HRD professionals speak out

Human Resource Development professionals from the oil, medical, staffing and occupational development fields gathered on campus for a panel presentation on research and how organizations use it to support learning and performance interventions.

Dr. Holly Hutchins organized and facilitated the presentation titled “Research in Organizations: HRD Professionals Speak Out!” in May.

More than 20 participants attended including graduate students from the UH Industrial and Organizational Psychology program. “The students learned how these HRD professionals use research methods to assess knowledge/skills gaps and measure performance change,” Hutchins said.

Four HRD professionals served as panelists.

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Win-Win: Discounts for a cause

Savvy HDCS students marketed their own skills at a recent fund raiser and surpassed their own fund raising goal by 20 percent as a result.

Mimi Ying is the president of the local UH DECA chapter. She, along with Phuong Nguyen, Jennifer Chapman, Gabriel Ramirez, Joseph Stubler, Johnny Ng, Chi Duong and Terrence Banks partnered with Macy’s department store for a recent fund raiser. Christine Holland, the HDCS “executive in residence,” steered the group to the nation-wide “Macy’s Shop for a Cause.” Holland was senior vice president/general merchandise manager of ladies sportswear for Foley’s before Macy’s recent purchase of it.

While thrilled with the success of their efforts, the students were not surprised. “We had diversity among us and used our bilingual abilities to reach out not only to English speaking contributors, but also to Vietnamese, Hispanic and Mandarin Chinese patrons,” Ying explained. “Unlike other non-profit participating organizations,

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Executive in Residence Program Fuses Practice with Theory

With Macy’s buyout of Foley’s earlier this year, the Human Development and Consumer Science Department was presented with a unique opportunity to install Foley’s senior vice president, Christine Holland, as the department’s first Executive in Residence.

The Executive in Residence program is reserved for distinguished, senior executives, who are invited to share their knowledge and expertise with students and faculty. If distinction were measured simply by numbers, Holland’s are huge:

She brings 20 years experience managing $360 million annual sales in women’s apparel for 72 stores in five states for a $2 billion company.

Such a seasoned practitioner elaborates and enhances the educational experience both for students and faculty. This semester, she is working with Dr. Shirley Edzell so students taking the Introduction to Merchandising class have the opportunity to draw on Holland’s two-

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Terry Lehman of Weatherford International Ltd. provided insight from the oil industry. Florencia Gutierrez Meiller of MD Anderson Cancer Center presented a medical perspective. Kathi Crawford of Talent Tree brought her experience in the staffing industry to the presentation. Pamela Rodgers, an independent organizational development specialist with 15 years of field experience, rounded out the panel.

HDCS students, staff and faculty noted

HDCS students earned high praise following their involvement in a Consumer Science and Merchandising program with AI's Formal Wear. Dr. Marcela Norwood enlisted student participation. “Our students learned what’s involved in the production of a large extravaganza while being paid in the process,” Norwood explained. She was shared the comments from AI’s vice president of human resources, Shannon Williams. “Our assistant controller specifically asked for ‘the students’ after he saw their work ethic at the bridal shows,” Williams said. “They are giving your program and UofH a great reputation.”

HDCS student Stephanie Fourcade is the recent recipient of a Target Education Scholarship in the amount of $500.

HDCS graduate Brian Davis ‘06 accepted an instructional designer position with Bakers Hughes. “Just tell me your fellow HRD students to stick with it: I’m living a dream right now!” he exclaimed.

Dr. Consuelo Waight received appointment to the editorial board of the Advances in Developing Human Resources Journal, a major journal for the Academy of Human Resource Development.

Dr. Waight is the faculty lead for the Emerging Research in HRD course Feb. 26 –March 4, 2007, in Indianapolis. This course is taught in collaboration with 13 other universities and is held during the International Research Conference of the Academy of Human Resource Development. For more information regarding either the course or the conference contact Dr. Waight at cwaight@uh.edu.

Dr. Waight received a grant from Atos Origin, a technology company in Houston, to conduct data analysis regarding job competencies. Drs. Holly Hutchins and Miguel Ramos are co-investigators.

Drs. Barbara Stewart and Waight will be published in the International Journal on E-learning.

Their paper is titled “E-learning Teams and Their Adult Learning Efforts in Corporate Settings: A Cross Analysis of Four Case Studies.”

Drs. Holly Hutchins and Waight published articles in the Houston Business Journal that addressed the role of HR when organizations face crises and developing an engaged workforce respectively.

Dr. Hutchins recently presented a paper on disaster preparedness. The paper was based on survey findings of Hurricane Katrina’s impact on Gulf Coast organizations. She also co-authored a refereed article for the Business Communication Quarterly titled “Powerful or Pointless: Faculty vs Student Perceptions of PowerPoint Use in Business Education.

Dr. Peter Bishop traveled to Melbourne for the Futures Conference in October. The conference is touted as one of the few forums in the world designed specifically to bring together foresight practitioners.

Dr. Katy Greenwood designed a new course, HDCS 4396: Career Path Planning, to assist undergraduates who have not chosen a major by the end of their sophomore year. She received a grant from UofH Distance Education to develop the course and to offer it during Summer Session II, 2006. The course received high ratings from students and was re-offered this fall. It is on the schedule for spring 2007 as well.

Dr. Carole Goodson with Professor S. Miertschin, Dr. L. Faulkenberry and Dr. Barbara Stewart presented a paper on student self-assessment to the American Society of Engineers in Education in Chicago in June.

Drs. Marcela Norwood and Shirley Ezell presented a refereed paper at the World Case Association in Brisbane, Australia this summer titled the “Bad Business S Word Shrinkage.”
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we were well trained in sales through the knowledge we have acquired from our consumer science and merchandising studies.” Shoppers purchased $5 coupons and received in exchange significant savings on selected merchandise. The chapter received the proceeds from every pass DECA members sold.

The DECA group raised more than $1200, which will be used to attend the 2006 Collegiate Leadership Academy in New Orleans, Nov. 3-5. “People seemed especially eager to support us when they learned that the first day of the academy would be devoted to Katrina community service work,” Ying said.

For more than half a century, DECA Inc. has organized around the goal of improving education and career opportunities for students interested in careers in marketing, management and entrepreneurship.

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decade practice in the field.

Students learn how to review the news with an eye for spotting trends that affect the retail industry and how to reflect strategic short and long term alternative futures. “I have countless real life examples that I work into the class,” Holland observed. Over the course of her career, Holland has accumulated a wealth of contacts, which she is plumbing for her class. “I have invited professionals I know to speak to my class including a retail HR executive, a buyer and a store manager,” Holland said. The presentations animate abstract concepts, bringing them to life.

Holland is also available to students as an advisor, coach or resource for information about the retail industry, as well as the fashion wholesale industry. And she anticipates developing workshop or seminar materials that will explore current trends in the retail industry.

“My goal for the residency would be to provide a real life example of the challenging, exciting and rewarding career retail can provide,” Holland said. Recalling some of the legendary people in the department store industry she has had the privilege of knowing, Holland declared, “For over 20 years, I never had a dull day at work.”

The business world knowledge and practice that Holland brings to students enriches the academic experience and offers another vital link between the HDCS department and the Houston business community.

HDCS graduates benefit as big business wakes up to the future

Graduate students have made some real traction among big companies of late. Last year, Andy Hines and Dr. Peter Bishop worked with IBM to develop a long-term technological forecasting process that IBM turned into a service offering. Figuring that graduates who had worked with Bishop in the future’s area would be the best people to staff that de-

partment, IBM hired three HDCS graduate students. Kimberly-Clark recently hired another HDCS graduate and others are interviewing with Shell Oil and Ford Motor Company.

Noting the attention larger companies are paying futures students, Bishop said, “Looks like big business is waking up to the future.”
Endowment Opportunities

Contribute to our permanent endowment, which supports student scholarships and program enrichment. To find out how you can help contact Dr. Shirley Ezell at sezell@uh.edu. Your contribution entitles you to a tax deduction and provides long term support for HDCS and student scholarships.

Outlook is published quarterly by the Human Development and Consumer Science Department as a means of informing the HDCS community about departmental and campus news.

HDCS Office
713.7443.4110

Chair
Carole P. Goodson

Editor
C. Lee Taylor

MARK YOUR CALENDAR

University of Houston, College of Technology
Merchandising Star Awards Ceremony
Friday, January 26, 2007
11:30 a.m.–1:00 p.m.
River Oaks Country Club
Honoring
Donna Vallone, Community Star Award
April Hinkle, Media Star Award
Arlene Baranda, Merchandising Star Award
George Wilson, Lifetime Achievement Award
Emerging Star Student Scholarship Award

For ticket information contact Dr. Shirley Ezell or Rashia Reaf at starawards@uh.edu or call 713.743.4920.