



BUSINESS HONORS & LEADERSHIP CONFERENCE AGENDA

Sunday, October 15

3:00 - 5:00 p.m.

CHECK IN AT NOUN HOTEL

5:00 - 7:00 p.m.

WELCOME RECEPTION

Fuzzy's Restaurant located at 742 Asp. in historic Campus Corner

7:30 p.m.

OPTIONAL CAMPUS GHOST TOUR

Meet outside of the Reynolds Performing Arts Center

Monday, October 16

8:15 a.m.

BUS PICK-UP FROM NOUN HOTEL

8:30 - 9:20 a.m.

BREAKFAST

Headington Hall, OU Norman Campus

9:30 - 9:45 a.m.

WELCOME REMARKS

Corey Phelps, Dean of the Price College of Business, Fred E. Brown Chair

10:00 - 10:50 a.m.

SESSION 1

- Group Mentoring in a Business Honors Program
 - The Scholar Journey: Elevating the Huntsman Business Honors Program through Digital Badges
 - Principles for Modern Leadership: Creating Lasting Impact Beyond the Classroom
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11:00 - 11:50 p.m.

SESSION 2

- Signature Work: A Business Honors Approach to Capstone
 - Keeping Them Interested: Maintaining Student Engagement Through the College Years and Beyond
 - Creating an Effective Social Media Strategy
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12:00 - 1:30 p.m.

LUNCH & KEYNOTE SPEAKER , 6th Floor

University of Oklahoma Athletic Director, [Joe Castiglione](#)

1:45 - 2:35 p.m.

SESSION 3

- You Belong Here: Recruitment and First Year Programming for Business Honors
 - Creating Interdisciplinary Opportunities for Business Honors and Leadership Students
 - Building Impactful Relationships for Your Programs Across Campus and in the Community
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2:45 - 3:30 p.m.

SESSION 4

- Networking Sessions for Staff, Reading Room
 - Networking Sessions for Faculty, Seminar Room
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3:30 - 5:30 p.m.

BREAK

- Bus to NOUN Hotel
 - Optional Campus Tour (3:30 - 4:30)
 - Optional Stadium Tour (5:00 -5:30)
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5:30 - 6:30 p.m.

NETWORKING HAPPY HOUR

NOUN Hotel, 2nd Floor Bar

6:30 - 8:30 p.m.

DINNER

NOUN Hotel, Boomer Room

Tuesday, October 17

8:00 a.m.

CONTINENTAL BREAKFAST

Fred Jones Museum of Modern Art, Gallery Room

8:30 - 11:00 a.m.

PROGRAM HIGHLIGHTS

Fred Jones Museum of Modern Art, Auditorium

11:00 a.m.

CONFERENCE CONCLUDES

SESSION 1

Option 1: Group Mentoring in a Business Honors Program

Speaker: Krystyna Swindle, Assistant Director of the Davidson Management Honors Program at the University of Texas at Dallas

We will discuss best practices and the importance of peer mentoring in a dedicated honors program. DMHP utilizes a group mentoring structure that benefits all students involved, and we will share our practices from the past 3 years. We will discuss training, tracking, curriculum, and discuss more options for success.

Option 2: The Scholar Journey: Elevating the Huntsman Business Honors Program through Digital Badges

Speakers: Lianne Wappett, Academic Director and **Stephanie Hamblin**, Assistant Director of the Huntsman Scholars at Utah State University

'The Scholar Journey' integrates digital badges into coursework, mentorship, and extracurriculars, recognizing diverse achievements. Real-time tracking fosters engagement, personalized support, and holistic growth. In its debut year, 5,155 badges were awarded, showcasing commitment to excellence and meaningful contributions ensuring every student fully embraces all the resources available to them.

Option 3: Principles for Modern Leadership: Creating Lasting Impact Beyond the Classroom

Speakers: Marina Magnant, Joseph Tutera, Lawson Ewing, and Ellen Shafer; Students in the TCU Neeley Leadership Program

This session will detail the process by which students in TCU's Neeley Leadership Program (NLP) develop in areas of Leading Self, Leading Interpersonally, and Leading Groups, Teams, and Organizations. We will share NLP's leadership model, curriculum, and concrete examples of leadership development by highlighting the proven successes of Impact Projects.

SESSION 2

Option 1: Signature Work: A Business Honors Approach to Capstone

Speaker: Claire Raabe, Director of Business Honors in the May Business School at Texas A&M University

In 2019, Business Honors at Texas A&M implemented a signature work capstone to further develop students' skills in critical thinking, problem solving, and self-directed learning. Signature Work is a capstone effort which allows students to select their centerpiece topic and intentionally seek/create related learning opportunities over a multi-year period.

Option 2: Keeping Them Interested: Maintaining Student Engagement Through the College Years and Beyond

Speakers: Erin Burdette, Director and **Becka Neary-DeLa Porte**, Assistant Director of the Nebraska Business Honors Academy at the University of Nebraska-Lincoln

Generating and maintaining student engagement is critical to the success of business honors programs. The Nebraska Business Honors Academy has maintained high levels of engagement through the years with limited staff, utilizing curricular and co-curricular programs to enhance students' leadership and critical thinking skills. Presenters will share programmatic examples, tactics for outreach, and feedback from students that can be easily applied across other programs.

Option 3: Creating an Effective Social Media Strategy

Speakers: Ashley Gemoets and **Katie Sandwisch**, Neeley Fellows from the Neeley School of Business at Texas Christian University

Embark on a voyage into "Crafting an Effective Social Media Strategy." This tailored presentation, focused on overseeing program social media platforms, encompasses program branding, strategic social media account management, organization, and illuminating analytics. Elevate your program's online prominence with validated strategies.

SESSION 3

Option 1: You Belong Here: Recruitment and First Year Programming for Business Honors

Speaker: Sarah Shields, MEd, Assistant Director of Admission & Joint Programs and Stephanie Cantú, PhD, Student Senior Program Coordinator at the McCombs School of Business at the University of Texas at Austin

Staff from Canfield Business Honors, McCombs School of Business at The University of Texas at Austin will be presenting best practices on student recruitment and first year programming to attract and retain top undergraduate business talent. The session will focus on three pillars of programming and outreach: Leadership, Academics and Community.

Option 2: Creating Interdisciplinary Opportunities for Business Honors and Leadership Students

Speaker: Jennifer Harrison, Director of the Business Leadership Program and Lisa Bergeron, Director of the Jack Dicus Business Honors Program in the School of Business at the University of Kansas

Business honors/leadership students benefit from learning together with high-achieving students from other academic disciplines. Session participants will explore three levels of potential cross-disciplinary collaboration for business honors programs: (a) project level -- team projects that engage students from different disciplines; (b) program level -- connections with similar programs within your academic institution; (c) short-term cross-disciplinary study abroad.

Option 3: Building Impactful Relationships for Your Programs Across Campus and in the Community


Speakers: Breea Clark, Director of the JCPenney Leadership Center and **Carson Poupore**, Chair of the Student Advisory Board of the JCPenney Leadership Program in the Michael F. Price College of Business at the University of Oklahoma

A team from the JCPenney Leadership Program at the University of Oklahoma will share best practices for building relationships with organizations outside of your College of Business, on and off campus. Student leadership positions in this area will be explained along with examples of successful relationships formed and maintained by the Director, the students, and the program itself.



The UNIVERSITY of OKLAHOMA

KEY

 The Noun hotel is here north of campus

- 8. Holmberg Hall for Sunday's Ghost Tour at 7:30pm
- 67. Headington Hall for Monday's portion of the conference
- 59. Meet here for the Stadium tour at 5pm on Monday
- 5. Fred Jones Museum of Modern Art for Tuesday's portion of the conference

