

**December 2023**

**MONTHLY NEWSLETTER**

**Vol 2 Issue 5**



*Photo of Oriol Fillat Gimenez, MCOBA Outstanding Collegiate Graduate & Outstanding Economics and Finance Graduate at Fall 2023 Commencement.*

# GRADUATION







## Fall 2023 Commencement

As we bid farewell to another academic year, we take great pride in celebrating the achievements of our graduating class. The B.I. Moody III College of Business Administration has once again witnessed a cohort of talented and determined individuals ready to make their mark on the world of business.

The graduation ceremony was a momentous occasion filled with joy, pride, and a sense of accomplishment. Our graduates, adorned in their regalia, walked across the stage to receive their well-earned diplomas. The ceremony was a testament to the hard work, dedication, and perseverance that each student exhibited throughout their academic journey.

Our college continues to produce outstanding graduates who excel in various fields. We are thrilled to announce that many of our students received honors, awards, and accolades for their academic excellence and contributions to the college community.

The Fall 2023 Outstanding Graduates are as follows:

### **Oriol Fillat Gimenez**

*Outstanding Collegiate Graduate & Outstanding Economics and Finance Graduate*

Gimenez is from Vilassar de Mar, Barcelona, Spain. After graduation, Oriol will pursue an MBA with a concentration in Finance at the University of Louisiana while continuing his tennis career with the Cajuns!







## **Lisa Shirreff**

*Outstanding Master's Graduate*

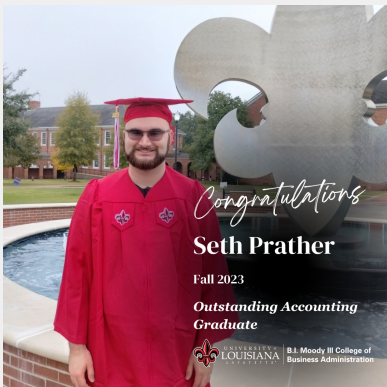
Shirreff is from Manchester, England. Following graduation, Lisa intends to combine the expertise she has acquired from the MBA program and the experience she gained in the laboratory setting to secure a position as a manager in the biological field.

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## **Abby Dugas**

*Outstanding Management Graduate*

Dugas is from Franklin, Louisiana. After graduation, Abby plans to move back to her hometown and work for her family business, Dugas Oil Company. She is excited to be the fourth generation in her family to work for the company and she knows she will learn so much about what it takes to run a successful business!



## **Seth Prather**

*Outstanding Accounting Graduate*

Prather is from Lafayette, Louisiana. Seth's plans after graduation are to pursue a Master's of Science in Accounting at ULL. He also plans on studying and taking the CPA exam, a certification for accountants. In 2023, he worked at the CPA firm EAG Gulf Coast (formerly Postlethwaite and Netterville) as a tax intern and will continue his career with them.

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## **Brittany Choate**

*Outstanding Marketing Graduate*

Choate is from Folsom, Louisiana. Brittany graduated in May 2022 with her first undergraduate degree in Management. She decided to pursue a second major in Marketing. After enrolling at UL Lafayette, she graduated for the second time a year and a half later. After graduation, Brittany will sign on full-time as the Social Media Marketing Manager with a local company that she has been working at part-time for the past year and a half.





# MOODY KUDOS

## Jeremy Harris Completes Certification

Jeremy Harris, a Hospitality Management Student, completed the Certification in Advanced Hospitality and Tourism Analytics (CAHTA). CAHTA is an internationally recognized certificate focusing on Hospitality and Tourism Research and how to conduct a market study, event impact analysis, economic analysis, and feasibility study using hotel data. This certificate has two components: the written exam and a comprehensive market study using real hotel data. CAHTA is endorsed by multiple international organizations, including the International Council of Hotel, Restaurant, and Institutional Education (CHRIE), the Pacific Asia Travel Association (PATA), and Hospitality Financial and Technology Professional (HFTP).



Jeremy took this certification with Dr. Ignatius Cahyanto as part of his independent study this fall semester. Dr. Cahyanto is the only CAHTA-certified trainer in Louisiana. As part of this certificate requirement, he analyzed the impact of the 2023 Mardi Gras in NOLA and conducted a comprehensive hotel market study for Dubai using real hotel data. He was the second student from UL who received this certification since it has been offered as an independent study.

Congratulations Jeremy from your Moody Family!

## Quality Matters Course Certification

Since launching the Quality Matters (QM) Course Certification process in 2021, 39 courses have been certified across the University, with 24 certified this year alone. Out of the 39 certified courses, 11 are within the B.I. Moody III College of Business Administration.



Quality Matters is a "...leader in quality assurance for online education and has received national recognition for its peer-based approach and continuous



improvement in online education and student learning." The University of Louisiana at Lafayette has partnered with Quality Matters to deliver professional development, and has incorporated QM standards in the ULearn Course Certification process.

The university recently hosted a QM Course Certification Celebration to thank all of the hard-working individuals who continue to make our University thrive. Thank you to everyone who completed the certification process and congratulations again!

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## **STEP Grant Awarded**

A STEP Grant has been awarded for FG Mouton 110 Computer Lab refresh as proposed by Angel Littlejohn, MCOBA Information Systems and Multimedia Labs Manager.

The grant totaling over \$62,000 will go to innovation in the classroom with the installation of new technology and is a significant step forward in enhancing the learning environment for our students.

This grant recognizes our commitment to providing an innovative and conducive learning space for students, fostering an environment that promotes collaboration, engagement, and academic excellence. Congratulations to Angel for her efforts in continuing innovation within our college!

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# **DECEMBER REWIND**

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## **Tourism Transforms Lives, A Photo-Voice Project**

International Tourism Students (HGMT 431) presented "Tourism Transforms Lives: A Photo Voice Project" during the December Art Walk in Downtown Lafayette. The course is led by Dr. Ignatius Cahyanto, Associate Professor, Department of Management.

Over 100 estimated attendees viewed and showed their support for the students' projects. Students were excited about this project as they learned firsthand the impact of tourism and they served as storytellers.





*"In addition to providing a great experience for students (and the public), we also quantified the impact of this project on our community. Therefore, as part of this project, we asked attendees to complete a short online survey to gauge the change in their knowledge, perception, attitude, and future travel behaviors because of their attendance at this event." - Dr. Ignatius Cahyanto.*

Based on the survey results, the class concluded that this project indeed increased public awareness of the role that tourism plays in communities around the globe. Attendees gained more knowledge about the impacts of tourism and had an increased positive view of tourism. Most importantly, the next time attendees travel, they will be more conscious of the impact of tourism on the community they travel to. This aligns well with Sustainable Tourism – SDG goals.

This project also increased public interest in the three countries students focused on at the event- Vietnam, Costa Rica, and France.

Below are some notes that attendees wrote in the survey.

*"Fantastic idea of having students interview folks living in those countries. I can tell how much more depth and dimension that gave them beyond just doing internet research."*

*"Costa Rica is now a place of interest for me."*

*"The Vietnam table was very responsive to my questions. They were engaging and informative. France was amazing as well. They helped me see another side of tourism and its impacts."*

Dr. Cahyanto extends his thanks to everyone who offered their support to make the project extremely successful. Cheers to "Tourism Transforms Lives"!



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**Faculty/ Staff End of the Semester Social**



As we wrap up another semester, we are filled with great joy to reflect on the successes and camaraderie we've shared as a dedicated team. Our recent End-of-Semester Faculty/Staff Social was a wonderful opportunity to come together, unwind, and celebrate the accomplishments that make our institution truly exceptional.



The social, hosted at Rock N' Bowl, had a festive atmosphere with delicious refreshments, music, and a positive energy that reflected the spirit of our community. Laughter filled the air as we enjoyed each other's company.



Faculty and staff from different departments had the chance to share experiences, insights, and innovative ideas, fostering a sense of collaboration and unity.



Thank you to everyone who attended and we look forward to celebrating further in 2024!

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## **UL Society of Human Resource Management**

The UL Society of Human Resource Management (ULSHRM) hosted its End of the Semester Dinner at Central Pizza. They celebrated their accomplished semester and awarded the graduating seniors with their ULSHRM Stoles. Semester accomplishments included a welcome mixer, a seminar by Dr. Catherine Chauvin, guest speaker Emily Arceneaux, luncheons, and professional development workshops. Thank you to everyone who participated and showed their support for ULSHRM.



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# **UPCOMING**

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## **January 2024**

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10	15	17	24
<b>Classes Begin</b>	<b>Martin Luther King Day (University Closed)</b>	<b>Last Day for Dropping or Adding Classes</b>	<b>Last Day to Apply for Candidacy (Graduate School)</b>

## Preview Days!

Preview Day is an exciting opportunity for high school students and their families to visit our campus, while taking a closer look at academic programs, campus life, and the admissions process.



### Upcoming Preview Days:

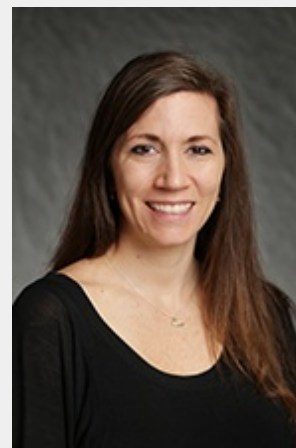
- January 27, 2024
- March 23, 2024

# SPOTLIGHTS

## Faculty/ Staff of the Month

**Nicole Bruchez:** *Senior Instructor, Department of Accounting*

"Nicole has been extremely engaged this fall with our students. First, she coordinated with the Louisiana Board of Accountancy for their representatives to come to campus to talk to our majors about the new CPA exam. She coordinated our speed interviewing event with 22 professionals/firms and 24 majors + accounting faculty in attendance. She also coordinated the Rock



N' Bowl event in conjunction with the Acadiana Chapter of CPAs to recognize our accounting majors as well as newly licensed area CPAs."

-Anonymous

**Do you have someone in mind that exceeds all expectations in the College of Business? Click the link to nominate them for next month's faculty/staff person!**



Nominations

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# Submissions!

Please use the link below to submit any events, accomplishments, announcements, or feature stories to be placed on the calendar, social media, and or newsletter. We are looking for information on topics such as student activities, faculty publications, community service, outreach, and engagement events. This form will replace the previously used- [MoodyKudos@louisiana.edu](mailto:MoodyKudos@louisiana.edu).

Submissions

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Follow Us



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