



# Business Education Program & Alpha Review of DPE



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Spring, 2007

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## PRESIDENT'S MESSAGE

### Dear Alpha Chapter Members,

As I look back at my first semester as your president, I see a new beginning, one that has brought many changes for Alpha Chapter. Much of the change has stemmed from the changes that our Steinhardt community is undergoing, as well as that of our program, but all of these changes have implications for Alpha Chapter as well, posing certain challenges as well as exciting new opportunities.



These challenges and opportunities were highlighted for me earlier this month when I had the opportunity to welcome visiting DPE members to our national luncheon at this year's NBEA Convention here in New York. As one of the several representatives of Alpha Chapter, DPE's first, it was quite an honor to be able to address the gathering of over 100 members from across the nation. And as I listened to the other speakers and met members from elsewhere in the country, the unusual position of Alpha Chapter was brought home to me. In Alpha Chapter we are a unique blend of post secondary educators as well as workplace learning professionals, all with the mission of fostering lifelong learning among our students, regardless of who they are or where we teach. It is this two-pronged view that sets us apart and distinguishes us; it is something that will not be relinquished. It is an opportunity for Alpha Chapter to make others aware of our unique mission, but it will be a challenge as well as sometimes these goals diverge.

On a slightly more personal note, I would also like to highlight the tremendous learning community we have built here within DPE, a community that provides unwavering support for our colleagues as we pursue our own research and collaborate together to improve upon existing practices in business education. Our commitment to helping each other is truly inspiring, and I wish our doctoral and masters' graduates the very best as they embark on the next phase of their lives.

Sincerely,

Lisa S. Ponti  
Alpha Chapter President, DPE

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## DPE Alpha Chapter – Spring Event On Demand Learning Dr. Peter Orton, IBM Center for Advanced Learning

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On Thursday, March 1, 2007, NYU's DPE-Alpha Chapter hosted a NYC consortium event for chapter members and colleagues from Columbia University and Fordham University. Part of the "Inter-university Colloquium Series," Peter Orton, PhD, from IBM's Center for Advanced Learning, spoke on the topic of "On Demand Learning." The session was held in IBM's offices in midtown Manhattan.



Peter Orton, PhD, IBM Center for Advanced Learning

Dr. Orton's background in instructional design, psychological processing of media, story and narrative principles, scriptwriting, media development, survey methodology, communication campaign design, and change leadership provided a rich perspective on the work that he is doing at IBM applying Albert Bandura's Social Learning Theory.

The group of about 75 audience members viewed video clips and heard about specific initiatives underway wherein on demand learning has been applied in the workplace. Specific examples showed how IBM is using on demand learning to increase worker productivity, increase communication across different departments within IBM, and increase IBM's ability to deliver solutions to their customers in a timely fashion. The session was followed up with a question and answer session

that created a dialogue on this topic among Dr. Orton and the audience members.

The session was coordinated by Alpha Chapter member **Denise Gamba Cole** who holds NYU's Certificate in Workplace Learning and **Amy Lui**, a current doctoral candidate in NYU's Program in Business Education.

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## Letter from the Sponsor Professor Bridget O'Connor

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Dear Alphans:

Alpha Chapter continues to be the most active chapter in the nation!

This activity is largely due to the dedication of your Executive Board. Your leaders have shown creativity and resourcefulness their quest to grow the organization with a focus on postsecondary, adult, and workplace learning. Your current president, doctoral candidate **Lisa Ponti**, has been extremely successful in pulling together people with ideas and energy into the service of DPE Alpha. Look throughout this newsletter for examples of past and future professional and social events designed to ensure that DPE remains a community of scholars and friends.

In case you haven't yet heard, The Steinhardt School of Education is now ***The Steinhardt School of Culture, Education, and Human Development***. Dean Mary Brabeck and our faculty came to this title after months of negotiations. The consensus is that our new name better reflects the diversity of our School. Additionally, the Program in Higher Education is now the ***Program in Higher and Postsecondary Education***. This new title better reflects the organizational and postsecondary learning focus of many courses and the research directions of both faculty and doctoral students.

I often refer to Alpha as our program's alumni association as the vast majority of you are either current students or program alumni. Alpha Chapter serves the Program so very well in organizing professional development activities and social events. These networking opportunities make us a community of scholars that has no peer.



Sponsor Dr. Bridget O'Connor welcomes Peter Orton, PhD, to Alpha Chapters Spring Event

Let's all give special thanks to doctoral candidate **Peter McAliney** for his service here as our newsletter editor. Please let him know how much you've appreciated his efforts here, in keeping us all informed. Let us know, too, what you're doing. And why not offer to write for the next edition?! We all hope to hear from you—and look forward to seeing you soon.

Bridget N. O'Connor, Ph.D.

Save the date!

## Spring Graduation Celebration DPE Initiation

DATE: May 4<sup>th</sup>, 2007  
TIME: 6:00 – 8:00 PM  
PLACE: Pless Hall, 4<sup>th</sup> Floor  
Payne Conference Room  
RSVP: April 30<sup>th</sup>, 2007  
Ellen Bartley  
edb268@nyu.edu

## Nelson Khov Completes Internship with William J. Clinton Foundation Submitted by Nelson Khov

During Fall Semester 2006, I had the great privilege and honor to work as a Domestic Policy Intern at The William J. Clinton Foundation as part of my MA in Business Education. I assisted the Domestic Policy team with extensive research and analysis and helped with domestically focused Clinton Foundation initiatives and events. In addition, I was part of the Urban Enterprise Initiative (UEI) and served as a pro bono small business consultant to a local business owner in Harlem. I was responsible for inventory management and technology for the local business as well as training the business owner on retail management technology software and hardware. Lastly, I concluded my internship by volunteering at a local high school in Harlem, helping students with essay writing.



Alpha Chapter member Nelson Khov with former President Bill Clinton.

## DPE Alpha Chapter Elections

You've been a member of DPE but have you ever considered taking the next step and joining us on the Executive Board? It is the inflow of new officers that brings new ideas and helps to keep Alpha Chapter on top of its game.

Elections for new officers to begin their terms in the Fall Semester will be coming shortly and we would love to hear from you.

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## DPE Alpha Chapter Members ... Doctoral Awards

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Two of our members have earned the distinction of Ph.D. since our last newsletter was published.

Sabra Brock – now **Dr. Sabra Brock** – successfully defended her dissertation, “An Investigation of Reported Transformational Learning Experiences of Undergraduates in Business School,” and Lynn Bacon Keane – now **Dr. Lynn Bacon Keane** – successfully defended her dissertation, “A Technology-Supported Academic Community of Practice: A Case Study.” Both abstracts are listed below.

A *terminal* congratulation to you both!



Professor O'Connor flanked by the two newest Alpha Chapter doctorates at the recent NBEA conference DPE Alpha lunch. Sabra Brock, Ph.D. (l) and Lynn Bacon Keane, Ph.D. (r).

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## DPE Alpha Chapter Members ... Candidacy Awards

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The following PhD students who are working with Professor O'Connor have recently been admitted to candidacy. Candidacy requires a committee approval of a literature review related to the student's proposed dissertation, and is a significant step toward the doctorate. In order of completion, the following students are now doctoral candidates; we wish them our best as they work to complete their degrees: Everett Myers, Lisa Ponti, Kevin McEvoy, Tom Duffy, and Peter McAliney. Congratulations, all!

Specific topics for each of these doctoral candidates are:

**Everett Myers:** “Labor Market Outcomes: The Returns to Education in the Proprietary Sector of Postsecondary Education Controlling for Degree Granting Status” . . . **Lisa Ponti:** “The Leadership Style of Instructors and Student Attitude and Achievement in Economic Education” . . . **Kevin McEvoy:** “How New Marketing Employees Learn on the Job: The Interaction of Context Factors and Learning Factors in Early Workplace Experience” . . . **Thomas Duffy:** “Ethics Education in Collegiate Schools of Business” . . . **Peter McAliney:** “Instructor Leadership Style and Transformational Learning in the International Corporate Online Classroom”

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## DPE Alpha Chapter Members ... In the News and On the Go

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Our membership has been contributing to the learning environments of which they are involved, whether they be in the classroom or the workplace. Some of the awards and contributions our fellow DPE chapter members achieved include the following:

**Kevin McEvoy**, a full time Instructor in Residence of Marketing at the University of Connecticut- Stamford, has received three (yes, three!) teaching awards at his University this year. The first is the *Excellence in Undergraduate Teaching Award*, issued at Storrs, CT by the School of Business, for teaching core and elective courses. The second award, issued at the state capital by the University of Connecticut Chapter of the American Association of University Professors, is the *Teaching Promise Award*. The third award is *Full Time Professor of the Year Award* by the UConn Stamford Student Government Association. This is an award in the basis of a vote by all the students on that campus. . . . **Ellen Bartley** has been hired in the Business and Accounting Department at the Long Island campus of St. Joseph's College to teach accounting to undergraduate students. Her course load this fall includes introductory courses for majors as well as for non-majors . . . **Doctoral candidate Frimette Kass** has been on the speaking

circuit and has spoken at a number of professional events. Among some of the topics she has spoken on are “The Soul of the Organization: The Accountant's Role” presented at the meeting of the American Association of Business and Behavioral Studies (Feb, 07); “The Accountant as Servant Leader” at the Northeast Decision Sciences Institute (Mar, 07); and “Saving the World, The Accountant's Role” at the International Academy of Business Disciplines . . . Masters graduate **Asavari Joshi, MA 2006** checks in and reports that she recently started a new job as Assistant Director of Educational Initiatives at Columbia's Mailman School of Public Health. She is putting her Business Ed skills to good use and adds, “a big reason why I was chosen for this position was because of my Business Education degree at NYU.” . . . **Nelson Khov** has accepted an offer at Google as a HRIS Coordinator and will begin working in their Mountain View, CA headquarters in mid-May . . . **Everett Meyers** begins a new credential visit on behalf of the Accrediting Council of Independent College and Schools to Gibbs College in Rhode Island for a new Associates program in casino management . . . Masters graduate **Salena Chiang** is back to the SF Bay area (San Jose, CA) with her husband to begin her new job as Senior Manager, Global Leadership and Management Development at a mid-sized semiconductor firm called Integrated Device Technology (IDT). . . **Dan Marone, Ph.D.**, was elected Senator to the SUNY Senate, representing SUNY Farmingdale, where he has been teaching the past 29 years.

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## DPE Alpha Chapter Members ... Publishing Accomplishments

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Alpha Chapter is committed to enriching the field business education through scholarly research. Our membership has produced work that was published in peer review journals:

Lui-Abel, Amy; Sardone, N. & Brock, S. (2005).  
Simulation in the College Classroom:  
Enhancing the Survey Research Methods  
Learning Process. *Information Technology,  
Learning, and Performance Journal*, 23(2).

McAliney, P. (2006). Using learning delivery  
systems tools to facilitate executive education

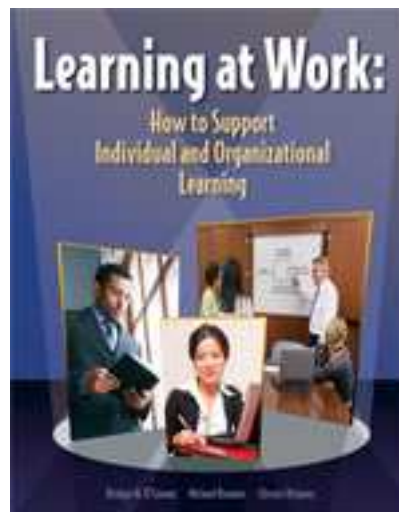
coursework. *Journal of Educational  
Technology*, 3(2), 11-15.

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## Learning at Work – 3<sup>rd</sup> Edition

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Professor Bridget O’Connor, Professor Emeritus Michael Bronner, and Adjunct Professor Chet Delaney, announce the publication of *Learning at Work: How to Support Individual and Organizational Learning* (2007) Amherst, MA: HRD Press. This new edition, which supports several classes offered here at New York University, is designed for both the seasoned professional and newcomer to the field of workplace learning and performance. Special



updates to the book include interviews with Chief Learning Officers, including Captain Mike Barger of JetBlue Airways and Mary Paul of Harley-Davidson. Check it out at:  
<http://www.hrdpress.com/LAW?sc=2&category=147>

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## Alpha-Sponsored NBEA Luncheon Submitted by Lisa Ponti

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As mentioned in the President’s Letter, Alpha Chapter hosted this year’s DPE luncheon at the 2007 NBEA conference which was held at the Marriott Marquis. Over 100 DPE members were in attendance, it was a tremendous opportunity to showcase Alpha’s involvement in Business



Alpha Chapter President Lisa Ponti welcoming DPE members at the NBEA DPE-sponsored luncheon.



Amy Liu opening the NBEA DPE-sponsored lunch with words for reflection.



Alpha Chapter members at the NBEA DPE-sponsored lunch (l-r): Lisa Ponti, Peter McAliney, Sabra Brock Ph.D, Amy Liu, Adonica Brereton, and Professor Bridget O'Connor.

Education as well as help rollout Steinhardt's new name, with pens, bookmarks and brochures, compliments of Dean Mary Brabeck.

### **Leading Beyond - DPE Career Panel Submitted by Adonica M. Brereton**

On April 18, 2007, amidst the rain and flooding, DPE Alpha chapter hosted its first career panel at the Wasserman Career Center at NYU. This was Alpha Chapter's first event that was open to the general NYU public. Attendees were undergraduates and graduates from General Psychology, I/O Psychology, fellow graduate students from Teachers College, Columbia University, current Business Education students, and individuals who shared an interest in the field of learning and development.

Speakers for the evening included NYU's Business Education alumni, Pamela Andrews, M.A.; President, Nectar Business Solutions; Ernie Brescia, M.A., AVP Met Life Financial Services, Dan Kerr, Ph.D., Director of Global Development, Deloitte & Touche; and Allison Schieli, M.A., Regional HR Director, Bovis Lend Lease.

The panelists shared their insights into their successful careers in the learning and development field. Pamela Andrews' key nugget was "embrace technology, and don't be afraid to learn about it." Ernie Brescia discussed his rise in the field and thoughts on future trends in learning and development. Dan Kerr gave an interactive presentation in which he used the training cycle to illustrate how training programs should be implemented. We learned that Bloom's Taxonomy is used regularly in practice! Lastly, Allison Schieli shared her background as a journey, defining events that helped shape her leadership skills in the field.

Reactions to the career panel were positive. Current Business Education student Tadd Wamester gave this feedback, "I very much appreciated hearing the different journeys and visions of the four workplace learning professionals and BEHE graduates. It was clear that while this career path is neither easy nor a straight shot, it is rewarding and involves

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continuous learning and ongoing growth. I hope this becomes an annual event.”

As the field of learning and development grows it is also clear that Alpha Chapter must provide programming that addresses the current needs of its members and the general public. The career event, “Leading Beyond,” was a step in the right direction.

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### **NBEA SIEC/ISBE Conference Vienna, Austria August 2007**

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Alpha Chapter will once again be represented at the NBEA Society for International Business Education Conference. This year’s conference theme is “Innovation in Business Education” and will be held in Vienna, Austria, from July 29<sup>th</sup> – August 3<sup>rd</sup>.

Professors **O’Connor** and **Bronner** will be presenting “Building and Managing Partnerships with Corporations.” . . . **Peter McAliney** will be leading a seminar in “Using Technology to Deliver Hybrid Courses in Global Joint Venture Business Education Programs”

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### **Doctoral Dissertation Tips – A View from the Other Side** **Submitted by Sabra Brock, Ph.D.**

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It’s called a defense, but it’s really a conversation about your research and ideas. And your committee is there to help you. Here are some ideas I put together as a recent recipient of the Ph.D. in Business Education:

- Take advantage of the mock oral process. Attend one, way before you’ve even started drafting your proposal and then ask to be the candidate defending when you’re about ready to defend.
- When your chairperson says you’re ready to defend, you’re ready to defend.
- Re-read your dissertation the night before.
- Research your readers to find out their perspectives and research interests.
- Write out your 5-minute introduction, memorize it, and practice in front of a mirror.
- Listen to the questions and don’t be defensive.

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### **Dissertation Abstracts . . .** **Submitted by Sabra Brock, Ph.D.**

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Title: An Investigation of Reported Transformational Learning Experiences of Undergraduates in Business School

As a conceptual model of how people can better adapt to change, the lens of transformational learning was used to shed light on how business schools might expand teaching and learning practices to help their students better prepare for the dynamic workplace of the 21<sup>st</sup> century. Transformational learning occurs when a student’s worldview is challenged and the learner moves beyond old assumptions to see things in a new way. Students in the undergraduate business school examined reported incidences of transformational learning in this quantitative study of 256 respondents conducted in Fall 2005.

Most of the learning activities expected to set the stage for transformational learning did so, specifically those classroom assignments that encouraged comparison of individual values with external circumstances, such as writing and talking about concerns, deep concentrated thinking, personal journaling, and self evaluation. Also, those learning experiences that allowed students to try on work roles such as internships were related to the occurrence of transformational learning.

The challenge of a teacher was the most important personal stimulus, more so than the support of either a teacher or peer. Events external to the classroom like moving to this city also appeared to stimulate transformational learning. The incidence of transformational learning built as students spent more time in school. Women studying in this undergraduate business school experienced comparable rates of transformational learning to their male counterparts and reported experiencing the same learning stimuli in personal relations, classroom activities, and life events. The conceptual model of transformational learning appeared robust in every measure used in this study.

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Recommendations are made for practitioners seeking to foster transformational learning and for further research.

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**Dissertation Abstracts . . .**  
**Submitted by Lynn Bacon Keane, Ph.D.**

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Title: A Technology-Supported Academic  
Community of Practice: A Case Study

This qualitative case study research explored the experiences of members of a technology-support academic community of practice using Wenger's (1998) Communities of Practice (CoP) model and its encompassing social learning concepts of community (learning as belonging), practice (learning as doing), meaning (learning as experience), and identity (learning as becoming) as the conceptual framework. Data were gathered from electronic transcripts of online group activities, participants' reflective logs, researcher interviews with participants, researcher observations and reflections, and other documents, such as analytic memos and email messages.

Members had a strong desire for community and connection with other faculty related to their teaching; however, they reported varying feelings of community based on their participation. While participation generally decreased over time, with usually short participation patterns in focused discussions, reported benefits did not seem to diminish. Individual identity was shaped by members' activity levels, technology competence, and personal and professional activities. Collective identity was expressed through identification with a larger group, such as education faculty or math education faculty, rather than identification with the community of practice. Some members' discussions of their identity demonstrated progress regarding their competence with Blackboard.

Using the technology to learn about the technology proved to be a beneficial professional development activity for most community members. The technology supported a fluidity of discussion back and forth between online and face-to-face (F2F) activities. Members reported experiencing community as much from F2F as from online

activities, demonstrating the value of blended learning to community members.

Four themes emerged through the process of data analysis and as a result of answering the research questions: (1) We yearn for collegiality, especially about our teaching; (2) We wish we could have participated more; (3) We would have appreciated more facilitation of our online communications; and (4) Technology helped us connect to each other; however, sometimes there is no substitute for being face-to-face.

This research has implications for future research and practice in the areas of faculty development, community learning, and technology-support for teaching and learning.

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**Musing from Emeritus**  
**Submitted by Michael Bronner, PhD.**

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*(Editors note: We are pleased to have tracked down our recently retired Chapter sponsor, Dr. Michael Bronner, recently named NYU Professor Emeritus of Business Education. He shares with us some musing about life on the other side of retirement.)*

One never knows when 'retirement' will eventually raise its head and crook its finger saying 'it's time'; however, when 'it's time,' you'll generally know it! Such is my experience so let me share it with you in order that you may 'try it on for size' and see if it fits you—either now or at some point down the road.

As most of you know, I've officially retired after nearly 38 years in Business Education at NYU, effective January 1, 2007, a date I never thought or considered would ever arrive! The previous two years helped 'ease my way' into this status since I enjoyed a sabbatical and then a year's leave to tiptoe into this state. Add my decade of high school teaching and administration in San Jose, CA and two years of editorial work in business text development for the Gregg Division of McGraw-Hill here in Manhattan and you have a 50-year period of service in this wonderful field. And I wouldn't change a thing!

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So what IS this concept called ‘retirement,’ anyway? I still have nearly a dozen doctoral candidates with exciting ideas and creative research interests moving forward; Professor O’Connor continues to entice me into being a ‘guest speaker’ in her classes as well as ‘the third time is the charm’ as one of her coauthors of our *Learning at Work* text (which should be off press by the time you read this); and I continue to review articles and proposals for our professional publications and speak at meetings and conferences.

The Agnew Group (TAG) also occupies my time and interests with another NBEA presentation coming up during the first week in April. This meeting will be followed by our annual American Educational Research Association conference in Chicago, generally attended by about 15,000 of our closest friends and colleagues. Both Professor O’Connor and I are active AERA SIG members so it provides us with a chance to gather and renew acquaintances (and attend parties) at exotic locations around the country (but Chicago? At least last year it was in SF). Finally, our ISBE proposal for another international presentation, this year in Vienna, Austria was approved so that’s on the agenda as well.

The Dean and Provosts’ recent announcement of my confirmation as ‘emeritus faculty member’ served as some evidence of past accomplishments, which was a nice topping of a 38-year cake.

But, you say, all this is ‘work,’ no? Well, yes and no since if you enjoy what you’re doing—and are somewhat competent at it—it really isn’t ‘work’ at all. ‘Tis a continuation of a professional commitment made some 50 years ago, and so while I miss the students and classes, I don’t miss the academic meetings (hey, are you surprised?)

But there IS now time to undertake some of my new-found (or old held) interests: back to learning the black keys from the white keys on the piano once more; investigating the intriguing world of stamp collecting (with a historical bent); taking cooking lessons—so far beef, pasta, fish, and soon, chicken; and museum and gallery hopping with our School of Continuing and Professional Studies (SCPS) courses in art and art history; and, of

course, looking forward to some summertime sailing, golf, and BBQs at our lake house.

So there’s still lots to do (doctoral students—take this hint and keep working!) and if my MWF gym visits keep me in good shape, ‘retirement’ may well prove to be the wave of the future! May you all be so lucky! I’ll see you at one of our next Alpha meetings.

Michael “The Retired” Bronner, PhD

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## Website UPDATE

Submitted by Nelson Khov

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The Alpha Chapter, DPE website has been redesigned and updated. For the latest details on announcements, special events, and membership information, please visit

The site allows you to join the NYU DPE Listserv to receive periodic updates on national and local chapter news and events. In addition, you will have access to numerous Alpha Review newsletters containing Alpha Chapter happenings. The NYU DPE site is your portal for all your Delta Pi Epsilon needs.

### **WE NEED YOUR EMAIL ADDRESS!!**

**Please provide us with your most recent contact information. Send name, address, email and telephone updates to [edb268@nyu.edu](mailto:edb268@nyu.edu) or 212-998-5499**

This newsletter is a publication of the Business Education Program and Alpha Chapter DPE at NYU. The editor is Peter McAliney, a Higher Education Doctoral Candidate. If you would like to share related news and announcements with your fellow DPE members in the next release of Alpha Review, please contact Peter McAliney at [mcpeterj@aol.com](mailto:mcpeterj@aol.com). For more information about the DPE Alpha Chapter, please visit our website: <http://steinhardt.nyu.edu/alt/index.php/page/82>