

SCHOOL OF BUSINESS & NONPROFIT MANAGEMENT

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THEME: SOCIAL MEDIA



Our theme and newsletter cover story concerns social media. I must confess that I have just recently become active on Facebook and Linkedin. At first on Facebook it was a standing joke around our household. I had only 4 friends, but my son had over 600! I'm proud now that I have over a hundred friends and connections, yet I still am working at figuring out how to best use social media to lead and manage SBNM.

At North Park, Jonathan Boyd is our local "guru" on this topic. We have asked him to teach a topics course in this area at the graduate level this fall. The response from our students has been very positive. We learn together and share case studies and creative ideas about this new way of doing business.

How are you doing on the learning curve? Share with us in our growing online SBNM community in these venues: Facebook, Linkedin, Twitter, and Chicago Tribune Blog.

Sincerely,

Wesley E. Ludice

Wesley E. Lindahl Dean, School of Business and Nonprofit Management



Taking Social Media Seriously

By Jonathan Boyd

There was a time (not very long ago) when legitimate questions lingered about whether social media could prove useful for business and nonprofit leaders. Those days are past. Sites and services like Facebook, Twitter, LinkedIn, and YouTube have repeatedly proven their value when deployed by smart, engaged leaders in every sector.

But this isn't to say that misunderstanding of exactly how to take advantage of social media doesn't abound. In this regard, it's like the telephone or email or any other tool of communication: we might get that it's necessary, but Do Not Call and CAN-SPAM remind us we don't always know how to use such powerful tools wisely.

I recently completed teaching SBNM's first-ever graduate course on social media for businesses and nonprofits — and I'd like to pass along a few highlights. Some of these are things I brought into the class, and some are things I learned from seven weeks of exploring the subject.

- 1. The most important thing to understand about social media is that, fundamentally, it's all about conversation. But of course that doesn't mean it's easy! Are you a great conversationalist in "real life"? Maybe, maybe not. I bet the people around you could answer that.
- 2. Either way, you'll probably have to learn new social skills for social media but your social INSTINCTS? Hang onto those. Don't do anything when arriving on Facebook or Twitter that you wouldn't do in a real room full of people.

What you've been learning since kindergarten about how to meet new people, making friends and keeping them – it's all relevant.

- 3. Specifically, pipe down and listen. Listen some more. Be interested in others (and genuinely, not just so they'll listen to you). Learn something new from someone else every day, then pass along what you learned. Say "thank you."
- 4. Say "I'm sorry" and then do something about it. Social media is a great place to hone your skills at authentic apology. Individuals and organizations screw up all the time, and social media is a great place to hear about it, make amends, and go about setting it right.
- 5. The opportunity for gathering feedback and identifying areas for improvement is one particular example of how social media is useful for every aspect of an organization's mission. Customer service, product innovation, and employees' professional development get super-charged in conversation with constituents. If you hear "social media" and think only "marketing," it's past time to expand your thinking.

Now, it's equally true that not everyone is ready for, and not every organization can take full advantage of, every kind of social media. If you want a quick way to gauge readiness to engage in online conversation, play with the simple tool at http://8to.me/smprofile. On that page you'll also find the top three titles I recommend for anyone ready to go beyond the misunderstandings and become a serious participant in social media.

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SBNM News/Events

Launching the SBNM Linkedin Group

By Tim Hargesheimer

Just before I started my MBA coursework in the School of Business and Nonprofit Management in October of 2008, I began to conduct some casual North Park SBNM social media "presence" research online. One of the first sites that I visited was the professional networking site Linkedin (www.linkedin.com). There was not an dedicated group in place for current graduate business students, faculty and alumni to professionally network with each other. That in mind, I immediately set up the group with no idea as to how receptive these various educational demographic segments would be to it.





Today, with over 215 alumni, student, faculty and administration members, twentyseven RSS/news feeds, one subgroup (Graduate Career Club) and an extremely relevant discussion forum, the North Park University School of Business and Nonprofit Management group on Linkedin can boast membership of over one-third of the total population of the North Park University Alumni (aimed at all alumni from both North Park College and North Park University). More importantly, this Linkedin group is dedicated to "all things" North Park University SBNM. A forum like this allows for the ever-expanding North Park University business school community to post exciting job openings, communicate both publicly and privately with other group members, post upcoming events (that can be RSVP'd to) and send broad announcements to the entire member base.

With social media being such a vital marketing tool for organizations today, it highlights the need for a quality online communication platform for School of Business and Nonprofit Management approved members

to openly network and assist each other in career advancement opportunities. Just a quick search of other Chicagoland Linkedin graduate business school groups will underscore the need for the SBNM to not only keep pace in this crucial social media space, but keep the group running at high level for the benefit and recognition of everyone involved. If North Park University is to be recognized as an institution who produces sought after graduate business students, an always-growing, central location of these students needs to be maintained in this premier social media space.

Much like graduate programs in general, the barometer of a Linkedin group is not always the number of participants, but of the quality and level of participation of

those involved. That being said, I would welcome those who are not on Linkedin to join (standard membership is free of charge). And, for those who are not yet in the North Park University School of Business and Nonprofit Management group, to join today. Don't lose a professional

opportunity by sitting on the sidelines and letting the equity you've invested in North Park University fail to work for you!

Danielle Paventi named Student Laureate of the Lincoln Academy of Illinois

Each year, an outstanding senior from each of the four-year degree-granting institutions of higher education in Illinois is awarded the Student Lincoln Academy Medallion and thereby becomes a Student Laureate of The Lincoln Academy of Illinois. This year, Danielle Paventi was selected as the Student Laureate from North Park University. Student Laureates are chosen and honored based on their overall excellence in curricular and extracurricular activities. For their outstanding achievements, Student Laureates are awarded the Lincoln Academy Student Laureate Medallion, a certificate of achievement, and a monetary grant in the amount of \$250.00.

In May 2011, Danielle will graduate with a Bachelor of Science in Business and Economics with a double concentration in accounting and finance. She currently holds a 3.95 GPA, and will have earned over 150 credit hours upon graduating, allowing her to immediately sit for the CPA exam. In addition to her exemplary academic achievements, Danielle has excelled in numerous extra-curricular activities. Danielle is a member of Delta Mu Delta honor society for business students, and a member of North Park University's Business and French Clubs, and Gospel Choir. She also volunteers for Habitat for Humanity, various Swedish Covenant Hospital events, and the Chicago Festival of Lights. Danielle is a volunteer tutor



at Peterson Elementary School, a writer for the business section of the North Park Press, and also serves as Treasurer for the Ultimate Frisbee Team. Danielle is the epitome of a person who leads a life of significance and service. Dr. Al Kamienski describes Danielle as "one of the finest students the School of Business and Nonprofit Management has graduated" during his decade of service at North Park University.





Graduate Career Club - Spring Panel a Success

By Elizabeth Lamberti

Taking advantage of the valuable North Park network, two dozen students and alumni from the School of Business and Nonprofit Management (SBNM) participated in the Spring Career Panel on Saturday, May 22nd, 2010. Conceived and organized by the NPU Graduate Career Club, the Spring Panel's theme was Rev Up Your Resume, and had the goal of bringing together a panel of experts in hiring and talent recruitment. The event was the second annual workshop designed to enhance SBNM graduate student networking and career potential, and also featured an interactive resume writing workshop where participants could receive live feedback on their resumes from NPU alumni working in the fields of HR and executive searches.

Guest speakers for the Career Panel portion included: Xiomara Cortes-Metcalfe, Vice Chancellor of Human Resources for City Colleges of Chicago; Jose Martinez, Human

Resource Generalist at Dentsply International Professional Division; and Marisa Zona, Director of Talent Acquisition at Smith-Bucklin, an executive search firm. After sharing with the group their professional background and areas of expertise, each guest provided tips on how to get your foot in the door for job interviews, how to respond to interview questions most effectively, how to work with search firms and other valuable information about trends in hiring and the job market. A question and answer session followed. After refreshments and the cutting of the cake to celebrate the first anniversary of the Graduate Career Club, attendees signed up for brief, one-on-one feedback sessions with three professional resume reviewers. Claire Waiksnoris, North Park alum and Search Associate for the Alford Group, Barbara Johnson, SBNM alum and Director of Business Development at Sodexo, and Linda Larson, SBNM Advisory Board member, all provided excellent feedback, editing suggestions and practical advice on how to make the candidates' unique skills, experience and North Park education stand out with hiring managers. The Graduate Career Club wishes to thank all of the guest panelists and professionals that volunteered their time to make the event a success!

The Graduate Career Club (GCC) was created to provide career services support for current graduate students and alumni of North Park University. It is a student and alumni-led, volunteer-driven club that connects students, SBNM alumni, staff, faculty, employers and community leaders through special events and programs. Are you interested in becoming a member of the GCC and expanding your professional network? Do you have expertise to lend to the steering committee or can you help organize events that benefit the careers of SBNM students and alumni? Contact the SBNM for more details about how to get involved.

Meet the Faculty-Professor Lee Sundholm

How many years have you been teaching at North Park University?

I have been teaching economics at North Park University for over 40 years. During my undergraduate years, one of my professors, Bill Fredrickson, got me interested in economics. At the time, there was no School of Business and Nonprofit Management at North Park. There were simply four Divisions within North Park: the Divisions of Math and Science, Social Science, Fine Arts, and Language and Literature. I took several courses in economics, math, and history, and the professors I had were very good at getting students interested in their courses. I thought that economics was a good way to bring all of the various disciplines together. When I began teaching at North Park, I began in the Social Science Division.

Why do you love teaching?

I just love the students. At times, it may not be easy, but it's an occupation that allows you to pursue your interest and you get to share that interest with someone else. Sometimes, there are immediate rewards as students really begin to understand concepts and become eager to learn. Other times, there are long-term rewards such as students



returning to inform you that you had a significant influence in shaping their lives.

You've taught the same set of classes many times. How do you manage to keep the classes interesting year after year?

I try to keep up with things. Business and economics are behavioral fields, so people constantly change what they do and how they think, even though underlying

economic principles remain constant. Also, situations change and people must adapt to the changes in the world while applying economic principles. A good example of such change is the recent economic recession.

When you're not teaching, what sorts of things do you enjoy doing?

I enjoy watching and analyzing old movies. It's interesting to think about how movies influence life. I also love reading older writers like Hemmingway, Steinbeck, and Shakespeare to get insight into life back then. Another favorite past-time is gardening. I like cultivating plants because it's similar to what I do with students: cultivate their minds. The results are simply rewarding.

Why did you choose to teach at North Park over the numerous other colleges and universities out there?

I've always thought that North Park is different. There has always been a good sense of community and people are very welcoming and friendly. North Park has a positive influence on people, and students and faculty members are more engaged and have a sense of commitment to the University. People at North Park are simply a joy to work with.

Visit Greece with the SBNM!

Athens, Greece is the destination for the 2011 SBNM International Experience! Join SBNM faculty, staff, and students over spring break for an unforgettable 13 day trip to the cradle of western civilization, and an important and controversial economic component the European Economic Union. Scheduled from 7-19 March 2011, the trip includes meetings with educational,

corporate and nonprofit organizations, as well as cultural activities. You may take the trip for credit (SBNM 5570), or simply for pleasure. Additional highlights include:

- A full-day historical tour of Athens, including visits to famous Greek ruins
- A full-day cruise among three Greek islands

 Accommodations at the four-star Herodian Hotel, which sits at the foot of the Acropolis and is ranked among the top 10% of Athens hotels on TripAdvisor.com

For further information and an application, visit the SBNM graduate website or contact Chris Nicholson at 773-244-5518 or cnicholson@northpark.edu. Space is limited!



THE AXELSON CENTER FOR NONPROFIT MANAGEMENT

www.northpark.edu/Axelson



Axelson Center Blogging on ChicagoNow

Pier Rogers, Ph.D., Director of the Axelson Center, and Christa Beall Diefenbach, M.B.A., Assistant Director, are blogging to a community that reaches over 20 million viewers each month. The blog, *Nonprofit Chicago – Helping Do-Gooders Do Better*, is featured on ChicagoNow, the Chicago Tribune's blog website.

In early spring, the Tribune staff asked to meet with the Axelson Center to discuss strategies for increasing the voice of Chicago nonprofits in the media (particularly online media). *Nonprofit Chicago*, launched in May 2010, is one of the outcomes from that meeting. The long-term goal is to build a nonprofit blog community that will help raise awareness of the important work happening in Chicago's nonprofit sector.

"It is wonderful to be a part of Chicago's online nonprofit community, but the real motivation behind our blog is our mission," said Rogers. "By connecting nonprofit leaders with invaluable resources and information, we are helping to build a stronger Chicago."

The mission of the Center is to enhance performance and effectiveness of individuals and organizations in the nonprofit sector through education, service, and resources. Its vision is to help build vibrant communities in Chicago and beyond through strengthening nonprofit leadership.

With hundreds of visitors each week, the blog is setting an example of ways that nonprofits can utilize inexpensive social media platforms to reach new audiences and build awareness of key issues impacting the sector. "We are starting conversations and hope that the nonprofit community will join us — either by sharing comments or by creating new blogs," added Rogers.

Join the conversation today by visiting the blog at Chicagonow. com (search word = nonprofit).

Save the Date!

The Axelson Center's 12th Annual Symposium for Nonprofit Professionals and Volunteers

> Date: Tuesday, May 17, 2011 (Pre-Conference is Monday, May 16, 2011.) New Location: Holiday Inn Chicago Mart Plaza