

May 9, 2022

University Senate
Staff Subcommittee

Re: Student Outreach Award

Dear Committee:

It is with great enthusiasm that I submit my application for the Student Outreach Award.

In my role as Executive Director of Student Services and Placement in the College of Business, I am fortunate to help students navigate through some of the most instrumental and challenging decisions of their lives. I get to calm anxious nerves for interviews, high five over job offers, see students transform as they discover their life's passion, and watch as hundreds of students launch their careers and go out into the world to make a difference of their own.

I also host career readiness events including etiquette dinners, interviewing workshops, industry panels, and recruiting events bringing over 250 professionals to campus each year. I organize co-curricular programs featuring top corporate leaders from some of the nation's most prominent companies including Bayer Pharmaceuticals, CenturyLink, Taylor Guitars, Walmart, and Community Coffee.

Please see my accompanying resume for details of my experience and education. It is truly an honor to be nominated for the Student Outreach Award.

Sincerely,

Jessica George

THANK YOU FOR YOUR CONSIDERATION.



LOUISIANA TECH
UNIVERSITY.

College of Business
Office of the Associate Dean

To: University Senate

RE: Jessica George, Candidate for Student Outreach Award

Senators,

Let me begin by saying Jessica George is the hardest working person at Louisiana Tech University. As the Executive Director of the College of Business' Student Services, student outreach is exactly what she does.

She organizes events (like our annual COB Crawfish Boil), makes the building welcoming with her ever expanding balloon-art installations, and oversees Student Success, recruitment, COB Student Ambassadors, and the COB Internship program.

Jessica teaches our Career Preparation Seminar as well as oversees all aspects of helping our students find jobs. In fact, much of what the University as a whole now does was pioneered by Jessica George: Handshake, connecting graduating students to jobs, career nights bringing together employers and specific majors, and the Suitable App tracking students' participation across non-class learning opportunities. All of this, and much more we owe to Jessica George.

Because of Jessica the College of Business has the highest placement rate of business graduates at all Louisiana universities.

Further, let's not forget the student body loves her. She is the most popular person in the building. No mean feat, this.

Jessica George is a fun, nurturing, caring, force of nature. No one deserves this award more than her.

Vr

Rob Blackstock, Ph.D.
Associate Dean of Undergraduate Programs

May 6, 2022

Dear University Senate,

I am writing to recommend Jessica George for the 2021-2022 Student Outreach Award. Jessica is highly deserving of recognition for her tireless efforts for Louisiana Tech students and our campus community. I have known Jessica for 7 years, when she first began as a staff member in the College of Business. In the time that she has been here, she has expanded her role and continues to be one of the most valuable members of our college. I will summarize her work below.

Jessica's role was initially to coordinate student recruitment and graduate job placement. However, in the seven years she has been at Tech, she has grown her job considerably with great ideas and a passion for student success. She has developed an incredible set of co-curricular programs, including Career Week; Speed Interviewing; Diversity, Equity, and Inclusion day (full of panelists from Fortune 100 companies); Employer Night; Etiquette Dinner; and a wide variety of professional speakers. These programs help students network, gain skills, and develop beyond the classroom. Recently, Jessica has taken on the role of internship coordinator and our international programming coordination, which will send students to study at a business school overseas.

In addition the valuable co-curricular programming that she does, Jessica organizes a variety of social events to engage the community of students. These include our annual crawfish boil, COBtoberfest (with decorating pumpkins and a chili cook-off), the annual Christmas party, and a movie night. This is in addition to other smaller events, such as Donuts with the Dean, and king cake at Mardi Gras.

In amongst all of these activities, Jessica teaches both an in-person and an online section of BUSN 320 each quarter. This career preparation 1-credit hour class prepares students for their job search. Jessica's expertise in resume writing and interviewing skills is second to none. The COB's 96% placement rate for undergraduate students is a testament to Jessica's hard work.

Jessica works closely with assigned student recruiters, our student services specialist, and two student workers per year. Her mentoring of these individuals is notable. Many of these folks were students of mine, and I could see their development and confidence grow as they worked with Jessica. She has a true gift for training and empowering others.

Finally, Jessica is beloved by students, faculty, and staff. Not only is she an expert in so many things, she works enthusiastically to encourage student participation. However, anyone who stops by her office or calls her for help gets an immediate response. Her accessibility, warmth, and true caring for everyone around her is evident to all. In my 20 years teaching at Louisiana Tech University, I have never had such a valuable colleague as Jessica George. I hope you will consider her for this award.

Sincerely,

Marcia Simmering Dickerson, Ph.D.

Professor of Management



LOUISIANA TECH UNIVERSITY

Date: May 02, 2022

Re: 2021-2022 Student Outreach Award – Mrs. Jessica George

From: Dr. Kirk Ring, Department Chair - MGMT

The purpose of this letter is to support the nomination of Mrs. Jessica George, Executive Director of Student Services and Placement in the College of Business, for the 2021-2022 Louisiana Tech University Student Outreach Award. Mrs. George has played a critical role in the success of our graduates for nearly a decade and she should be recognized for her excellence in countless ways. I will provide several examples below that show how critical her role is for our students and the college.

First and foremost, Dean Chris Martin recognized Mrs. George's amazing ability to develop and implement outreach programs for our students, and therefore he provided her with significant oversight in the student services office. With this level of autonomy, Mrs. George has been able to take advantage of her creativity and her knowledge about the changing job market for business students and has developed some of the most effective and well attended programs the College of Business has ever offered. She has taken particular interest in creating programs that connect students to potential employers. This increases visibility for students with employers, allows students to hear more about what they should be doing in college to be successful upon graduation, and it drastically increases the visibility of the entire College of Business simultaneously. Additionally, Mrs. George utilized the data she has collected in the COB Exit Survey whereby students give information regarding their job placements. She is able to tailor programming specifically toward areas of growth and areas of need.

Second, I will discuss some of the remarkable programs she has developed. The Virtual Diversity, Equity, and Inclusion (DEI) in the Workplace Forum was an enormous success. Students, faculty, staff, alumni, and locals from the I-20 corridor were able to hear about DEI topics from an outstanding lineup of business professionals from major corporations. Rather than allow the global pandemic to dictate a smaller or less attended event, Mrs. George recognized that we could now engage with a much higher caliber category of speakers because they did not need to travel to campus. She had speakers from Deloitte, Ford Motor Company, General Motors, Hallmark Cards, JP Morgan Chase, and PayPal to name a few.

Mrs. George has drastically grown the COB Etiquette Dinner. Mrs. George altered the formatting of this annual event changed slightly by bringing in professional speakers. The

event is also now sponsored by a major employer in the area, Graphic Packaging. The result is that the event is very heavily attended by students. Students see the value in learning about and practicing business etiquette, as well as the value in interacting with business professionals at the event. Additionally, the event is a lot of fun for students because it gives them a chance to network with other students in a non-traditional way.

Possibly the most important event of the year that Mrs. George manages is the College of Business Employer Reception. She has grown this annual event to include over 40 employers who meet with students to discuss internship and career opportunities. This exceptionally professional event has resulted in a much higher placement rate across all COB majors/disciplines. I often hear from students in the Management Department that they would have never known about many of the opportunities had it not been for the tireless effort given by Mrs. George to bring a wide array of businesses on campus to recruit.

Lastly, Mrs. George increased the willingness and motivation of students to attend her programs by introducing and implementing a program for the attainment of a Career Readiness Badge. Students who attend events can now use their phone with the Suitable app which allows the COB to easily record their attendance at events over their tenure at Tech. Mrs. George recognized that students find badges highly desirable and that this would further increase their interest in her programs. This is yet another action taken by Mrs. George that shows how in tune she is with the needs of our students.

Thus, owing to her incredible ability to engage students throughout their time in the COB, I believe Mrs. Jessica George is a very deserving candidate for the 2021-2022 Student Outreach Award at Louisiana Tech University.

Sincerely,

J. Kirk Ring

J. Kirk Ring, Ph.D.
Department Chair - Management
Century Next Bank Associate Professor of Management
Louisiana Tech University
Ruston, LA 71272
(318) 257-3546
kring@latech.edu