Parent Information
For additional information, see the following Web site:
www.salisbury.edu/perdueadvising/parents/parents.html

December 15, 2011

BEACON – Business, Economic and Community Outreach Network

If you enter Perdue Hall from the north entrance and turn left, you will see a big glass wall with some very busy cubicles behind it. You are now looking at the core of the Business Outreach Services Suite (BOSS) and its main occupant, the Business, Economic and Community Outreach Network (BEACON) of the Franklin P. Perdue School of Business. BEACON is where students, faculty and staff work in teams to solve the region’s business, economic, workforce and community development problems.

Many local businesses, government agencies and non-profit community-based organizations routinely come to BEACON for help. Here students get to put into actual practice what they learn in their classes. As the students benefit from the wide variety of experiential learning opportunities, our region’s public and private sector decision makers benefit from their knowledge and hard work.

The BEACON teams gather business and economic development data, they hone their decision analysis and decision making skills, and they add to our collective know-how. Some of the projects they undertake include applied research studies, trend and scenario analyses, demand forecasting, strategic planning, feasibility studies, resource allocation modeling, process improvement dashboards, and economic impact studies.

Students who work on BEACON teams are known as BEACONites. Upon completion of their time at BEACON, BEACONites find excellent careers waiting for them, frequently in the industries related to the projects on which they worked. Come visit the BOSS and BEACON! You will not be disappointed.

Annual Giving – Justin McJilton Scholarship Fund and SU Foundation

There are numerous ways to contribute to Salisbury University. One of those is the Justin McJilton Scholarship Fund. Justin was a management student who lost his battle to cancer in 2009. He was a co-chair for the SU Relay For Life and an avid supporter and fundraiser for the American Cancer Society. To honor his memory, a scholarship fund has been established for those students whose lives have been affected by cancer. Students in Marketing 331, Advertising and Promotions, recently held a “Flocking” event to do their part in supporting this great cause. Brittany Seek, Travis McKee, Kaela Murphy and Elizabeth Thomas were able to raise over $200 toward this scholarship. Student support is very meaningful as this scholarship will directly affect other students.

Gifts to Salisbury University via the SU FOUNDATION, INC. support scholarships, financial aid, research, faculty development, technological enhancements, learning technologies, facilities, library acquisitions, athletics, cultural programs and a host of other campus programs. Through the generosity of parents, faculty, staff, alumni and friends, the Salisbury University Foundation is fulfilling its promise to the SU community. You can specify the purpose of your gift and the program or school that will benefit from your generosity. To fund the McJilton Scholarship, please indicate so in the notes section of your check. As the holiday season approaches, please consider a gift to Salisbury University. Donations are tax deductible. Please visit http://www.salisbury.edu/foundation for further information or to make an online contribution. Thank you and best wishes for a prosperous new year.

Paula Morris, Award Winner

In October, Perdue’s own marketing professor Paula Morris was presented the President’s Call to Service Award for lifetime achievement for dedicating more than 4,000 hours of volunteer service to community programs for youth. Morris is an excellent example of the quality leaders having an impact on our students here at SU. Students in Paula Morris’ promotions classes have spent the semester organizing and hosting fundraisers for area non-profit organizations, including Kids of Honor, the P.J. Aldridge Foundation, Women Supporting Women, the McJilton Scholarship Fund, the American Cancer Society, the Salisbury Zoo, the Maryland Food Bank and WXSU. Morris has taught marketing, promotions, consumer behavior and sales at SU since 1997. For more information, visit: http://www.salisbury.edu/newsevents/preview.asp?ID=4363

Important Dates
• 12/17 Commencement
• 12/17-1/2 Campus Closed
• 1/04-1/25 Winter 2012 Session
• 1/10 ABLE Paperwork Due
• 1/12 Spring 2012 Open Enrollment Begins

Pre-Reqs
Prerequisite checking is underway for students who have enrolled in winter 2012 and spring 2012 classes. Please remind your students to check their student e-mails during the holiday season as any questions concerning missing prerequisites will need to be answered in a timely manner. If your student has questions about course prerequisites, information may be found at: http://www.salisbury.edu/catalog/
Select the catalog year from the left-hand side and then select Courses from the Table of Contents.

Open Enrollment
Registration for spring 2012 classes reopens for all students at 7 a.m. on January 12 and will end on February 3. No classes for spring 2012 may be added or dropped until then. Registration for winter 2012 classes continues through January 6.

Gate Apps
Gate Applications to be admitted to the Perdue School of Business for spring 2012 were due December 1. Acceptance letters will be sent out by e-mail January 30 for spring admissions. Students not admitted will be sent an e-mail to their SU accounts stating their options. For more information, visit: http://www.salisbury.edu/perdue/studentervices/advising/admissions

The giving of love is an education in itself. ~ Eleanor Roosevelt