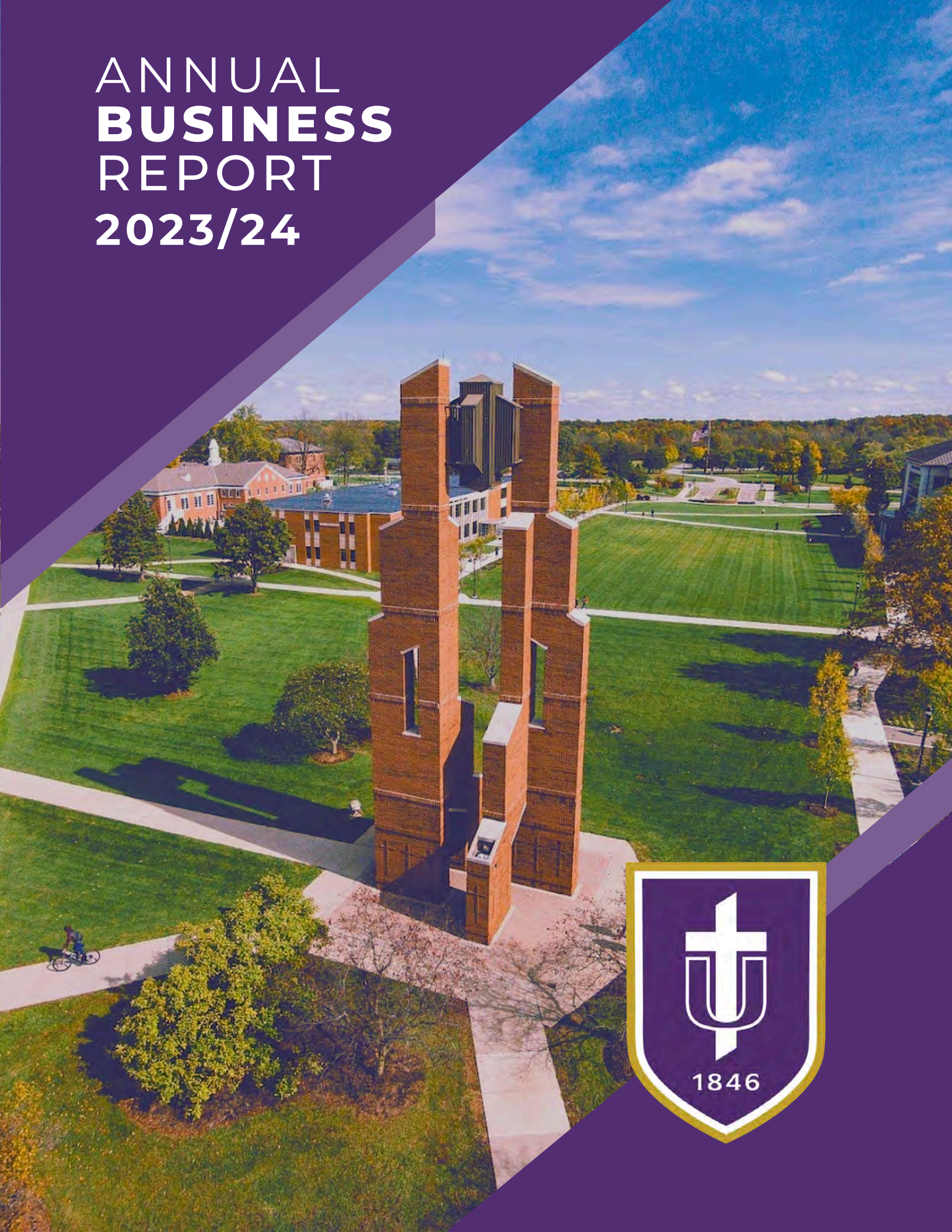


ANNUAL **BUSINESS** REPORT 2023/24



A photograph of a brick sign for Taylor University. The sign is a long, low wall made of red bricks with a light-colored horizontal band in the center. The text 'TAYLOR UNIVERSITY' is written in large, black, serif capital letters on the band, with 'FOUNDED 1846' in smaller, black, sans-serif capital letters below it. The sign is flanked by two brick pillars. In the background, there are large trees with autumn foliage in shades of orange and yellow, and a brick building is partially visible. The foreground is a grassy lawn with some low-lying plants.

TAYLOR UNIVERSITY
FOUNDED 1846

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TAYLOR
UNIVERSITY

Special thanks to Taylor students Meredith Fisher, Abigail Mitchell, and Meg Shaffer for the hard work you put into creating this annual report, and for all the contributors that made it possible.

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PREPARING FOR KINGDOM IMPACT



TAYLOR
UNIVERSITY

**Business
Department**



Letter from the Provost

TO THE TAYLOR COMMUNITY

As we reflect on the past academic year, I am pleased to present the annual report of the Business Department. This report highlights the significant progress we have made toward our academic and institutional goals. Our colleagues in the Business Department have continued to raise the bar of excellence while pursuing kingdom impact. In and out of the classroom, our faculty and staff have inspired and mentored countless students, fostering a dynamic learning environment that encourages critical thinking, creativity, and ethical leadership so our students can excel in today's rapidly evolving business landscape.

I want to express my gratitude for their hard work, commitment, and servant-leadership in serving the students at Taylor University.

This year has been pivotal in the department with leadership transitions and hiring of new full-time faculty that promise to enrich our community. We are thrilled that Jody Hirschy stepped into the role of Associate Dean in August 2023 and then agreed to become the Executive Director of Graduate Programs in Leadership in April 2024. Her expertise will undoubtedly elevate our graduate offerings. Jeff Sherlock agreed to serve as the interim Department Chair during the Spring Semester, while Amy Stucky will assume the Department Chair role beginning June 1.

Additionally, we welcomed Erica Elliott as an Assistant Professor, whose practical experience in the Marketing field is a tremendous asset for our students, enriching their learning with real-world insights. We also look forward to Sherry Gorveatte joining us as an Accounting professor next school year.

Moreover, we are excited about the impact the \$30 million Lilly Grant will have in elevating our Center for Innovation and Entrepreneurship, as the focus on innovation and redemptive entrepreneurship are paramount to the success of the Lilly Grant.

Finally, please join us in prayer as we continue to seek the remaining funding necessary to launch the School of Business, Entrepreneurship, and Leadership.

Thank you for your continued support and contributions to the Business Department. The individuals on this team are incredibly gifted and talented, and each year, I am amazed at how much they achieve in such a short period of time. Yet again, as you review this year's newsletter, you will see there are several significant contributions.

Sincerely,

Jewel Maxwell
Provost



From the Desk of the Dean

TO THE STAKEHOLDERS

The Taylor University Business Program is a place where students are prepared for Kingdom IMPACT in Business. Each year, in support of the university mission, we seek to expose, immerse, and engage business students with the goal of developing servant-leaders market with a passion to minister Christ's redemptive love, grace, and truth to a world in need.

The 2024 Annual Report highlights a few of the many ways the Business Program seeks to prepare the next generation of excellent, Christian business professionals for marketplace ministry. As you will see, it has been an extraordinary year of growth and development, and yet we believe the best is yet to come.

At Taylor University, relationships are the Christ-centered foundation of what we strive to embody. Taylor students pursue their passions with humble curiosity. Taylor graduates dedicate their lives to compassionate service. And the Taylor community unites in its steadfast mission to make a far-reaching impact on the world God loves.

We are better together. As you read the pages that follow, I invite you to consider how you might partner with us in these endeavors by praying, connecting, networking, or giving. Scripture reminds us in John 10:10 that "the thief comes only to steal and kill and destroy; I have come that they may have life and have it to the full."

To Him be the glory!

Jody (Mary Jo) Hirschy, Ph.D.

Associate Dean of Business,
Executive Director of Graduate Programs in Leadership

Dr. Hirschy was awarded the Teaching Award at the 2023 Christian Business Faculty Association Conference (CBFA). The mission of the CBFA is to empower Christian business faculty to transform the world for the glory of God. When considering candidates for the Teaching Award, the CBFA assesses intellectual rigor, student engagement, creative pedagogy, service, and exemplary faith integration in classroom teaching. The award is intended to celebrate a Christian business faculty member who models our ultimate teacher, Jesus Christ.

THIS IS TU BUSINESS

Excellence. Innovation. Ethics.

MISSION

The mission of the Taylor University Business Program is to prepare students for Kingdom Impact.

Graduates view their work as an act of worship and the boardroom, the storefront, and the start-up business as their platform for doing ministry. Potential careers include work in corporations or small businesses, non-profits, and government organizations.

GOALS

As a department, our goal is that graduates will be able:

- to communicate in various business settings using a variety of mediums.
- to collaborate with others, functioning effectively as both team members and leaders.
- to conduct business in ways that promote the advancement of God's kingdom and lead to social, economic, environmental, and spiritual transformation.
- to analyze data and design systems for managing resources effectively.
- to generate competent business decisions consistent with a Christian worldview.



BUSINESS DEPARTMENT STAFF & FACULTY MEMBERS



Dr. Mary Jo "Jody" Hirschy serves as the Associate Dean of Business and Executive Director of Graduate Programs in Leadership. Hirschy has been a member of the business faculty at Taylor University since 2004, where she has won multiple awards for her teaching and campus leadership. She has also been recognized by external organizations for her teaching and scholarly contributions in the fields of business and leadership.

JODY HIRSCHY

Associate Dean of Business,
Executive Director of Graduate Programs in Leadership



MICK BATES

Director of Innovation and
Entrepreneurship; Professor
of Entrepreneurship



JEFFERY BOYCE

Professor of
Management



MARGARET CHASARA

Assistant Professor of
Economics



JULIE LITTLE

Professor of
Management



DAVID POUCHER

Associate Professor of
Accounting



JEFFERY SHERLOCK

Professor of International
Business & Management

Each member of our faculty brings invaluable expertise and dedication, contributing to the excellence of our department and the education of our students. We invite you to explore our full faculty list at on the Taylor University website and discover the diverse range of talents and backgrounds that shape our academic community.



The Taylor University Business Department was proud to welcome Erica Elliott as our new Assistant Professor of Marketing in January. With over 25 years of practical and higher education experience in Marketing, Erica enriches our students' learning with real-world insights.

ERICA ELLIOTT

Assistant Professor of Marketing



LISA GILPIN

Business
Program Assistant



AMY STUCKY

Assistant Professor of
Sport Management



ALICE TSANG

Professor of
Finance



GREG WOLFE

Instructor of Kinesiology
& Sport Management

ADJUNCT FACULTY

We appreciate the contributions of our adjunct faculty throughout the school year!

- Mike Bassous, Professor of Marketing
- Kevin Crawford, Professor of Accounting
- Connor Fitzharris, Professor of Sport Management
- Lexi Henegar, Professor of Marketing
- Nate Kring, Professor of Entrepreneurship
- Nicole McVicker, Professor of Business
- Andy Moore, Professor of Accounting
- Joshua Zacchaues, Professor of Entrepreneurship

A YEAR BY THE NUMBERS



As largest departments on campus, the business department educates 334 Taylor students, equipping them as business majors and minors prepared to make a “Kingdom Impact.”



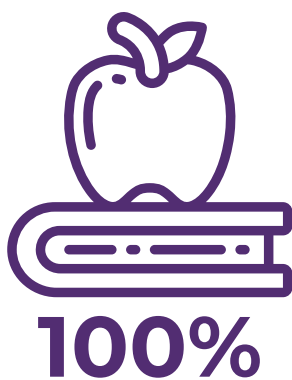
Taylor business students have an average GPA of 3.4.



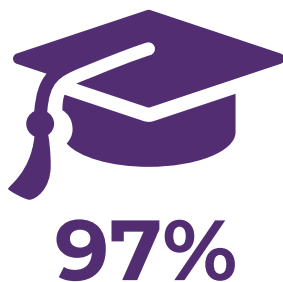
The Taylor University Business Department has been accredited by the Accreditation Council for Business Schools and Programs (ACBSP) for 8 years.



Thanks to generous donors, the Business Department awards \$200,000 annually in scholarships to business students.



100% of business faculty have both academic and industry experience to bring education to life.



97% of graduates are employed or in graduate school within 6 months of graduation.



INSIDE THE CLASSROOM

CREATING AN INTERACTIVE LEARNING EXPERIENCE

In the Business Department, Taylor students get the amazing opportunity to learn in a highly energized environment that teaches the foundation of business through a mindset predisposed to the biblical model for servant-oriented leadership. In the classroom, students gain tools that make leveraging Kingdom impact possible.



LIFE TO THE FULL

Living out our shared commitment to whole person development is core to who we are. The immersive experience of our Christian community equips students for Kingdom impact and evokes a profound spirit of anticipation and joy. Students are invited to wrestle with the world's heavy issues and are equipped to engage with real challenges - and still, there remains a contagious and an uplifting spirit of vibrant togetherness that characterizes the Taylor experience.



INSIDE THE CLASSROOM

Executive Speaker Series

A hallmark of the Taylor University Business program is to expose students to and engage them with executives and entrepreneurs in a wide variety of organizations. The Executive Speaker Series (ESS) is one component of the Strategic Management (MGT 452) capstone course. Since beginning the ESS in 2011, 154 different C-suite level speakers have introduced their businesses to the class and presented strategic challenges they have faced. In addition to presenting a business case, speakers frequently give career advice and share how their career journey has been guided by their faith.

Marketing Plan

Marketing principles are only as effective as the ability to apply them to the real world of business. To that end, in Principles of Marketing (MKT 231), students act as marketing consultants to complete a group project where they develop a marketing plan for a real-world business. Students work together to research and complete each section of the marketing plan which includes identifying the company's purpose for being in business and its objectives, conducting a SWOT and situational analysis, examining their target market and segments and marketing mix (7 P's), and determining ways to be able to measure the results. The project consists of both a written paper and an in-class presentation.

Cash & Burn

Cash and Burn is a group project in New Venture Planning (ENT 422) where each team member provides \$5.00 start-up capital. The objective is to generate as much net income as possible within the 12-day period.

Team member grades are dependent on the net income received during the period. The goal of the exercise is to demonstrate that you can start with few resources and very little capital to get an entrepreneurial team running and into cash generation mode. Additionally, you will see that creativity, communication and coordinated work are keys to success. The result of this exercise is for the student to engage with and experience first-hand the entrepreneurial environment. Regardless of whether one has the entrepreneur's profile or not, each student is provided the opportunity to "...search purposefully for the sources of innovation".



Digital Marketing Simternship

The Digital Marketing course is designed to give students a general understanding of the digital space and the importance of it. The digital skillsets employers are looking for today are addressed during the course at a high level with emphasis placed on: analytics, search engine optimization (SEO), organic search, performance media (paid), email marketing, social media marketing, and digital strategy.



Throughout the course, students test their knowledge by engaging in a Simternship™ and completing specific industry certifications, such as Google (G4) Analytics, SEMRush SEO, and HubSpot Email. The Simternship™ takes the students through the role of a digital marketing intern for a company where they gradually master digital marketing skills and manage thousands of dollars in ad budget. This simulation gives students the confidence in the subject by building and optimizing ads and landing pages, conducting keyword research, identifying and targeting key audiences, and analyzing key performance indicators (KPIs). Upon fully completing the course and Simternship™, students take the final certification exam to obtain a Digital Marketing Certification.



OUTSIDE THE CLASSROOM

EXPERIENCE-BASED LEARNING AND LEADERSHIP

The mission of the Taylor's Business Department is that students are prepared through their learning in the classroom to have Kingdom IMPACT outside of the classroom in extracurriculars, internships, and future roles. As Christian Business Professionals, Taylor University Business students seek to be salt and light to a world in need.

WHERE STUDENTS INTERNEED



SHERWIN-WILLIAMS

ProCera darwill



Samaritan's Purse
INTERNATIONAL RELIEF



ALLIANCE
CONSULTING & TESTING INC.



OLD COUNTRY STORE



Prolific



bakertilly

Hertz



c2fo



WEST VALLEY
Graphics & Print



Crowe

MENARDS



FOCUS
ON THE FAMILY

ADP

DOLLAR GENERAL



Van Drunen Farms



State Farm



SPONSEL
CPA GROUP

Walmart



Northwestern
Mutual



Vermeer
Midwest



enterprise



UVANGEL

CARE NET
PREGNANCY CENTER
OF HOUSTON



SYNERGY
BUILDING SYSTEMS

STUDENT **INTERNSHIPS**

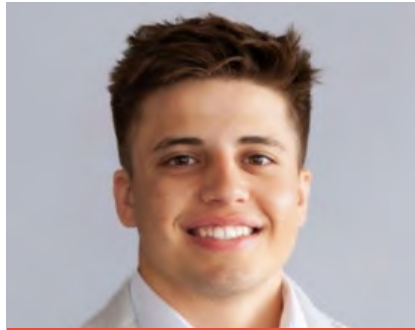


Amber Van Kalker

Marketing

**Van Drunen Farms
Momence, IL**

This past summer I worked at Van Drunen Farms as their Marketing Intern. My internship provided me the opportunity to assist with the company's largest customer visit, manage a leadership conference for over 500 guests, assist in product photography for slide decks, and prepare for and attend a food trade show in Chicago. The Taylor Business Department prepared me for this role by assigning me projects in the classroom that were relative and applicable towards the work I was doing in the office.



Carson Heath

Marketing

**Prolific
Indianapolis, IN**

During my summer internship with Prolific, I worked on a project with other interns, as we wrote a Strategic Growth Plan for a real client. This was a challenging experience, but extremely meaningful as I learned that putting in hard work and pursuing excellence should be the standard when providing services for others. Considering the fact that my internship revolved around working in teams and collaborating with others, I was well prepared by the Taylor Business Department due to the frequent group projects that I have been a part of.



Harrison Eckel

Finance

**C2FO
Kansas City, MO**

During my time at C2FO, in Kansas City, I was on the Capital Finance Sales team. Every day presented new challenges and learning opportunities, pushing me to apply everything I've learned in the classroom to real-world scenarios. The Taylor Business Department didn't just prepare me academically; it instilled a curiosity and drive that fueled my success at C2FO. Jody Hirschy, one of my business professors, always talks about "going beyond showing up," as there is a direct calling to share the gospel with those who haven't heard it, using words only when necessary. The internship wasn't just a job but a chapter in my life that significantly shaped who I am as an emerging business professional.



Ben Eiffert

Management

**SRAM
Indianapolis, IN**

At SRAM, I worked within their continuous improvement team to eliminate waste, create standard work, help to create visual management strategies, problem-solve, co-lead continuous improvement classes, assist with kaizen events, and learn about improvement-oriented culture. The most impactful takeaway from this summer was that process improvement is best achieved through servant leadership and empowerment of the employees lowest on the org chart. The Business Department prepared me well for this internship by providing the tools to think critically, the language to engage coworkers well, and a mindset predisposed to the servant-oriented management model popular in modern companies.



Sarah Molengraft

Accounting

**RSM US LLP
Shaumburg, IL**

At RSM, I worked as a Tax Associate in the federal commercial tax division where I learned how to prepare tax returns for a variety of different businesses including partnerships, LLCs, corporations and individual proprietorships. After graduation, I will return to work for RSM in the fall and I feel well prepared with the professionalism and team working skills that the Taylor Business Department has helped me to develop. I have been greatly impacted by the advice and guidance of many of my Taylor University professors and I know that it will allow me to be a servant leader as I enter the corporate workplace.



Matthew Dutkowski

Sport Management

**World Baseball Academy
Fort Wayne, IN**

At the World Baseball Academy, I assisted in many different things. One of which was helping with fundraising phone calls, which included trying to coordinate donations for their silent auction at the end of the summer. I also assisted in designing and executing camps for elementary age students to teach them the game of baseball and preparing the fields for the age group that was using it. Throughout my time at Taylor, the business department has helped me develop the skills I needed to succeed in this environment.

OUTSIDE THE CLASSROOM

Investing Excellence Club (IXL)

IXL Club incorporates all aspects of the business curriculum, putting into practice security selection and asset allocation, all while applying a biblical framework to investment decisions. Students meet regularly to review current news and economic events, portfolio allocation changes, and buy/sell side reports. The club manages a nationally acclaimed investment fund that was started in 2008.



TU Investment Fund
Current Value: **\$5,584,650**

Open Hands

Open Hands, created by TU alumni ('11) Brian and Rachel Wong, is designed to empower students with the essential building blocks of financial literacy. Having walked the same paths as current TU students, they understand the challenges young adults face when it comes to managing money. Their mission is clear: to demystify finance and make it accessible to all. With Open Hands, they've created a platform where money is not seen as complicated or intimidating, but rather as a series of fundamental concepts waiting to be mastered. Open Hands goes beyond education – it rewards students for their commitment to learning. Through workshops, interactive resources, and personalized guidance, this program ensures students not only understand financial principles but also feel confident in applying them to their own lives, setting them on a path to financial freedom and success.

Open Hands Covers:

- Building a first post-college budget
- Forming sustainable savings habits
- Making a step-by-step plan for debt
- Setting up a retirement account
- Laying a framework for financial decisions

Society for Human Resource Management (SHRM)

The Society for Human Resource Management (SHRM) is a nationally recognized organization. As a university student chapter, we are dedicated to fostering professional development, community involvement, and networking opportunities.

This year Taylor's SHRM chapter hosted events such as the Learn to Network Event, Peer-to-Peer Internship Event, and Recent Business Alumni Panel, fostering invaluable connections, mentorship opportunities, and insights into the evolving landscape of the business world.



Sport Management Club

The Sport Management Club is a student-led group that enhances awareness of sport management through education and networking, aiming to provide students with a comprehensive understanding of the industry for a successful career. The club offers knowledge about sport industry opportunities, internships, career pathways, and leadership skills.

Members have the opportunity to practice and develop professional skills through resume writing, informational and in-person interviews, and networking. They also gain experience by planning and scheduling events, or valuable information from professionals in the field of sport through attendance.

To enrich the student experience, the club hosted several guest speakers including Jason Romano (Sport Spectrum), Noah Weiss (Uncommon Sport Group), and Brenda Hilton (Officially Human). These events provided valuable professional perspectives.

Additionally, the club organized a visit to Purdue University, where members engaged with athletic fundraising, marketing, and game-day operations to understand the workings of a Division 1 university.

This comprehensive approach equips students with essential tools for their future in sport management.



THE CENTER FOR INNOVATION & ENTREPRENEURSHIP

DEVELOPING CREATIVE SERVANT LEADERS

The Center contributes to developing students into servant-leaders by helping them to discover ways to lead more creatively, who are comfortable with taking risk because they depend on God, and to love on people with new solutions to the economic, social, environmental, and spiritual problems of the world. Ultimately, the CIE trains, mentors, and equips Kingdom-class innovators for a lifetime of creative flourishing.

BUSINESS ENTREPRENEURSHIP AND LEADERSHIP

A BEL Intern's Journey

In the heart of Taylor University's Business Department, a beacon of inspiration shines bright, illuminating the path for aspiring business leaders. Meet Grace Schrader, a standout participant in the Business Entrepreneurship and Leadership (BEL) internship program, whose journey embodies the fusion of faith, leadership, and service.

Grace's role within BEL transcended mere internship duties; it was a calling to shape the future of business education with a unique blend of passion and purpose. "My role involved working together with a great team of individuals to create, plan, and execute events on campus," Grace shares, her eyes alight with enthusiasm. "Our focus was on providing business students with opportunities to express and refine their skills while fostering a sense of community."



“During my time as an intern, I've witnessed the transformative power of faith in action.”

As the Social Media Coordinator for the Business Department, Grace wielded the power of digital platforms to amplify the department's voice and strengthen donor relations. Yet, it was her innovative projects that truly left a mark on the program.

One of the neatest projects I directed was an institutional update video showcasing the achievements of the Center for Innovation and Entrepreneurship (CIE) to our key donors," Grace explains. "Additionally, I organized a mocktail event, alongside my co-leader Stephen Ellis, to simulate a professional networking environment infused with Christian values."

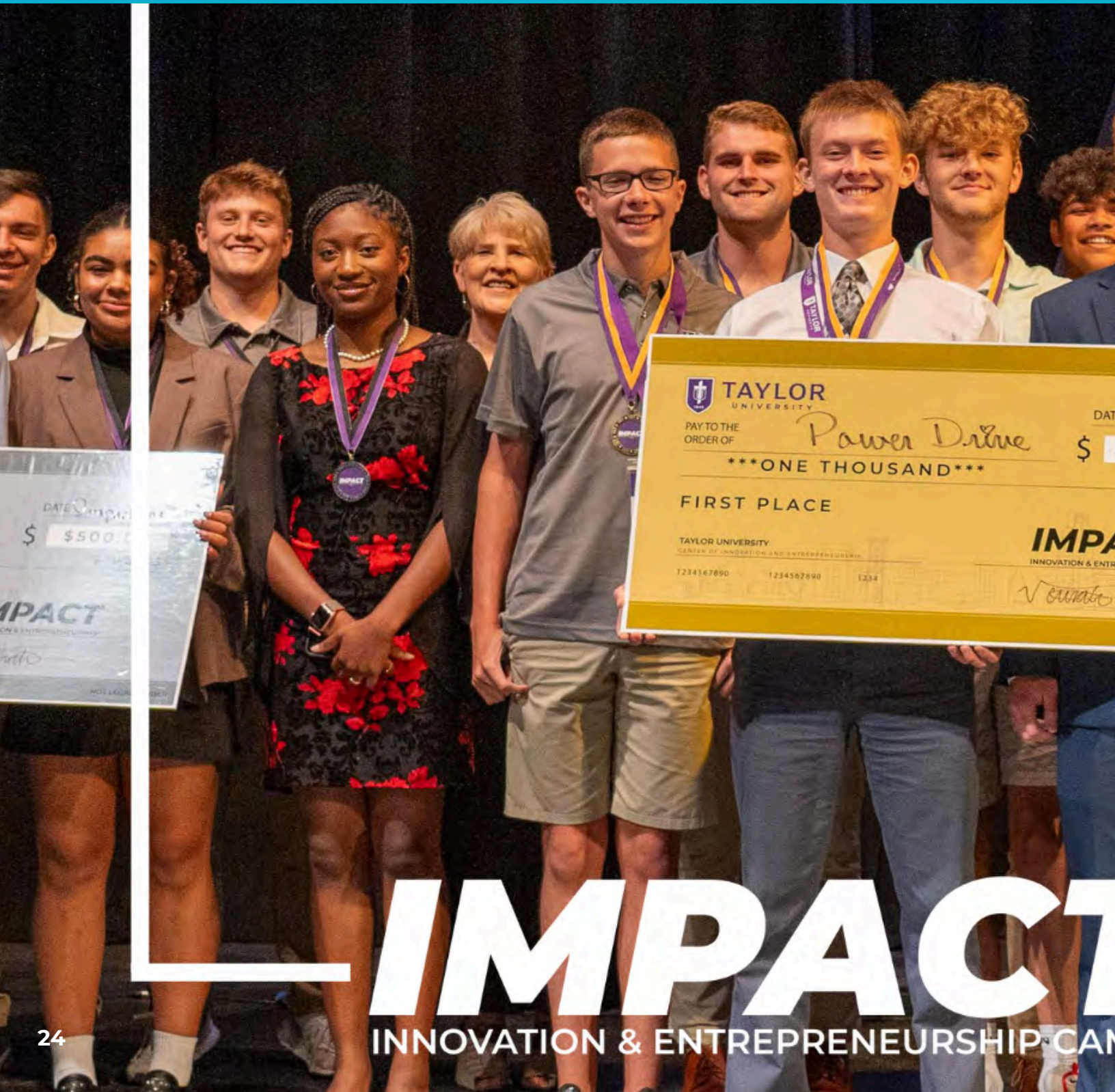
For Grace, BEL wasn't just a program; it was a catalyst for personal and spiritual growth. "Every aspect of BEL, from Wade's inspiring podcast narratives to the profound fellowship fostered by Pink Punch, resonates with our shared mission of serving others and drawing closer to God."

Grace's journey serves as a testament to the transformative potential of combining business acumen with a heart for service. Through her dedication and leadership, she exemplifies the ethos of BEL, inspiring future generations of business leaders to navigate their careers with integrity, purpose, and unwavering faith.

As Taylor University's Business Department continues to nurture the leaders of tomorrow, Grace Schrader stands as a shining example of the program's enduring impact on both individuals and communities alike.

SUMMER IMPACT CAMP

IMPACT is a seven-day summer Innovation & Entrepreneurship camp at Taylor University for high school juniors and seniors who want to be change-makers and IMPACT the world by turning their ideas into reality.



IMPACT

INNOVATION & ENTREPRENEURSHIP CAMP

Much more than just a camp? Yes! IMPACT is an entrepreneurship lab experience designed to help students develop their God-given leadership abilities in order to prepare them to transform society for the common good. It has three phases: **Preparation, Immersion, and Acceleration.** By the end of the program, students will have turned their ideas into ready-to-be-launched ventures!



CIE EVENTS

Shark Tank

Taylor University's Center for Innovation and Entrepreneurship (CIE) hosted the tenth edition of Shark Tank on November 2, 2023. The event, steeped in ten years of entrepreneurial legacy, was taken to the next level this year with higher attendance, more judges, and an increase in prize money. Taking a significant step to align with the university's identity, the event was renamed Trojan Arena.

This year's event boasted several enhancements, including an expanded judging panel, a total prize pool of \$9,500, and increased audience engagement opportunities.

Preceding the event, contestants underwent a meticulous selection process and received guidance from industry experts to refine their pitches. During the event, participants showcased their ventures, with standout presentations including:

- Brayden Gogis' Joy Box, an app promoting gratitude, securing first place and a \$5,000 prize.
- Jared Sisson's Shepherd Security, an AI-based safety system, earning second place and \$2,500.
- Deanna Grey's InoBar, a TU-based smoothie venture, clinching third place and \$1,000.
- James Proodian's Goose Wax, a surf wax vending machine concept, winning the Audience Choice Award along with a \$1,000 prize and a \$50 Slingshot gift card.

Looking ahead, Mick Bates, Director of Innovation and Entrepreneurship, Professor of Entrepreneurship, envisions Trojan Arena evolving into a regional platform for innovation and entrepreneurship, aiming to inspire and empower aspiring entrepreneurs beyond Taylor University.

Mark your calendars for next year's 11th edition of Shark Tank on November 17, 2024.

Equipping Kingdom Focused Innovators



Fizz at Four

Fizz at Four was a networking event crafted to cultivate virtuous business professionals by providing students with invaluable experience in forging meaningful connections within a "cocktail hour" ambiance. Recognizing the pivotal role of networking in shaping successful careers, the event aimed to instill in business students the virtues essential for navigating the professional realm with integrity and excellence. As participants, students were poised on the threshold of their professional journeys, and Fizz at Four served as a platform to foster the development of virtuous leaders equipped to thrive in the dynamic business landscape.



Pink Punch

Pink Punch is an event put on every semester to celebrate entrepreneurial women. The session features brunch and a talk from a successful woman entrepreneur followed by a time for students to network. This fall, a local business owner, Audrey Kellner, shared how she turned her hobby of baking bread into a profitable business. In the spring, Laura Brett, came from Great Britain to give a talk on gospel entrepreneurship. To cap off the year, 2022 grad, Rachel Boyer, discussed the startup of her award winning horse barn in Noblesville, IN.



BUSINESS MISSION TRIPS

Platanillo, Costa Rica



Global Entrepreneurship and Business as Mission J-term trip introduced 11 cross-disciplinary students to principles and practices of entrepreneurial thinking in a developing country. Students participated in cross-cultural service-learning activities with business-oriented projects in the context of an existing for-profit, business as mission (BAM) company as part of a holistic ministry aimed at transformational economic, spiritual, and social development. Four project teams engaged in an AirBnB marketing plan, social media and web site development, investor plan and process, and a feasibility analysis of bee products project.



POCKET IMPACT

The Mountain of Dreams

During Week 2 of the trip, concurrent with the other projects, the team conducted Pocket IMPACT, an abbreviated version of the summer innovation and entrepreneurship camp held on Taylor's campus (www.taylor.edu/IMPACT). By the end of January, team members are expected to synthesize their academic preparation, service project, ministry experience, host interactions, group discussions, and personal reflections to develop a perspective on the role of business and the responsibility of individuals in cross-cultural service, in issues of cross-cultural communication and development, and in God's purposes in missions and the worldwide church.





HORNE ACADEMIC CENTER

Taylor University is in the final development of the new Horne Academic Center which will house the Gordon and Elaine Vandermeulen Innovation Hub. The new space, slated to open Fall 2024, will bring Taylor's entrepreneurial interests together under one roof and significantly increase our work in this important space. The new building will provide a gathering place for students, faculty, and the community to increasingly leverage business skills for Kingdom impact.



These efforts will be supported by the newly formed Center for Innovation and Entrepreneurship (CIE). The mission of the CIE is to train, mentor, and equip Kingdom-class entrepreneurs for a lifetime of creative flourishing. Building on a legacy of innovation and entrepreneurship at Taylor University, the CIE is rooted in Imago Dei, redemptive, integrity, dependence on God, humility, grit and experience.



MOVING FORWARD

PREPARING STUDENTS FOR KINGDOM IMPACT

At Taylor, education goes beyond classrooms, equipping individuals with knowledge, skills, and values for global impact. Rooted in faith and service, we empower students to catalyze positive change in their lives. Moving forward, we foster leaders proficient in their fields, driven by a desire to serve and advance the Kingdom of God.



LIFE TOMORROW

With a vision firmly in sight and a well-prepared plan at hand, the time for action is upon us. Together, alongside dedicated partners who share our fervor for this vision, we stand poised to emerge as the foremost Christ-centered, student-focused university. Our commitment is unwavering: to shine brightly as beacons of Christ's light and unwavering faith, illuminating the path for a world yearning for hope and redemption.



ORR FELLOWSHIP

Orr Fellowship's mission is to recruit and develop the next generation of business leaders and entrepreneurs.

The Orr Fellowship offers full-time paid positions with prominent Indianapolis companies, providing participants with hands-on experience in dynamic, high-growth environments while facilitating valuable connections with seasoned professionals.



Adam Kasitz

Thirteen students from Taylor University have secured prestigious Orr Fellowships. Four of whom are business majors and two business minors.

Among the recipients are Taylor students Allison Beck (Minor in Marketing), Allison Haines (Management and Marketing), Carson Heath (Management and Marketing), Olivia Heinen (Minor in Marketing), Adeline Judson, Adam Kasitz (Finance), Kayleigh Khavari, Elisabeth Nieshalla, Jaden Nourse (Marketing/Systems; Management/Systems), Trent Repass, and Cameron Turpin, who join a cohort of 76 Orr Fellowship awardees.

Reflecting on his upcoming journey, Senior Adam Kasitz, studying Finance and soon to be working with Estridge Homes, shared his enthusiasm for the opportunities ahead.

“The Orr Fellowship will be a great opportunity to develop my professional career. I am excited to be a part of a community in Indianapolis that encourages each other to be strong leaders. I am blessed to be able to join a great organization and work for a successful company.”

With a firm belief in the transformative power of hands-on experience and mentorship, Adam looks forward to applying his academic knowledge in a real-world setting, poised to make a meaningful impact in the field of finance.

Taylor University has a strong track record of producing graduates with exceptional post-graduate outcomes, consistently surpassing national averages and rivaling those of peer institutions. This year's cohort of Orr Fellows represents the largest group from Taylor University to date, showcasing the institution's commitment to fostering talent across various disciplines. This achievement underscores Taylor's dedication to equipping students with the skills, values, and connections necessary for success in today's competitive landscape.

INTERNSHIP & CAREER FAIR

Each year, the Calling and Career Office holds an Internship & Career Fair. Hundred of students from all majors across campus are invited to network with potential employers. It is held each fall, and in 2023, over 60 organizations were represented.



REVAMPING THE MARKETING PROGRAM

As the business environment is ever-changing, our business faculty regularly assess programs and courses to ensure that they are preparative for the real world. This spring, the Curriculum Management Committee (CMC) approved several changes to the Marketing Major and Minor starting in the 2024-2025 school year. The revisions prepare graduates for a broad set of career opportunities in the marketing industry. Below is a summary of the changes.

- MKT390 Digital Marketing is now a Marketing major core course.
- Three courses were revised with new titles and updated course descriptions:
 - MKT313 Retailing and Services Marketing → Services and Experience Marketing
 - MKT412 Advertising and Promotional Strategy → Integrated Marketing Communications
 - MKT451 Marketing Analytics → Marketing Technologies
- Three additional elective course options were added:
 - MKT430 Advanced Digital Marketing (new course)
 - PBR261 Public Relations
 - CAC345 Social Media Strategy

SENIOR AWARDS

Each year, five outstanding students are selected from each major area of business study: **Accounting, Finance, Management, Marketing, and Sport Management.**

Recipients are chosen based on their academic dedication, extracurricular involvement, and demonstrated commitment to advancing in their respective fields. The senior award winners for the 2023/2024 year are showcased below.

ACCOUNTING



Jersey Tannehill

Jersey's passion for numbers led her to pursue Accounting. Introduced to the field through coursework and internships during high school, she found joy in the intricate puzzle of balancing accounts and the sense of fulfillment when everything aligns perfectly. Beyond her academics, Jersey is a student-athlete on the Taylor softball team and a committed member of Taylor FCA. During the summer, she gained valuable experience interning at Sponsel CPA Group. With ambitions to further her career, she is preparing to take the CPA exam this summer and eagerly anticipates starting a full-time role with Sponsel in September.

FINANCE



Jordan Dutcher

Jordan chose to pursue a major in Finance, motivated by the challenge it presented, given her limited prior knowledge in the field. She has discovered a passion for forging new connections and embracing growth opportunities. Outside of her academic pursuits, Jordan actively contributes to campus life at Taylor. She is a dedicated member of the women's lacrosse team and has been involved in various organizations, including the Student Activities Council, Residence Life, Basics, and Investing Excellence, where she serves as president. Jordan previously interned at Buckingham Wealth Partners. Jordan is excited to transition to a full-time role at the company, as she prepares to relocate to Indianapolis this summer.

MANAGEMENT



Ben Eiffert

Ben's decision to pursue a degree in Management was influenced by his father's approach to operating a small business. Witnessing the positive impact his father's business had on both employees and customers, Ben aspires to make a similar difference within the for-profit sector. Within management, Ben enjoys the critical thinking demanded by the analytical aspects of the discipline. Beyond the classroom, Ben is actively engaged as a student-athlete, competing on both the cross-country and track-and-field teams. Ben has served as a continuous improvement intern at Zipp Speed Weaponry (SRAM Corp.). Looking ahead, he plans to leverage his education and experience to contribute to his family's generational small business.

MARKETING



Clare Dirksen

Clare's decision to study Marketing stemmed from exposure through her father's small business. Clare has come to appreciate the diverse opportunities that her field offers within the realm of business. She has been actively involved in various campus organizations, including Delight Ministries, SHRM, RealLife, and has served as the President of BAE for two years. Clare has accumulated significant work experience during her time at Taylor, supplemented by internships at ESTO Connectors and Walmart Corp. Transitioning into the professional sphere, she is set to embark on a full-time role in Walmart's Merchandising Development Program in September. This year-long program will provide invaluable experience by rotating through different positions within the merchandising department.

SPORT MANAGEMENT



Ava Henson

Ava's decision to pursue sports management stems from her lifelong passion for sports. She deeply appreciates the invaluable lessons and personal growth opportunities inherent in sports and desires to share these experiences with others. At Taylor, Ava is actively involved in various roles, including playing for the women's basketball team, serving as a personal assistant, contributing to the leadership of the Taylor Athletics Media Team, and holding the position of president in the Sport Management Club. Post-graduation, Ava plans to return to Taylor to pursue a one-year Leadership Master's program while making the most of her fifth year of basketball eligibility.

DISTINGUISHED GRADUATES

Taylor University celebrated its 177th commencement ceremony on May 18. We applaud the accomplishments of all the graduates and want to recognize the following business students that graduated with special honors.

Summa Cum Laude

GPA of 3.9-4.0

Hope Alexandria Custer
Benjamin C. Eiffert
Brendan Phillip Lamb
Jersey Madeline Tannehill
Jaden Trent Nourse
Xueer Wang

Magna Cum Laude

GPA of 3.7-3.89

Colin Christopher Davis
Clare Elizabeth Dirksen
Amanda Erin Doty
Stephen Dominic Ellis
Reid Garber Gerig
Allison Reid Haines
Elijah Judson Harbaugh
Carson Robert Heath
Ava R. Henson
Blue Walter Kronemeyer
Sarah Elizabeth Molengraft
Marcos Daniel Rosado

Cum Laude

GPA of 3.5-3.69

James Chambliss Eibel
Levi P. Heyerly
Gabriella Dawn Hill
Adam B. Kasitz
Hallie Claire Kirk
Frank Bradley Smith
Grace Whitley Schrader



FINAL WORDS OF WISDOM

Advice from the Class of 2024 for current and prospective students.

Make friends with your professors! They are your biggest cheerleaders; they are also connected to the super strong business alumni base that is reaching out to them to get Taylor students to intern and work for them (that's how I got my job at Walmart).

Clare Dirksen '24

Invest in your time at Taylor. Take ahold of every opportunity given to you. Don't be afraid to make the phone call - you never know where it'll take you.

Jordan Dutcher '24

God has blessed each and every one of us with gifts beyond what we know. As you pursue a life in business, know God has a plan and a purpose for you in that and has blessed you with the tools necessary to live fully for Him. In business, we have the opportunity to act in and among God's people every single day. Don't let that go to waste. Rather, let your passions, career, and life become your ministry and serve God wholly through what you do.

Frank Smith '24

Take full advantage of all the career advancement opportunities at Taylor!

Jersey Tannehill '24

Pay attention in all business classes even if they are outside of your major! Even if you're not as interested, at the end of the day all aspects of business overlap and they are all beneficial! Also, take advantage of having small classes! It's a unique aspect of a small college like Taylor that we don't take advantage of enough.

Jackson Coyle '24

Be engaged, especially with the department faculty. Study to maximize your education's value, not just your grade.

Ben Eiffert '24



CONNECTING ALUMNI

THE WORLDWIDE NETWORK OF TAYLOR BUSINESS

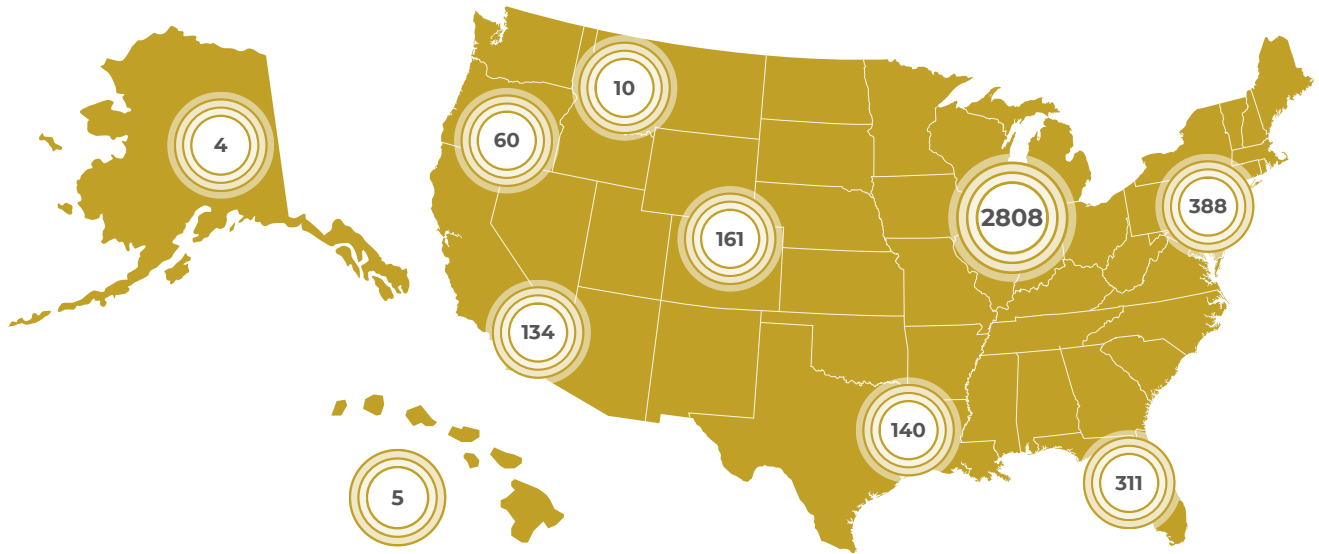
Connecting with our alumni strengthens our campus community, as we draw upon their knowledge and inspiration rooted in faith in Jesus Christ. Alumni embody the enduring legacy of our department, showcasing the transformative impact of a Taylor education on both professional success and personal growth. In the pages ahead, we celebrate the remarkable achievements of our alumni and their steadfast commitment to advancing the Kingdom of God.



LIFE ON MISSION

We are a community driven by purpose and passion. As exemplary Christian business professionals, Taylor University business students, faculty, staff, and alumni understand the call to be agents of transformation in a world hungering for integrity and compassion. Together, we strive to embody the principles of salt and light, illuminating pathways of ethical leadership, innovation, and service. Our alumni, in particular, stand as pillars of inspiration and guidance, serving as living testaments to the enduring impact of a Taylor education. Through their unwavering commitment to faith and excellence, they continue to shape industries, uplift communities, and leave an indelible mark on the world.

THE TAYLOR NETWORK



After graduation, students scatter across the globe, applying their knowledge far and wide. Taylor lays the groundwork for graduates to thrive in any location. With alumni in all 50 states, Taylor fosters excellent networking opportunities for securing jobs and internships.

ALUMNI GIVING

Out of 3,093 Business alum from Taylor University in Upland, Indiana, 430 have made gift-to-date donations for a total of 13.9%.



**Total giving this fiscal year is \$4,879,467.06.
Over half is from one large donor.**

ALUMNI SPOTLIGHT

Janelle Woodward **CFA, Head of Multi Asset**



Janelle Woodward has spent over 20 years in investments, currently serving as the Head of the Multi-Asset / Asset Allocation division at Allstate Investments, overseeing a \$65 billion portfolio. Each day, she begins by analyzing market trends and economic data, identifying tactical opportunities to enhance portfolio value. Additionally, Janelle plays a crucial role in the Management Committee, contributing to strategic planning and fostering team growth.

Beyond her professional pursuits, Janelle prioritizes her family and involvement in her children's academic and athletic endeavors. She credits Taylor for instilling in her a love of learning, sparking her interest in finance, and nurturing lifelong relationships. When advising students, she emphasizes the importance of enjoying the present, investing in academics, and discovering personal passions, believing that true success lies in continuous learning, growth, and giving back.

Keaton Hendricks **Founder of Sky Manufacturing**



Keaton Hendricks is the Founder of Sky Manufacturing, where his passion lies in transforming customer ideas and concepts into marketable products within a year. With a global team, Keaton finds fulfillment in observing diverse teams collaborate from different locations. His day typically begins early to synchronize with his international team, focusing on operations primarily based in China.

Reflecting on his time at Taylor, Keaton acknowledges the university's role in nurturing his faith and fostering connections with mentors who continue to inspire him. He encourages students to trust in the Lord's faithfulness in their personal lives. In business, Keaton advises aspiring entrepreneurs to prioritize finding product-market fit and to embrace uniqueness, emphasizing the importance of carving out a niche where they can be a customer's hero.



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**Business
Department**