

IRA THREE-YEAR ACTIVITY/PROGRAM REVIEW QUESTIONS

Please answer the following questions for review by the IRA Advisory Committee.

Limit your responses to no more than a total of two typed pages. Please submit to kgentry@csuchico.edu by **October 13**.

1. All IRA funded activities/programs are outgrowths of the CSU, Chico educational curriculum. The IRA fee revenue dollars fund co-curricular activities to further the educational opportunities of students.

- a. List each of your IRA activities/programs and its faculty advisor.
 1. CSU, Chico Marketing Students Competition, Kristin Minetti
 2. Investor's Club Competition Team, Qingzhong Ma
 3. Pi Sigma Epsilon Competition Team, Brittany Fortune
 4. SAGE, Curt DeBerg

b. Explain how each IRA activity/program relates to your college/unit's educational mission and how co-curricular activities impact the college/unit and the students.

1. **CSU, Chico Marketing Students Competition:** The mission of the College of Business embraces the residential nature of our campus to create a learning-centered community that instills in our students the knowledge, skills, and values necessary for both immediate success upon graduation and long-term career achievement. We emphasize applied research and are devoted to continuing the tradition of excellence in our academic programs while developing distinctive initiatives to meet the ever-changing needs of our stakeholders.

The International American Marketing Association Collegiate conference greatly contributes to this mission by helping students gain the knowledge, skills and values necessary for immediate success upon graduation and long-term career achievement. Through the AMA students develop vital skills and are able to practice what they learn in class. At the conference, the students participate in competitions, seminars and workshops to better themselves.

Some of the competitions the students partake in are: International Sales competition, Exhibit competition, Marketing Simulation competition, Pitch perfect competition, Marketing Strategy competition and the Case Competition.

The events the students participate in are networking workshops, career advice panels, and a career fair. There are also vital workshops on how to be a successful chapter that the students attend to learn how to better the CSUC COB as a whole.

This conference impacts the college and students because we are able to compete and win awards to show our accomplishments. Last year we had two student place 2nd and 3rd in the international sales competition of over 60 universities. We also won awards for our membership, fundraising, exhibit and case competition. In the past, we have ranked as high as 6th in the nation of over 200 chapters. These awards add value to the COB and provide great experience and resume builder for the students.

Something important to note is that we are hoping to increase the IRA money we receive from \$8250 to somewhere around \$12500. We have not received an increase in IRA funding in over 11 years, yet conference fees, airfare, and hotel costs have all increased. We have been taking less and less students to the conference because of this while demand has been increasing because the club has also grown to over 100 members. We used to be able to comfortably take 10 students and an adviser, but now we can only bring 6-7 students and an adviser with the current budget. An increase would be incredibly helpful allowing us to send enough students to compete in all competitions and really maximize our efforts at the conference.

2. **Investor's Club Competition Team:** The Investor's Club is involved in competitions, among many other activities. Right now, they are involved in the CME trading competition (this year they won the 5th worldwide), the CFA Challenge, and a Chico State stock pitch competition (as planned). All the competitions contribute to the educational missions of the College of Business and the Department of Finance and Marketing.

3. **Pi Sigma Epsilon Competition Team:** The members of Pi Sigma Epsilon (PSE) at Chico State are the future leaders of the professional sales, marketing, and sales management field. PSE provides students with the tools and resources they need to develop the utmost professionalism, ultimately helping them begin their careers with a competitive advantage. IRA activities include sending students to compete at the Regional Conference, National Speaker's Competition, National Convention, National Speaker's Competition, and the annual PSE PRO-AM SELL-A-THON. Chico State's College of Business prides itself on developing and refining student's skills, knowledge, and fostering a successful start for all students.

These types of co-curricular activities provide an additional growth platform for the development of students through experiential learning environments in sales, marketing, and sales management. Participation in competitions provides direct exposure to realistic corporate obstacles. These scenarios challenge students to nurture and apply problem-solving skills, strategically plan and implement solutions, while also developing critical soft-skills for on-going customer interactions. PSE has also built a relationship with the Seufferlein Sales Program at Chico State. The Seufferlein Sales Program provides necessary training and networking needed for PSE members to prepare for and compete in competitions, partially funded by IRA.

4. **SAGE:** The mission of the College of Business embraces the residential nature of our campus to create a learning-centered community that instills in our students the knowledge, skills, and values necessary for both immediate success upon graduation and long-term career achievement. We emphasize applied research and are devoted to continuing the tradition of excellence in our academic programs while developing distinctive initiatives to meet the ever-changing needs of our stakeholders.

SAGE creates a learning-centered community. It's both curricular (e.g., students can earn bonus points in accounting classes) and co-curricular (e.g., SAGE is an officially-recognized, student organization that meets each Tuesday from 6:30 to 7:30 pm). SAGE's purpose is to advance youth business and social entrepreneurship in an ethical and socially-responsible manner. Students mentor teenage entrepreneurs locally through face-to-face meetings, and nationally/internationally via live Skype mentoring sessions. At the end of each year, the students become event planners and leaders by planning, conducting, and assessing regional SAGE tournaments in April (on campus), national SAGE tournaments (e.g., Las Vegas, Cincinnati, Pittsburgh, Buffalo), and international SAGE tournaments (e.g., Russia, Korea, Ukraine, Philippines).

In our most recent accreditation report to the AACSB, SAGE was mentioned prominently on several occasions. For example:

Page 2: Students for the Advancement of Global Entrepreneurship (SAGE) – SAGE is an international non-profit organization, founded by accounting professor Dr. Curt DeBerg, that links secondary school student organizations to business and college student mentors. SAGE has grown into a world-wide program with student teams from 20 countries including Nigeria, Russia, China, Japan, Kenya, South Africa, India, Korea, and more. Students involved in the SAGE program have incredibly unique and impactful experiences that help develop their personal and professional skills while engendering global and social awareness. In addition, the SAGE program helps build global awareness for the University and the College.

Page 7: Last year, the SAGE World Cup was in Russia. One of the Chico State student managers, Kristen Soldati, a business major noted "I traveled to Russia last summer, and witnessed first-hand the amazing business enterprises created by teens." College of Business SAGE students have recently traveled to Moscow, Russia, and Seoul, South Korea to assist in the SAGE World Cup entrepreneurship competition. Students involved in the SAGE program have incredibly unique and impactful experiences that help develop their personal and professional skills while engendering global and social awareness. In addition, the SAGE program helps build global awareness for the University and the College (see Appendix 3).

Signature of Dean/Director:



Print Name:

