| business.gmu.edu

Faculty Teaching Workshop

Fall 2024

Learn here. Lead anywhere.

GM COSTELLO COLLEGE
OF BUSINESS
George Mason University

Introductions

- Ajay Vinzé, Dean, busdean@gmu.edu
- JK Aier, Senior Associate Dean for Academic Affairs and Global Engagement, jaier@gmu.edu
- Cheryl Druehl, Senior Associate Dean for Faculty Affairs and Research, cdruehl@gmu.edu
- Corey Robinson, Assistant Dean, Undergraduate Programs, crobin27@gmu.edu
- Paige Wolf, Associate Dean, Graduate Programs, pwolf1@gmu.edu
- Eric Neitzke (eneitzke@gmu.edu) and Tonya Howe (thowe@gmu.edu), Instructional Designers & Technologists

August 15, 2024 | business.gmu.edu

Welcome

Ajay Vinzé

Dean and Professor

Learn here. Lead anywhere.

COSTELLO COLLEGE
OF BUSINESS
George Mason University

2023-24 Was Quite the Year!

Learn here. Lead anywhere.

COSTELLO COLLEGE OF BUSINESS
George Mason University

George Mason University…

George Mason Is… Rising

#1 in Virginia for Diversity

#1 in Virginia for Innovation

#1 in Virginia for Social Mobility

top 20 Fourteen graduate programs in top 20 for publics

top 50 Nine online master's programs in top 50 for publics

George Mason is Virginia's largest public research university

COSTELLO COLLEGE OF BUSINESS
George Mason University®

The Costello College of Business…

Undergraduate At-a-Glance

Everything is Business

4,625 Spring 2024 enrollment

1,110 2022-23 graduates

1,444 Students on Dean's List (Fall semester 2023)

180 Business Honors Program Students (highest since start of program)

3 Top majors: MIS (932), MGMT (831), ACCT (735)

Graduate At-a-Glance

Market-focused Workforce Development

665 Spring 2024 enrollment

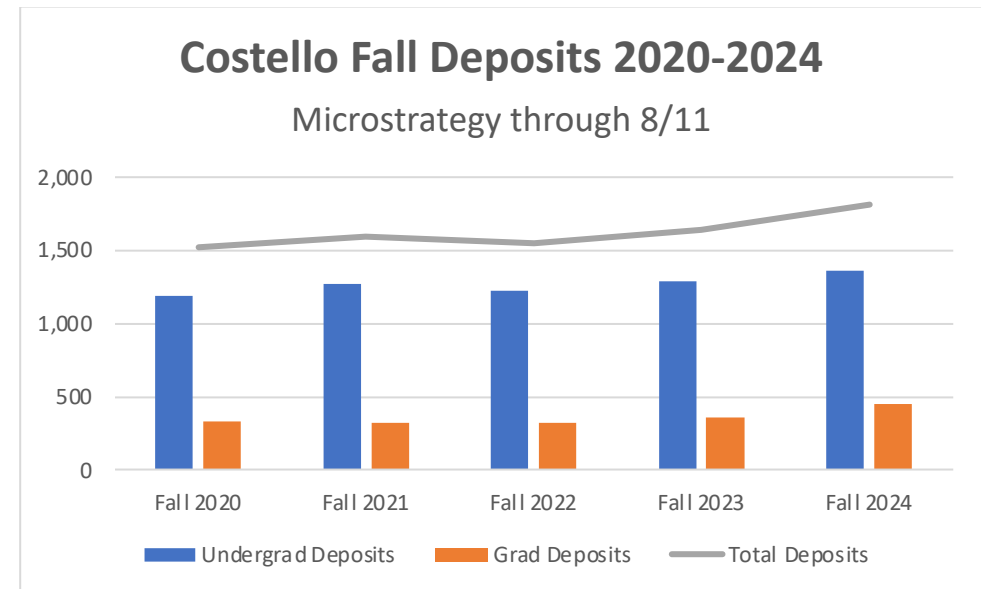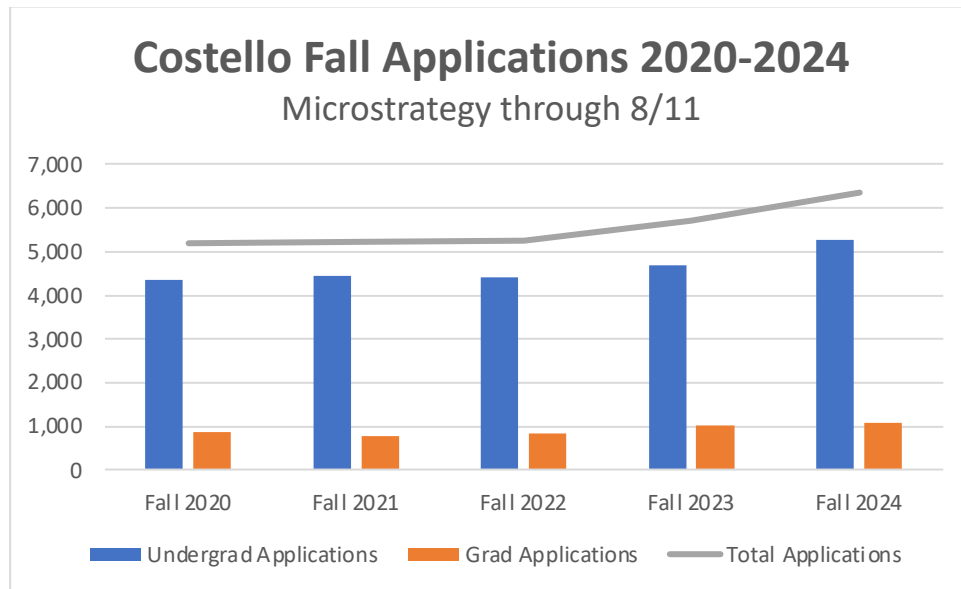**139** 2022-23 graduates: (13) MBA, (126) MS, (150) certificates

4 programs: MBA (327), MS (257), Certificate (74), PhD (6), (1) NDG

2 Top MS majors: ACCT (122), Business Analytics (44)

New for Fall 2023: MS Business Analytics degree program

Source: George Mason University Office of Institutional and Effectiveness Planning (April 24, 2024 data)

Learn here. Lead anywhere.

COSTELLO COLLEGE OF BUSINESS
George Mason University®

The Costello College of Business Is On an Upward Trajectory

Costello Fall Applications 2020-2024
Microstrategy through 8/11

Legend: Undergrad Applications · Grad Applications · Total Applications

Costello Fall Deposits 2020-2024
Microstrategy through 8/11

Legend: Undergrad Deposits · Grad Deposits · Total Deposits

Source: Microstrategy Fall 2024 Pre-Enrollment Results (August 11, 2024 data)

Learn here. Lead anywhere.

7

COSTELLO COLLEGE OF BUSINESS
George Mason University®

We Are Laser-focused On Our Strategic Priorities

- **Student Experience and Career Readiness**

  Pillar 1: Deliver a distinctive and inclusive student experience...

- **Impactful Research (and Faculty Recognition & Awards)**

  Pillar 2: Expand the impact of Mason's research...

  Pillar 5: Invest in faculty and staff success

- **Modular Education for Lifelong Learning and Global Engagement**

- **Innovative Business Collaboration**

  Pillar 3: Expand partnerships for economic and social impact

- **Inclusive Excellence and Cohesive Culture**

  Pillar 4: Exemplify a university culture of diversity, equity, and inclusivity

Learn here. Lead anywhere.

COSTELLO COLLEGE OF BUSINESS
George Mason University

From "Best Kept Secret" to a Leading Business College

Naming is allowing us to get the word out

- **Rebranding of digital and physical brand assets**

- **Launch of awareness ad campaigns to make Costello a household name:**
  - Organic social, events, and word-of-mouth
  - "Hyper-local" digital ad campaign targeted to prospective grad students in Northern VA
  - Regional on-air and digital ad campaigns targeted to the business and government communities
  - National influencer ad campaign targeted to leaders in higher education (planned launch Spring 2024)
  - City buses noting "Costello means Business"

Learn here. Lead anywhere.

9

COSTELLO COLLEGE OF BUSINESS
George Mason University®

Focus for 2024-25

We're on an upward trajectory and building off a strong 2023 … delighted that you are now part of Team Costello!
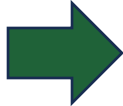
- **Stay focused and continue our press with strategic priorities**

- **With the school naming in place—we now need to emphasize—and will need your time, treasure, and talents to help us navigate:**
  - Building (infrastructure)
  - Corporate partnerships (strategic partnerships)
  - Budget (non-traditional revenue streams)
  - Professorships (faculty recruitment & retention)

Learn here. Lead anywhere.

COSTELLO COLLEGE OF BUSINESS
George Mason University

And, one last thing…

"We're updating our brand because we've been redefining ourselves over the last 20 years."
~Dr. Gregory Washington

Welcome!

COSTELLO COLLEGE
OF BUSINESS
George Mason University®

Learn here. Lead anywhere.

Introduction to the Costello College of Business

Learn here. Lead anywhere.

COSTELLO COLLEGE OF BUSINESS
George Mason University®

Costello – who and what

- 116 faculty and over 90 adjuncts
- Research and Thought Leadership
- Engagement with School, University, Profession (Academic and Practice)
  - Graduations, Recruiting Events

- Teaching
- Four locations
  - Fairfax (and 9900 Main St)
  - Arlington
  - Loudoun
  - Songdo, South Korea

Learn here. Lead anywhere.

14

COSTELLO COLLEGE
OF BUSINESS
George Mason University

Costello – who and what

- 4,500+ Undergraduates
- 650+ graduate students
- Over 800 students participating in minor programs
- Interdisciplinary programs
  - Law, Carter, CEC, CHSS, CEHD
- Career Services – handout
- Student Services

- Teaching
  - Graduate
    - 7 degrees
    - 9 certificates

  - Undergraduate
    - BS in Business with 8 concentrations
    - 14 minors
    - 1 certificate

Learn here. Lead anywhere.

COSTELLO COLLEGE OF BUSINESS
George Mason University

Costello College Centers

- [Greg and Camille Baroni Center for Government Contracting](#)
- [Center for Innovation and Entrepreneurship](#)
- [Center for Retail Transformation](#)
- [Center for Real Estate Entrepreneurship](#)

Learn here. Lead anywhere.

COSTELLO COLLEGE OF BUSINESS
George Mason University®

Recent New Programs

- Master's in Management

- Master's in Business Analytics

- Master's in Finance

- New graduate certificates

- BAM

Need to Know Rules and Guidelines for Teaching at Mason

COSTELLO COLLEGE
OF BUSINESS
George Mason University®

Policies and Best Practices

Learn here. Lead anywhere.

COSTELLO COLLEGE OF BUSINESS
George Mason University®

Expectations

- Available 2 weeks before/after semester
- Teach class each scheduled session
- Hold office hours
- Be available electronically (email, discussion board) -typically respond within 24-48 hours
- Have a great learning and teaching experience

COSTELLO COLLEGE
OF BUSINESS
George Mason University®

College of Business Student Services

- [Office of Student Success and Academic Services](#) – Undergraduate (Enterprise Hall Room 008)

- [Graduate Academic Services](#) - Contact if Graduate concerns

COSTELLO COLLEGE OF BUSINESS
George Mason University®

Class Formats

- Asynchronous online
- Synchronous online
- Face to face
- Graduate hybrid
- Graduate hyflex

COSTELLO COLLEGE
OF BUSINESS
George Mason University®

Syllabus Standards

- Philosophy
- University guidelines
  - Stearns Center for Teaching and Learning
  - Accommodation/Disability Guidance
- CCB guidelines on website
  - UG Laptop Policy, Grad Laptop Policy, Webcams and Microphones
  - Respondus Lockdown Browser and Honorlock

- Example Syllabus (handout)
  - Schedule - dates, exams, deliverables, reading, etc.
  - Questions on content or books, ask Area Chair/Coordinators
  - See new university requirements
- University academic calendar and holidays
  - Fall Break this year
- Graduate Programs Academic Calendars
- Religious holidays

COSTELLO COLLEGE OF BUSINESS
George Mason University®

Honor Code – now Academic Standards

- New – Academic Standards Statement is part of the newly required Common Policies
- old - The Mason Honor Code: Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.
- The process
  - Academic Standards
  - Sanctions: on document library
  - Submit through Academic Standards
  - Questions: contact area chair, course coordinator, program/academic director
- Online Exams and Academic Integrity

FERPA (Family Educational Rights and Privacy Act)

- Student information sharing
- Communicating with students by email
- Patriot Web - Student information menus
- [Find more information](#)
- FERPA Training: https://registrar.gmu.edu/ferpa/ferpa-training/

Learn here. Lead anywhere.

COSTELLO COLLEGE OF BUSINESS
George Mason University®

Student Support for Concerns, Grievances, Complaints

- Students may submit faculty and/or advising concerns through a form on our website [Grievance Forms](#)

- Grade appeals – [policy](#)
  - Meet with student to try to resolve, if not student may appeal in writing through the area chair

- Student disclosure of sexual misconduct
  - Faculty are responsible employees, requiring reports of prohibited conduct to be made to the University Title IX Coordinator – 703-993-8730 or titleix@gmu.edu
  - Support for faculty, staff, and students related to Title IX concerns may be found [here](#)

COSTELLO COLLEGE OF BUSINESS
George Mason University®

Registration/Class Schedule

- Registration
  - Undergraduates register themselves
  - Graduate Academic Services registers students for select graduate core courses. Otherwise graduate students register themselves.
- Academic Services handles exceptions (e.g., force-adds, prerequisite overrides)
- Class schedules – check your classroom
- Ad hoc room requests

In the unlikely event your classroom is locked when you are scheduled to teach, call Campus Police:
ARL 993-8070; FFX 993-2810

COSTELLO COLLEGE OF BUSINESS
George Mason University®

Grading

- Reporting grades
  - Midterm grades required for 100/200 level courses
  - Final grades – 48-hour rule on Patriot Web
  - Blackboard LMS
- 3 attempts rule
- [Proctor policy](#)

Learn here. Lead anywhere.

COSTELLO COLLEGE OF BUSINESS
George Mason University®

Grading - Grade options for UG and Grad

Undergraduate

Passing
- A+/A
- A-
- B+
- B
- B-
- C+
- C
- C-
- D

Failing
- F

Note that C- and below are not acceptable as satisfactory grades in the CCB

Graduate

Passing/Satisfactory
- A+
- A
- A-
- B+
- B
- B-

Failing/Unsatisfactory
- C
- F

Note that students must maintain a 3.0 average so B- may bring them below that

COSTELLO COLLEGE OF BUSINESS
George Mason University®

Evaluating Teaching - Adjunct Evaluation and Development

- Provide feedback to our adjuncts to help them grow in their role as teachers

- Help ensure quality course experiences for student

- Peer feedback/evaluation of teaching/materials via area chair/course coordinator

- Process can be found [here](#), for questions contact your area chair

Evaluating Teaching - Students

- Online Student Course Evaluations – via Blue
  - https://oiep.gmu.edu/institutional-effectiveness/set/
  - New questions as of Spring 2022
  - Videos and administration dates shown on website
    - Graduate programs administration dates differ from undergraduate. An email is sent to faculty teaching to remind them.

Top Strategies by Class Type

Synchronous

Use Class Time

Set time aside in the beginning of the final class to let students complete the surveys

Communicate

Teach students the importance of course evaluations: students' voices are heard, feedback is important for success, and evaluations are an essential part of the dialogue with students.

Compete

Share the response rate from other sections to encourage friendly competition

Asynchronous

Update Students

Send students the current response rate daily to show their collective progress

Send Reminders

Post Blackboard announcements or send email reminders about the survey

Communicate

Teach students the importance of course evaluations: students' voices are heard, feedback is important for success, and evaluations are an essential part of the dialogue with students.

Electronic version

Learn here. Lead anywhere.

COSTELLO COLLEGE OF BUSINESS
George Mason University®

Training and Resources

COSTELLO COLLEGE
OF BUSINESS
George Mason University

Required Trainings – Mason Leaps

NEW EMPLOYEES

- All Mason NEW HIRES are required to complete these trainings In-Person or Online – timeline and trainings can be found here: https://hr.gmu.edu/onboarding/onboarding-instructional-research-and-adjunct-faculty/

- Includes IT security, ethics, emergency preparedness, civility, and FERPA.

ALL EMPLOYEES

- All Mason employees are required to complete ANNUAL and BIENNIAL trainings:
- FERPA (Biennial)
- IT Security (Annual)
- Title IX Overview and Sexual Harassment Prevention (In-Person or Online, Annual)
- Equal Opportunity: A Fair Shake (In-Person or Online, Biennial)
- Ethics* (In-Person or Online, Biennial)
- Other emergency and safety training as assigned

Recommended Stearns Center Resources & Training

- Stearns upcoming events

- Creating Inclusive Classrooms

- Stearns Center Fall 2024 Teaching Information

- See your classroom setup!

- Additional Stearns Professional Development Opportunities

- Costello College of Business Instructional Design & Technology

- AI Text Generators: Resource Page - Stearns Center for Teaching and Learning (gmu.edu)

COSTELLO COLLEGE OF BUSINESS
George Mason University

Teaching with Technology

- DIY Resources
  - Instructional Design & Technology SharePoint
  - YouTube channel
  - Self-enroll Canvas site

- The personal touch
  - Drop-in Office Hours via Teams (in your Outlook Calendar: Linked to SharePoint)
  - Schedule an Appointment with Eric or Tonya for Additional One-on-One Help

- We have launched regular news postings through SharePoint, and we look forward to hosting regular workshops. We want to hear from you!

Eric M Neitzke

https://ericneitzke.com

Personalized support for your success. I have diverse market experience and enjoy working one on one.

Tonya Howe

https://tonyahowe.com

Longtime educator with great visual & data skills. I can help with video production, writing instruction, Blackboard, & more.

Workshop Interest Survey

Self-Enroll Canvas Course

All this info in a Word doc!

COSTELLO COLLEGE OF BUSINESS
George Mason University®

Teaching Technologies

- Blackboard: ITS Knowledge Base and Training

- Canvas: ITS Knowledge Base and Training

- Accessibility

- Collaborative Learning Hub for walk-in and one-on-one help

- Multimedia Room (9900 Main St, Fairfax) for high-quality recording

- Eduroam Wi-Fi network

- Classroom Support

- Zoom in general; adding Zoom to Bb; adding Zoom to Canvas

Student Software Download Information (New for Fall 2024—Disregard Past Instructions)

- If you require Microsoft software for class, CCB provides free downloads. Students who need VMWare no longer need to request a license from CCB IT. Please delete busmsdn@gmu.edu references from your syllabus. (We will keep this account open and send the new instructions to students who may have missed the updates.)

- For Windows students, they will continue to go to the free Azure site to download their Windows apps.

- For Mac students, they may either download VMWare freely and without a license, install a VM, and download Windows software from the site above OR they can access Mason's Citrix Virtual Lab and access the software there.

- Please enter the text on the following slide into your syllabus or otherwise distribute to students.

COSTELLO COLLEGE OF BUSINESS
George Mason University

Faculty: Please Add Text Below to Your Syllabus If You Require Microsoft Software (New for Fall 2024)

Students may download free Windows software for classes OR may use the free Citrix Virtual lab to access Microsoft Access, Project, Visio, and Visual Studio as well as Visual Studio for Mac. The latter is a good option for students who want quick access without downloads or installations. P**lease use the Citrix Lab if you are experiencing installation problems.**

1. **Easiest Option for All Users**:

Citrix Virtual Lab (Virtual Desktop) - No Registration or Downloads Needed. Tutorial Video Below.

https://its.gmu.edu/service/citrix-virtual-lab/

https://its.gmu.edu/knowledge-base/how-to-sign-in-to-the-citrix-virtual-lab/

How to Use the Citrix Virtual Lab (Video): GMU Citrix Virtual Lab Tutorial.mp4

2. **All Windows Users & Mac Users Who Installed VMWare:**

Azure for Windows/Windows applications:

https://www.youtube.com/watch?v=VXiqHfc6cJI&feature=youtu.be

NOTE ABOUT SOFTWARE KEYS: After selecting the software for download, see "View Key" button to the right. Double-click to see Product Key

3. **Mac Users Only. Ensure Your Mac Can Support This Option First. Use the Citrix Virtual Lab If Not:**

 VMWare is required to create a virtual Windows machine and download Windows software for class. You can download VMware for free with the link below. A license is no longer required:

https://knowledge.broadcom.com/external/article/368667/download-and-license-information-for-vmw.html

College of Business Office of Career Services

- [Career Services](#) is a partner for all faculty
- Please send internships or jobs to Career Services for distribution/posting
- Career Services staff provides support for students with job and internship search, networking, resumes, interviews, etc.
- Hosts ProfessionalQuest events each semester across multiple industries

- Extensive Career Services workshop series offered each semester.

- MasonMentor program available to all students – faculty welcome to join platform

- Contact Career Services for concentration specific career-related data

Learn here. Lead anywhere.

40

COSTELLO COLLEGE OF BUSINESS
George Mason University®

Faculty Resources

- Business School Undergraduate Policies
- Graduate Policies
- CCB Faculty Reference Sheet In handouts
- If you are teaching a writing intensive course
- University Adjunct Matters
- Stearns Center
- Office of Academic Integrity is now Academic Standards
- Area Administrative Assistants – copies, books, supplies, general questions, parking for guest speakers
- Area Chairs – classes and teaching, represent area to Dean, answer questions, promote scholarship and teaching excellence, hiring
- Program/Academic Directors – if teaching graduate courses
- Costello College of Business Templates
- Software for courses: See previous slides. https://its.gmu.edu/service/citrix-virtual-lab/

Learn here. Lead anywhere.

COSTELLO COLLEGE OF BUSINESS
George Mason University®

University Student Services

- Writing Center
- Business Librarian - Kayla Gourlay (Kmorrow7@gmu.edu)
- Counseling Services (CAPS)
- Office of Disability Services (ODS)- If a student in your class asks for special accommodations due to a disability they must register and receive accommodations from the ODS. If a student requests accommodations not detailed in their faculty contact form from ODS, please contact ODS to discuss request (ods@gmu.edu, 703-993-2474).
- Assistive Technology Initiative
- More resources can be found here and in handout

COSTELLO COLLEGE
OF BUSINESS
George Mason University

Additional Resources

- Mason alert https://ready.gmu.edu/masonalert/

- Emergency office/training https://ready.gmu.edu/

- Handshake - contact Career Services

- Classroom Technology guide: https://stearnscenter.gmu.edu/knowledge-center/general-teaching-resources/classroom-guide/

Thank you!

- Have a great semester!
- To reach us:
  - JK Aier jaier@gmu.edu
  - Cheryl Druehl cdruehl@gmu.edu
  - Corey Robinson crobin27@gmu.edu
  - Paige Wolf pwolf1@gmu.edu
  - Eric Neitzke eneitzke@gmu.edu
  - Tonya Howe thowe@gmu.edu

Learn here. Lead anywhere.

COSTELLO COLLEGE OF BUSINESS
George Mason University®

Thank You.

George Mason University | Costello College of Business