

2021
2022

LOMBARDO

College of Business

ANNUAL REPORT

Millersville University



▲ WELCOME BACK, LOMBARDO COLLEGE OF BUSINESS STAFF ▼ ANTHONY TIRADO JR.



The second year of the **LOMBARDO COLLEGE OF BUSINESS** is in the books. What a whirlwind of change the past 12 months have been! First and foremost, our business students were back on campus, providing energy and excitement that we sorely missed in the 2020-21 year. We started the fall semester with a Welcome Back party and have provided regular in-person opportunities for our students to interact with our alumni and business professionals ever since. The human connections that we forged and rebuilt are truly difficult to emulate in a virtual environment. I was constantly reminded of the strength of a Millersville education that stems not only from classroom engagement but from informal bonds and conversations as well. The clubs, teamwork and other opportunities that we saw throughout the year provided energy and momentum that helped all of us persist through the pandemic's continued physical and mental-health challenges.

The pandemic has provided us with some new road maps too. The most tangible example of this has been our college's increased online course offerings. We are firm believers in providing choices to our majors. So, starting this past fall, we have been offering our students the choice between in-person and online versions of many of our business classes. Right now, we are at about a 70/30 mix of in-person to online courses, and both types of classes are in high demand. In fact, we have found that even residential business students are interested in taking one or two online courses each semester, a choice that provides flexibility in their schedules and demonstrates trust in the quality of our faculty's online teaching.

Let's go through all of the many changes and initiatives we have launched since July 2021, and how they intentionally integrate with the Lombardo College of Business's strategic plan. Through all of these endeavors, we constantly think about our college's mission: We are a business community who fosters lifelong curiosity, innovation and inclusion, offering programs and experiences to help our students succeed professionally and make a positive impact on industry and society.

First, though, we want to highlight one particular initiative that arose unexpectedly. It directly helps our students navigate the financial burden of college and also embodies **Millersville University's EPPIC values**.

This year, we are proud to announce the creation of the **ANTHONY TIRADO JR. LEADERSHIP SCHOLARSHIP**. Tony was an accounting major in the Lombardo College of Business and a native of the city of Lancaster. Tony passed away suddenly in November. This scholarship is a way of honoring Tony's bright memory, and through this remembrance establishes a pipeline of amazing local talent. The Anthony Tirado Jr. Leadership Scholarship will go to a first-generation McCaskey High School graduate seeking to study business at Millersville University. Through this scholarship, Tony will inspire future generations of Millersville students and help them fulfill their dreams. A heartfelt thanks to all of you who have already donated! For more information and to contribute, [click here](#). ♦



Initiative 1

BUSINESS INNOVATIONS AND GROWTH

We started this past academic year by welcoming the [Information Technology](#) program in July 2021, along with its director, Assistant Professor Behrooz Etesamipour. The B.S. in Information Technology launched in fall 2020, and enrollments are rising rapidly. The program has a required concentration component; current offerings are in general IT and healthcare analytics. But an exciting new concentration is being planned for this coming year. Read on!

In early spring, we launched new concentrations in HR Management (within the B.S. management degree) and Wealth Management (within the B.S. finance degree). Each of these has related professional certifications, so that students choosing these concentrations will graduate from Millersville with tangible and recognizable skills that are valued by employers.

Our online degree completion program in business administration is surging, so we are planning to offer

additional choices for students transferring into Millersville. In fall 2021, we added an online degree completion program in marketing. And we'll build more in the coming semesters!

More program offerings are in the works. Our faculty have been hard at work: We are preparing to launch a new interdisciplinary B.S. degree in business analytics that combines coursework from five departments across three colleges. And we are developing a new Information Technology concentration and minor in cybersecurity, an area that needs no explanation about its current relevance and value to every organization imaginable.

We are excited to boost collaborations between different academic areas of the University. Thanks to the generosity of Millersville alum Nancy Adams '73, an academic partnership between Occupational Safety & Environmental Health (OSEH) and the Lombardo College of Business has



been established. Starting in fall 2022, students will have the opportunity to major in OSEH and minor in marketing/management or vice versa. An endowed faculty chair for this partnership has also been created; this individual will lead programming, corporate partnerships and marketing for the program, and aid students with internship, mentorship and career opportunities.

We also cast our eyes upon our existing programs and thought hard about future-facing educational needs. Our faculty adjusted the curriculums across all business degrees to give students valuable data literacy skills to augment their business courses. Our new class, Data Visualization and Communication, will allow our students to analyze statistical relations between variables, create visual depictions of the relations inherent in the data, and communicate their findings to broad audiences in oral and written formats. This required course will begin being offered in spring 2023. ♦



JOB FAIR 2021



Initiative 2

STUDENT ENGAGEMENT AND SUCCESS

We expanded our cocurricular offerings significantly in the past year. For AY2020-21, we began offering alumni and networking opportunities to our majors, albeit in a virtual setting. Starting in fall 2021, we moved to a hybrid environment, which turned out to be very successful for most events, with strong student turnout, robust Q&A and valuable interactions following the formal discussions. Our “Meet the Business Professionals” evenings with MU business alums consisted of five sets of panel discussions aligning with our main academic areas: accounting (fall semester), marketing (fall), finance (spring), information technology (spring) and management (spring).

In October 2021, our college hosted “Bitcoin, Robinhood, and GameStop: Oh My! The Adventures and Perils of Online Investing.” We brought in five financial experts throughout the Lancaster area to talk about the pros and cons of online trading, cryptocurrencies and NFTs. This evening event had about 100 attendees and was the first big engagement available to our majors since the start of the pandemic.

Guided by Associate Professor of Marketing Lexi Hutto, the MarKryan Advertising team placed second

overall in the CRS Collegiate Competition at DeSales University in Center Valley, Pa., on Oct. 29, 2021. CRS stands for “Council for Retail and Sales.” The team consisted of Marquis Wright (left), Kritsada Wongsu (right), and Ryan Eckert (not present). A terrific showing for Millersville and our college!

We have developed a student spring break trip to London, slated to run in 2023, in which we will bring a group of approximately 20 business majors to one of the global centers of finance and marketing. The dean and Professor Lexi Hutto will lead this trip. We will interact with business experts across these two essential areas of business. This experience will



CRS COLLEGIATE COMPETITION



MEET THE ACCOUNTANTS NIGHT



BITCOIN, ROBINHOOD, AND GAMESTOP: OH MY!



JUDGES AND WINNING TEAM OF "THE CAFE CHALLENGE"



JUDGES HARD AT WORK



MEET THE MANAGEMENT PROFESSIONALS



CAFÉ STUDENT MANAGERS ANNA STEFANOWICZ '23 AND GRACE DEOLIVEIRA '23



transform our students' perspectives, allowing them to better understand the historical, political, economic and sociological factors that shape business decisions in an integrated global environment. College funds will allow this trip to be accessible and affordable to many of our students. We intend for this trip to serve as a template for future regular business student internationalization experiences across many different countries and cultures.

In fall 2021, we offered for the first time a common course for all incoming business majors. Taught by business professors, these classes are designed to give our freshmen the resources they need to thrive at Millersville and in our business program. They also help to connect our business students to one another when they first arrive on campus, helping to build a community within the Lombardo College of Business. Topics in this course include financial literacy, introduction to spreadsheets, professional development, student-support resources and major advising. Class mentors are another distinctive and valuable element of this experience.

In fall 2022, we are launching a [business living-learning community](#) for our incoming freshmen. This is an inclusive residential experience that brings students together who are excited to pursue a career in business. Our students will be surrounded by fellow business majors throughout their first year as they live together in one of our residence halls and collectively experience college life through academic and cocurricular experiences. Together they will be

in an environment designed to promote lifelong skills such as leadership, networking, communication and team building. They will be mentored by both experienced upperclassmen and alumni who can help our freshmen navigate college and their career paths.

In spring 2022, the Lombardo College of Business hosted the Student Café Challenge. Following Millersville University's dissolution of our previous café partnership, our campus café has now been envisioned as a student-led entrepreneurial venture. Accordingly, the concept, design, name and food/beverage offerings have been left to our students. Student teams were invited to submit their ideas, and after three competition rounds, a winner was eventually selected by a team of students, faculty, staff and alumni. Renovations will occur this summer, with the grand opening of Evergreen Café scheduled for late August 2022. The café will serve as another important campus space for academics and social life, and a hub for future business program offerings. ♦



Initiative 3

BUSINESS INVESTMENTS: PEOPLE, TECHNOLOGY AND SPACES

Another key area of transition involved our faculty. Finance Professor Enyang Guo retired from Millersville University after 30 years of service and will be missed by all of us. We also made several exciting new hires; Assistant Professor Baizhou Chen (accounting) and Assistant Professor Leo Hong (management), who will be joining our college in August. We are looking forward to their expertise and collegiality as we continue to devise new programs and new student experiences.

Our business faculty continue to actively contribute to their fields in myriad ways. This includes scholarly research that provides new insights into pressing issues. Here are several of these publications:

- DiRusso, David, & Kassa, Abere (2021). "Rebranding Halloween." *Journal of Business Cases and Applications*, Vol. 32, 1-8.
- Mbindyo, Margaret, O'Connor, R. J., & Nandedkar, Ankur (2021). Linking Transformational Leadership Theory to the Practice of Academic Advising—A Conceptual Paper. *Journal of Higher Education Theory & Practice*, Vol. 21, No. 12.

- Trout, Brian (2021). "Business Students' Intentions to Change Majors Amid the Coronavirus Pandemic." *Journal of Higher Education Theory and Practice*, Vol. 21, No. 7, 11-19.
- Trout, Brian, & Ng, Cory (2021). "Upskilling for the next generation of CPAs." *Pennsylvania CPA Journal*, Vol. 92, No. 1, 22-26.
- Trout, Brian, & Blazer, Eric (2021). "A multi-college study of accounting students' CPA exam intentions." *Journal of Finance and Accountancy*, Vol. 28, 1-20.
- Trout, Brian, & Ng, Cory (2022). "Base Skills for CPAs Aren't Always Accounting Oriented." *Pennsylvania CPA Journal*, Vol. 96, No. 1, 16-17.

With our concerted push into the online space, our college is offering professional development in online teaching, using the Quality Matters standards program, for business faculty. So far, about half of our faculty have started this intensive and important training. This faculty development will enhance the quality of our online offerings and allow us to expand into this modality more quickly, especially as we develop new undergraduate and graduate offerings.



The new physical centerpiece for our college is coming along nicely! In late August, Brooks Hall was officially renamed Lombardo Hall. A group of three finalist architectural firms presented their ideas to us in mid-fall, and a winner was chosen. College faculty, staff and students will begin meeting with these design experts starting in July. Much more information will be available this autumn, as to the final interior and exterior designs as well as the timetable for completion of our new home. ♦



RENOVATED BROOKS HALL RENDERING



GROUNDBREAKING CEREMONY OF LOMBARDO HALL DENA LOMBARDO, SAM LOMBARDO, MU PRESIDENT DR. DANIEL WUBAH, MICHAEL WARFEL '84 (CHAIR OF THE MU COUNCIL OF TRUSTEES) AND DEAN MARC TOMLANOVICH



Initiative 4

ENGAGING THE BUSINESS COMMUNITY

In October, our college hosted a gathering of Millersville business alumni in downtown Lancaster. Despite the inclement weather, we had a good turnout and great conversations. One of our goals is to make these types of events, which bring together our graduates in a networking and social capacity, a regular feature of our college. We are now planning an MU business alumni event in the Philadelphia area in early September. Details coming soon!



MU BUSINESS ALUMNI EVENT AT TELLUS 360, LANCASTER, PA

Our college's [Business Advisory Council](#) has expanded to include Kelli Barber (Clark Associates) and Betty Luke '81(HP). Our co-chairs are Shane McGrady (Dell) and Craig Kauffman (PeoplesBank). We conducted hybrid meetings this past year and are using the Council's significant experience and expertise to help guide the college as we continue to expand and innovate.



BUSINESS ADVISORY COUNCIL



An essential part of the Lombardo College of Business's mission is building connections to our community. We partnered with the United Way in spring 2022 through the Volunteer Income Tax Assistance (VITA) program. We provided facilities, resources, students and staff to help the VITA volunteers serve over 200 families in the Lancaster area this tax season, with average estimated tax savings of \$273.

The Lombardo College of Business formally began its three-year partnership with Clark Associates, a large employer of Millersville graduates. This partnership offers scholarships to business majors, while engaging Clark Associates to offer on-campus recruiting events and present information in select business courses. We also intend to conduct field trips to Clark's HQ starting in fall 2022 (initially delayed due to COVID), allowing our students to directly experience business environments and cultures. ♦

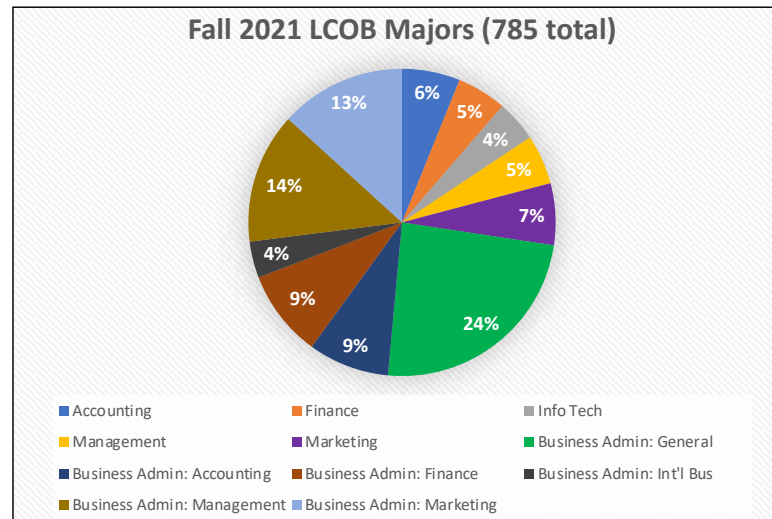


STUDENTS MEETING WITH CLARK ASSOCIATES PROFESSIONALS

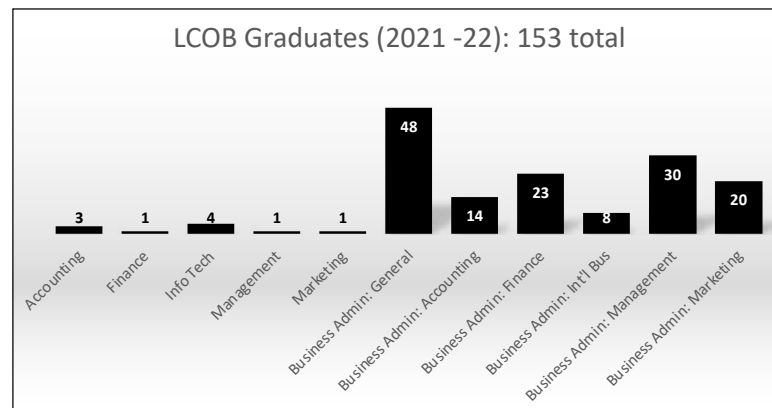


College DATA

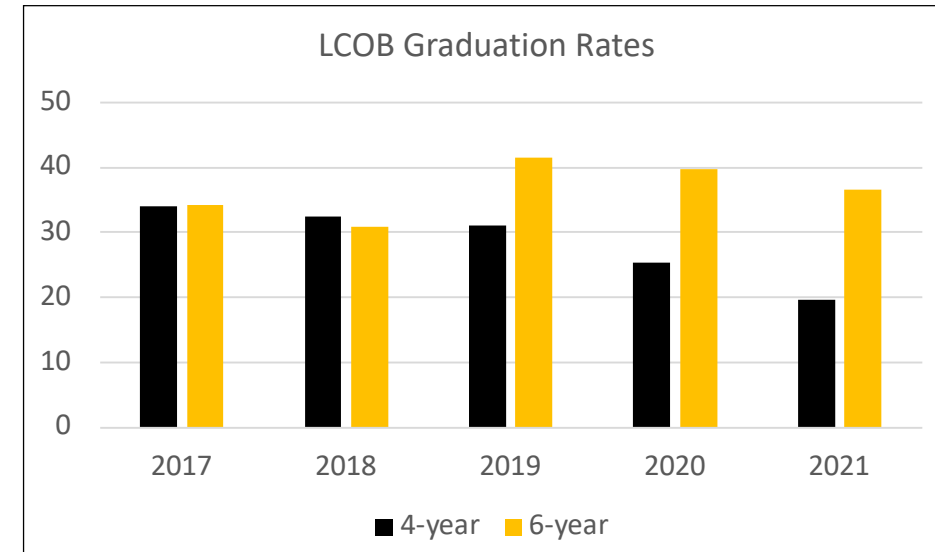
New to the Lombardo College of Business's annual report is the inclusion of metrics so we can share our strengths and challenges.



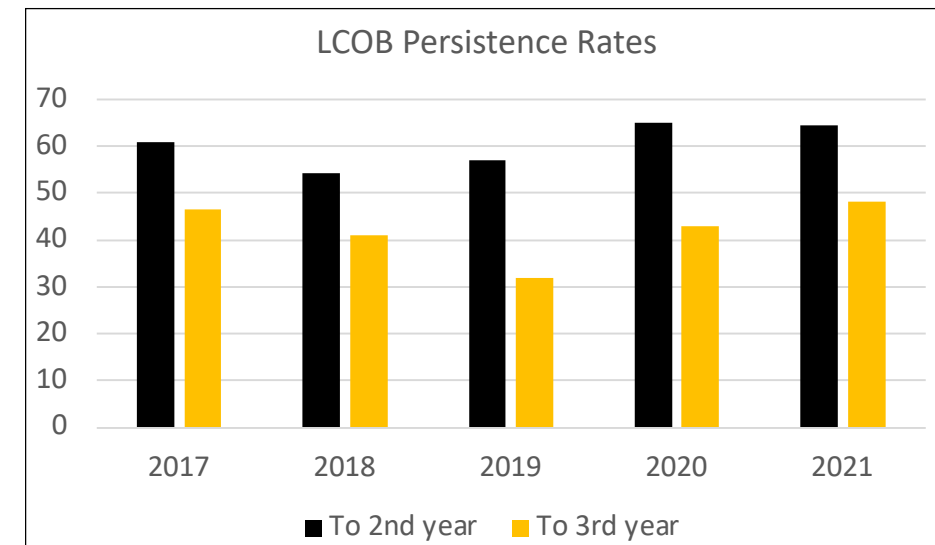
College enrollments continued to strengthen in AY2021-22, boosted both by our new B.S. business programs and our new Information Technology degree.



We had 153 students graduate from the Lombardo College of Business in December 2021 and May 2022, including the first ones from the new degree programs launched last year.



Our college's four-year graduation rate continues to be a challenge, though our six-year graduation rate is markedly improved from 2018.

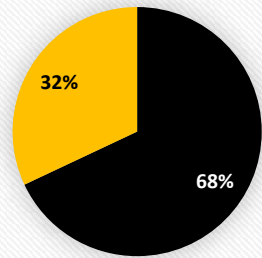


Our retention rates have been rising, especially for students continuing into Year 3, but still are below where we would like. We are hopeful that some of the initiatives we outlined accelerate these trends.



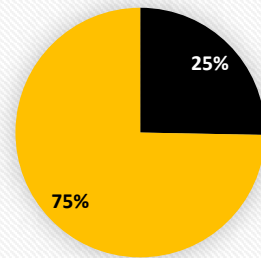
The following figures indicate that most of our majors do live in Millersville's residence halls during their first year, and then afterwards move to off-campus housing.

Residential Status: Freshmen (Fall 2021)



■ On-Campus ■ Off-Campus

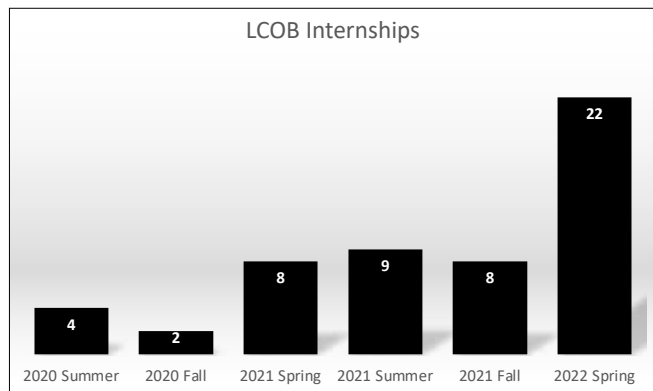
Residential Status: All Class Standings (Fall 2021)



■ On-Campus ■ Off-Campus

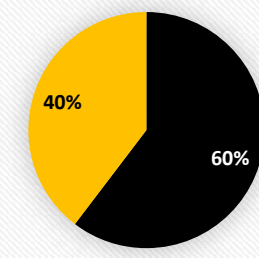
As all of our newly launched business degrees have a required internship component, it is instructive to show the number of academic internships our majors complete. These numbers will explode within the next two years.

LCOB Internships



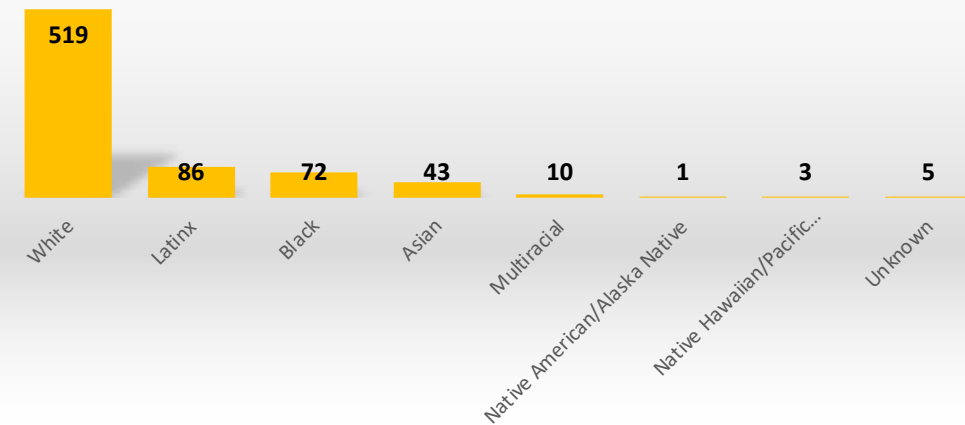
These two graphs show the gender, racial and ethnic composition of our business majors in fall 2021.

LCOB Gender Composition: All (Fall 2021)



■ Male ■ Female

Ethnic and Racial Diversity: Business Majors (Fall 2021)





Outcomes and the Value

OF THE LOMBARDO COLLEGE OF BUSINESS EXPERIENCE

Even though Mother Nature fought us, Millersville University's Commencement last month was a resounding success. The indoor ceremony, which celebrated December 2021 and May 2022 graduates, consisted of 153 graduating business majors. It also included the first four graduates of the Information

Technology program! We are currently collecting information on these amazing graduates to ascertain an answer to one of our most pressing questions: Where are they getting jobs thanks to their new Millersville degree? In the meantime, here are a few great placements:

STUDENT	DEGREE	ORGANIZATION (POSITION)
Autumn Aukamp	Marketing	Denmar Associates (Marketing Director)
Christine Bescrypt	Finance	Tristate Financial Advisors (Financial Advisor)
Kirsten Deaver	Accounting	ROCK Commercial Real Estate (Accounting Analyst)
Jules Diehl	Accounting	Clark Associates (Accounting Analyst)
Hunter Dillman	Accounting	Varian (NE Regional Sales Manager)
Brylee Faus	Marketing	Gold Athletics (Marketing Coordinator)
Cedrick Kazadi	Info Tech	Chubb (Junior Security Data Analyst)
Mikayla Kelhart	Finance	Steel Valley Wealth Strategies (Client Service Associate)
Kyle Preston	Accounting	RKL (Tax Associate)
Wesley Sneeringer	Finance	Perpetual Equity Group (Private Equity and VC Analyst)
Cassandra Vogel	Business	Philadelphia PGA Section (Tournament Coordinator)



Graduation 2022



CRISTIAN VELEZ '22 PRESENTING SENIOR CLASS GIFT



STAFF OF LCOB, ANDREA CLARK AND BRIDGETTE CARBERRY '23



THE GREAT PEOPLE IN UNIVERSITY COMMUNICATIONS AND MARKETING HIGHLIGHTED SEVERAL OF OUR BUSINESS GRADUATES. HERE ARE A FEW EXCERPTS:



MIKAYLA KELHART

MIKAYLA KELHART, from Center Valley, Pennsylvania, graduated magna cum laude with a bachelor's in finance and a minor in Spanish Language Studies.

Plans after graduation?

After taking a vacation to celebrate graduation, I am very excited to begin

working as a client service associate at Steel Valley Wealth Strategies of Raymond James in Allentown, Pennsylvania. I will begin my career by studying for several investment licenses, assisting financial advisors and providing help to clients. I cannot wait to enter the financial services industry to be in a position where I can help others.

What are you most proud of during your college career?

I am most proud of the resilience and work ethic I put into everything during my time at Millersville. From classwork to studying to internships and extracurricular activities, I put my best effort into everything. Even though it was intimidating at first, I pushed myself to take on a leadership role and become a vice president of the Marauder Fund

Student Investment Association, which has taught me valuable skills. I additionally learned numerous skills through internships during college and learned how to manage my work-life balance. I am very grateful for these opportunities, education and experiences during my time at Millersville, and proud to be graduating magna cum laude.

Best memory at Millersville?

Over the past four years, I have made many great memories at Millersville and loved being a student here. One of the best memories is the time I spent in the Marauder Fund Student Investment Association from sophomore to senior year. Aside from the incredible knowledge, experience and professional skills I have learned, the people I have met in this organization have become close friends. We have made memories both within the organization and outside. Getting together for pizza after our weekly meetings, having bonfires together and having end-of-the-semester parties are some of the best memories I have, as they brought people with similar interests closer together. ♦



KYLE PRESTON

KYLE PRESTON, from Harleysville, Pennsylvania, graduated with a bachelor's in business administration-accounting and a bachelor's in economics.

What are your plans after graduation?

I will be working for RKL LLP, a CPA and business consulting firm, in their tax services group. I will also be sitting for the CPA exam. Long term, I plan to start a real estate investment company that focuses on providing housing for those who need it.

What are you most proud of during your college career?

What I am most proud of is the person I've become. These four years have been immensely transformational, and it is safe to say that the person who came into Millersville four years ago is not the same person who is leaving. My time here has given me a world of knowledge and experience, which has allowed me to reinvent myself and discover the person that I want to be. And although there is much more to come, that is what I am most proud of from my time at Millersville.

Best memory at Millersville?

My favorite memory is the entire journey itself. I have been fortunate enough to meet so many great people who have helped shape who I am. I got to learn and grow with some of the best people I have met, and I'm proud of what we've accomplished. Looking back, it's amazing how many people come and go in four years, but I will always cherish the memories I have made here and the people that I was lucky enough to meet. ♦





AND A FEW STUDENT TESTIMONIALS:

Completing the business program through the Lombardo College of Business was the best decision I ever made. The course material extended beyond the classroom to real-life advice and career guidance. Students had access to multiple internship experiences, networking opportunities and speaker events offered by the department. Because this program gave me the tools and confidence to succeed, I transitioned seamlessly from school into a career that excites me.

JULES DIEHL '22, *B.S., Business Administration*

The Millersville business program was very valuable to me because of the “real world” experience my professors had. It became clear after I had entered the workforce that our professors didn’t just teach the course material, they gave advice and lessons that provided me with advantages on my competition when applying for jobs.

HUNTER DILLMAN '22, *B.S. Business Administration*

We are happy to share our story with you. We are truly excited about all of the possibilities the future holds for our college, our partners, our faculty, our alumni, and our students. If you have any questions or suggestions, please reach out to us at lcob@millersville.edu. ♦






LCOB STUDENTS: JULES DIEHL '22 (LEFT), KYLE PRESTON '22 (CENTER) AND JACK RAFUSE '23 (RIGHT)



Thanks to all of our students, faculty, staff and alumni, who made this year a resounding success! We are looking forward to expanding our community in the Lancaster region and cementing our college as a mainstay of workforce development and hub for innovation and entrepreneurship.

Dean Marc Tomljanovich
Lombardo College of Business



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