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## Newsroom

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# Area educators invited to attend Georgia International Conference on Information Literacy Sept. 15-16

SEPTEMBER 5, 2017

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GEORGIA  
INTERNATIONAL  
CONFERENCE ON  
**iNFORMATION  
LITERACY**

September 15-16, 2017

Share research and best methods related to teaching, learning, and assessing essential lifelong learning skills!

**CALLING ALL:**

- University, school, and public librarians.
- School teachers and faculty in any discipline.
- Students preparing for careers in K-20 teaching, media or library.



**Keynote Speaker**  
Cheryl Ball

Cheryl E. Ball is the Director of the Digital Publishing Institute for the University Libraries at West Virginia University, and co-principal investigator on a \$1m Andrew W. Mellon Foundation grant to build an open-source academic publishing platform for print and multimedia scholarship, called Vega.

Several departments at Georgia Southern University have teamed up to host the Georgia International Conference on Information Literacy at the Coastal Georgia Center in Savannah, Georgia, on Sept. 15-16.

The mission of the conference is to provide the opportunity to share research and best methods related to teaching, learning and assessing essential lifelong learning skills. This conference is open to all information literacy and media professionals, educators, scholars, library specialists and anyone with a passion for learning how we share, receive and communicate with one another. Attendees will experience workshops, webinars and roundtable discussions in various breakout sessions.

Cheryl Ball will serve as the conference's keynote speaker. Ball is the director of the Digital Publishing Institute for the University Libraries at West Virginia University, and the co-principal investigator on a \$1 million Andrew W. Mellon Foundation grant to build an open-source academic publishing platform for print and multimedia scholarship.

The conference is jointly hosted by Zach S. Henderson Library, the College of Business, the College of Education, the Department of Writing and Linguistics, the College of Liberal Arts and Social Sciences, and the Division of Continuing Education.

For more information, or to register for the conference, visit <http://academics.georgiasouthern.edu/ce/conferences/infolit/>.

*Georgia Southern University, a public Carnegie Doctoral/Research University founded in 1906, offers 118 degree programs serving 20,673 students. Through eight colleges, the University offers bachelor's, master's and doctoral degree programs built on more than a century of academic achievement. Georgia Southern is recognized for its student-centered and hands-on approach to education. Visit [GeorgiaSouthern.edu](http://GeorgiaSouthern.edu)*

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Katherine Taylor's Reflective Plane on view at Center for Art & Theatre Sept. 28 – Oct. 20  
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# Georgia Southern University College of Business named a Key Institution in Business and Management Education Research

SEPTEMBER 5, 2017

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A recent study in the *Journal of Education for Business* ranked Georgia Southern's College of Business No. 3 in the nation for productivity in business and management education (BME) research.

The study, "Key institutions in business and management education research," analyzed 4,464 articles published by 7,210 authors across 17 BME journals over a 10-year period (2005-2014). This analysis included approximately 1,900 schools from around the world that are most active in BME research.

Though business schools are often criticized for operating in disciplinary silos, this article shows they are working to develop well-integrated business education, which helps undergraduate students solve business problems using multidisciplinary knowledge. It also places Georgia Southern among the best in this area.

"Georgia Southern occupies a unique position in the competitive marketplace, and that position requires that our faculty develop and our programs reflect an intellectual dexterity that is rare in business education," said Allen C. Amason, dean of the Georgia Southern College of Business. "Typically, business schools and faculty focus either on research or teaching."

The mission of the Georgia Southern University College of Business is to produce career-ready professionals through programs characterized by inspired teaching, relevant research and meaningful service. Through faculty research and scholarship, students are receiving the knowledge that informs theory, practice and teaching in the classroom.

Amason continued, "While many give lip service to balancing the two, the concept of such a balance is problematic and difficult to achieve. So, rather than follow others in talking about balance, we have intentionally chosen to focus on integrating research and teaching. We recruit and incentivize faculty who are outstanding teachers and scholars, who can translate cutting-edge theories and concepts into practical, classroom applications, and who find opportunities to use the classroom as a setting for their research."

Amason says the ranking validates the intentional work of the College of Business and its faculty to grow Georgia Southern's reputation as a place for serious teacher-scholars.

"This ranking is merely a reflection of our ongoing effort to integrate research and teaching, and to develop a unique identity at the intersection of the two," Amason added. "We believe this is a distinctive feature of our strategy that provides benefits to our students. It is also a key element of our value proposition, as we attract and recruit faculty and as we develop the brand of the college."





## Tweets by @GeorgiaSouthern



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# Georgia Southern College of Business launches mobile app

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Anyone can now have the latest information from the Georgia Southern College of Business at their fingertips by downloading the brand new mobile app, Georgia Southern (GS) Business.

The College has officially launched its GS Business application, which provides relevant, up-to-date information for prospective and current students, parents, alumni, faculty and staff.

The user-friendly application is geared toward enhancing the College of Business experience by providing members of the Georgia Southern community access to all things College of Business with just a few clicks on their mobile device. The mobile application allows anyone interested in the College to explore the topics of social media, events, news, student organizations and much more.

Current and prospective College of Business students can use the app to schedule advisement appointments and learn about the multiple business student organizations offered on campus.

Caroline Nimnicht, a senior minoring in business, is excited for the app. She believes students will be more likely to engage in a mobile app than a website due to accessibility and convenience.

"I think the Georgia Southern College of Business is bringing 21st century innovations to its students. [The] GS Business [app] will definitely improve the lives of Georgia Southern business students. It's already improved mine," says Nimnicht.

GS Business is currently available for free in the iOS App Store and Android's Google Play store. To download the app, search Georgia Southern Business, Georgia Southern College of Business or GS College of Business.

For more information on the College of Business and its programs, visit [GeorgiaSouthern.edu/business](http://GeorgiaSouthern.edu/business).

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# Man on a mission: Chad Asplund helps athletes reach their goals

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For Chad Asplund, M.D., medical director of sport medicine at Georgia Southern University, life is all about the mission. Whether he's aiming to complete a triathlon, heal a wounded athlete or save a dying soldier, Asplund will do whatever it takes to see his mission through to the end.

### As a Soldier

A veteran of the Coast Guard and Army and now a flight surgeon in the Air National Guard, Asplund has spent his entire adult life serving others.

"I often say this is my third life," he laughed. "I have my coast guard life, my army life, and now my post-army life. I'm still staying busy."

Asplund grew up as a military brat, moving around the northeast throughout his youth. He served in the Coast Guard for five years while attending the U.S. Coast Guard Academy in Connecticut as a biological oceanography major. After his rotations on a ship out of New York, and then as a staff officer in Washington D.C., however, he switched gears and decided to delve into the realm of family medicine.

He moved on to the University of Pittsburgh on a full Army scholarship and added sports medicine courses to his medical degree. Eventually his love for sports, his passion for helping others and his focus on goals culminated into his successful career in sports medicine.

"One of the things you learn about in the Army is it's all about the mission," he said. "A lot of what I learned through the military, from perseverance through mental and physical hardships and a focus on the goal, lends itself really well to sports and sports medicine, as well as in life in general."

During his time in the Army, Asplund practiced full service family medicine, including delivering babies, for seven years. He deployed to Afghanistan in 2005 and took care of many soldiers, including those featured in the film *Lone Survivor*. As a flight surgeon, Asplund now serves in the Georgia Air National Guard as the primary physician for military aviation personnel on special duty status.

### As a Leader

While it seems like living up to Asplund's success might be overwhelming, he insists it's all about discipline, attitude and staying motivated.

"Having success in life is a lot like success in sport. It's all about setting goals," he said. "In training for sport, I really enjoy the process. You start when you're not in real great shape, you go through the process and see your fitness improve, achieve your goal and start all over again. The



challenge, attaining goals along the way.”

And Asplund is never one to shy away from a challenge.

“I ran competitively cross country and track in high school and college and did marathon racing after college,” he said. “In Afghanistan there wasn’t a whole lot to do there except work and exercise, so I rode a bike for an hour and ran for an hour. When I saw the Ironman Triathlon on TV over there, 75-year-old guys, guys with one leg, and people like that competing I thought, ‘If they can do that, so can I.’”

So he did.

While maintaining his career, family-life with his wife and two sons, and working in the healthcare field, Asplund has finished one full length Ironman Triathlon and several other long distance triathlon.

“My advice is to not overlook the small things you have to do to succeed,” he said. “Put in the work, and the results will come.”

### **As an Eagle**

Asplund celebrated two years of serving student athletes with Georgia Southern in August. He serves part-time as a general physician for Health Services, and, in the near future, he will further his work with Georgia Southern in the new Health Services Women’s Clinic. Essentially, if a patient needs care at Georgia Southern, Asplund will likely have a hand in providing it.

“My favorite part of this job is having the ability to help students get better so they can reach their goals,” he said.

“It’s really tremendous that the University thought enough about the students to put the resources in to really create a state-of-the-art health facility,” he said. “I’ve been in medicine for 17 years now, and this is the first building I’ve ever worked in that was completely designed for clinical care. I’m excited to have the opportunity to get back into the women’s clinic and to bring some additional level of service to the students.”

And as for football season?

“One thing I can say about Georgia Southern is I am really impressed by how much the university rallies around the Eagles. I can’t wait to see what this season has in store,” he said.

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