At the University of West Georgia, we are in the business of transforming lives, and we are focused on success. With so many advancements at UWG, our campus is constantly brimming with excitement. Through the Points of Pride, we celebrate these achievements and examine our success through the four major Strategic Imperatives of our Strategic Plan – Student Success, Academic Success, Partnership Success and Operational Success. Congratulations to all those who have strived for excellence and have achieved it!

January 2020

ACADEMIC SUCCESS

- **Dr. Maryanne Weatherill**, assistant professor in the Department of Communication Sciences and Professional Counseling in the College of Education (COE), was recently selected to participate in the American Speech-Language-Hearing Association Teaching Symposium on Foundational CSD Science Courses.

- **Dr. Ethel Santiago**, associate professor in Tanner Health System School of Nursing (THSSON) recently became a certified Clinical Nurse Leader (CNL). The CNL designation is given to graduate nurses who pass the national exam by demonstrating an understanding of evidence-based research, clinical knowledge and competence, values collaboration with other healthcare disciplines and serves as a resource to other nurses.

- A paper written by **Drs. Ron Best, Charles Hodges and Jim Yoder** – professors in the Richards College of Business – was selected as Best Paper for the International Academy of Business and Economics Houston Conference. The paper, titled “The Impact of Outliers on Stock and Bond Returns,” was presented at the conference.
Richards College of Business Professor of Marketing Dr. Jack Wei's article titled “Does Micro-Blogging Lead to a More Positive Attitude Toward a Brand? A Perspective of Cultivation Theory” has been accepted for publication in the Journal of Promotion Management.

The COE’s Ed.D. in School Improvement program was ranked 23rd for the Best Online Doctorate of Education Program by Intelligent.com. The program was further named Best Interdisciplinary Curriculum among the 60 schools on the list.

Drs. Jeannie Pridmore and Ellie Towhidi – professors in the Richards College of Business – recently presented their paper “Implementing IoT into MIS Curriculum” at the Decision Sciences 2019 annual conference. They have also successfully completed the Cisco CCNA 2 instructor course, which will allow them to teach the Cisco material and offer students the ability to sit for the entry certification at a 70 percent discount.

An article, titled “Investigating Value, Loyalty, and Trust as Determinants of Purchase Intention on the Pinterest Social Media Network,” written by Richards College of Business professors Drs. Beheruz Sethna and Sunil Hazari and Senior Lecturer Cheryl Brown, has been accepted for publication in the International Journal of Electronic Marketing and Retailing.

Dr. Chapman Rackaway, chair and professor of the political science department in the College of Social Sciences (COSS), was named to the national steering committee for the American Democracy Project.

Three students from UWG’s Richards College of Business – Ashley Mallari, Connor Dempsey and Joseph Dean – journeyed to Mumbai, India, for the 27th annual International Economic Convention. The team placed first in Most Innovative Solution, second in Presentation and were awarded third Overall.
• Arden Williams, an alumnus of the Department of History in College of Arts and Humanities (COAH), received the **lifetime achievement award from the Georgia Association of Museums** at their annual conference.

• An alumnus of the Department of History in COAH, Jared Wright, led the team that built **The Museum at Capricorn**, part of Mercer University’s Mercer Music at Capricorn.

**OPERATIONAL SUCCESS**

• **The Counseling Center** at the University of West Georgia has been reaccredited by the **International Accreditation of Counseling Services (IACS)**, the accreditation association for university and college counseling centers.

• Deirdre H. Rouse, director of diversity education and community initiatives and ad hoc member of Georgia’s Dr. Martin Luther King Jr. Advisory Council, co-emceed **Georgia’s 35th Annual Dr. Martin Luther King Jr. Celebration of Service**.

Share your story and tell us your own Point of Pride. For more information and to submit, visit [westga.edu/ucm/points-of-pride.php](http://westga.edu/ucm/points-of-pride.php)