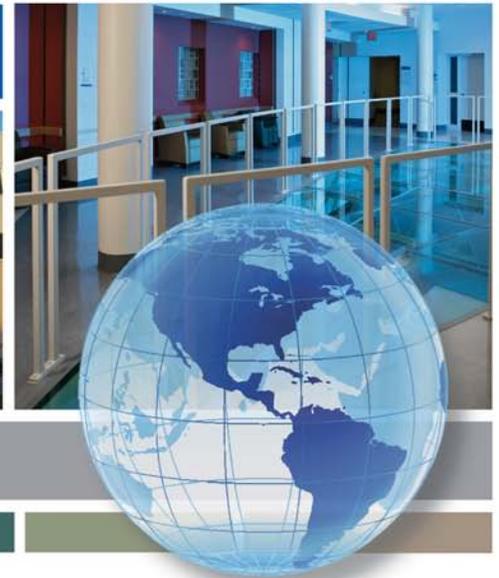


INSIDE MANAGEMENT



GLOBAL POSITIONING FOR A WORLD OF BUSINESS

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Did You Know?

The Center for Entrepreneurial Leadership has moved to its new location at the UB Downtown Gateway, 77 Goodell St.

Whole Lotta Hiring Going On

It is an exciting time for the School of Management, as several new staff members have recently joined our ranks (see page 2 to learn more about our new colleagues).

A couple of university-wide initiatives served as the impetus for the staff expansion, according to Kate Ferguson, associate dean for academic programs.

First, the passage of NYSUNY 2020 by the New York State legislature is providing the opportunity for more revenue for the School of Management and UB as a whole, based on increased enrollment and tuition.

“The staff additions will help the School of Management serve our expanding student population and allow us improve the quality of our customer service,” Kate says.

Additional staff members are already in place in the Undergraduate Academic Program Office, Graduate Programs Office and Center

for Executive Development, and job searches are currently under way for new positions in the Career Resource Center, Development Office and Communications Office.

Increased enrollment in our undergraduate and graduate programs will also call for additional faculty, Ferguson says.

Second, the School of Management is matching a grant from UB’s “3 E Fund” to assist the Center for Entrepreneurial Leadership in expanding its programming, which includes adding staff members. The “3 E Fund” is a competitive program to enhance UB’s impact around the “3 Es” of excellence, engagement and efficiency. Previously a three-member staff, the CEL is increasing to five staff positions as it enhances its program offerings.

Be sure to say hello to the new, friendly faces in the School of Management.

Tech Tips

By Julia Cohan

We all want to safeguard the information on our computers. Make a habit of locking your computer when you leave your office for a meeting or lunch.

The easiest method is to press the Windows logo key at the same time as the letter "L" key. It takes one keystroke to lock. To unlock, press CTRL-ALT-DEL and type your password. Try it now!



If you are like me, you sometimes get eyestrain because your high screen resolution causes your documents to appear teeny tiny on your monitor. While it is great to fit so much more on our monitors, some files are just too difficult to read.

Here is a quick way to temporarily increase or decrease the size of the file you are viewing. This works in most Microsoft programs, browsers and Adobe programs. Hold the CTRL key while you move the scroll wheel on your mouse. Moving the wheel toward the front of the mouse zooms in. Moving the wheel backward zooms out. Try it as you read this document!

This month we will migrate our classroom, conference room and shared Lotus Organizer calendars to Exchange Calendars. Watch your email for more information in the next few weeks. We look forward to your feedback about the new system.

Get to Know Our New School of Management Staff

Several new staff members have joined the School of Management this spring and summer.



Carrie Auwarter joined the Center for Executive Development as the student services and communications coordinator, where she focuses on the EMBA and PMBA programs.

Carrie previously served as the director of admissions and financial aid at Buffalo Seminary, Western New York's only independent college-preparatory school for girls, where she was instrumental in developing the U.S., Chinese and Mexican markets for the school's new residential program. She has bachelor's degrees in economics and Spanish from Lehigh University.



Samantha Calabrese is a new addition to the Undergraduate Academic Program Office as a senior academic advisor. She splits her time between academic advisement and development of various technologies, in particular social media to add value to the school's academic advisement mission.

Samantha comes to us from UB's Office of the Registrar where she was a degree audit specialist who worked extensively on HUB projects. She has a bachelor's degree in communication studies from SUNY Oswego and a master's in college student personnel administration from Canisius College.



Alex Cleary is a new staff member in the Center for Entrepreneurial Leadership where she serves as a program coordinator. She is primarily responsible for the Allstate Minority and Women Emerging Entrepreneurs program and the Panasci Technology Entrepreneurship Competition

Alex most recently was employed by Univera Healthcare in its claims department, providing customer service, processing and adjusting claims and working with the audit and reconciliation of accounts. She has a bachelor's degree from the School of Management with concentrations in international business and marketing.



Kate Doran joined the Undergraduate Academic Program Office as an academic advisor. Her role is evenly divided between academic advisement and development of technologies, including using the HUB to meet our academic advisement mission as well as the university's expectations for the Finish in 4 initiative.

Kate previously worked in the Office of the Registrar where she was the assistant registrar for academic advising, grading and transcripts. Prior to that, she was a project manager and assistant to UB's vice provost for undergraduate education. Kate has Bachelor of Arts, Master of Arts and Master of Education degrees, all from UB.



Malinda Stulba is a new addition to the Graduate Programs Office, where she serves as the graduate admissions coordinator. She is responsible for processing MS and PhD applications, coordinating the UB MBA Ambassador program and managing the inquiry database system.

Malinda comes to us with prior experience at Niagara County Community College, Bryant & Stratton and, most recently, as an enrollment specialist at Genesee Community College. She has a bachelor's degree in special education and childhood education and a master's in student personnel administration from Buffalo State College.

What Are You Reading This Summer?

By Mary Dahl

Nothing evokes an image of summer more than sitting under a shady tree, propped up by the trunk and enjoying a peaceful moment with a really good book. Remember those school days when you were faced with a summer reading list? We do, so we thought it would be interesting to gather up some of the titles that the School of Management staff is attacking this summer.

Dan Wolfe says the most meaningful books he ever read were the ones he was assigned in school. Dan recently finished *Savages* by Don Winslow and is now into *Edge of Reason* by Melinda Snodgrass.

Other busy School of Management readers include:

Dave Costello: “Ken Follett books. This year: *Fall of Giants*, *Dangerous Fortune*, and *Lie Down with Lions*. Starting: *Man from St Petersburg* Also, DeMille: *General's Daughter*.”

Melissa Ruggiero: “*Between the Bridge and the River* by Craig Ferguson. So odd it was funny.”

Chris Salem: “*War of the Worldviews: Science vs. Spirituality*, Deepak Chopra, Leonard Mlodinow.”

Cynthia Shore: “*A World Lit Only by Fire* by William Manchester. I just finished *Silver Sparrow* by Tayari Jones. One light, one heavy.”

Cathy Wilde: “Working my way through *The Dresden Files* by Jim Butcher, a mystery series with a wizard detective. Fun!”

And one anonymous reader confessed to reading *Fifty Shades of Grey* and wondered how many other School of Management members were, as well.

Writing for the Web: Eight Tips to Make an Impact

By Danny Whatmough for Ragan.com

Back in 1997, Jakob Nielsen ran some seminal research looking at how we read online.

He found that most of us don't read—we scan.

This means that when writing for the Web, we need to think very carefully about structure and formatting to ensure that our readers (or scanners) pick up the most important points.

Here are eight tips to help you write better Web copy:

1. Keep it short

We're all busy. So, unless what you've got to say is insanely gripping (it likely won't be), say it and then stop. No rambling.

2. Make your last point first

Many of us will have been taught that, when writing, you should carefully set out your arguments first and *then* make an informed conclusion.

Online, the reverse is often more effective. Make your main point first, and then explain why you think it's the case.

3. Keep paragraphs short

Look at the [BBC website](#)—this is one of the major U.K. online media sites where content is written specifically for the Web. (Newspaper websites often have copy written specifically for print.)

The paragraphs are incredibly short—often just a sentence long.

This is because we scan the start of a paragraph when reading online, but often won't read to the end.

If your paragraphs are longer, make sure they contain only one idea per paragraph and that the idea is firmly stated toward the beginning.

If a reader is scanning your article, you need to ensure they will pick up the gist of your argument just by scanning the start of every paragraph.

4. Use numbered lists and bullets

This tip follows from the previous one. We like to scan, and things such as paragraph breaks, lists and bullets make this easier.

It helps give you structure and stops your waffling, while also ticking the box for point No. 2 above—with a list, you state your intention first and then use the list to embellish it.

5. Use headings and subheadings

Headings and subheadings are other stylistic features that scanners love.

If you're reading a page and start to get a bit bored, you'll likely drop down to the next subhead.

They act as anchor points, helping you navigate your way through the article.

6. Avoid 'big' words and marketing speak

This is a tip that should probably apply to everything you write, but it's even truer online.

There's nothing more likely to put people off your article than long, complicated words that make them think twice, or vague and confusing marketing speak.

7. Think carefully about the headline

Titles or headlines play an even more important role online than they ever used to.

With the rise of social media, they are often used as the only reference to your article or post when it is shared on Facebook or Twitter.

Although the headline needs to be provocative and intriguing, it still needs to be clear enough so as to give the potential reader a good idea of what the post/article will cover.

Finally, don't make it too long, otherwise it won't do well in the retweet stakes.

8. Don't forget SEO

Search engine optimization (SEO) is an increasingly important marketing discipline for everyone writing online.

Include important keywords wherever you can, especially in the headline. But try to use them naturally—you don't want it to appear as if you are “keyword stuffing.”

Finally, make sure you use proper HTML heading tags.

If you have any questions, just call Jackie Ghosen (645-2833) or Cathy Wilde (645-5455). They are always happy to help.

International Experience at the Annual Staff Retreat

Our annual Staff Retreat in May was another enjoyable experience for all who attended. After a presentation about providing excellent customer service, we learned about the home countries of many of our international students, then enjoyed a great lunch and *cupcakes!* Wonder what fun and educational activities the planning committee will have in store for us next year?



Maggie Grady and Alex Cleary are hard at work on their cultural presentation.



Big smiles from Jackie Ghosen and Connie Rieck.



Beth Ranney, Jackie Tomaszewski and Judy Bain at the luncheon.



Robin Penberthy makes a new friend.



The highlight of the day: Larry Michael's Yao Ming impression.



Kirk Voskerichian shows off his cupcake-decorating skills.



Dean Arjang Assad and some UB boosters.



Melissa Falgiano is excited about her cupcake!