Fall Newsletter

Program Welcomes Class of 60 New Associates

The Student Advisory Board and current associates would like to welcome the 60 new associates to the JCPenney Leadership Program. These associates were chosen after a written application, essay questions, and an interview with program director Crystal Clayton, a Student Advisory Board member, and a Faculty Steering Committee Member. All 60 of the new associates excelled through this process, and showed strong interest and commitment to the leadership program.

The leadership program also had a record number of applicants this year. 115 outstanding students of the Price College of Business applied to the program. This is accredited to the hard work and dedication of program director Crystal Clayton, the Student Advisory Board, numerous new PR ventures, and the introduction of an online application.

To spread the word, the leadership program spoke to various classes in the Price College, held two information sessions that over 60 prospective associates attended, and also spread word through posters and the program’s new Facebook Fan Page (Link on page 6).

The new associates were welcomed at a new member reception on September 28th, and they had their New Associate Orientation on October 7th. Since then, they have been attending workshops, philanthropy events, and networking receptions. Current JCP associates look forward to helping the new associates grow their professional and leadership skill sets.

-Stephanie Abt

HOLIDAY PHILANTHROPY: COATS4KIDS

This holiday season the JCPenney Leadership Program will be collecting and donating new or gently-used coats to McFarlin Memorial United Methodist Church in Norman, OK benefiting local, underprivileged children and single mothers. Coat donations are being accepted through November 30th. Associates will be collecting coats for both girls and boys ages 6 and younger as well as full-size coats for families. The JCPenney Leadership Program would love to help as many kids and families as possible so please stop by the office and donate!
A MESSAGE FROM THE DIRECTOR, CRYSTAL CLAYTON

Serving as the Director of the JCPenney Leadership Center for the past six months in the Price College at the University of Oklahoma has been an amazing adventure! In August I made the trip to Northeast Oklahoma for a weekend retreat at Sky Ranch with the Student Advisory Board to conduct fall planning and team-building. Throughout the fall, I have had the opportunity to partner with several students, faculty, and staff in delivering quality programming for associates in the program. And in October I participated in our first meeting with the Alumni Advisory Board. I am looking forward to working with you and getting to know you as we continue to participate in upcoming events and collaborate to create a top notch leadership development experience for our JCPenney Leadership Center associates! I have enjoyed meeting and communicating with many of you, and look forward to connecting with many more of you in the upcoming months.

Currently I have over 15 years of experience working in college Student Affairs and Higher Education Leadership and Administration. I have worked at diverse institutions including large public universities and small private colleges. In my years of professional experience my greatest challenges and rewards have come from working in Student Affairs. In these positions I have gained a wide range of experiences which balance student learning, leadership education, program assessment, career development, academic support services, and professional preparation. These experiences include advising students on career, academic and personal matters; collaborating with campus faculty and staff to initiate new programming; partnering with professionals and students to evaluate program effectiveness; monitoring overall student development; supervising teams of professionals; and integrating several varied constituents into a unified community. If you would like to learn more about my professional experiences, feel free to check out my profile on the professional networking site LinkedIn: http://www.linkedin.com/in/claytonc.

My current goals for the leadership center include the launch of a Board Fellows program which would give JCPenney Leadership associates the chance to serve as a non-voting member of a non-profit board in the Norman/Oklahoma City area, developing a more comprehensive utilization of technology for the center, building more student leadership opportunities within the leadership program, and full integration of the StrengthsQuest philosophy in the leadership and professional development training students receive.

As I contemplate moving forward with my work in the JCPenney Leadership Center, I can confidently state that our center will work to maintain the elite standards of excellence and integrity in our programming, the students we support, and our leadership practices by reinforcing the principles of Scholarship, Philanthropy, Professionalism, Networking and Fraternity. The student experience is of utmost importance to me and continuing to take the JCPenney Leadership Center, and the students involved with the program, to new heights has become my professional focus. I am happy to partner with you in this process!

Best regards,

Crystal L. Clayton
JCP ASSOCIATES VOLUNTEER AT NORMAN YMCA FALL CARNIVAL

On October 26, the JCPenney Leadership Program had the opportunity to volunteer at the Norman YMCA’s Fall carnival. This is an annual event that the JCPenney program was honored to be a part of. Over 60 leadership associates answered the call and came out to help support the local YMCA’s effort to create a safe environment for kids to have fun and collect some candy.

At the event, associates helped in a variety of ways. They assisted with checking in the children, refilling candy at game stations, and running various children’s games stations. These games ranged from a football ring toss to face painting to cattle-roping a wooden steer. Both associates and the children at the event had great time, and one of the best parts was seeing all the unique costumes the kids were wearing.

The YMCA Fall Carnival was a great way for the JCPenney leadership program to help the local community, while also giving associates a fun and much needed break from their busy school lives.

-Katherine Mathews

ALUMNI SPOTLIGHT: ZACH MASON

Zach Mason, a recent alumnus of the Price College of Business and the JCPenney Leadership program, is a Production and Cost Analyst at ConocoPhillips. His roles include analysis of monthly, quarterly, and yearly production and cost variances against a variety of different metrics for ConocoPhillips operations in the continuous 48 states (L48). He is also responsible for weekly updates of L48’s activities to the L48 Leadership team.

One of Zach’s most valuable takeaways from the program is to always find a mentor. Throughout his time in the program he learned that most business professionals are willing to take on a mentor. This is due to the fact that most professionals have had mentors of their own, and have seen real impacts from this mentor.

Zach has this to say to students today: “It’s ok if you don’t know what you want to do for the rest of your life. Your early career is a lot like being an underclassman in college. You’ll be exposed to a lot of new career options that will help you decide. Focus on continually bettering yourself so that when you find the next job or role you’d like, you’re in a position to get it.”

-J.C. Fischer
NEW ASSOCIATE SPOTLIGHT: BROOKE BUCKMASTER

Brooke Buckmaster is a sophomore Supply Chain Management major and Spanish minor from Mesquite, TX. She is part of the class of 60 new associates that the program welcomed in October, and Brooke is very excited for the opportunities that lie ahead of her in the program.

In just the first month, Brooke says the program has helped her gain confidence with interacting with professionals in the business world. Also, she has learned her StrengthsQuest strengths, and how to focus on those five strengths, in order to become a better leader.

Brooke says she hopes to develop lifelong friendships and business connections with the people in the leadership program. All while working towards improving her leadership skills and business professionalism.

-Jonathan Tellez

SENIOR ASSOCIATE SPOTLIGHT: ASHTON MCGOVERN

Ashton McGovern is a senior accounting BBA/MAcc student from Plano, TX. Upon graduation this year, she will move to Dallas, Texas and begin work in the Audit division of KPMG.

The leadership program has enabled her to develop her strengths, enabling her to position herself for success. “The lessons taught within the program allow me to better handle situations that I encounter in everyday life,” states Ashton. “I have really learned about who I am as a leader, student, and person in general.”

One of Ashton’s favorite aspects of the program is time and effort she has put into improving the Norman community through philanthropic activities. Developing and applying this passion for community service is something Ashton feels will stay with her long after graduation. Her second valuable takeaway from the program is the importance of professionalism. Ranging from networking skills, to how to make the most of internships and jobs, and even the appropriate business attire, has allowed her to more fully develop as a business professional.

Ashton cannot wait to put everything she has learned from the program into her daily work at KPMG and where ever she may go after.

-Kerstie Moran
DEVELOPING A PERSONAL LEADERSHIP PHILOSOPHY

Program director Crystal Clayton conducted a two-part workshop for associates on developing their own leadership philosophy. A leadership philosophy is a set of core values that explains what an individual believes leadership is derived from.

Associates spent time answering and discussing questions ranging from “What qualities define a great leader?” to “What leadership characteristics are important to you?” Along with these questions, two videos were shown (see right), and associates identified their leadership values and beliefs to help develop their own leadership philosophy.

The two videos touched on different perspectives of leadership, further exemplifying that everyone views leadership differently. Therefore, it is important for each leader to develop a unique leadership philosophy.

Developing a leadership philosophy is important in order to identify oneself as a leader. By clearly establishing one’s values, an individual can more easily lead a team that also holds similar values. The JCPenney Leadership Program encourages everyone to begin developing a unique, personal leadership philosophy.

-A CAROLINE SCOTT

ALUMNI SPOTLIGHT: ALYX REESER

Alyx Reeser graduated from OU in May 2012 with a degree in Energy Management. She now works as a Landman for EOG Resources in Denver, CO. Alyx was very active in the leadership program as well as other groups on campus.

Alyx accredits the leadership program with helping her learn to effectively communicate with colleagues of all ages, genders, and positions. This is a skill that is looked upon highly by employers.

Below Alyx has given advice to students in a few different areas:

- Hone your presentation skills as you will likely be giving presentations to upper management within your first year.

- Energy Management majors: Keep your Oil and Gas Law textbook! It comes in handy.

- Maintain strong relationships with other students in your major. The business world is a small place, and you may end up working with them one day.

- Enjoy your time in college, full-time work has its perks, but the 4 years you spend in college are unlike any other opportunity you will have.

-Joe-Joy Hammond

Videos used in Presentation

Simon Sinek: “How Great Leaders Inspire Action”
http://www.youtube.com/watch?v=qp0HIF3sl4

Drew Dudley: “Leading with Lollipops”
http://www.youtube.com/watch?v=hVCBrkrFrBE
THE NEW STUDENT ADVISORY BOARD

Stephanie Abt, Chair
A senior Finance major from Houston, TX. She assists with programming, running the board meetings, organizing the board’s efforts, and maintaining the board’s moral.

Brad Lawton, Director of Public Relations
A senior Finance and MIS double major from Plano, TX. He coordinates social media, organizes advertising and publicity, and assists in planning program and Price College-wide events.

Caroline Scott, Co-Director of Philanthropy
A junior Marketing major from Southlake, TX. Along with Katherine, she organizes, plans, and promotes the program’s philanthropic efforts, and assists with other programming.

Katherine Mathews, Co-Director of Philanthropy
A senior Finance and International Business double major from Houston, TX. Along with Caroline, she organizes, plans, and promotes the program’s philanthropic efforts, and assists with other programming.

J.C. Fischer, Co-Director of Alumni Relations
A junior Finance, Accounting, and Religious Studies triple major from Dallas, TX. Along with Joe-Joy, he runs the alumni mentoring program, and coordinates and plans program events involving alumni.

Joe-Joy Hammond, Co-Director of Alumni Relations
A senior International Business and Marketing double major from Ghana, West Africa. Along with J.C., she runs the alumni mentoring program, and coordinates and plans program events involving alumni.

Jonathan Tellez, Co-Director of Associate Development
A junior Finance and Accounting double major from Dallas, TX. Along with Kerstie, he organized and ran the new associate orientation, runs the associate mentor program, and plans programming related to developing associates.

Kerstie Moran, Co-Director of Associate Development
A senior Marketing major from Flower Mound, TX. Along with Jonathan, she organized and ran the new associate orientation, runs the associate mentor program, and plans programming related to developing associates.

Upcoming Events

November 28, 2012
Organizational meeting 4

November 30, 2012
November Leadership Program mixer

December 7, 2012
Graduating Senior Recognition Luncheon

January 1 - January 12, 2013
Costa Rica Study Abroad

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Editor-In-Chief: Brad Lawton