

DEPARTMENT OF BUSINESS E-NEWSLETTER

INNOVATION

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MONTANA
TECHNOLOGICAL UNIVERSITY

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SOCIAL MEDIA STRIDES!

By Chelsey McGree

Historically, Montana Tech has been known for its Engineering Programs. In recent years, Nursing has gained recognition as an outstanding program. We are working toward a future that recognizes Montana Tech as an Engineering, Nursing, AND Business School. Our goal is to increase the visibility of the Business Program. Last spring, we developed a plan to increase public awareness of the program. This fall we are implementing the plan. In early October, we launched a Montana Tech Business Instagram and Facebook page. Our first post was watched over 2,000 times. Social Media is about having a platform to share information. We are using this platform to create a space that shows students, potential students, alumni, the community, and the state that the Montana Tech Business Department is exceptional.

We have chosen social media as our form of marketing because we understand the target audience, because we are part of the target audience. We have learned through trial and error and have found a creative, effective process to share events, announcements, testimonials, and fun activities on social media through posts, reels, videos, and stories. We have used our analytical skills to examine the impact our posts are having. In just one month we have increased impressions to over 3,000. In the weeks following, our followers, likes, shares, engagements, and interactions have continued to increase. Each week the relationships we are building with current and future Montana Tech Business Students and employers develop.

Montana Tech is a family. Social Media is a way to create a family from a distance. As we have all realized in the last two years, valuing relationships from afar has become a way of life. We are using this knowledge we have gained to grow a following for a purpose by posting strategic content. We want our platform to be a place anyone can go, to learn the ins and outs of the Business Department from various classes offered, events going on throughout the year, the faculty, the opportunities students have gained after graduation, and show potential students that an education from Montana Tech is the best investment you can make in yourself.

We are looking forward to continuing to grow our following and plan introduce some fun Giveaways! We have collaborated with the campus marketing department and a local business to design and create exclusive merchandise for the Business Department!

Please help us to grow our following and follow us on social media!



Instagram



Facebook

First Friday Speaker Series - Success!

The Department of Business First Friday Speaker Series has continued its successful run under the theme of The 7 Habits of Highly Effective People based on the book by its author, Steven Covey.

Tech Alumnus, Chris Whitmore was the speaker for the first Friday in October. He spoke about the second of Covey's Habits, "Begin With the End in Mind." Chris is the CEO of Big Sky Development, LLC and has spent most of his career in Marketing, Operations Management and General Manager roles.



Chris Whitmore

Karen Sullivan was the speaker for the first Friday in November. She spoke about the third of Steven Covey's "7 Habits of Highly Effective People:" Put First Things First.

Ms. Sullivan is Health Officer for Butte-Silver Bow County and Director of the Butte-Silver Bow Health Department.

Prior to her career in healthcare, Ms. Sullivan worked as a news reporter with The Associated Press and in print media.

She has announced her retirement from her position as Health Officer, effective Nov. 19. Retirement plans include rest and travel with her husband, John



Karen Sullivan

Recruiting Using Sophisticated Jeopardy!

The Department of Business has a significant curricular emphasis on Data Analytics. So, when Tech Day rolled around and the DOB was invited to make a presentation to high school students being recruited to Tech Business, we decided to try a little different take on the well-known Jeopardy game. Faculty members, Rita Spear and John Garic included questions in the game that required the high school students to search for the correct answers using data analytics (at a level they could be successful, of course).

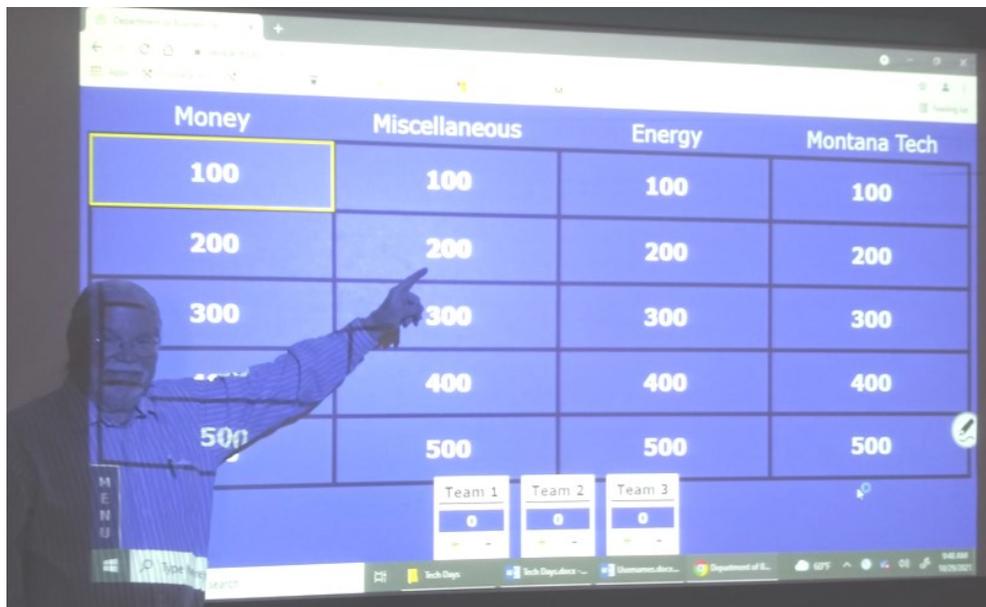
In the picture below, you can see the somewhat ghostly-blue image of Professor Garic in front of the Jeopardy game board. The categories were *Money*, *Miscellaneous*, *Energy* and *Montana Tech*. To give you an idea of the type of questions requiring the use of data analytics, below is a sample sophisticated Jeopardy category. HINT: Click on the link in the question and then figure out how to work the graphic in order to find the correct response.

Energy for \$300: [Montana has this many wind generating plants.](#)

Okay, okay ... we'll give you the correct response: *What are ten wind generating plants.*

What response did we get from the high school students? What clearly seemed intimidating at first, quickly became fun and engaging for them. The parents who were there were amazed that their children so quickly understood the material and the task. The competition among the high school students was brisk as they tried to outdo each other.

Pretty cool, eh?



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The Business Guild Food Drive!

In November the Guild launched a Food Drive in support of the Campus Food Pantry and the Butte Emergency Food Bank as another community outreach project. Donation boxes are being placed currently and as of this writing ten businesses around town has agreed to host a donation box as follows: Montana Standard, Northwestern Energy, Safeway (Front Street), Chamber of Commerce, Three Bears, Walgreens, the Courthouse, and on Campus. They hope to bring in a load of food to help those struggling.

The project has proved to be very rewarding for all involved and especially the community of Butte.



To all of our Food Drive Partners! Thank you!!



Todd Talks

A Message from the DOB Chair



Dear Friends of the Department of Business,

I am looking out my window and I can see snow in the Highland mountains. How can that be. The semester just started, right? Actually, I can't believe it, but the Fall semester is almost over and it has been a great one.

This edition of Innovations is full of exciting news. The launch of our Social media platform leads the list, but the mock trial was a highlight for the students again, we put our best foot forward for Tech Days, the business guild is off to a great start with a community outreach project, and we had two more inspiring First Friday speakers. Furthermore, the donations received for Day One this year was one of the best ever.

In addition to providing excellent instruction and department leadership, it was my goal in taking this new position to do my best to increase the visibility of the Department of Business. And based on what has been happening so far, I am very pleased to say, "I think we are off to a great start".

In that regard, we developed a new tagline and logo for the Department and please use the QR codes on the cover to follow us on Facebook and Instagram. It is long overdue that Business come out from the shadow of Engineering and let the world know of all the great things we are accomplishing. Please let all your friends know that:



To conclude, I want to thank you all for your support of our Department. Please don't be a stranger. Pop in and see us when you are in town. On behalf of the Department of Business, we wish you a great holiday season and a prosperous New Year.

Wishing you all the very best,

A handwritten signature in black ink that reads "Todd Tregidga". The signature is fluid and cursive.

Todd Tregidga

STUDENT INTERNSHIP SPOTLIGHT:

Katlyn O'Brien

Our Student Internship Spotlight this issue is Katlyn O'Brien. Katlyn will be graduating in the Spring, 2022 with a BS in Business and Information Technology—Accounting Option. She is currently experiencing an internship with Harrington Pepsi of Montana here in Butte.

"My internship has given me really valuable experience," said Katlyn. "But it has also been fun to work with a company that has been part of Butte for such a long time – in fact, since 1937."

Part of Katlyn's internship includes using her Tech education about SAP. It is well-known, of course, that Montana Tech is the only university in Montana which has SAP instruction in its curriculum – thus giving our students a real advantage for securing great jobs.

While Katlyn was born in Glendive, she was raised in Butte, attended Butte High School and now Montana Tech. A big part of Katlyn's life and that of her family, is law enforcement. Her father is a police officer in Butte. That experience has inspired Katlyn to be interested in pursuing a career associated with law enforcement.

"I know that our Department of Business motto is 'Tech means Business and Business is Everywhere,'" Katlyn reflected. "My internship at Harrington's has allowed me to use what I learned at Tech to work with extremely complex Excel spreadsheets, accounts receivables for all of the company locations, and creating purchase orders for the company."

"What a great student," said accounting professor, Dr. Tim Kober. "I have spoken to my faculty colleagues and whether it is accounting, data analytics or oil & gas management, Katlyn has done superior work. She is going to go far. We could not be prouder of her."

Well done, Katlyn!!

Katlyn pictured with
Lynn Harrington, the owner of
Harrington Pepsi of Montana.



ALUMNI SPOTLIGHT: Annika Rapp



I don't have a hometown, since I grew up all over the country, but Butte and Montana always felt like home. My family is from Butte, and I visited every summer for the 4th of July – since there were no fireworks restrictions, we went crazy and there was always a great show at the M. I love Cornish pasties, seeing the headframes on the Uptown skyline, and learning more and more about Butte's rich history.

My family was living in Texas when I was getting close to graduating high school. All of my friends were set on going to massive colleges in with over 20,000 students – I knew that experience was not right for me. When I was visiting Butte one summer, I booked a tour of campus with an open mind, but not entirely sure if I wanted to move away from my family for college.

I felt instantly welcome at Tech – my tour was one-on-one, and completely tailored to me and my interests. I had time to sit down and talk to faculty members, ask questions and imagine my life if I went to college there. It also helped that I met Todd Tregidga, who went to high school with my mom – it was funny to have my mom yell, "Todd!" and give him a hug right as we walked into his office for the first time.

When my dad told my family he had received an offer for an amazing job opportunity in Butte, the stars aligned for me to go to Tech and still be close to family.

I look back at my time at Tech with fondness. There were ample opportunities to get involved beyond classes – I joined a few clubs (the Business Guild and the pep band!), traveled across the country for competitions, volunteered at local businesses and had great internships to build my experience and resume. All of my professors knew my name and greeted me in the hallway – I was not just a number or face in class to them. My small classes also meant I got to know my classmates and make friends. I met so many wonderful people on campus and off. Butte is such a vibrant community, and I was fortunate to live there.

However, like many students in 2020, I did not expect to finish my time in college sitting in my living room. I wore my cap and gown all day as I took my final business exam, just to mark the occasion in the only way that I could.

My abnormal "graduation" also continued into an abnormal first post-graduate job experience. I am grateful to work for a fantastic HR tech company located in Salt Lake City, Utah, O.C. Tanner. On my first day, I drove to the office to pick up my laptop and monitors, and was promptly ushered out of the building to start my onboarding process entirely remote. I didn't meet any of my coworkers face-to-face for 10 months, but it is amazing how we still created strong connections and friendships virtually. My company hired upwards of 100 employees during our working from home period, so when we all "returned" to the office in August 2021, it felt like the first day of school. It was a special experience for all of us.

Within a year of working for O.C. Tanner, I was fortunate to be promoted into a position in the marketing department. My business degree and experience from Tech laid the perfect foundation for this move – I was able to talk about the software I used in class and the projects I worked on, but also my skills in project management, communication and organization.

My time at Tech opened many doors for me, and I continue to be thankful for the memories, stories and experiences I have from college. I have met many Orediggers around the country – when I wear a Tech shirt, someone has always stopped me to say they are from Butte, they went to Tech, or they have a relative that goes to Tech. These little moments remind me that the Montana Tech community is large, proud and powerful, and we are all part of it.



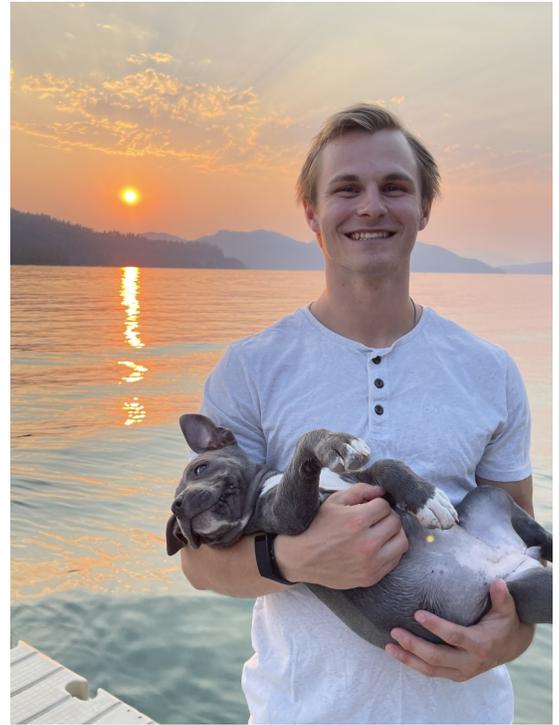
Notice her picture on the screen on the building!

LIFE OUTSIDE THE CLASSROOM!

Zachary Torgerson | Graduation Year 2022

I am a senior at Montana Tech, and I have enjoyed everything that Montana Tech has to offer. I participated in football until my junior year. I joined Americorps freshman year, and I have been participating in it every year. I volunteer at the Legion to be a mentor for young elementary students. I enjoy being outdoors and spending time with my new puppy. My plans for after graduation have not been decided yet, but I am excited for life after college!

I really enjoy the relationships that I have built at Montana Tech. The class sizes are small enough that I can build relationships with the teachers and students. I appreciate the opportunities that are presented to us as students. We receive a great education, and we are able to analyze real world situations throughout our education.



Cameron Johnson | Graduation Year: 2022



I was born and raised here in Butte, MT and I am currently a senior in Business Management. I have been working at Dickey's Barbecue for the past two and a half years, gaining a lot of experience in management while still in school.

I currently do not have any set plans for what I will be doing after graduation, but I am very excited for the future and everything that it holds after getting my degree. Skiing and Golfing are a couple of my favorite hobbies in between school and work. My favorite thing about being at Tech is the relationships the students can build with their professors. With the small

classroom sizes, it allows the students a much better opportunity to succeed with a strong relationship with their professors.



Name: Celestina Faletoi | Graduation Year: May 2022

My name is Celestina Faletoi I'm from Salt Lake City, Utah. I'm a senior here at Montana Tech and expect to graduate in spring of 2022 with a bachelor's degree in Business and Information Technology in the Accounting Option. I chose Tech because it allowed me to attend school and play on the Women's Basketball team. Montana Tech is small, but it has so much to offer with its rich background and close-knit community. It's exciting to know that I'm so close to graduating and that all my hard work and long nights studying will pay off here soon. After graduation, I plan on working fulltime as a tax associate with Eide Bailey who is a top 25 CPA and consulting firm. Eide Bailey will also further assist me to become a Certified Public Accountant.



Faculty Working With Students



The Business Guild/Club has been busy with community outreach projects. In October the group participated in Make A Difference Day a community cleanup project co-sponsored by Montana Tech and Butte Silver Bow. Members of the Guild picked up trash on Granite, Broadway and Quartz streets from campus to Clark street covering approximately twenty blocks and filled the back of a pickup truck with their efforts.

In Rita Spear's Critical Thinking course, a mock murder trial is conducted with former judge, Professor John Garic presiding.

PS—The Jury found the 'accused' Not Guilty.



Charlie says:

*"Montana Tech
means
BUSINESS
and
BUSINESS
is everywhere!"*

