

2022
2023

LOMBARDO

College of Business

ANNUAL REPORT

Millersville University



JULISSA GARCIA '22 AND THE REST OF THE LONDON BUSINESS STUDY GROUP AT BLOOMBERG'S UK HEADQUARTERS.

WE ARE ALL CATCHING OUR BREATH! The past 12 months have just wrapped up with a kaleidoscope of activity involving tremendous progress in academic programs, physical and technological investments, and interactions with our business community. Our students are embracing the new opportunities we have worked hard to provide, and they continue to surprise us with their initiative, progress and amazing outcomes.

The first year of our named college, in 2020-21, was a time of strategic planning in the midst of a largely barren campus. The second year was a reentry into face-to-face interactions, with all of the uncertainty and nervousness that permeated Millersville University and society. However, this third year has been a nonstop series of exhilarating fireworks. From the first day of the fall term, our students have shown their commitment to our college's programs through their engagement and energy. And they are not alone – our alumni have also been highly involved in the community that we are collectively crafting in the Lombardo College of Business (LCOB).

One huge project that has encompassed the efforts of many of us is the renovation of Brooks Gym, the permanent home for our college. Since September, we have had deep discussions about the future of higher education and how to create a space that embraces the tenets of engagement and inclusivity. Read on to learn about the amazing progress we have made to design an academic facility that combines space, technology and pedagogy. Spoiler: Lombardo Hall is scheduled to open in fall 2025, which is just over two years away!

This report is intended to showcase all of the new changes and initiatives we have launched since July 2022, and how they intentionally integrate with the Lombardo College of Business's strategic plan. Our college's mission drives our planning, priorities and decisions: We are a business community that 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. ◆

2022
2023

THE HEART OF OUR COLLEGE IS OUR FACULTY.

So, we will start by telling you about Dr. Behrooz Etesamipour.

Behrooz Etesamipour tragically passed away on June 11, 2023. Behrooz was an assistant professor in the marketing and management department in the Lombardo College of Business, and director of the Information Technology program. He was also a son, brother and uncle. At Millersville, Behrooz was a close colleague who radiated positivity, warmth and curiosity, and inspired our students through his spirit, dedication and enthusiasm.

Behrooz was born in Iran in 1982. He moved to America along with his family 20 years ago as a youth, and ever since had embraced the potential that immigrants coming to our country can develop.

Behrooz joined the Millersville University community in fall 2020 as director of the Information Technology program. The program began in the College of Science and Technology and moved to the Lombardo College of Business in summer 2021. His tireless drive and leadership helped the IT program thrive, which now has over 60 majors for which he was the sole advisor. Behrooz was



instrumental in crafting both the concentrations in General IT in 2021 and Cybersecurity in spring 2023. Behrooz taught every course in our IT program at some point, including Fundamentals of IT, Web Technology, Cybersecurity, and Human-Computer Interaction.

Behrooz was also an active scholar. His research focused on the aggregation of information to aid military and business decision-making. Behrooz had five publications in this field, including two in conference proceedings.

Behrooz was warm, approachable, curious and enthusiastic. In all interactions, he was remarkably polite and positive, and a volcano of ideas. Behrooz was not a homebody in the least – he visited over 50 countries and frequently decided at the last minute to jet over to exciting places like Iceland with friends.

Thanks to Dr. Behrooz Etesamipour, we have an Information Technology program of which we are intensely proud. We will continue to honor his memory by guiding a quality program that places students at the center of everything we do. ♦





Initiative 1

BUSINESS INNOVATIONS AND GROWTH

Our program building has continued its strong momentum this year! In the fall, we launched a B.S. in Business Analytics. This program is not only in high demand by employers but is distinctive, as it brings together faculty and courses from five different departments across three colleges at Millersville. Professors in business, economics, mathematics and computer science have crafted a curriculum that is interdisciplinary, rigorous, data-intensive, and provides valuable, diverse skills and perspectives that will help our graduates thrive.

In April, there was another huge addition to our University: We launched a concentration and minor in Cybersecurity. Part of the Information Technology program and developed with the support of the Department of Computer Science, these new offerings reflect the complex intertwining of business and technology. It is clear to us how popular these new programs will be, as they offer our students more

choices on how to combine their different interests in ways that attract employers. As with all of the programs we have developed since 2020, this year's academic offerings have a required internship component, an essential feature that gives our majors critical field experience and helps them in the job market.

More program offerings are in the works. Our faculty have been hard at work; we are in discussions about a new interdisciplinary B.S. degree in Entrepreneurship that we plan to launch by fall 2024. And we are casting our eyes to graduate business programs, a natural area of expansion for our college given our proven success in the undergraduate online space and demand by business professionals in the Lancaster area.

We continue to foster collaborations across different academic areas of the University. Thanks to the generosity



THE NANCY ADAMS SCHOLARSHIP STUDENTS AT GSK MARIETTA IN APRIL.



of Millersville alumna Nancy Adams '73, an academic partnership between Occupational Health & Environmental Safety (OEH) and the Lombardo College of Business has been established. Starting in fall 2022, students have had the opportunity to major in OEH and minor in marketing/management or vice versa. Dr. Jack Ogutu (AEST) is the first endowed faculty chair for this partnership; he has led programming, corporate partnerships and marketing for the program and aids students with internship, mentorship and career opportunities. This first year, four students received this distinctive scholarship and participated in activities, including a field trip to GSK's Marietta facilities.

We also are devising critical partnerships outside the University. Beginning this fall, our college is starting a direct enrollment program with Penn Manor High School. In this pilot program, high school students will take one business course each semester during their junior and senior year, and upon successful completion of their coursework will automatically be admitted to Millersville University. This program's goals are to increase the number of students who attend college as well as provide an environment that keeps students engaged and on the path to graduation. This program will be provided at no cost to high school students



CAMPUS OF ACADEMIC CITY UNIVERSITY IN ACCRA, GHANA.

while they earn up to 12 college credits, helping to reduce the cost of college and time to graduation.

Finally, the normalization of public health standards worldwide has afforded us the ability to turn our eyes back to internationalization. Through the dean's trip to Ghana in October and the president's trip to India in January, connections with several universities were built that directly impact the future of the Lombardo College of Business. We are currently envisioning the shapes these partnerships will take, but it is likely these connections will include the exchange of students, faculty research collaborations and joint grants. One model we are piloting right now is an international summer program. In July and August, we have a group of MBA students from Mexico traveling to Millersville University to learn about business. They will engage with our faculty while visiting local organizations as well as businesses in Philadelphia and New York City. We intend to expand these programs next summer, and for international schools to see the Lombardo College of Business as a landing point for their majors for short summer experiences, a semester, a year, or graduate school. ◆



PARTICIPATION IN THE UNIVERSITY OF CAPE COAST'S 60TH ANNIVERSARY CELEBRATION.



Initiative 2

STUDENT ENGAGEMENT AND SUCCESS

This year was the Year of Student Experiences. The opportunities we afforded our students are the crux of what college is all about – from clubs to trips, from discipline-focused communities to alumni engagement, and forming the nucleus of it all, faculty-student interactions. Here are a few highlights of what our college was able to provide.

In August, our inaugural group of Business Living-Learning Community (LLC) students arrived on campus. These 12 freshmen lived together in South Village, while they worked together in our freshman business seminar and Principles of Microeconomics (fall term), and Principles of Financial Accounting and Principles of Macroeconomics (spring term). We also wove in a number of cocurricular experiences, including the Meet the Business Professionals nights (described below), personality and leadership workshops, and lunchtime meetings punctuated by Shark Tank and business-themed games. The group traveled to New York City in November to visit a number of companies, including Bloomberg and S&P, and explore the financial district in lower Manhattan. But arguably their most valuable experiences were the mentorship opportunities that they gained. In the fall, they were paired with upperclassmen, while in the spring they were linked to MU alums in their chosen business disciplines. We learned a lot over the past year and are preparing for another group of eager Business LLC students in August.

Our first-year business seminar, UNIV 103, continues to help settle our students into college life and set them on a successful path through our business curriculums. In addition to learning about different areas of business, introductions to our career center and student professional development, and individual and peer advising, we have

a two-week module on financial literacy. This fall, we will be adding a module on information literacy as well, a well-timed necessity given the rapid emergence of generative AI. With the revision of Millersville University's General Education curriculum, it is our hope that the new required freshman seminars will incorporate these two modules that are so vital to students' professional and personal lives.

If you read last year's LCOB Annual Report, you will remember that we have been central in the development of our new student-run University café in Gordinier Hall. In August, we were proud to help launch Evergreen Café (EC). Our two student managers, Jennifer Dohalick and Emma Howell, helped lead a team of dedicated and passionate staff in the fall and spring. And from Day One, the EC was recognized by students as a space where they could be themselves as they studied, socialized or reenergized. The café was packed virtually every day, and actual sales blew our financial projections out of the water. The next time you are on campus, be sure to drop by and become part of this community.

Our Meet the Business Professionals series continues to be very well received. These evenings with MU business alumni and experts consist of five sets of panel discussions aligning with our college's main academic areas: accounting, finance, information technology, management and marketing. We moved the full series to the fall term, as this timing gives students better opportunities to connect with our panelists for summer internships and full-time employment. Participation is required for our freshmen, and in end-of-semester surveys, they resoundingly responded that these activities were one of the most useful academic aspects of the fall semester. We will soon be adding an



BUSINESS LLC STUDENTS WORKING TOGETHER ON A LEADERSHIP PROJECT.



THE OPENING DAYS OF THE VIBRANT EVERGREEN CAFÉ IN AUGUST 2022.



CLOCKWISE FROM TOP RIGHT: ANDY WALLOVER, VALERIE MCBRIDE '14, STACEY SEARS '94 AND DEAN MARC TOMLJANOVICH AT MEET THE FINANCE PROFESSIONALS NIGHT.



OUR AMAZING EVERGREEN CAFÉ STUDENT STAFF!



STUDENTS AND ALUMS AT MEET THE MARKETING PROFESSIONALS NIGHT IN SEPTEMBER 2022.



DEAN TOMLJANOVICH SHOWING OFF THE COLLEGE'S NEW BLOOMBERG TERMINAL.



BUSINESS LLC STUDENTS AT THE CHARGING BULL DURING NOVEMBER NEW YORK CITY TRIP.



BUSINESS FACULTY AT END-OF-YEAR COLLEGE PICNIC.



DR. JOSEPH GALANTE WITH SAMUEL BAILEY '24, LEAH MIKSA '24 AND DR. SUZANNE GRADISHER.



DR. LEXI HUTTO WITH OUR BUSINESS STUDENTS IN BATH, ENGLAND.



MU BUSINESS MAJORS DOMINICK DILorenZO AND ANDREW ARCHUT AT BLOOMBERG HEADQUARTERS IN LONDON.



ANOTHER GROUP SELFIE, IN LONDON'S CHINATOWN.



CLOCKWISE FROM TOP RIGHT: STUDENTS SINGING WITH THE CROWD AT QUEENS PARK RANGERS - WATFORD FOOTBALL MATCH.



OUR VISIT TO THE GLOBAL MARKETING FIRM JCDECAUX.



POSING ATOP THE LONDON EYE.



evening devoted to business analytics. If you are interested in being part of these experiences, do not hesitate in reaching out to us – we are always looking for willing talent!

In October, we added our school's first Bloomberg terminal. Our finance faculty began using this critical business software immediately in their course assignments, which also included these students becoming certified in BMC (Bloomberg Market Concepts), a recognizable skill in the finance industry. And the Marauder Fund students are learning the platform as they conduct research on their portfolio. As a bonus, we were able to visit Bloomberg's headquarters during our NYC and London trips. An entire lab will follow when Lombardo Hall opens!

Faculty-student connections are one of the most valuable experiences we can offer. In October, Dr. Joseph Galante (Department of Accounting and Finance) led a group of Millersville students to the Great Lakes Academy of Legal Studies in Business conference, held at the University of Akron. Business Administration majors Leah Miksa '24 and Samuel Bailey '24 both presented, and Samuel won the Best Student Paper award for "Bootleg Records: Learning to Live With Illegal Music Recordings."

The Student Business Association (SBA) was reinstated in fall 2022 and held a number of afternoon and evening events with alumni and faculty designed to build interest in different areas of business. The SBA also has been working with the college to effectively market our cocurricular events to our majors, and also helped to organize the end-of-year LCOB picnic just before final exams.

We began a new tradition this year, one that promises to be one of the most memorable college experiences for our students who participate. Over spring break, Dr. Lexi Hutto (Associate Professor of Marketing) and Dean Marc Tomljanovich led a group of 14 business students to London to study international business. Over the course of 10 packed days, they interacted with professionals at a number of financial and marketing firms, including Bloomberg, Goldman Sachs, Firefly and JCDcaux. With our focus on accessibility and affordability, this trip was significantly subsidized by college funds and the generosity

of our donors in last year's One Day Give. Several student testimonials appear below and speak to the recognized value of this global experience. We intend to offer these short-term study-abroad opportunities for our majors every two years and are currently in discussions with our faculty and students as to the next place to visit in March 2025.

Here are a few responses to the following question we asked in our London exit survey:

WHAT CAN WE TELL BUSINESS STUDENTS THAT WILL MAKE THEM MORE LIKELY TO PARTICIPATE IN FUTURE TRIPS?

To have the ability to let go of uncertainty in times of doubt. To get out of your routines and be uncomfortable for a little bit. To feed your brain new information and see new things. The ability to acclimate will show you who you are in times of adversity. The fear of the unknown will only keep you stuck in life. Having the sense and knowledge of other cultures and diversity will only broaden one's horizon and expand one's career.

This was truly an experience of a lifetime, and I will value the memories I made forever. I have traveled abroad before for vacation, but studying abroad is so different in the best way possible. I think this study-abroad trip gave me so much perspective of what I want to do in the future. Even though I have already graduated, this trip allowed me to see what I want to do and really showed me the sky is the limit when it comes to opportunities I have with my degree from Millersville University. This trip allowed me to see a different business world in action. I studied Business Administration with a concentration in International Business, so it was amazing to see what I've learned in the classroom in real life. The trip was the perfect mix of work and play. I love how structured the trip was, but we were also allowed free time to explore the city on our own (with a buddy of course). I now have a new group of best friends because of the experiences we shared abroad. I cannot thank Dean T and Professor Hutto for allowing me to come on this trip with them. I would go on another trip with the LCOB in a heartbeat. ♦



Initiative 3

BUSINESS INVESTMENTS: PEOPLE, TECHNOLOGY AND SPACES

A key area of change and transition involved our faculty. Finance professor Dr. Gary Leinberger retired from Millersville University after 30 years of service with emeritus status. He was a huge presence in many of our business alum's college experience and a supportive, funny colleague. Gary will be missed by all of us, though we fully expect he will drop by future business events!

Congratulations to Dr. David DiRusso, chair of Management and Marketing, who was promoted to full professor in late spring 2022.

With our new programs, Gary's retirement and Behrooz's passing, we have some significant shoes to fill. In the coming year, we will be conducting active searches in the fields of finance and information technology. And we expect this is just the beginning of bringing new faces, ideas and abilities into our college!

Now for an update on what has been one of the most exciting parts of this year for our college. Lombardo Hall is truly a groundbreaking project. It is the first building in the PASSHE system for which the majority of funding comes from private sources. It marks an innovative transformation from an athletics structure located in the heart of campus to an academic space. It is the first academic building that is designed from the ground up since the lessons learned from the pandemic. As such, we have identified and doubled down on the elements of learning that stimulate active learning, student engagement, collaboration and socialization. And architecturally, its approach parallels the invigorating revitalization of Lancaster, combining the proud history of the campus with exciting and deliberate considerations of the future of higher education and future workforce needs. Lombardo Hall will be one of the best



**DR. GARY LEINBERGER WITH
LAUREN WATKINS '23 (FINANCE)
AND DEAN MARC TOMLJANOVICH.**



ARTIST RENDERING FROM RUGBY FIELD OF LOMBARDO HALL.



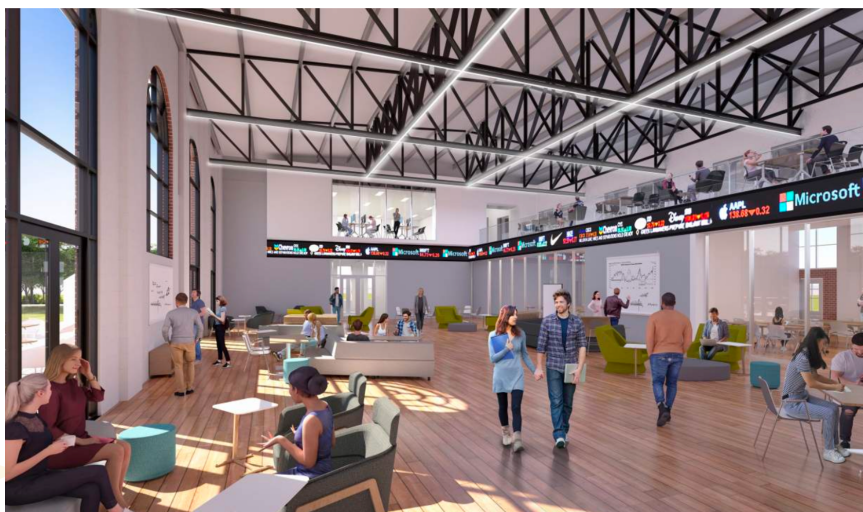
examples of the intertwining of programs, pedagogy, space and technology in higher education for many years to come.

Over the past eight months, the design phase for Lombardo Hall (formerly Brooks Gym) has proceeded swiftly. Starting in early October 2022, a group of Millersville administrators, staff, faculty and students has been meeting with representatives from the architecture firm Hord Coplan Macht, the Department of General Services and numerous consultants. We are now nearing the end of this design phase, and bidding for construction will occur in early autumn. We anticipate the construction phase to begin in early 2024 and are on track for the first phase of the building to be complete by August 2025, in time for the start of the fall semester.

Advancement has identified funding opportunities within the building as well as potential prospects. In addition to Sam and Dena Lombardo's transformational \$5 million gift, we are in the process of working with University alumni and

friends to raise the remainder of the funds required for construction.

There are now two distinct phases of this building renovation. We have collectively crafted a space in which Phase 1 contains current program needs for the Lombardo College of Business. Classrooms, faculty and staff offices, data analytics and IT lab, meeting rooms, community spaces, an incubator space and a dean's suite all now fit comfortably into this phase. Phase 2 allows for expansion of the building's footprint at a future date. It includes a multipurpose annex and an area that can be readapted in the future to suit our needs as the college expands. It could therefore serve as additional faculty offices, another classroom, an entrepreneurship center, a larger incubator or fulfill a future need. Finally, the interior layout of Phase 1 minimizes the disruptions of a Phase 2 construction, as both classroom and office locations are far away from this portion of the building. ◆



INNOVATIONS COURT.



STUDENT MEETING SPACE OUTSIDE OF CLASSROOMS IN LOMBARDO HALL.



Initiative 4

ENGAGING THE BUSINESS COMMUNITY

Our new college continues to build awareness and community. In September, we headed to Brothers Kershner Brewing in Skippack, Pennsylvania, to host a group of about 20 Millersville alums. This venue was chosen in large part because its owner, Kevin Kershner '09, is a Millersville alumnus and was able to talk with the group of attendees about how his education helped him to design and launch this small business. In May, we connected with over 60 alumni at Tellus 360 in downtown Lancaster. This event was lively and attended by alums of all ages!

Our college's Business Advisory Council has expanded once again to include Sheila Stotler '89 (uFinancial Group) and Brent Frey '83 (Apple). Our cochairs are Craig Kauffman (CEO and president, PeoplesBank) and Shane McGrady (Dell EMC). 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.

A pillar of the Lombardo College of Business's mission is actively working with our community. We partnered with the United Way in spring 2023 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 per family.

The Lombardo College of Business continued its active three-year partnership with Clark Associates, a large employer of Millersville graduates (they have hired 35 of our University's graduates in the past two years). This partnership offers scholarships to business majors while

engaging Clark Associates to offer on-campus recruiting events and present information in select business courses. This April, we brought our students to their Lancaster headquarters, giving our students direct exposure to a dynamic business environment and welcoming culture, as well as a networking opportunity with a group of Millersville alums currently working for this exciting organization! ◆



MAY ALUMNI EVENT AT TELLUS 360 IN DOWNTOWN LANCASTER, MAY 2023.



SEPTEMBER ALUMNI EVENT AT BROTHERS KERSHNER BREWING IN SKIPPACK, PA, SEPTEMBER 2022.

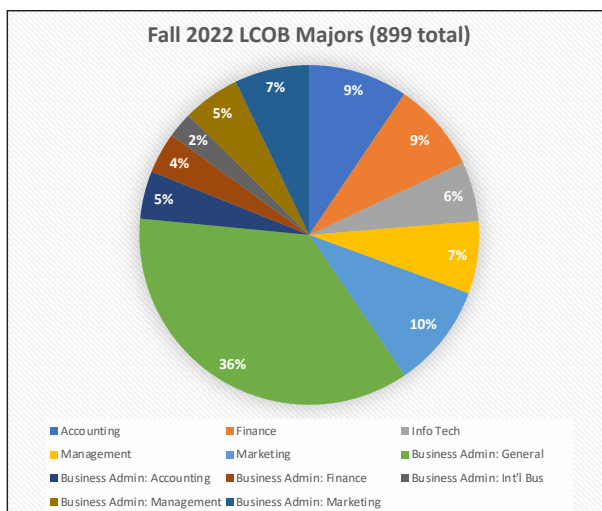


STUDENT FIELD TRIP TO CLARK ASSOCIATES, APRIL 2023.

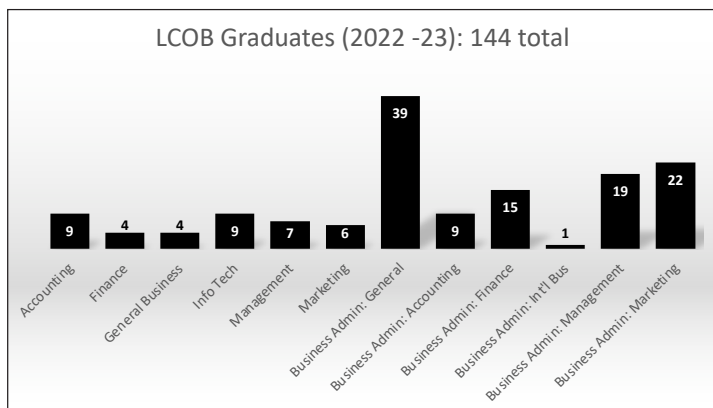


College DATA

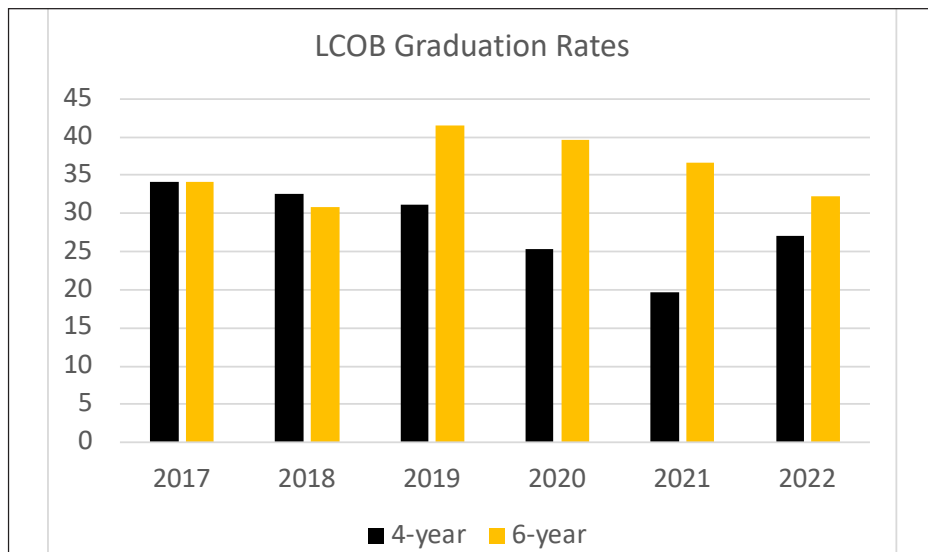
New to the Lombardo College of Business's annual report is the inclusion of metrics so we can share our strengths and challenges.



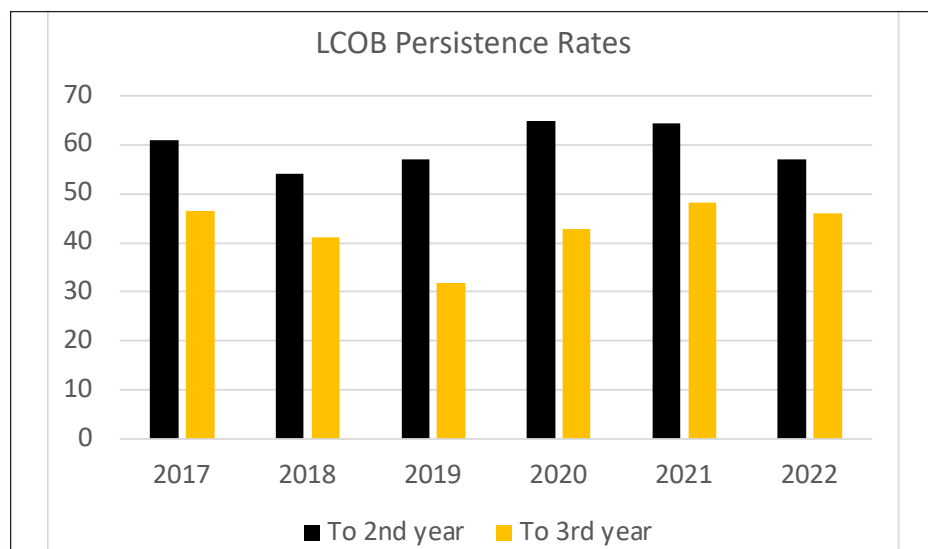
◀ The composition of our students shows great diversity in business interests and clear growth in the area of Information Technology.



◀ We had 144 students graduate from the Lombardo College of Business in December 2022 and May 2023.



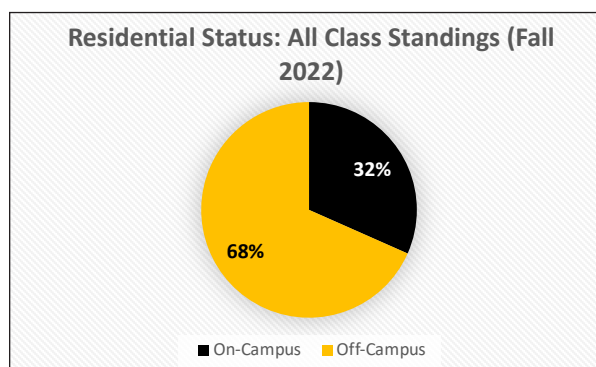
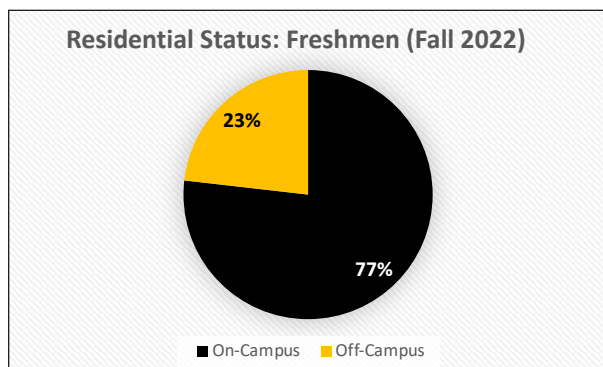
◀ Our college's four-year graduation rate rose sharply in 2022, though our six-year rate continues to fall.



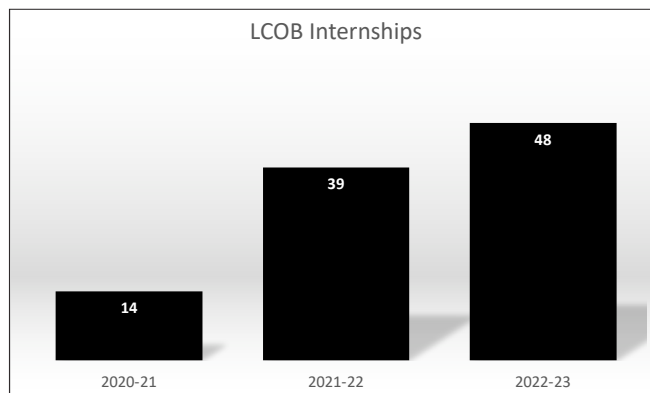
◀ Our retention rates dipped slightly from the previous year, though they are still above 2018's levels.



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

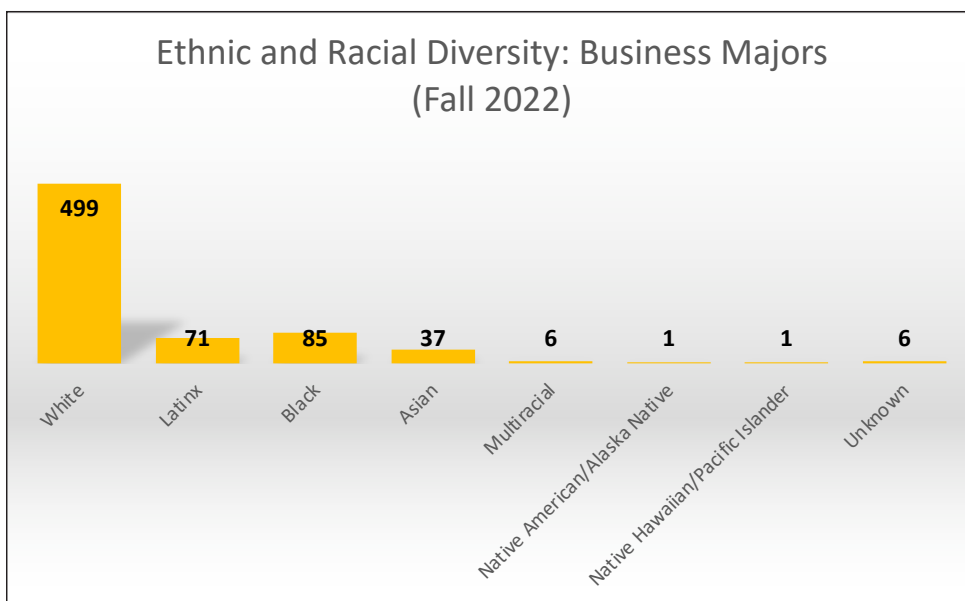
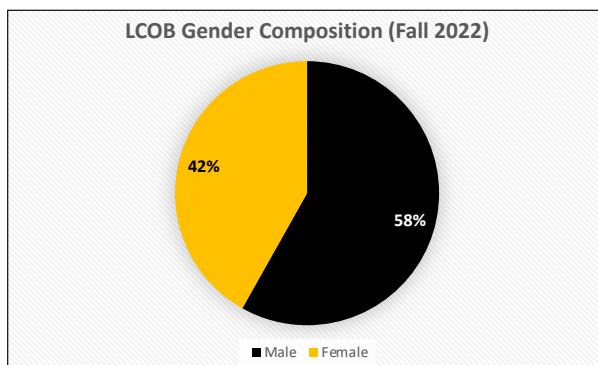


As all of our new business degrees have a required internship component, it is unsurprising that the number of students completing an internship for academic credit continues to rise. This number will jump in the next year.





These two graphs show the gender, racial and ethnic composition of our business majors in fall 2022.





Outcomes and the Value OF THE LOMBARDO COLLEGE OF BUSINESS EXPERIENCE

Millersville University's commencements continue to be a whirlwind of sound, energy and positive emotions. Our indoor ceremonies, which celebrated December 2022 and May 2023 graduates, consisted of 144 graduating business majors. This included nine Information Technology students, a major that is exploding in popularity.

Our college website contains data on student outcomes and impressions of our programs over the past several

years. We invite you to peruse this information, which is split by discipline, and let us know if you see any opportunities for improvement.

We are currently collecting information on these amazing graduates to determine one of our most pressing questions: Where are they getting jobs thanks to their new Millersville degree? In the meantime, here are a few excellent placements:

STUDENT	DEGREE	ORGANIZATION (POSITION)
Andrew April	Business	Amazon (Area Manager)
Sheree Brown	Business	Enterprise Holdings (Manager)
Nico Lopez Erazo	Finance	Align Wealth Strategies
Julissa Garcia	Business	Wyndham Destinations (Business Op Coordinator)
Gwendalyn King	Management	Northwestern Mutual (Talent Acq. & Mktg. Coord.)
Jack Rafuse	Accounting	RKL (Small Business Associate)
Daniel Rezyk	Accounting/Finance	McClarigan CPAs & Advisors (Staff Accountant)
Jack Trezise	Info Tech	Shipley Energy (IT Specialist)
Sarah Umbrecht	Accounting	RKL
Lauren Watkins	Finance	M&T Bank (Associate, Community Branch Management Program)



THE HARDWORKING PEOPLE IN UNIVERSITY COMMUNICATIONS AND MARKETING HIGHLIGHTED ONE OF OUR BUSINESS GRADUATES:



NIRMALA DHUNGANA

NIRMALA DHUNGANA, from Lancaster, is a first-generation graduate. She majored in business administration.

Plans after graduation? I will be working as an Accountant I at a manufacturing company.

Memorable experience during your time at the 'Ville? I made lots of great friends and enjoyed my time at Millersville.

Anyone you want to thank for encouraging you along the way? Thank you to my friends and family for always being encouraging and supportive. Things don't always go as planned, but hearing "it's okay" from those around you gives you a lot of hope.

Summary

Thank you for being part of our story. We cannot wait to show you what the coming year 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. ◆

STUDENT TESTIMONIALS

NICO LOPEZ ERAZO '23, *Finance and Accounting*

A business degree at Millersville University gave me the opportunity to learn essential aspects of the financial world; classes such as the Excel certification course allowed me to perform crucial projects in Excel. Additionally, in my financial accounting class, I learned many financial terms and techniques to create worksheets that I use every day in my career. ◆

LAUREN WATKINS '23, *Finance*

My degree in finance in the business college at Millersville University has helped prepare me for my career in finance in both the technical aspects and the social/professional aspects. I feel confident and fulfilled in my position and the work I do, and I am excited at the possibilities of my future career due to the foundation I built in my degree at Millersville University's business college. ◆

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. ◆

Sincerely,

Dean Marc Tomljanovich | Lombardo College of Business



Graduation 2023



DR. BRIAN TROUT (ACCOUNTING) WITH SARAH UMBRECHT '23 (B.S. BUSINESS ADMINISTRATION – ACCOUNTING)



DOMINICK DELORENZO '24 (B.S. MANAGEMENT) AND DEAN TOMLJANOVICH AT MAY COMMENCEMENT. DOMINICK IS PART OF MILLERSVILLE UNIVERSITY'S INAUGURAL CYGNUS SOCIETY CLASS.

Dr. Behrooz Etesamipour: "Remember to live your life in a way that in 20 years, a self-reflection of your life gives you joy and draws a smile on your face. You'll say to yourself, 'I lived well!'"



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