

DEAN'S REPORT 2020



Terry College of Business
UNIVERSITY OF GEORGIA



DEAN'S MESSAGE



THRIVING THROUGH CHALLENGES

The Terry College of Business entered 2020 with a full head of steam — the facilities were firmly in place, and the Business Learning Community was bustling with energy and opportunity. As we worked to identify and tailor the college's priorities heading into the next five years, we focused on the next steps to further advance Terry's role in the development of future business leaders.

But COVID-19 happened, pushing us to respond to immediate concerns while placing future plans on hold. We sought to secure the health and safety of the Terry community while pivoting quickly to remote learning, adjusting to ensure our educational mission persevered. The work done by our students, faculty, and staff was robust, and we learned to use new tools and methods to thrive through the crisis.

Terry has not returned to the crowded campus of 2019, but we arrive in 2021 with added expertise. The pandemic moved us to reflect and strengthen our strategic plans to excel in a changing business environment. For years

the Terry College has added programs and courses at the forefront of shifts in business, and in this report, you will find how we are boosting initiatives — promoting a culture of innovation; supporting the wellness, diversity, and funding for our students; heightening the college's role in economic development — to make our position among the top business schools even stronger.

The short-term challenges we faced in 2020 better prepared us to be leaders in teaching, research, and service in the long run. I am thankful for the work put forth by our students, faculty, staff, alumni, and friends in what was a difficult year, and look forward to celebrating a safe 2021.

Sincerely,

Benjamin C. Ayers, Dean
Earl Davis Chair in Taxation
busedean@uga.edu

RANKINGS

Top programs

Nine Terry programs are ranked in the top 10 among U.S. public universities.

#1 **RISK MANAGEMENT
AND INSURANCE**
U.S. News & World Report

#2 **MASTER OF
BUSINESS AND
TECHNOLOGY**
U.S. News & World Report

#3 **REAL ESTATE
PROGRAM**
U.S. News & World Report

#5 **J.M. TULL SCHOOL
OF ACCOUNTING**
Public Accounting Report

#5 **ACCOUNTING
PHD**
Public Accounting Report

#7 **EXECUTIVE
MBA**
Poets & Quants

#9 **FULL-TIME
MBA**
The Economist

#10 **MASTER OF
ACCOUNTANCY**
*Public Accounting
Report*

#10 **MANAGEMENT
INFORMATION
SYSTEMS**
*U.S. News
& World Report*

**TERRY COLLEGE
OF BUSINESS**

U.S. News & World Report

#14

public

#24

U.S. overall





FRAMING THE FUTURE

The mission of the Terry College of Business is the pursuit and dissemination of knowledge to educate and inspire future leaders and promote the effective and ethical practice of business. We pursue this mission in three central areas: teaching, research, and service.

Teaching.

Provide students with an unmatched education and opportunity set.

We aim to provide an academically driven environment, where students engage in challenging coursework and experiential learning opportunities, leading to outstanding placement upon graduation and long-term career success.

Research.

Promote a culture of excellence and impact in scholarship as a thought leader nationally and internationally. We look to generate creative insights into the nature of business and to develop innovative solutions for spurring economic growth and increasing firms' efficiency and profitability.

Service.

Strengthen partnerships and advance the economic vibrancy of communities in Georgia and around the world. We aim to engage our students in service-learning, expand their global opportunities, grow new and innovative businesses, and increase executive education.

TEACHING

Goal statement:

Ensure graduate and undergraduate students are prepared to learn, lead, and be successful now and in the future in a global business environment

Identify and implement curriculum enhancements

To prepare students to lead and succeed in a dynamic business environment, we will expand leadership curriculum across programs, while ensuring students can analyze, interpret, and disseminate knowledge in a data-driven world. By expanding sustainability coverage, we further students' understanding of the role of business in society, and by identifying and developing new concentrations or course enhancements, we prepare students to succeed in a business environment propelled by technology.

Expand educational opportunities

We will ensure students have hands-on experiences beyond the traditional learning environment. We will grow study abroad and study away programs while ensuring financial need is not a barrier; encourage mentoring, student research, and other business-related experiential learning opportunities; and stimulate participation in domestic and international internship opportunities to help students make a connection between the classroom and the business world.

Enhance the instructional environment

We will secure a strong foundation to support excellence in instruction by promoting innovations in the classroom to reflect the dynamic nature of the classroom environment while providing avenues of support for teaching enhancement. By encouraging conference participation, we will provide faculty the opportunity to stay current in their respective fields; and by encouraging classroom shadowing and mentoring by senior faculty, we create opportunities for instructors to accelerate their readiness to excel in the classroom. We will increase recognition of our instructional mission through teaching awards and innovation grants.



Foster growth

By strengthening undergraduate and graduate programs, we allow Terry students to be innovators in disrupting the traditional business environment. We will identify and execute opportunities for new graduate programs, and grow existing graduate programs to serve more students. Building up our robust undergraduate minor in business will provide more students with an understanding of business fundamentals. Enhancing undergraduate/graduate consulting courses as well as student engagement in the Entrepreneurship Program will nurture the culture of innovation and entrepreneurship across campus.

Promote student academic access and success

Advancing the wellness, diversity, and funding for our students creates positive outcomes. We will increase need-based scholarships and enhance Terry endowments to fund high-impact student opportunities. We will grow diversity and inclusion opportunities and increase the success of recruitment and programming efforts for under-served students. By utilizing our vast alumni network, we will engage students through mentoring, panels, and talks. This all fosters outstanding employment outcomes, driven by on-campus networking, professional development, and recruiting services.

RESEARCH

Goal statement:

Grow innovation and entrepreneurship while supporting a culture of research excellence and promoting the creation of knowledge

Promote excellence in research

As a leading business school, we seek to provide resources, support, and incentives to foster high-quality research productivity that is recognized by peer institutions through competitive funding, external grants, strategic hires, endowed professorships, and other avenues to support research. We will ensure a competitive Ph.D. program with a result of increased Ph.D. placements at major public and private research institutions, and encourage undergraduate and graduate student research, as well as student exposure to faculty research.

Advance research collaboration

We will grow an external grants research culture and encourage publications involving authors from other research organizations or disciplines while promoting exposure to related research across disciplines (intra-college communication and dissemination, presentations, lunch-and-learn, brown bags, and master classes).

Boost national, international impact

To support research excellence, we will host scholars and research conferences, participate in international academic societies, and encourage faculty to co-author papers with national and international colleagues. Terry will promote knowledge of faculty leadership roles (journal editorships, editorial board memberships, organizational offices), and encourage application for national and international research awards.

Broaden exposure of Terry research

To increase awareness of our faculty research across academic, alumni, local, national, and international business audiences, we will boost media interest in the promotion of research while producing our own stories about high-impact research.



Promote a culture of innovation

To provide resources and opportunities to promote innovation and entrepreneurship, we will expand funding for student startup formation and consulting projects across academic programs, bolster engagement efforts in the Entrepreneurship Program and Innovation District, and broaden interdisciplinary non-credit programs within the Entrepreneurship Program. We will promote interdisciplinary collaboration by growing interdisciplinary degree programs and increasing partnerships with other UGA colleges. Increasing earned media coverage will enhance the exposure of Terry's innovation and entrepreneurship efforts.

SERVICE

Goal statement:

Strengthen partnerships with communities across Georgia and the world

Strengthen economic development role

We strive for new business growth by funding a pool for startups while identifying and implementing opportunities to increase the scope and success of the accelerator program. We will educate and train working professionals, expand custom programming through Executive Education at Terry, and execute opportunities to enhance our Executive and Professional MBA programs. We will also heighten partnerships with the business community through internships, consulting projects, and service-learning projects.

Grow student engagement

We will develop students' global and cultural competencies by increasing international internship opportunities, expanding study abroad participation and scholarships, and enhancing IB and Terry Women's Initiative efforts. There will be an expansion of service-learning and community outreach by encouraging participation in service-learning courses and opportunities, and growing experiential learning scholarships.



Fortify community connections

We will connect with the local community through our innovation and entrepreneurship efforts, and collaborate with the global community through partnerships with international colleagues and organizations.

INGENUITY AND SAFETY

The pivot in the spring semester to remote instruction required a quick response from the Terry College community. In the weeks and months since, students, faculty, staff, and alumni responded in smart and innovative ways, continuing the mission to educate future business leaders while adapting to the complications that accompanied the pandemic.

Students

Adjusting to online classes, identifying new internship opportunities, and supporting others during the pandemic — these are the ways Terry students remained active in 2020.

Management information systems majors **NICK LOUDERMILK** and **NISHANT SRIPATHI** took on a summer assignment with Bulldog Basics, a service that provides hygiene and self-care products to UGA students. They designed an e-commerce site allowing students to arrange anonymous and socially-distanced pickup of toiletries. They also developed back-end technology so the staff has a better system to track inventory and contributions. “What I got from the experience was a better sense of what consulting really is,” said Loudermilk, who interned with Credrea during the summer.

SAVANNAH BROOKSHIRE, a May 2020 Master of Accountancy graduate, spent her last semester in Athens as a student manager for the UGA Volunteer Income Tax Assistance program. VITA provides free tax preparation assistance to individuals and families with low- to moderate-income, those with disabilities and the elderly. Student tax preparers worked virtually to help Georgia taxpayers file more than 1,000 federal and state tax returns and save more than \$400,000 in preparation and filing fees.

CHRISTINA BRITT (2020 Leonard Scholar) and **ERIKA ALLEN** (2019 Leadership Fellow) lead the nonprofit Serving Others Unconditional Love, and through a partnership with Terry and the Institute for Leadership Advancement, raised, \$3,546 in support of the Sparrow's Nest, which provided more than 140 hygiene kits and emergency food bags per day to those in need.

EMILY BAUER, a double major in finance and risk management who graduated in May, saw how professors found fresh ways to solve communications issues through online learning. Her classes last spring recorded lectures where she watched and absorbed lessons at her own pace. To foster online collaboration, one of her classes created a discussion forum in eLC where posted queries awaited her professor's response. “The professor was good at answering them quickly,” she says. “I could go there if I have a question and see if it's already answered. It also gives a place for students to collaborate, interact, and learn. It's something we hadn't used before. Hopefully, they can use this in the future to go along with in-class learning.”



Alumni

JIM CHASTEEN (BBA '98) of ASW Distillery pivoted his Atlanta-based business to support the community by donating hundreds of gallons of hand sanitizer to hospitals and non-profits. ASW Distillery was a 2020 Bulldog 100 honoree.

KAYLA HITTIG (BBA '11, MBA '15) co-founded Sewing Masks for Area Hospitals, an all-volunteer collective dedicated to providing masks for health care workers in metro Atlanta. It has distributed more than 50,000 cloth masks made by Atlanta citizens to Atlanta health care and assisted living facilities to help battle COVID-19.

CRAIG MOORE (BBA '00) and his business, Old Fourth Distillery, responded to a need during the pandemic, redeveloping their enterprise to produce hand sanitizer with their 95 percent alcohol.

ANITA QUALLS (2016 Leadership Fellow) started Feed the Frontlines Georgia, a nonprofit which raised \$70,000 and donated 5,000 meals to health care workers on Georgia's pandemic front.

Faculty & Staff

In the two weeks following the March 2020 announcement moving to remote learning, faculty quickly adjusted their curricula. They recorded video lectures and scheduled Zoom meetings, getting help from the **OFFICE OF INFORMATION TECHNOLOGY** to get the necessary tools.

Staff members in the **OFFICE OF ACADEMIC ADVISING** and **UNDERGRADUATE PROGRAMS OFFICE** provided suggestions for best practices regarding remote advising. Advisors set up home offices and quickly shifted to remote advising to keep students on track for graduation.

While Convocation and Maymester were put on hold, faculty readied for a summer of online courses. The Terry **INTERNATIONAL BUSINESS PROGRAMS** managed efforts to get Terry study away faculty and students home in March and oversaw the switch to online study abroad courses and online internships for summer study away and internship programs. The **DEPARTMENT OF MANAGEMENT INFORMATION SYSTEMS** connected 20 organizations with MIS students who lost internships due to the pandemic.

To prepare for the return of students in fall, staff and faculty rearranged classroom seating, installed cameras and microphones, and implemented new deep cleaning procedures. Faculty redesigned instructional plans and applied important lessons learned from the pivot to remote instruction. At the Business Learning Community, Terry's **FACILITIES AND LOGISTICS OFFICE**, led by Chris Williamson, reconfigured common areas and classrooms to provide six feet of space between seats. In classrooms, they removed seats or marked seats that could be used and increased space between the instructor and the first row of students. Sanitizing stations were placed at building entrances and in classrooms, as well as large containers of hard-surface disinfectant wipes in classrooms.

Most Terry College student activities and career recruitment events were held virtually in 2020, and the **UNDERGRADUATE STUDENT SERVICES** calendar was full. Tours for prospective students were welcome with prior arrangements made, and a new virtual tour was added to the website.



ELENA GRIGGS, MANAGEMENT MAJOR

"My plan for this summer was to study abroad in Cádiz, Spain. When COVID-19 struck, I still had a lot of hope I would be able to go; however, the trip was canceled. I worried I would be unable to find an internship, but I was proactive and applied to work at my local Chick-fil-A, which offered to bring me on as an intern. Because I am a supply chain and operations management major, the company taught me how operations and supply chain works for individual stores, and brought me in for meetings with managers from the distribution center so I could understand the movement of products and procedures in place to ensure consistent quality. While my initial plan to travel was canceled, I spent a summer getting hands-on experience, learning more about aspects of my major in real-world scenarios, and working with a wonderful company and team. The biggest takeaway is your first plan doesn't have to be your final plan, it's OK to go through an unexpected change because another incredible opportunity may be waiting for you."

STRENGTHENING OUR COMMITMENT

At the Terry College of Business, diversity and inclusion are important cornerstones of our business school. We are committed to fostering a welcoming, diverse, and inclusive environment, preparing our students to serve and lead effectively in diverse communities, and helping those under-served in our local communities build a better tomorrow.

Terry Student Diversity Advocacy Council

As key influencers within the college, members encourage diversity of thought and facilitate discussions to promote greater understanding and personal accountability among students. TSDAC plays a central role in hosting groups of prospective students for campus tours and panel discussions. The council monitors the pulse of the Terry student body, provides direction to the Office of Diversity Relations on program ideas and issues affecting the UGA community, and offers guidance to the administration in responding to major events happening on campus or in the media.

Members give back to Athens and Atlanta-area communities by conducting value-added workshops that showcase the great opportunities UGA offers. In the fall, it hosts the Diversity Block Party, which features food from various countries, cultural performances, and a DJ. The spring semester kicks off with the Terry Night-In, featuring a distinct and spirited theme each year, including "Survivor" (at right in 2019) and casino night. The council offers INTERACT Workshops throughout the year, providing participants with the confidence and skill set to meet new people and build relationships across a wide spectrum of backgrounds.



Workforce Diversity Certificate

The William E. and Barbara H. Beckham Jr. Workforce Diversity Certificate provides participants with the professional, social, and cultural knowledge to successfully launch a career in a competitive job market. Since it launched in 2009, thousands of students have benefited from the Workforce Diversity Series, which helps train the next generation of business leaders in international business practices and team effectiveness.

The Ph.D. Project

The Terry College is a participating member of the Ph.D. Project, an organization founded upon the premise that advancements in workplace diversity is enhanced through increased diversity of business school faculty. The expansive network helps underserved students attain their business Ph.D. and become the business professors who mentor the next generation of leaders. Ph.D. Project members on the Terry College faculty include **DR. ABDUL SESAY**, an assistant professor in the Department of Management Information Systems, and **DR. JULIO SEVILLA** (at right), an associate professor in the Department of Marketing. Terry has recruited several Ph.D. students from the program as well.



Terry Trailblazers

The Terry College honors outstanding alumni who are pioneers in their industry each February. These Terry Trailblazers are business leaders who achieved career success while making a meaningful impact on their organizations and communities. Launched in 2020, the program's inaugural recipients were **JAMES JACKSON** (BBA '80), a retired senior financial services executive at Experian; **RACHEL PERRY** (BBA '93), resident managing director at Aon; **DASHA WALKER** (BBA '00, MAcc '01), partner at KPMG; and **CHRIS WARD** (BBA '87, MBA '89), national leader, markets and sectors for people advisory services at EY.



JACKSON



PERRY



WALKER



WARD

Terry Diversity Advisory Board

The board consists of faculty and staff across the Terry College who demonstrate a passion for inclusiveness and leveraging diversity to enhance our educational environment. The group provides direct input to the dean and Office of Diversity Relations on the vision formation for the college's diversity and inclusion strategy. The group plans, supports, and hosts college-wide events for Terry such as the Diversity Café, which highlights various topics relating to diversity and inclusion.



GROOMES

Office of Diversity Relations

The Terry College Office of Diversity Relations is led by director **RANDY GROOMES**, who is responsible for the college's efforts to recruit diverse faculty, staff, and students. Experienced in both corporate and educational leadership, Randy is known for developing innovative programs that leverage diversity at the intersection of interpersonal relations and the fundamentals of business. He has been actively involved in community and business organizations, including Toastmasters, Rotary Club, and the Commerce Club in Atlanta. He has served on the Board of Advisors for the United Way, and he was the president of the Fulton Parks Foundation and the Atlanta Association of Insurance Professionals.

For more information about Terry diversity initiatives: terry.uga.edu/about/diversity

GROUNDBREAKING RESEARCH



Digital buccaneers boost box office bang

Movie studios estimate that they lose billions of dollars to digital movie piracy. But a new marketing study from UGA finds that piracy can actually boost ticket sales in certain situations. The reason: pirates talk.

Pirated movies circulated online after their theatrical release saw about 3% higher box office receipts because of the increase in word-of-mouth advertising, according to **NEIL BENDLE**, an associate professor of marketing. Bendle is quick to point out that prerelease piracy is still financially damaging for movie studios. But post-theatrical release piracy was connected to more word-of-mouth and higher ticket sales.

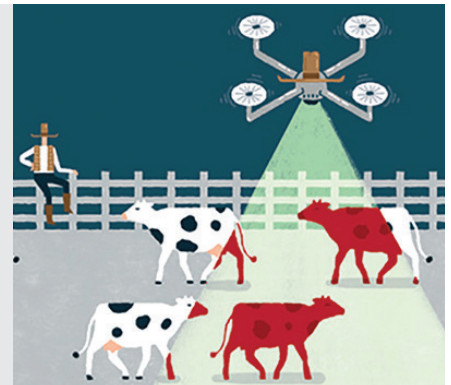
Bendle and his co-authors' research was published in *Management Science*.

Drone riders in the sky

Digital technology has transformed almost every type of work in the last half-century, but on the open range, a lot of the heavy lifting is still done by a cowboy and a horse. Soon, those cowboys may be getting airborne assistance.

MARGARET CHRIST, an associate professor in the J.M. Tull School of Accounting, took to the range with colleagues from Brigham Young University and Arizona State University to see how drones might speed up the process of counting cattle and decrease the number of auditing errors.

Their findings were published in the *Review of Accounting Studies*.



We've heard that one before

A mainstay of the political campaign trail is the heartfelt, homespun anecdote. It helps politicians build rapport with voters and establish themselves as appealing and relatable. But new Terry research suggests those well-traveled anecdotes could be sabotaging that quest for connection.

A study conducted by **ROSANNA K. SMITH**, an assistant professor of marketing, and her co-author Rachel Gershon, an assistant professor of marketing at the University of California San Diego, shows that witnessing people repeat a story or anecdote leads their audience to view them as less authentic.

Their paper was published in the *Journal of Personality and Social Psychology*.

RESEARCH RANKINGS

Six Terry programs are top ranked for research productivity among U.S. public universities

#1 MANAGEMENT DEPARTMENT
TAMUGA Rankings of Management Department Research

#1 RISK MANAGEMENT AND INSURANCE
UNL Global Research RMI Rankings – JRI; 2015–2019

#2 REAL ESTATE PROGRAM
Real Estate Academic Leadership Rankings; 2015–2019

#6 J.M. SCHOOL OF ACCOUNTING
BYU Accounting Research Rankings; 2019

#11 MIS DEPARTMENT
UT Dallas Business School Research Rankings; 2015–2019

#20 MARKETING DEPARTMENT
University of Colorado Per Capita Marketing Ranking

For more information about Terry research: terry.uga.edu/research

NEW FACULTY

Terry College welcomed 19 new faculty members this fall.

NEIL BENDLE

Associate professor,
Department of
Marketing



LÉA BOUHAKKOU

Lecturer,
Department of
Finance



RYAN DIETZ

Lecturer,
Real Estate
Program



JASON EPSTEIN

Lecturer,
Real Estate
Program



SEUNG-HWAN JEONG

Assistant professor,
Department of
Management



MATT KNEPPER

Assistant professor,
Department of
Economics



JAMES MATUSIK

Assistant professor,
Department of
Management



NIKHIL PARADKAR

Assistant professor,
Department of
Finance



MORGAN TAYLOR

Lecturer,
Department of
Economics



SARAH BANGHART

Lecturer,
J.M. Tull School
of Accounting



RADINA BLAGOEVA

Assistant professor,
Department of
Management



BRANTLY CALLAWAY

Assistant professor,
Department of
Economics



TATIANA DYACHENKO

Assistant professor,
Department of
Marketing



PEKKA HONKANEN

Assistant professor,
Department of
Finance



LINDSAY SAIN JONES

Assistant professor,
Legal Studies
Program



JOANNA LIN

Assistant professor,
Department of
Management



PETER NEWBERRY

Assistant professor,
Department of
Economics



CAROLINA SALGE

Assistant professor,
Management
Information
Systems



JEFF THURK

Assistant professor,
Department of
Economics



SELECT AWARDS

ANINDITA CHAKRAVARTY, an associate professor in marketing, was recognized by the American Marketing Association with the Varadarajan Award for Early Career Contributions to Marketing Strategy Research — a top award for early career academics in marketing.

MARGARET CHRIST, an associate professor of accounting, was awarded this year's Innovation in Accounting Education Award for creating a curriculum that supports the development of "an analytics mindset" by the American Accounting Association.

ELENA KARAHANNA, a Distinguished Research Professor who holds the Terry Distinguished Chair of Business Administration, won the best theory paper for "Tension Resolution and Sustaining Knowledge Flows in Online Communities" at the International Conference on Information Systems. She was also honored with the LEO Award, the highest award in the field of information systems, by the Association for Information Systems. The award honors seminal work by a scholar who has made exceptional contributions to the field.

FADEL MATTA, associate professor of management, received the 2020 Rising Star in Leadership Research Award sponsored by Exeter Centre for Leadership at the University of Exeter Business School and the Academy of Management's Network of Leadership Scholars.

MARTY PARKER, a lecturer in the Department of Management, is the recipient of the 2020 Lee Anne Seawell Faculty Recognition Award from the University of Georgia Career Center. The award recognizes faculty members who positively influence student career development.

TIM SAMPLES, associate professor of legal studies in the Terry College, is one of three University of Georgia faculty members to receive the Richard B. Russell Award for Excellence in Undergraduate Teaching, the university's highest early career teaching honor.

ROBERT VANDENBERG, who serves as head of the Department of Management and the Robert O. Arnold Professor of Business, was inducted as a Fellow of the Academy of Management. Induction as an AOM Fellow distinguishes those who have made enduring contributions to the science and practice of management.

EXCELLENCE AND RECOGNITION

**SANJANA CHAKINALA,
MANAGEMENT INFORMATION SYSTEMS
& FINANCE MAJOR**

"I was looking forward to my internship in Atlanta, and I was going to attend a couple of leadership conferences across the country. My internship got canceled, but I was still excited to participate in employer-sponsored leadership conferences, which switched to virtual conferences. I registered for a couple of on-line classes, and I worked with a local Athens business to create a website for them! This has been a great opportunity to give back to the community around me where COVID has struck financially."



National recognition

ZAKIYYA ELLINGTON, a senior from Allen, Texas, was one of 154 students selected internationally for the Schwarzman Scholarship, a graduate fellowship designed to prepare the next generation of leaders with an understanding of China's role in global trends. An Honors student, Foundation Fellow, and Stamps Scholar at UGA, she is pursuing a bachelor's degree in accounting and a master's degree in business analytics from Terry in addition to a bachelor's degree in Arabic with a minor in Spanish from the Franklin College of Arts and Sciences.

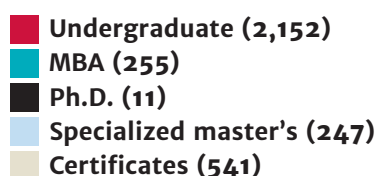
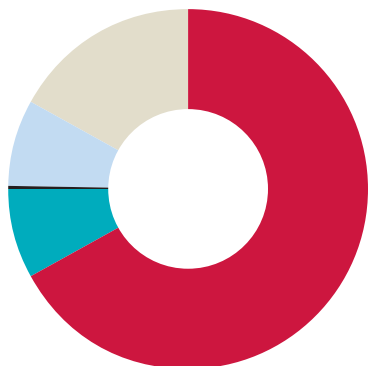
Five Master of Accountancy students secured highly competitive positions with organizations that set accounting standards in the United States and abroad. **EMMA MANDARINO**, from Bedminster, N.J., and **JACK WALL**, from Rome, joined the Financial Accounting Standards Board in Connecticut; **JUSTIN BOYD**, from Cumming, and **RYAN SUMMERS**, of Atlanta, joined the

Governmental Accounting Standards Board in Connecticut; and **ZACH GORGE**, from Indianapolis, Ind., headed to the International Accounting Standards Board in London.

Three Terry students who received undergraduate degrees in economics were awarded National Science Foundation Graduate Research Fellowships. **BAILEY PALMER**, originally from Atlanta, **JORDAN PEEPLES** of Griffin, and **ZACH WEINGARTEN** of Acworth are among the 10 UGA undergraduates and alumni awarded graduate fellowships this year by the NSF.

For the second year in a row, Ph.D. students from Terry's Department of Marketing won the William O. Bearden Doctoral Student Research Award as part of the Southeast Marketing Symposium. Third-year doctoral student **YOUNGTAK KIM** won first prize in the marketing research competition, and fellow third-year **LANA WASCHKA** was one of two runners-up.

DEGREES CONFERRED



2019–20 Academic Year

STUDENT POPULATION

7,961

UNDERGRADUATE ENROLLMENT

Fall 2020

979

GRADUATE ENROLLMENT

Fall 2020

95%

JOB PLACEMENT

Undergraduate and graduate students over the past four years were employed full-time within three months of graduation

Source: UGA Office of Institutional Research

Students of the year

Five students were recognized as the Terry College Students of the Year. Clockwise from left: **JASMINE CHEN**, of Duluth, earned a finance degree, minored in public policy and earned a certificate in legal studies; **AKHIL HAZARI**, of Johns Creek, double majored in management information systems and real estate and earned a certificate in personal and organizational leadership; **EMILY BAUER**, of Snellville, double majored in risk management and insurance and finance and earned certificates in personal and organizational leadership and legal studies; **KOMETH 'TONY' THAWANYARAT**, of Peachtree Corners, earned a degree in economics, minored in biology and earned a certificate in personal and organizational leadership; **LOGAN VANDERBILT**, of Alpharetta, double majored in finance and management information systems.



Entrepreneurship

Marketing majors **ABIGAIL SNYDER** and **THOMAS MCMULLEN** won the \$2,000 top prize at the Summer Design Sprint virtual pitch competition. Their start-up idea, GiftAStay, partners with hotels to be a hub for gift-givers to buy local and regional hotel stays.

ThryftShip, a web browser extension that makes shipping easier for Instagram merchants and created by Terry student **VALERIA BRENNER** won first prize and \$2,500 at the Idea Accelerator Demo Day finals in October.

KRISTEN DUNNING'S business, Pro-

fessional Plant Girl, a line of skin care products consisting of extra-gentle soap, moisturizer and shampoo that works for extra sensitive skin, won the Idea Accelerator Demo Day in November and its \$2,500 in prize money.

The team Complimentary Breakfast won the UGA Digital Marketing Case Competition. The team worked with the InterContinental Hotels Group to develop a digital marketing campaign introducing the Hotel Indigo brand to new markets. **THOMAS MCMULLEN**, **ABIGAIL SNYDER**, **MAY FONG**, **TORI BRUNNER**, and **ANILA ALAM**, each received \$1,000 in prize money.

MAKING A DIFFERENCE

The Terry College is dedicated to helping students access the needed resources to propel their education and launch thriving careers. A key component of that essential support is scholarships. “To the people who donate to this fund: Thank you,” says **MICHAEL GAY**, a management student from Rockmart and recipient of the Correll Scholars Program Scholarship. “You don’t understand how much of a relief it was to know that somebody had my back during these rough times. At the end of the day, we can’t control the uncontrollable, but what we can do is lean on each other and help in any way we can. And that is exactly what donors are doing. They inspire me to one day be able to give back to people like myself or someone in a position like mine.” Here are some ways to make a difference:

Study Abroad

Terry’s study abroad programs provide students with specially designed experiences that broaden their education and understanding of international business and culture. We are preparing for an influx of study abroad applications and financial need requests in the future given that the past year’s experiences were canceled due to the global pandemic. New scholarships are making studying abroad a reality for more Terry students:

SUSAN BOYD (BBA ’88) established the first endowed Passport Terry Scholarship, a program that includes multiple funds, some with a purpose to support student financial need, others with a purpose to recognize and support student academic merit. “As a college junior, I experienced living and learning in another country,” Boyd said. “It was life-changing in so many ways. My mind was opened and my global perspective shaped, differentiating me in the job market. I am excited to endow a study abroad scholarship to help students from all economic backgrounds have access to this transformative Terry Edge experience.”

The Bobby Friedmann Passport Terry Study Abroad Scholarship was created by **NICK FRIEDMANN** (BBA ’06), and his wife **ASHLEY** (ABJ ’06) in the name of Nick’s father Dr. Roberto Friedmann, a Terry College marketing professor who taught for 27 years and served as director of International Business Programs. The scholarship was created as a lasting legacy to ensure his father continues to inspire students now and in the future.

The Mary Virginia Terry Student Support Fund honors the inspirational leadership of educational and cultural philanthropist **MARY VIRGINIA TERRY**. The fund annually supports two financial awards for undergraduate business majors and is presented at the Terry College Professional Women’s Conference. The awards may be utilized for domestic or international travel (including study abroad programs), books, conference fees, tuition, professional development, and career advancement.



Leadership

UGA received a record-breaking \$10 million pledge from **CHICK-FIL-A INC.** to expand and enhance the **INSTITUTE FOR LEADERSHIP ADVANCEMENT (ILA)**. Chick-fil-A’s pledge is the largest commitment dedicated to academic support in the history of the Terry College, which houses ILA, and the largest single gift ILA has ever received. The gift will be applied to three distinct areas within ILA — the ILA Leadership Fellows program will be expanded to welcome a new cohort of UGA undergraduates each fall and spring semester, ILA will greatly expand leadership class offerings open to all UGA students, and a new professional development symposium will be held annually.

Need-based scholarships

Scholarships set up by alumni and friends of the Terry College assist students who otherwise would not be able to afford their college education. Some of those scholarships this year include:

BILL JONES (BBA '66, MEd '70) had a huge financial need as a student — his mother worked in a sewing factory and gave him \$5 a week, amounting to all he had in terms of financial support for college. He is now the CEO at Jones Petroleum Co. and made a \$1 million gift for need-based scholarship support at Terry.

ROBIN HEIN (AB '74, JD '77) is an Athens native whose mother, Polly, was a longtime staff member at the Terry College. He recognized her contributions to Terry through establishing a **GEORGIA COMMITMENT SCHOLARSHIP**, which is a need-based scholarship open to first-year undergraduate students, renewable for up to four years, and comes with a variety of programs and resources to support student success.

TERRY EDGE SCHOLARSHIPS directly support Terry students with financial need. The scholarship provides financial help to a current Terry student, eases financial burdens and helps deserving students have the tools they need to achieve.

Terry Excellence Fund

The Terry Excellence Fund is one of Terry's most vital and versatile resources. It allows us the flexibility to address the immediate and sometimes unpredictable needs of the college, while supporting students in financial need, a wide range of programs (including the Terry Women's Initiative and the Stock Pitch Challenge), and opportunities for faculty.



For **AMANDA ARBOLEDA**, a Terry undergrad studying economics, the Terry Women's Initiative had a significant impact on her personal and professional development.

"Being a first-generation college student, I was unsure how to navigate the complexities of applying for jobs/internships, how to carry myself in the scary world of interviews, confused about the ambiguity between business casual and professional dress codes, and much more. But becoming involved in this program has catapulted my trajectory more than I could have dreamed."

Student veterans

In partnership with the UGA Student Veterans Resource Center, the Terry College seeks to attract more veterans to UGA and ease their financial burden by securing private gifts to establish scholarships designated for our military heroes. The goal of securing \$5 million of endowed support will contribute \$200,000 toward scholarships for student veterans enrolled in Terry's undergraduate and graduate programs in both Athens and Atlanta.

For **PATRICK SORRENTINO**, an MBA candidate studying finance and management information systems, funds for the Graduate Scholarship from the Terry Excellence Fund helped the Marine Corps veteran prepare for his post-military career. "It is a large investment to come back to school. It requires the investment of money and time. The graduate scholarship makes the total education cost affordable for me."



While the Post-9/11 GI Bill covers tuition and includes book assistance, plus a \$1,400 monthly cost-of-living allowance (COLA), student veterans need additional assistance, such as:

- The average age of a UGA graduate student veteran is 35. Most arrive at UGA with families and dependents.
- VA education benefits are offered for a maximum of 36 months, and the COLA is only paid when classes are in session. Without financial assistance, undergraduate student veterans may never be able to complete their degree.
- Many graduate student veterans already utilized their VA benefits to secure an undergraduate degree.

At Terry, roughly 20% of student veterans are attending without VA education benefits, and 75% of those veterans are graduate students. Support allows Terry to provide much-needed assistance for living expenses and experiential learning opportunities, including study abroad, externships, and internships. Additionally, endowed scholarships, which provide scholarship funding in perpetuity, ensure the Terry College can compete with other business schools in student-veteran recruitment.

To participate in our scholarship efforts, please contact Kathy Ortstadt at ortstadt@uga.edu or 706.542.3546

Terry Dean's Advisory Council

The Terry Dean's Advisory Council is the senior-level task force of volunteers established for the purposes of promoting and improving the Terry College. In particular, members of TDAC advise the Dean, help foster corporate relationships, and participate in or lead activities for the good of the Terry College.

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Alumni Board of Directors

The Terry College of Business Alumni Board serves in an advisory capacity to the Dean and faculty to further the goals of continuous improvement in instruction, research and service and professional activities in business administration. Board members work to promote and support the programs and activities of Terry College in order to cultivate and encourage a continuing affiliation between alumni and the institution.

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The Terry College of Business Young Alumni Board exists to bridge the gap between the Terry College student experience and greater alumni network. The board's mission is to develop initiatives that support the goals of the Terry College.

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