

GHC DECA Seniors Visit CSUN Campus Hosted By CSUN Business Honors Association

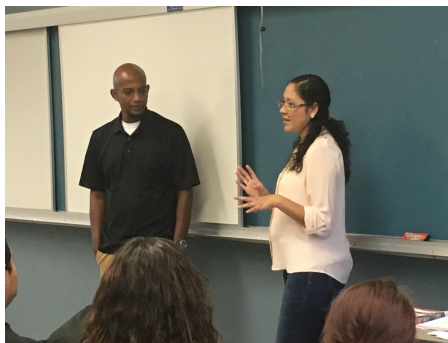
11:15am - 12:30pm: Room JH 1206 Speakers

Speakers included Dr. Barbara Gross, Dr. Monica Hussein, and Business Honors Association leaders Crisman Cosme and Alula Zeryihun.

On September 30, 2016, the Business Honors Association (BHA) hosted forty GHC DECA seniors while they visited the David Nazarian College of Business & Economics. BHA leaders Oz Khan, Crisman Cosme and Alula Zeryihun coordinated with CSUN Librarian Charissa Jefferson, Dr. Barbara Gross, Dr. Monica Hussein and eight additional BHA mentors. Each presentation focused on a different perspective of the business college experience in 2017.

Dr. Gross described the merits of the Business Honors Program. GHC presently has four Global Business & Finance (GBF) alumni in the BH program, and that GHC alumni count will grow as many more of our strongest students are on the way in the next couple years. Dr. Hussein explained the three curricular options available for finance majors. Alula and Crisman previewed a sampling of the business-oriented student organizations and competitions open to CSUN students. Our GHC DECA chapter and Global Business & Finance program draws students with strong entrepreneurial interests and a desire to compete. Our DECA students will be drawn to the business and entrepreneurial competitions that seem to grow every year – a big attraction for our most engaged GHC DECA veterans.

DECA is a seventy-year-old high school student organization with over 220,000 members nationally. It prepares emerging leaders and entrepreneurs in the fields of marketing, finance, business management and hospitality. Our GHC DECA chapter has 340 members, and is a leading Southern California chapter. All of these visiting seniors will attend college next year, most are planning to attend four-year colleges, and a majority will apply to business schools.



12:30pm - 1:00pm: GHC DECA seniors enjoy a sack lunch in the Juniper Hall building outdoor quad. Very impressive facility upgrade!

1:00pm - 1:30pm: Alula Zeryihun leads group tour of the Nazarian College of Business & Economics. He and Crisman Cosme note campus highlights as they escort our group to the Oviatt Library.

This campus visit familiarizes our high school seniors with the affective domain of college. All of these students will be a little more knowledgeable on how to transition smoothly into college next year. Our GHC DECA chapter is fortunate to get to work with Oz, Crisman and Alula. They and 10 other BHA volunteers will mentor our GHC DECA team members this year. GHC DECA thanks BHA for their continued passionate support.

Many of our strongest seniors are now actively considering the David Nazarian School of Business & Economics as one of their top choices. As a lifelong resident, I understand how Valley fever can drive students toward more distant locations but this visit reinforces CSUN's growing recognition in the business community and academic world. The quality of the presenters, Nazarian's strong academic program, entrepreneurial activities, career placement resources, and a growing number of competition options will draw more of our top business program students to CSUN in the coming year.



1:30pm-2:45pm - Oviatt Library

Librarian Charissa Jefferson leads workshop on university library services.

2:45pm - 3:45pm - DECA competitors work with BHA mentors to initiate DECA written event research using Oviatt library resources.

I want to share special praise for Charissa Jefferson, the CSUN Librarian who was essential in planning and implementing our visit to the Oviatt Library. Ms. Jefferson arranged for our students to meet in a computer lab that permitted them to get a hands-on experience. Her workshop introduced our students to the resources available at a university library, and taught them strategies to access and sort through these sources digitally. She guided our students through the basics of good research practice, and gave them a chance to log into the university system to make their own inquiries.

Charissa Jefferson exhibited a passion for CSUN and library science. She patiently answered our students' many questions, always having a deep informative answer. After completing her presentation, Charissa took additional time to provide some professional guidance on gaining library journal article access for our school's AP Capstone students. Her warm support of our high school students should be applauded and casts CSUN in a very positive light.

