

## Chatham Marketing Association students earn top honors at international conference

**Students in the Chatham Marketing Association (CMA) again earned numerous top honors at the 34th Annual American Marketing Association International Collegiate Conference, held in March in New Orleans.** This year, Chatham captured an Outstanding Small School award, which honors the highest performing chapters in schools with less than 5,000 students. Chatham also received four awards recognizing excellence in chapter planning, membership, professional development, and public service communications activities. In addition, the group's executive board members were invited to give a presentation at the conference, during which they shared tips for success.

"The Chatham Marketing Association is a great way for students to supplement their in-depth business program training with hands-on marketing projects, on campus as well as off campus, with local companies and organizations," says Debbie DeLong, assistant professor

of marketing at Chatham and the association's faculty advisor. "Students gain practical skills and expertise about how marketing is conducted in the real world while building their professional network, experience, and confidence to succeed post graduation. Every year, CMA members are eager to work on tough business problems to find solutions that are creative, practical, and compelling, not to mention award-winning." 



Kaitlin Pais '12, Jordan Pro '12, Amanda D'Amico '13, and Leah Spix '12

The business of women's leadership: "As the world becomes increasingly globalized, it is important for an educational institution to focus on the skills, knowledge, and cultural acumen of future businesswomen who will be dominating many fields of business around the world," says Bruce Rosenthal, director of Chatham's Department of Business and Entrepreneurship. Chatham's undergraduate business experience is designed to provide a general foundation of business knowledge and demonstrate how to utilize specific skills and tools required for a student's chosen field of concentration, be it accounting, economics, international business, management, or marketing. "At Chatham, we concentrate on women learning practical applications of business theory while highlighting the importance of international business skills, sensitivity to environmental issues, and ethical behavior."

## Like it. Buy it? Chatham undergraduates win national marketing competition with research on Facebook

**Chatham University undergraduate business students Sarah Cornell '13 (left) and Hannah Esser '13 were recognized this spring as the winners of the first annual Next Generation Market Research Competition, hosted by GfK, one of the world's largest marketing research organizations.** The

students presented their research and received the award at the Advertising Research Foundation Re:think 2012 Convention in New York City. The competition allows students to test their marketing knowledge by conducting original qualitative and quantitative primary research and preparing comprehensive research papers on critical industry issues.

The winning duo, Sarah and Hannah, focused their research on the impact of social media with a final paper titled "Like it – Buy it? Attitude-Behavior Relationships and their Implications for Social Media Marketing." Their research examines the implications of

brand pages on Facebook and whether the amount of "Likes" a brand page has influences the purchasing of a product.

"Hannah and Sarah presented a well-researched, creative project, and GfK is pleased to honor them with this award," says David Krajicek, CEO of GfK Consumer Experiences North America. "Through this competition, GfK hopes to generate excitement and interest in the market research industry amongst undergraduate students. This important initiative is a great way for students to become immersed in the daily life of a marketer and truly become the next generation of talent for our industry."

As the winners of GfK's Next Generation Award, Sarah and Hannah received a \$1,000 cash prize and an all-expense paid trip to New York City to present their winning paper at the annual Advertising Research Foundation Great Minds Award Ceremony, which was held on March 28. 





# Designing a future in interior architecture

Recently, a team of Chatham undergraduate interior architecture students tied with a Chatham graduate team at a design competition to turn the sixth-floor lobby of the Pittsburgh City-County Building into Green Central, a clearinghouse of information about the city's sustainability projects and a resource to help residents participate on their own. A rendered perspective of the undergraduate team's Green Central design illustrates custom recycling stations that will be incorporated in the abstract form of trees. This design will allow recyclers to view the materials within the bins and a map highlighting sustainable projects in the city. The scheme preserves the existing building materials in the space, and uses new products with a high degree of recycled and rapidly renewable content, a long life, and competitive pricing. The winning students include undergraduate students Eva Mueller, Pia Naiditch, Laura Ralich, Ella Thompson, and graduate student Melissa Estrada.

**Since middle school, Molly Sumner '13 knew she wanted to work in interior design. By choosing the interior architecture program at Chatham College for Women, she is fast-tracking that dream.**

That's because the accelerated undergraduate degree not only allows students like Molly to graduate in three years, but also reduces their educational costs.

The three-year Bachelor of Interior Architecture program, fully accredited by the Council for Interior Design Accreditation, does not include summer study like most similar programs. Since implementing the program, Chatham has realized a more than 200 percent increase in enrollment. The program is focused on real-world design and is committed to sustainability. Students also have the opportunity to study abroad. This academic year, students can study at the Academia in Florence, Italy.

"We work with professors who teach as their second jobs while working out in the design field and giving us real-world problems and lessons they learned the hard way," says Molly. "Chatham's is a great program that puts us a step above design students from other schools."

In fact, Molly cites the work she has done on universal aging in place design as the most significant she has completed during her education.

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"Designing an entire building in seven weeks was the biggest challenge, but I think it was helpful for us as students to meet deadlines and get used to that," she says.

The Bachelor of Interior Architecture is a professional interior design program that prepares students for practice in an interior design or architecture firm. Students are encouraged to consider all factors that influence the design of interior spaces, from human behavior, aesthetics, and building technology to the views from windows and doors that penetrate the surrounding architecture.

"We believe it is important to provide opportunities for our students to apply the skills and knowledge they've learned in the classroom," said Lori A. Anthony, director

of interior architecture programs. "Whether it is participating in internships or community service, having projects critiqued by invited design professionals, or engaging in experiential opportunities such as our Fallingwater semester, we are active

## Chatham College for Women

College for Continuing &amp; Professional Studies



in promoting networking and real-world engagement. We believe such experiences set our program apart and put our students at an advantage upon graduation.”

The Fallingwater semester provides students with opportunities to collaborate with the curators of the home Frank Lloyd Wright designed for the Kaufmann family, which today is a National Historic Landmark. Private student tours culminate with the presentation of final projects that incorporate evidence of design inquiries garnered through their visits to Fallingwater.

Like with the Fallingwater semester, the interior architecture program at Chatham University integrates sustainability, best practices, and environmental consciousness throughout the design curriculum. Faculty and students approach sustainability holistically by honing their awareness of current issues and changes in traditional modalities and leading by example.

“Although we offer a course in green design that provides students with knowledge of the LEED certification system and the U.S. Green Building Council, we believe it goes beyond one or two course offerings, and all faculty, regardless of the class, integrate sustainable best practices into their courses,” says Lori.

In the classroom, students learn about solar power and apply that knowledge by strategically placing windows and solar panels in studio projects to take advantage of thermal energy. Students are knowledgeable about indoor air quality and are mindful when selecting paint and other materials that might have harmful off-gassing.

“Students are educated on recycled and sustainable materials in several courses and apply that knowledge by making conscious efforts to only select and specify materials that are not harmful to the environment,” Lori added. “Our students are passionate about environmental issues and believe it to be a design responsibility and not simply a design choice.”

Students are learning those lessons and more. Recently, a team of Chatham undergraduate interior architecture students tied with a team of Chatham graduate students at a design competition to turn the sixth-floor lobby of the Pittsburgh City-County Building into Green Central, a clearinghouse of information about the city’s sustainability projects and a resource to help residents participate on their own. 

# A promise kept

**Vanessa Thompson '12 knew she wanted to enroll at Chatham since she was a 10th-grade student at Westinghouse High School.** The Pittsburgh Promise, which is aimed at increasing graduation rates for Pittsburgh Public School students, helped her to make that dream a reality with significant financial support. Today, Vanessa is among the Promise’s first graduating class.

Vanessa is the first in her family to go to college and graduate. “I’d never flown or gone outside of the city. I knew there was a bigger world, but I didn’t know much about it,” she says. “I wanted something more. I wanted to give back to my community.”

Although Vanessa doesn’t think she had the best educational experience at high school, she says it gave her core values and a strong understanding of herself.

Vanessa found she wasn’t as prepared for the rigors of college academics as her peers at Chatham. Staying afloat during her first two years at Chatham was a challenge, but she didn’t have to tackle it alone. Through the Programs for Academic Confidence and Excellence Center, she benefitted from tutoring and supplemental instruction and acquired skills that helped her to succeed in the collegiate environment.

Always visible and engaged on campus, Vanessa worked in the admissions office as a student ambassador, giving tours to prospective students from around the world and helping to host events.

“Attending Chatham influenced my life greatly,” she says. “At Chatham, I learned to express myself. During my junior year, I decided I wanted to shave my hair off, and I felt comfortable doing that. I felt comfortable in my own skin at Chatham.”

“I loved my time at Chatham. I learned so much about myself, as a woman and as an African American.”



# the pittsburgh promise

In 2006, Mayor Luke Ravenstahl and then-Superintendent Mark Roosevelt announced their vision for The Pittsburgh Promise, a supporting organization of The Pittsburgh Foundation that provides scholarships to city public school students who meet certain academic, attendance, and residency requirements. The Pittsburgh Promise received a \$100 million commitment from UPMC in 2007; the UPMC funds included an initial \$10 million to support the Pittsburgh Public Schools' Class of 2008 and a \$90 million challenge grant intended to spur a community-wide campaign to raise a total of \$250 million to create a permanent endowment to fund future generations of Pittsburgh Public Schools graduates.

The first Pittsburgh Promise scholarships were awarded in 2008. Today, the scholarship worth up to \$40,000 can be applied throughout the course of a four-year undergraduate program at one of the approximately 250 eligible schools in Pennsylvania.

Chatham College for Women is an active participant in the Pittsburgh Promise, with 45 enrolled students on campus as of spring 2012. The program has achieved great results, outpacing retention of the general undergraduate population at Chatham by 5 percent and outpacing the general four-year graduation rate by 13 percent.

Chatham admissions and student affairs teams are dedicated to recruiting and supporting students enrolling as Pittsburgh Promise students.

Student affairs sponsors a broad range of social activities for Pittsburgh Promise students, including career workshops, arts and sporting events, charitable support opportunities, and service projects.

Pittsburgh Promise students also have their own newsletter, *The Pittsburgh Promise Connection*, produced by student affairs and featuring news about student achievements, upcoming events, and graduate success stories.

Additionally, Pittsburgh Promise students are offered the opportunity to serve as Cougar K-Nectors, guides to incoming first-year Pittsburgh Promise students during various events within their first semester at Chatham.

"This program allows incoming Pittsburgh Promise students the opportunity to make connections with older classmates in similar circumstances while giving the upper-class students another opportunity for service," says Sean McGreevey, assistant dean of students.

Grateful for the scholarship that made these experiences possible, she is eager to give back.

"After I graduated from college, I applied to AmeriCorps because I felt so compelled to help someone else," she says.

"The Pittsburgh Promise and Chatham both helped to develop who I am today. To not be selfish – to look at what would better my neighbor and better the world," she says.

Vanessa now serves in AmeriCorps VISTA, which is a national service program designed to fight poverty. She fulfills her role as a volunteer service associate in Mayor Luke Ravenstahl's office in the City-County Building in downtown Pittsburgh, the same place the Pittsburgh Promise was born.

Once she completes her year of service with AmeriCorps, Vanessa plans to pursue a master's degree in public policy. Through AmeriCorps, she will be eligible to receive \$6,000 per semester to attend graduate school.

In the future, she says she would like to work in international development with a focus on women's health. 