



COLUMNS

The Honors Program Newsletter at Bentley University ■ Fall 2015



BENTLEY
UNIVERSITY

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Katie Vadakin '18.

A 'CENT'-IMENTAL CELEBRATION

Building the Next Hundred Years at Bentley *By Stephanie Hall*

Anyone who has met Bentley President Gloria Larson (affectionately and simply known across campus as "Gloria") knows she is the quintessence of exuberant positivity for Bentley. So it was no surprise that when I had the pleasure of sitting down with Gloria to learn about the upcoming capital campaign and centennial celebrations at Bentley, her energy and optimism about the project and its impacts were palpable.

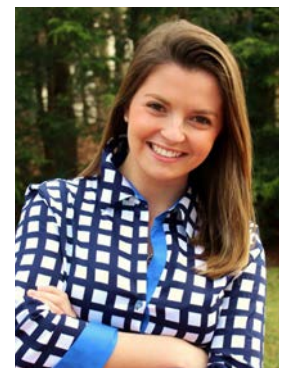
Bentley (School of Accounting and Finance, as it was known then) was founded in 1917, and is preparing a celebration in the upcoming year to commemorate its first 100 years. The celebration will not only reflect on the dynamic growth and academic excellence accomplished to date, but will also mark a new age where Bentley University continues to grow as a leader in the world of business and education. In conjunction with this landmark celebration, Bentley is launching a capital campaign to raise funds to ensure academic excellence over the next 100 years and beyond.

Gloria has put together a centennial committee with representation from

all ends of Bentley's community — faculty, staff, students and alumni alike. Centennial Director Courtney Hough will organize large events to mark the centennial celebrations, in coordination with Leigh Gaspar and the Center for Alumni, Parents and Friends at Bentley. The committee is chaired by Trustee Emeritus George Fantini, who graduated from Bentley in 1964. Professor Joe Newpol, Vice President for Student Affairs Andrew Shephardson, Vice President for University Advancement Bill Torrey and Trustee Vice Chair Bob Badavas '74 are among the key planners, with the remainder of the committee composed of representatives from across Bentley's wide community.



There will be ample opportunities for participation among all with connections to and interest in Bentley. For current students, centennial events will



Stephanie Hall

begin on campus in September 2016. For Bentley alumni, friends, faculty and staff, a second kickoff celebration will launch in downtown Boston around the same time. Gloria explained that the centennial will be celebrated in a number of events throughout the year featuring gatherings on and off campus in Massachusetts, across the country, and, hopefully, around the globe, so there will be plenty of opportunities for everyone in the Bentley family to participate.

The events will include social gatherings, as well as academic symposia to showcase the broad array of research expertise and accomplishments of the talented faculty. The celebration will wrap up in June 2017, appropriately coinciding with Reunion

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COLLEGE KINDESS

Students Helping Students Do More Good *By Priya Roy*

Doing good for the community should not be a difficult task, so College Kindness does its best to make giving back and helping others just a little bit easier. Launched by a Bentley Honors Program student, the organization's mission is to empower Bentley students who want to help others, and to provide an innovative way to facilitate and simplify the process. The foundation of College Kindness is built on the belief that small acts of kindness, when frequently exercised, are profoundly powerful. The organization's website (collegekindness.org) provides a platform to discover and participate in charitable projects on campus.



Students often have the desire to make a positive impact, but the “how” becomes an obstacle that can be somewhat arduous to overcome. Irregular class and extracurricular schedules create challenges for students to contribute their time in meaningful ways. College Kindness does away with the tedious part of pursuing charitable interests by taking care of all the planning and overhead work so that volunteers can spend their time helping others and making a real difference. All you have to do is show up!

College Kindness allows you to be a part of a project in various capacities. Opportunities to help can include donating money, providing blankets for dogs at an animal shelter, running for Relay for Life, or making cards for children at the Boston Children's Hospital.

College Kindness was started by Ari Gusinov '18, Honors Program student and founder and president of the organization. Asked what his motivation was to start the initiative, Ari recalled that when he started his Bentley career, he knew he wanted to get involved in charitable work.



Like many incoming freshman, Ari headed over to the activities fair to find an organization where he could help. As he puts it, at the time Bentley did not have a “simple, effective, and meaningful opportunity to do so,” which led him to take matters into his own hands. “Ultimately, the trigger which ignited my decision to take on creating College Kindness was a fusion of both a desperate desire to help others and an unwillingness to compromise for something less than what people who needed our help deserve,” Ari said.

Ari launched his first project alongside a handful of peers just a month into his freshman year in October 2014. “Soon after that first project, word spread fast. Before I knew it, there were more people interested in participating than I could manage alone,” he said.

“I knew I could no longer function as an individual entity so I built a website platform stripped of chaos and formed an incredible team filled with the most driven and dedicated peers I have the fortune of knowing. Together we created College Kindness to cater to how we would have wanted the perfect experience to be: commitment-free, passion-filled and immensely impactful,” he added.

Since its inception, College Kindness has had more than a dozen students working directly on the launch, about a dozen projects, and dozens of volunteers. The organization works year-round to find and create charitable projects for students to participate in. The planning process is taken care of by College Kindness members. Once a project is ready, details such as the cause, the event's name, a description, and dates and times are all posted on the site, along with how to participate in the event.

The website also allows students to send in their own projects that they want members and subscribers to participate in. For instance, if another organization is already working on a cause and needs more people to help organize it — or just more attendees — College Kindness will broadcast the opportunity and include the event on its “Projects” page.

The new academic year will be an exciting one for College Kindness, as the organization hopes to support many events and help as many worthy causes as possible. The potential of becoming an officially sanctioned Bentley organization would help to further its reach and mission. However, regardless of its standing on campus, College Kindness is poised to grow and do its part in helping you help others!

Priya Roy '18 is a Managerial Economics major.

BACK TO THE FUTURE

Bentley Alumna Now on the Other Side of the Desk

By **Laura E. Jackson**

Like most typical Bentley students, I arrived at Bentley as an enthusiastic freshman considering a career in investment banking. Coming from a very small town in northern Michigan with little to offer in terms of job opportunities, I was excited to move into one of the global financial hubs with exposure to more variety and possibilities than I ever imagined. As I progressed through the years in the Honors Program, my course work required an advanced level of critical thinking and challenged me to consider why and how we learned what we did as Bentley students. I frequently found myself questioning certain assumptions we made in my economics courses and how these assumptions influenced policy recommendations.

Under the guidance of some incredible faculty members, I decided to pursue a PhD in Economics. The skills I acquired while learning to work as a member of a team on projects in the Honors Program proved invaluable in helping me persevere through my first couple of years of graduate school at UNC Chapel Hill. I was challenged to an extent I had never experienced before, and I regularly drew on the skills and practices I developed as an Honors student to keep up with the program. My initial goal was to eventually get a job researching and building models of economic behavior and sharing my ideas with the next generation of students and policymakers. Little did I know at the time, I would actually have the opportunity to return to the Bentley community, but this time on the other side of the classroom.

When considering the prospect of returning to Bentley as a faculty member, I truly felt that it was a perfect fit for my academic career. From my experience as a student, I understand the perspective with which Bentley students approach their studies as well as their expectations to be prepared for success in the job market. I appreciate the relationships cultivated between students and faculty that arise from the small classroom setting, in particular within the Honors Program. Additionally, I embrace the business school environment in which students are encouraged to collaborate with one another, as well as with faculty advisers, to enhance their academic experience and foster the exchange of new and alternative ideas.

I regularly draw upon my experiences at Bentley in my professional life. I was motivated by my participation with the Fed Challenge team here at Bentley to pursue my main area of research interest: monetary policy and business-cycle fluctuations. One of my projects considers the differential effects of monetary policy in recessions and expansions, specifically looking at how overall consumer

and producer confidence changes around business-cycle turning points. Additionally, I am working on a model to measure the effective stance of monetary policy in the unique period since the financial crisis during which the short-term interest rate, the traditional policy instrument, has been stuck near zero and the Federal Reserve has had to implement a diverse arsenal of unconventional policies.

My line of research requires me to pay attention to new developments in the role of the U.S. economy on a global scale, as well as how to innovative policies affect overall economic conditions. As a macroeconomics professor, this allows me to integrate interesting examples linking the economic principles we learn in class to topics relevant to modern business students.

As I prepare to begin my first year as an assistant professor at my alma mater, I couldn't be more excited for the first day of class. Throughout graduate school, I was responsible for teaching a few of my own courses, but the experience will be completely different back at Bentley. I look forward to having much smaller classes where I can really get to know my students and understand their diverse approaches to learning. Just over five years have passed since I was taking the same courses I will now be teaching. I know that the nostalgia will kick in once the bustle of the fall semester starts. However, I am eager to pass on the knowledge and insights I gained from my professors at Bentley, enhanced by my new perspective that has evolved in the busy years since graduation.

Laura E. Jackson '10 is an assistant professor of Economics at Bentley University.



Laura Jackson

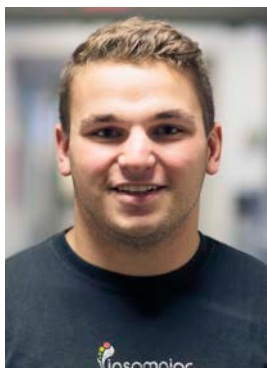
PHOTO BY SAI HE

NETWORK NEWS

Creating Connections to Maximize Employment Options

By Chris Salerno

Network, network, network. It's something that's drilled into your head from the minute you walk on to Bentley's campus. You hear it from professors in every department, from alumni, and even from fellow students. I always understood the concept of vigilant networking and its potential benefits, but never truly comprehended its importance until the fall of my junior year.



Chris Salerno

I had applied for a summer internship through BentleyLink and was given the chance to have an interview on campus. My interviewer was a recent

Bentley alum whom I had met at a networking event one evening during the previous semester. I usually ignored those events because I thought they were to be useless, but for some unknown reason I decided to attend that particular one. Not only did the on-campus interview go smoothly, but we had a lot in common and knew many of the same people. Fortunately I landed a final round of interviews at the company's headquarters. This was the first time I had ever experienced anything in a true corporate setting.

I arrived there with my "Bentley University" folder, sweaty palms and a pile of resumes large enough for every employee in the company. I sat there rather nervously awaiting my contact to come get me from the security desk, not sure what to expect. There was a man standing next to me whom I didn't even notice until I heard him say, "A Bentley guy? Don't worry, you'll get the job." He saw my folder and immediately wanted to know

more about me. Turns out he was a recruiter for the company's biggest rival who was meeting a friend for lunch. He mentioned how many Bentley students he had recruited over the years before giving me his business card, asking for my resume, and saying that he would be in touch; and he followed through.

It was this experience that opened my eyes to how valuable networking actually is, especially among those affiliated with Bentley. I previously held the misconception that networking meant that if your parents had a powerful friend you could get a job. Students at Bentley – and everywhere else – need to understand that they can launch their own network by simply meeting people and making a positive impression. Be confident and friendly when meeting someone, whether he or she is an entry-level employee or CEO. Making these connections and nurturing relationships over time can benefit individuals both as a student and years after graduation.

After witnessing the impact networking can have firsthand, I decided to implement that tactic during my full-time

job search. Throughout the summer I began researching different companies that I might want to work for upon graduation in May 2016. I soon realized that many of these firms begin recruiting in September at the earliest and often direct candidates to their website. Personally, I've always felt that visiting *careers.companyname.com* is a rather discouraging process that provides little to no feedback unless your resume makes it through the corporate grapevine. I was searching for a way to get ahead and thought of my experience less than a year prior. I had my shortlist of companies and wanted a way to reach out to employees within those companies.

I came up with the idea of utilizing LinkedIn to find young professionals who graduated from Bentley, with whom I had common connections (and in many cases, I actually knew personally from campus, but was unaware of their place of employment). I connected with them and sent a polite message inquiring about the position, the responsibilities, and their

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TAKE IT TO THE HOUSE

Expansion of Honors Housing and Resource Room

By Kyle Gillick

Following the inaugural year of Slade Hall's Honors Floor, the success of the specialty housing has led to the creation of the Honors Resource Room on the first floor. The space is intended to be an exclusive study area for students residing in the specialty area. This past year, the Honors specialty housing was located on the third floor of Slade and comprised only half of the floor.

This year's resident assistant on the Honors Floor, Katherine Hidchenko, commented on her experience living in Honors specialty housing last year: "Even if you do not get along personally wise, it's good to know you're surrounded by students similarly motivated as you. It provides an underlying factor to bond over." Students hail from a variety of countries and backgrounds, but last year's test group illustrated that a strong community can form despite these differences. Regardless of the students' varied interests, it is clear that their main focus is academics.

Katherine was a part of the campus trial run of this housing option, which proved a success. Within a year the community has doubled in size, as



interest in the Honors Floor jumped among incoming freshman. This year, Katherine looks forward to taking her experience living on the Honors Floor to elevate the sense of community.

Due to last year's success, residential staff decided to increase the Honors Floor occupancy and provide more amenities to students. This year, the

entire first floor of Slade was designated a specialty housing community for Honors students. Additionally, the floor features a new study space, the Honors Resource Room, converted from a four-person dormitory. The space is unique to the Honors Floor and a great alternative to the Slade lounge on the ground floor.

The Honors Resource Room features numerous desks, as well as a whiteboard and a long conference table. The room is a designated area for Honors students to complete homework, work within groups and build community on the floor. Certainly, students will utilize the whiteboard during study sessions and exam preparation. The conference table is perfect for fostering an inclusive

environment, as it allows room for plenty of students to interact. In contrast, those looking for a more individualized study approach can utilize the personal desks. The Honors

Resource Room is equipped with a variety of office supplies and books as well.

Since this is the first year with this addition, incoming freshman will be pivotal in determining how the room is utilized, and what future resources will be added. Although Honors Program students living on the Honors Floor

are the primary beneficiaries, other Honors Program students in Slade can request access on a space-available basis.

Aside from academics, the Resource Room will be the new location for floor meetings, so it will play a central part in the community. This fall students can expect numerous meetings in the room highlighting stress management techniques, proper business attire and resume-building.



Kyle Gillick

Residential staff are exploring the possibility of adding more furniture in the future to better outfit the room and make the space a more comfortable setting. Additionally, Slade Hall Resident Director Jonathan "Paco" Payne is exploring adding a printer in the near future. This would be a great convenience to Honors students and be a featured amenity of the Resource Room.

Certainly, the Honors Resource Room is a noteworthy addition to the expanding Honors specialty community. Having a central location for study and community-building helps build relationships and encourage even greater academic success. Those involved in the Honors Program as well as the residential staff look forward to improving the new space in the coming year!

Kyle Gillick '16 is an undeclared Business major and resident assistant for Honors Program housing.

A 'CENT'-IMENTAL CELEBRATION *(Continued from page 1)*

Weekend, which will provide an opportunity for alumni to reflect on their experiences over these first 100 years.

The capital campaign has identified fundraising goals for Bentley and established priority areas of investment according to the university's needs. Gloria and the Board of Trustees have been working since 2014 to strategically plan what is arguably one of the largest and most important events in Bentley's history, and they have focused their efforts on five strategic areas of development:

- 1. Academics.** The campaign will look to raise funds to develop and enrich not only the classroom experience for students, but also the research capabilities for faculty. Investing in academics will further improve the educational experience going forward and increase the value of a Bentley degree for current alumni. Specifically, there are two key areas of academics in which the campaign is looking to invest: the first-of-its-kind, flagship Service Learning Center and the Honors Program. These programs are essential to fostering growth for students who excel in the classroom, teaching transferable and lifelong leadership skills, and developing partners in the local and global community. While Bentley already attracts dynamic students, the campaign hopes to build on these highly successful programs so that the university can continue to increase its academic profile both domestically and internationally.
- 2. Scholarships.** Bentley wants to continue to draw the best and brightest students, and understands the challenges that families face when choosing to invest in higher education. Students in need of financial assistance are increasingly caught in a growing aid gap. Bentley believes that all students, regardless of their financial background, deserve equal educational opportunities, and the university wants to be able to assist as many students as possible through endowment gifts. Boosting the money earmarked in the endowment for scholarship aid will help Bentley stay competitive and continue to draw more of the world's best students.
- 3. Student Life.** Beginning some 15 years ago, Bentley, as well as many other universities, began essential renovations to campus student-life buildings like dormitories and gym facilities. With the new capital campaign, however, Bentley aims to expand student-life investment beyond surface renovations. Specifically, investing in additions to and development of current clubs and activities and student-life sponsored events will further enhance the time students are spending on campus. The capital campaign aims to fund proposed academic building renovations and the construction of an arena that will provide an easily accessible and permanent home for Bentley's Division 1 hockey team. Perhaps equally important to the campus community, the arena will provide a forum for esteemed speakers to visit Bentley and address crowds of more than 2,000 spectators. This type of large event forum is currently lacking at Bentley, and will help expand the university's reach externally.
- 4. Career Services.** Everyone knows that Bentley's favorite number is the 98 percent job placement rate — a figure that consistently attracts new students to Bentley who are looking for continued success after their four years at the university. In a world where return on (educational) investment has been of paramount importance, Bentley has delivered. For this reason, Bentley is looking to fund investments in its career services division (currently ranked fifth in the nation by one measure) with the idea that students and staff will have even more resources available to them when navigating the "real world" and exploring careers. In Gloria's words, the goal is to increase the size of the growing "Bentley Mafia" across the business world, with strong networks of Bentley alumni, well-placed in various industries and sectors, who can recruit, hire and mentor current students.
- 5. Center for Women in Business.** A key initiative that Gloria has a personal stake in is Bentley's Center for Women in Business (CWB). As a prominent female leader herself, Gloria wants the ability to build a meaningful career to be smoother for today's generation of women than it was for older generations. With studies indicating that more women are entering the labor force than ever, and also that more women are entering into traditionally male-dominated business and technology fields, the CWB will be a crucial foundation for resources for women and advocacy in the workplace going forward. As the CWB is already making strides at Bentley as well as in the outside world, the aim of the campaign is to further strengthen the abilities of the center and empower current and future Bentley leaders as this cohort grows.

That fact that a key focus of the campaign is on the Honors Program is a clear reflection of the value that Bentley places on academic excellence and student achievement. With the recent investment in the Honors

Program through generous funding from United Technologies Corporation, and the upcoming capital campaign, both current and future students in the program will continue to enjoy a strong level of academic support, as well as unique and meaningful classroom and research opportunities. Certainly, the Honors Program will develop some special events and opportunities of its own to help mark this milestone in Bentley's history.

One of the most important goals of the centennial and capital campaign

is to increase alumni pride and engagement with the university. So, while the capital campaign has been developed with specific targets, the hope is that alumni will take stock of the many accomplishments in the university's first 100 years, and look to support and strengthen signature initiatives as Bentley enhances its reputation as a global leader in business education over the next 100 years.

All in all, discussing this campaign with Gloria made me feel incredibly lucky and proud to be a Bentley

Falcon, and to be at a university so dedicated to helping its students achieve excellence. And that is the purpose of this campaign, as well: to reflect on how Bentley has grown from a small, male-only two-year school of Accounting in the Back Bay to the dynamic, fusion-focused intellectual environment that sits on 163 beautiful acres of Waltham land, and to honor all that the university provides for its students, past, present and future.

Stephanie Hall '17 is a Corporate Finance and Accounting major and member of the Student Honors Council.

NETWORK NEWS *(Continued from page 4)*

overall experience. I was blown away by the willingness of so many alumni to want to help! From the people I had never met before, I had expected either no answer or a brief summary of what they do. Instead, I received numerous responses that were two to three *paragraphs* long, with specific details and people to contact to

increase the likelihood of successful application. A few alumni went so far as to give me their e-mail addresses and request my resume so they could personally pass it along to the hiring agent. These two examples not only show the value of networking with alumni, but also ensure that I will continue to do so even after

graduating from Bentley, as they prove networking can be extremely effective, and in many cases, necessary to land the perfect job.

Chris Salerno '16 is an Economics-Finance major and member of the Student Honors Council



We are pleased to recognize United Technologies Corporation for its generous support of the Honors Program and academic excellence at Bentley University.
