

*Monique L. Bell*

**Department of Marketing & Logistics  
Craig School of Business  
California State University, Fresno  
5245 N. Backer Ave., M/S PB7  
Fresno, CA 93740-8001**

**May 2019**

**Office:** PB-532      **Phone:** 559-278-4965      **Email:** mbell@csufresno.edu

---

**Position:** Assistant Professor of Marketing

**Date of Initial Appointment:** August 19, 2013

**Highest Degree Earned and Year:** Ph.D., Marketing, 2013

**Current Classification:** Scholarly Academic

---

## **EDUCATION**

Ph.D., Marketing  
LeBow College of Business, Drexel University

M.A., Communications Design  
University of Baltimore

B.A., English Literature and Language (Minor: French Language)  
Morgan State University

## **WORK EXPERIENCE**

### **Academic Experience**

*2013 – Present*

Assistant Professor of Marketing  
Larry & Patti Johanson Research Fellow  
Department of Marketing & Logistics  
Craig School of Business  
California State University, Fresno  
Fresno, CA

2008 – 2013

Ph.D. Candidate in Marketing/Instructor  
Marketing Department  
LeBow College of Business  
Drexel University  
Philadelphia, PA

**Professional Experience**

2007 – 2008

Marketing and Public Relations Manager  
The Baltimore Sun Media Group  
Baltimore, MD

2004 – 2007

Director of Corporate Marketing and Communications  
Finiti, a joint venture of Citi and The First American Corporation  
Columbia, MD

2001 – 2004

Marketing and Media Manager for The Americas  
Thomson Prometric  
Baltimore, MD

**Courses Taught:**

2018 – 2019

Promotion Principles & Practices (MKTG 132)  
Graduate Marketing Management Seminar (MBA 214)

2017 – 2018

Promotion Principles & Practices (MKTG 132)  
ABBA Marketing Concepts (MKTG 100S)

2016 – 2017

Promotion Principles & Practices (MKTG 132)  
eMarketing and Social Media (MKTG 153)  
ABBA Marketing Concepts (MKTG 100S)

2015 – 2016

Promotion Principles & Practices (MKTG 132)  
ABBA Marketing Concepts (MKTG 100S)

2014 – 2015

Consumer Behavior (MKTG 110)

## INTELLECTUAL CONTRIBUTIONS

### Peer Reviewed Journal Articles

Bell, M. and M. Puzakova. (2017) Y Usted?: Social Influence's Effects on Consumers' Service Language Preferences. *Journal of Business Research*, 72: 168-177.

Puzakova, M., H. Kwak and M. Bell. (2015) Beyond Seeing McDonald's Fiesta Menu: The Role of Accent in Brand Sincerity of Ethnic Products and Brands. *Journal of Advertising*, 44 (3): 219-231.

Nath, P. and M. Bell. (2014). When the Twain Should Meet: A Study of the Structural Integration of the Marketing and Public Relations Functions in the C-Suite. *Journal of Marketing Communications*, 22 (6): 626-652.

Suri, R., S. Feng and M. Bell (2014). Does Background Classical Music Provide Relief from Math Anxiety? Role of Tempo on Avoidance of Price Computations. *Psychology & Marketing*, 31 (7): 489-499.

### Academic/Professional Meeting Proceedings

Bell, M. and M. Puzakova. (2019) The Magic of Uncle Ben: The Influence of Ethnic Brand (Super) Anthropomorphism on Consumer Perceptions. Proceedings of the *Race in the Marketplace (RIM) Annual Conference*. Paris, France: Race in the Marketplace Network.

Dimitrova, B., S. Kim, M. Bell and N. Frantz (2017). Global Country Social Responsibility: What Is It? Proceedings of the *Academy of Marketing Sciences Annual Conference*. San Diego, CA: Academy of Marketing Sciences.

Bell, M. and M. Puzakova (2016). Y Usted? The Effects of Social Influence on Consumers' Service Language Preferences. Proceedings of the *Academy of Marketing Sciences Annual Conference*. Orlando, FL: Academy of Marketing Sciences.

Bell, M., P. Nath and H. Kwak (2016). Self-Enhancement and Self-Transcendence Organizational Values' Effects on Corporate Reputation and Customer Satisfaction. Proceedings of the *Marketing and Public Policy Conference*. San Luis Obispo, CA: American Marketing Association.

Geringer, S., A. Stratemeyer, M. Bell and A. Canton (2015). How Business Students Use Online Faculty Evaluations and Business Faculty's Perceptions of Their Students' Usage. Proceedings of the *Marketing Management Association Fall Educators' Conference*. San Juan, PR: Marketing Management Association.

Bell, M., S. Geringer, A. Stratemeyer and A. Canton (2014). Rate My Professors Ethically: How Business Students Use Online Faculty Evaluations. Proceedings of the *Marketing Management Association Fall Educators' Conference*. San Antonio: Marketing Management Association.

### **Academic/Professional Meeting Presentations**

- Porter, M. and M. Bell (2019). Green Internships Help Students Learn, Teach and Grow. *Fresno State President's Showcase of Excellence*. Fresno, CA.
- Bell, M., A. Becton, M. Porter and K. Story (2019). If I See You, I Can Be You: Cross-Disciplinary Perspectives from First-Generation, Black Faculty. *California State University Teaching and Learning Symposium*. Fresno, CA.
- Porter, M., M. Bell, A. Becton and K. Story (2019). California, We Have an Inclusion Problem in our Business Schools. *California State University Teaching and Learning Symposium*. Fresno, CA.
- Dimitrova, B., S. Kim, M. Bell and N. Frantz (2017). Global Country Social Responsibility: What Is It? Proceedings of the *Academy of Marketing Sciences Annual Conference*. San Diego, CA: Academy of Marketing Sciences.
- Bell, M., P. Nath and H. Kwak (2016). Self-Enhancement and Self-Transcendence Organizational Values' Effects on Corporate Reputation and Customer Satisfaction. Proceedings of the *Marketing and Public Policy Conference*. San Luis Obispo: American Marketing Association.
- Bell, M. and M. Puzakova (2016). Y Usted? The Effects of Social Influence on Consumers' Service Language Preferences. Proceedings of the *Academy of Marketing Sciences Annual Conference*. Orlando, FL: Academy of Marketing Sciences.
- Bell, M., P. Nath and H. Kwak (2016). Do Organizational Values Matter? The Role of Self-Transcendence Values in Customer Satisfaction and Corporate Reputation. *Provost's Award Lecture Series*. Fresno, CA: California State University, Fresno.
- Bell, M. (2015). Communicating with Diverse Consumers. *Advertising Education Foundation Visiting Professor Program*. Chicago, IL: Leo Burnett/Lapiz Agency.
- Bell, M. (2015). Leading by Example: Faculty Cultural Competence in Diverse Classrooms. Proceedings of the *Marketing Management Association Fall Educators' Conference*. San Juan, PR: Marketing Management Association.
- Geringer, S., A. Stratemeyer, M. Bell and A. Canton (2015). How Business Students Use Online Faculty Evaluations and Business Faculty's Perceptions of Their Students' Usage. Proceedings of the *Marketing Management Association Fall Educators' Conference*. San Juan, PR: Marketing Management Association.
- Bell, M., S. Geringer, A. Stratemeyer and A. Canton (2014). Rate My Professors Ethically: How Business Students Use Online Faculty Evaluations. Proceedings of the *Marketing Management Association Fall Educators' Conference*. San Antonio: Marketing Management Association.

Bell, M. (2014). Teaching Students that Climbing the Corporate Ladder is not a Solo Journey. (Position Paper). Proceedings of the *Marketing Management Association Fall Educators' Conference*. San Antonio: Marketing Management Association.

## COMPETITIVE RESEARCH AWARDS RECEIVED

### *Faculty Service Award*

Craig School of Business (2019)

### *Faculty Research Award*

Craig School of Business (2017)

### *Provost's Award for Promising New Faculty*

Office of the Provost, California State University, Fresno (2014-2015)

### *Valuing Diversity New Faculty Research Grant*

American Marketing Association Foundation/The PhD Project (2014-2015)

### *Visiting Professor Program Fellowship*

Advertising Education Foundation, Leo Burnett USA (Summer 2015)

### *Research Fellowship*

Larry and Patti Johanson/Craig School of Business (2013 – 2017)

## PROFESSIONAL ACTIVITIES & RECOGNITION

### Professional Activities

#### 2018– 2019

- **Selected Participant** – Fresno State *President's Leadership Academy*
- **Selected Participant** - Fresno State Graduate Online Pedagogy and Mentorship Workshop – weeklong synchronous and asynchronous course
- **Panelist and Presenter** – *California State University Teaching and Learning Symposium* hosted at Fresno State
- **Poster Presenter** – Fresno State *President's Showcase of Excellence*
- **Chair** – Annual Marketing Forum and Annual Marketing Boot Camp professional development events for students of any major
- **Co-Advisor** – American Marketing Association (AMA) Student Chapter at Fresno State
- **Instructor/Advisor** – National Marketing EDGE Collegiate ECHO student marketing challenge (Client: Boxed)
- **Invited Participant** – Center for Positive Marketing / Advertising Education Foundation 7<sup>th</sup> Annual Conference for Positive Marketing

- **Track Chair and Reviewer** – American Collegiate Retailing Association Spring Conference
- **Reviewer** – Society for Consumer Psychology Annual Conference
- **Reviewer** – Marketing Management Association Annual Conference
- **Reviewer** – Race in the Marketplace Network Conference
- Fresno State Black Faculty and Staff Association Speaker Series: Design Thinking and Student Equity by William Hardaway
- Association of National Advertisers (ANA) Members Only Conference: *Brand Activation at Twitter*
- CSU Quality Assurance: *Introduction to Teaching Online using QLT* online course
- Marketing Science Institute Webinar Series: *Culture Matters: What Does a Consumer's Cultural Background Say about the Way They Think about Products, Brands, and Prices?*
- Inclusion of Kahoot app, adapted digital Jeopardy game, and other digital learning support in courses

#### 2017 – 2018

- **Mentee** to Provost Lynnette Zelezny – Fresno State *Faculty Mentoring Program*
- **Chair** – Annual Marketing Forum: “Capped and Confident” with panelists Jackie Kennedy, Enterprise Management Program, and Malia Villarreal, California Teaching Fellows Foundation
- **Chair** – Annual Marketing Boot Camp for students featuring Central Valley professionals from promotions, logistics/supply chain, and sports marketing.
- **Advisor** – African-American Business Student Association (AABSA)
- **Instructor/Advisor** – National Marketing EDGE Collegiate ECHO student marketing challenge (Client: Collette Travel)
- **Moderator** – *Sustainability and Diversity: Business as Usual?* with Yum! Brands – Africana Studies’ Annual African-American Intellectual Thought Symposium
- **Invited Speaker** and attendee – Fresno Metro Black Chamber of Commerce Women’s Empowerment Symposium
- Advertising Education Foundation (AEF) *Inside Advertising Speaker Series* virtual visit featuring Deutsch Los Angeles’ Scott Lindenbaum, Digital Strategy
- Lessons in Leadership – *BFSA Lunch and Learn* with Dr. Markel Quarles, ACE Fellow
- Women’s Campus Connection

#### 2016 – 2017

- **Advisor** – Newly-formed African-American Business Student Association (AABSA)

- **Instructor** – Developed and delivered the college’s first Social Media Marketing (MKTG 153) course, including a professional certification and supplemental modules from HootSuite.
- **Instructor / Advisor** – Integrated a national marketing student competition into Promotions Principles (MKTG 132) course: Marketing EDGE Collegiate ECHO Challenge; two teams reached the top 10% and were named national semi-finalists.
- **Presenter** – Academy of Marketing Science Annual Conference (San Diego, CA)
- **Chair** – Annual Marketing Forum: “Capped and Confident” with panelists Debbie Young, Fresno State Student Professional Development, Michaela Bojorquez Ford, CSB Student Professional Development, and Malia Villarreal, California Teaching Fellows Foundation
- **Judge** – Lyles Center, Top Drawer and Department of Fashion Merchandising Visual Merchandising Mother’s Day Competition
- **Foundation Board Member** – Fresno Metro Black Chamber of Commerce (FMBCC)
- **Presenter**, Onyx 100 Awards – Fresno Metro Black Chamber of Commerce
- Guest speakers include:
  - Deutsch agency
  - Leo Burnett/Lapiz agency
  - Razorfish interactive agency
  - Fresno State social media strategist Jenny Toste
- Lyles Center *Pay It Forward* Luncheon Series – Social Media Marketing (MKTG 153)
- Women Tech Maker’s Conference – Bitwise (Fresno, CA)
- Direct Marketing Association Research Summit/ & Then Conference (Los Angeles, CA)
- Self-Reflecting on Our Identities and Stereotypes with Dr. David Pilgrim – PCHRE A Forum for Inclusion, Respect and Equity, California State University, Fresno
- Women’s Business Tour (Fresno, CA) – Women’s Entrepreneurship Network, FMBCC
- Central California Women’s Conference
- Central Valley Town Hall Lecture Series with Dr. Michio Kaku

## 2015 – 2016

- **President’s DISCOVERe Faculty Fellow** – California State University, Fresno
- **Instructor/Advisor** – National Marketing EDGE Collegiate ECHO student marketing challenge (Client: Facebook)
- Teaching Digital Marketing Workshop – Marketing Management Association Marketing Educators’ Conference (San Juan, Puerto Rico)
- Inside Advertising Speaker Series: Razorfish – Advertising Education Foundation
- Women’s Empowerment Symposium – Fresno Hispanic Chamber of Commerce and Fresno Metro Chamber of Commerce
- ePortfolio Basics Using Pathbrite – CSALT/TILT

## **2014 – 2015**

- **President's DISCOVERe Faculty Fellow and Faculty Learning Community** – California State University, Fresno
- **Faculty Fellow** – Advertising Education Foundation Visiting Professor Program (Leo Burnett USA, Chicago, IL)
- **Inside Advertising Speaker Series: Deutsch/DLatino** – Advertising Education Foundation
- **Annual Awards Ceremony** – Fresno Advertising Foundation

## **Professional Recognition**

## **2018 – 2019**

- *Advisor* to Women Ballers Worldwide student team who placed second (Silver Prize) in the national Marketing EDGE Collegiate ECHO student marketing competition.

## **2017 – 2018**

- *Invited Session Speaker* (postponed) – Fresno Metro Black Chamber of Commerce Annual Women in Business Symposium

## **2016 – 2017**

- *Faculty Award for Research* – Craig School of Business
- *Exhibition of Outstanding Faculty Publications* – Henry Madden Library

## **2015 – 2016**

- *Valuing Diversity New Faculty Grant* – American Marketing Association Foundation
- *Honorary Coach* – Fresno State Men's Basketball CSB College Night

## **2014 – 2015**

- *Provost's Award for Promising New Faculty* – Office of the Provost, California State University, Fresno
- *DISCOVERe Faculty Fellow* – President's DISCOVERe Tablet Initiative
- *Most Valuable Professor (MVP) Recognition* – Student Nomination/Athletics Department
- *Visiting Professor Program Fellowship* – Advertising Education Foundation
- *Women's HerStory Month Honoree* – Fresno Metro Black Chamber of Commerce

## **Professional Memberships**

- Academy of Marketing Sciences
- American Marketing Association
- Fresno Metro Black Chamber of Commerce



**UNIVERSITY SERVICE ACTIVITIES**  
**University, School, and Department Service**

**2018 – 2019**

*California State University, Fresno*

- President, Black Faculty and Staff Association (*Elected*)
- University Liaison, African-American Alumni Association
- California Wellness Foundation Diversity and Inclusion Campus Team and “We All Belong” Video Contest Planning Committee
- Dean of Library User Services Search Committee
- Technology Steering Committee
- Athletics Department Winter Recruitment
- Presenter, African-American Graduation Recognition Ceremony

*Craig School of Business*

- Vice Chair, Faculty Executive Committee
- Assurance of Learning Task Force, including Student Awareness Campaign

*Department of Marketing and Logistics*

- Chair, Marketing Boot Camp and Marketing Forum
- Chair, Human Subjects Committee
- Co-Advisor, American Marketing Association (AMA), Fresno State Student Chapter

**2017 – 2018**

*California State University, Fresno*

- President, Black Faculty and Staff Association (*Elected*)
- University Liaison, African-American Alumni Association
- California Wellness Foundation Diversity and Inclusion Campus Team
- Technology Steering Committee
- Reviewer, Henry Madden Library Writing Across the Curriculum Awards
- Volunteer, African-American Graduation Recognition Ceremony

*Craig School of Business*

- Vice Chair, Faculty Executive Committee
- Advisor, African-American Business Student Association

*Department of Marketing and Logistics*

- Human Subjects Committee
- Chair, Marketing Boot Camp and Marketing Forum

## **2016 – 2017**

*California State University, Fresno*

- Chief Financial Officer Search Committee (*Appointed*)

*Craig School of Business*

- Vice Chair, Faculty Executive Committee
- Advisor, African-American Business Student Association

*Department of Marketing and Logistics*

- Human Subjects Committee
- Chair, Marketing Boot Camp and Marketing Forum

## **2015 – 2016**

*California State University, Fresno*

- Research Awards Committee (*Elected*)
- Integrated Marketing Communications Advisory Committee (*Appointed*)
- Co-Chair, Faculty Cultural Competence Task Force
- Mentor, EDGE Scholar Initiative

*Craig School of Business*

- Graduate Committee

*Department of Marketing and Logistics*

- Curriculum Committee
- Internship Advisor

## **2014 – 2015**

*California State University, Fresno*

- Research Awards Committee (*Elected*)
- Integrated Marketing Communications Advisory Committee (*Appointed*)
- Co-Chair, “I Can’t Believe that Just Happened” Diversity Awareness Week Faculty Forum on Cultural Competence
- Co-Chair, Faculty Cultural Competence Task Force
- Multidisciplinary Perspectives of Women in Education and Research (mPOWER), a component of Researchers and Critical Educators (RACE)
- Mentor, EDGE Scholar Initiative

**UNIVERSITY SERVICE ACTIVITIES**  
**University, School, and Department Service**

*Craig School of Business*

- Graduate Committee

*Department of Marketing and Logistics*

- Chair of Faculty Search Committee
- Curriculum Committee

**Community and Professional Service**

**2018 – 2019**

- **Chapter Programming Co-Director** (*Elected*) and community service volunteer – *Jack and Jill of America, Inc.*
- **Scholarship Committee**, Political Awareness and Involvement Committee – *Delta Sigma Theta Sorority, Inc., San Joaquin Valley Alumnae Chapter*
- **Track Chair and Reviewer** – *American Collegiate Retailing Association Spring Conference*
- **Reviewer** – *Race in the Marketplace (RIM) Network conference*
- **Reviewer** – *Society for Consumer Psychology annual conference*

**Community and Professional Service**

**2017 – 2018**

- **Coordinator** – American Red Cross ‘Swimming Saves Lives’ partnership between Jack and Jill of America, Inc. and Fresno State
- **Moderator** – *Welcome to Wakanda: The Significance of Marvel’s Black Panther* panel – Black Faculty and Staff Association
- **Moderator** – *Sustainability and Diversity: Business as Usual?* with Yum! Brands – *Africana Studies’ Annual African-American Intellectual Thought Symposium*
- **University Liaison** – SCCCD Trustee Eric Payne, Fresno Unified School District and Fresno State Black Students United “*Marvel’s Black Panther*” free screening and discussion.
- Interviews with multiple students for Media, Communication and Journalism and Philosophy projects
- **Marketing support and volunteer** – *Unsung Heroes: The Living History Project*
- **National Nominating Committee** (*Elected*), **Chapter Programming Director** (*Elected*), community service volunteer – *Jack and Jill of America, Inc.*

*Editorial Advisory Board/Reviewer*

- American Marketing Association (AMA) Educators’ Conferences

- *International Journal of Advertising*
- Marketing Management Association Educators' Conferences
- Society for Consumer Psychology Conference

## 2016 – 2017

- **National Nominating Committee** (*Elected*), **Chapter Programming Director** (*Elected*), community service volunteer – *Jack and Jill of America, Inc.*
- **Foundation Board Member** – *Fresno Metro Black Chamber of Commerce*
- **Judge** – *Lyles Center*, Top Drawer and Department of Fashion Merchandising Visual Merchandising Mother's Day Competition
- **Onyx 100 Awards Presenter** – *Fresno Metro Black Chamber of Commerce*
- **Scholarship Committee** – *Delta Sigma Theta Sorority, Inc., San Joaquin Valley Alumnae Chapter*

### *Editorial Advisory Board/Reviewer*

- American Marketing Association (AMA) Educators' Conferences
- *International Journal of Advertising*
- *Marketing Education Review*

## Community and Professional Service

### 2015 – 2016

- **Foundation Board Member** – *Fresno Metro Black Chamber of Commerce Foundation*
- **Panel Chair:** *Best Practices for Managing Diverse Classrooms* – Marketing Management Association Educators' Conference (San Juan, PR)
- **Scholarship Committee**, African-American High School Recognition Ceremony volunteer – *Delta Sigma Theta Sorority, Inc., San Joaquin Valley Alumnae Chapter*
- **Foundation Marketing and Public Relations**, Dr. Martin Luther King, Jr. March and Day of Service (volunteer at Fresno Rescue Mission) – *Jack and Jill of America, Inc., Fresno Chapter*

### *Editorial Advisory Board/Reviewer*

- American Marketing Association (AMA) 2016 Winter Educators' Conference
- Global Marketing Conference
- Marketing Management Association Educators' Conference
- *International Journal of Advertising*
- *Marketing Education Review*

## 2014 – 2015

- **Panel Chair:** *Career Change: Lessons from Corporate to Classroom* – Marketing Management Association Educators’ Conference (San Antonio, TX)
- *Putting the “YOU” in Success: Tips for Achieving Academic and Career Goals as a Person of Color* – **Invited Speaker** for California State University, Fresno *EDGE Initiative*
- **Foundation Marketing and Public Relations** – *Jack and Jill of America, Inc., Fresno Chapter*
- **Scholarship Committee** – *Delta Sigma Theta Sorority, Inc., San Joaquin Valley Alumnae Chapter*

### *Editorial Advisory Board/Reviewer*

- American Marketing Association (AMA) 2015 Winter Educators’ Conference
- *Electronic Journal of Business Research Methods*
- *International Journal of Advertising*
- *Marketing Education Review*

## **Recognition for Community and Professional Service**

### **2018** *Chapter Programming Excellence Award*

Jack and Jill of America, Inc.

The chapter program handbook reflects the membership’s intention to provide engaging and relevant activities which align with the Jack and Jill of America, Inc. national thrusts and community needs. The planning and execution of quality programming enhances the Jack and Jill experience for all members. Under the leadership of Programming Director Monique Bell, the Fresno Chapter handbook is rated ‘Excellent’ with a score of 93/100.

### **2015** *Chapter ‘Angel Mom’ of the Year*

Jack and Jill of America, Inc., Fresno Chapter

## FACULTY NARRATIVE

Throughout my academic career, I have sought to find a balance between high-impact research and exceptional teaching and student support. Toward that objective, I am fortunate to have achieved four peer-reviewed research publications that have acceptance rates of less than 20%, and three of those are categorized as A-level journals according to the Australian Business Deans Council. Additionally, I have continued to consistently present research at national academic conferences. Further, I was recognized for research contributions with the business school's 2017 Faculty Research Award.

### *Educating and Inspiring Students*

Regarding teaching excellence and student support, I have continued to introduce students to relevant skills and experiences, as well as to emerging career opportunities within marketing communications. During my course, students develop a professional, well-researched campaign proposal, apply graphic design and creative skills, and compete in a national competition. Students select a strength area (e.g., project management, creative, budgeting, etc.), and lead that portion of their project. Entries are evaluated by industry professionals who provide real-world analysis. Several of my student teams have reached semi-finalist (top 10% of entries) status.

A Fall 2019 student team, Women Ballers Worldwide, placed second in the nation (*Silver Place*) for their promotions plan and earned an *Honorable Mention* for their media plan. The award included a \$1,500 prize as well as scholarship opportunities. Additionally, I introduced the first, contemporary Social Media Marketing course and I regularly host national guest speakers through the Advertising Education Foundation and CSB Advisory Council.

Additionally, the *grand prize-winner* for the university's inaugural "We All Belong" diversity and inclusion student video contest was a student who completed it as a bonus assignment for my Promotions Principles course. Several other students won first place in sub-categories, with more than \$3,000 in prizes awarded to marketing students. Formally, I serve as co-chair for the student chapter of the American Marketing Association (AMA), which has experienced increased exposure and engagement. Informally, I advise students with career guidance, engage with students from various colleges and departments through various committee and non-committee roles.

### *Fostering a Diverse Student Body*

Another important aspect of my teaching approach is providing an environment that welcomes and supports a diverse body of students. I chair the annual Marketing Boot Camp and Marketing Forum events, which provide direct insights to multiple career options and access to diverse alumni. I also regularly participate in ethnic affinity events, including graduations, and strive to address unique challenges of under-represented students as President of the Black Faculty and Staff Association and founding advisor of the African-American Business Student Association. I work to showcase a broad array of professionals and learning experiences that enhance student competence for the modern business environment. Additionally, I have an active role in connecting current and potential students in under-represented groups with on- and off-campus resources to support their success. Most recently, my colleagues and I contributed to the CSU Symposium on Teaching and Learning regarding first-generation students and faculty.