Welcome to another issue of Price Magazine. As I write this we are well on our way into a new academic year. While the current economic environment has challenged us in the preparation and placement of our students, it also has contributed to a laboratory for academic research, case analyses and classroom discussion that heretofore were not part of the business landscape. Demand for our programs remains strong with placement as good, or, in many cases, better than what we are seeing reported elsewhere. With a portion of our curriculum at both the undergraduate and graduate levels targeted toward placement in the energy industry, the relative health of the oil and gas firms (as well as related support industries) has served to maintain a favorable market for our graduates. Other areas in the college also were seeing positive employer response this past spring.

We have attempted to provide you a glimpse into college highlights and selected programs in this issue. The college takes the incorporation of social responsibility into our students’ education and experiences very seriously. Our First Fidelity IBC program, marketing research classes and MIS capstone curriculum intentionally integrate social responsibility into the course coverage. In addition, our student organizations are extremely active in numerous charities. Effective business leaders must understand and be able to act on their roles as responsible members of the broader community. Price College is committed to preparing our students to assume these vital roles.

The MBA scholars programs in New York, London and Dallas are exceptional opportunities for students who desire to explore working and living in these major business centers. Often facilitated through OU alumni, these educational and professional development experiences offer students unique access to a multifaceted professional growth opportunity not often found in other MBA programs. Through the generosity of our alumni, we have been able to provide our students access to these offerings.

No job in business is devoid of communication challenges. The Price College Business Communication Center seeks to provide students and faculty with the support they need to foster verbal and written communication skill development. With two full-time staff members, the BCC provides students access to input on both the visual and oral components of presentation, along with feedback on their written work. Student and faculty reaction to the impact of the BCC has been extremely favorable.

Our hands-on curriculum in a variety of areas across the college is highlighted in this edition, with a focus on the Fixed Income Fund and Student Investment Fund classes in our Finance Division. Input from recruiters and students indicates these courses provide the Price College graduate an advantage in the job market. In an effort to share these and many other opportunities that are available in the college, we have begun to offer boot camps exposing local high school students to our offerings in Entrepreneurship and MIS, with another coming for underclassmen in Marketing and Supply Chain Management.

Finally, we highlight two faculty members and alumni in this edition. Chitru Fernando and Tony Roath are valued members of the Price College faculty community who provide important contributions to our research and instructional mission. In addition, Heath and Sarah Flowers, alumni of Price College, share their story and reveal their next adventure as they prepare for new educational challenges ahead. The conversation with OU alum Randall Stephenson, CEO of AT&T, offers insight into his journey to the top in the telecommunications industry. His message focuses on the role telecommunications plays and will continue to play in driving productivity/greater business velocity. He also comments on his and AT&T’s role in the community. Clearly, he sees their business and the communities they serve as a mutual partnership. It is a partnership that has certainly benefitted from the leadership of Mr. Stephenson.

I hope you enjoy this issue of Price Magazine. As always, it is a pleasure sharing it with you.

Kenneth R. Evans
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