for NASA. Boswell is also the leading petty officer for a drill unit in the active Navy Reserve.

Reggie Rodriguez (MSIS ’12) is an operations specialist for the U.S. Coast Guard in San Diego, Calif.

Washington, D.C.

TAKOMA PARK CAMPUS
Inir Raissa Some (AABA ’03, BBA ’09) wrote a children’s book, “David has a Purpose,” published by Tate Publishing.

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*For 2011, according to the Graduate Management Admission Council. **According to the Strayer University Alumni Survey/Student Satisfaction Survey.