

## MEET DR. JEFF TANNER: DEAN OF THE STROME COLLEGE OF BUSINESS



Dr. John "Jeff" Tanner, the dean of the Strome College of Business (SCB) has been electrifying our student body since he joined the Monarch nation in 2015. He came to ODU from Baylor University in Waco, Texas where he was a professor of marketing and founder of the Baylor Business Collaboratory, an innovative arrangement in which Baylor business minds and real world businesses develop solutions to market challenges. In this role, Tanner secured funds and research opportunities, which led to visible results and numerous publications. During his time at Baylor he held roles as the interim chair of the marketing department, associate dean for faculty development and research, associate dean for undergraduate programs, and acting executive director in the Center for Professional Selling. Outside of academia, he is also director of Korcett Holdings, partner in JKTanner Inc., and partner in BPT Partners LLC. He earned a BA and MBA from University of North Texas and a PhD in business administration from the University of Georgia. He is also credited with authoring over a dozen books and countless other refereed publications.

Dr. Tanner has a passion for improving quality of life. He has worked with a non-profit organization in Hampton serving at-risk adolescents for 11 years. During a visit in Summer '14, he had dinner with a fellow Monarch that initially piqued his interest in the available deanship at ODU. He accepted his

nomination mainly because of the University's desire to build entrepreneurship and emphasis on community engagement, efforts that aligned perfectly with his goals. His meeting with the president further cemented his interest. He describes President Broderick as a president who truly understands the roles a business school can play in leading university expansion, a quality rare amongst other university presidents. From there, more pieces fell into place and ODU was Tanner's perfect match. He believes business practices can enhance quality of life if implemented in the right ways. His focus is not only on the students, but the community as a whole.

Living in Norfolk, Tanner and his wife "love the urban vibe." They often take the light rail downtown and check out live music, theatre, and local restaurants. On the day of this interview they planned on seeing "Oliver Twist" performed by the Virginia Stage Company. They also keep up with minor league hockey and baseball games. The beach and city life make for an exciting lifestyle; he is happy to live in Hampton Roads.

Since joining ODU, he has led numerous of developmental and expansion initiatives for undergraduates and graduates. Specifically concerning graduate students, SCB has been experiencing fairly strong growth with over double the admitted students for this coming spring semester compared to last spring. The M.S. in maritime trade and supply chain management was just launched and the M.B.A. program and M.S. in accounting program will be strengthened in the coming months. Overall, the plan is to bring a more hands-on approach to learning and business, and strengthen the ties between ODU and the business community.

For anyone who has a desire to pursue a career in academia, he recommends being flexible. The field is changing in unexpected ways. Ten years ago the digital model of learning (e.g. Phoenix.edu) was predicted to dominate, and today that is not the case. At the same time, however, the business models that have been working previously will not continue to work as before. "We're in a time of rapid change for business models," he said, "which is why I'm so excited to be here." Finding the right blend of resources and interactions is becoming increasingly important and one who wants to be successful in academia should take careful note of these changes. He cites the example of his daughter, a professor who also has a passion for academia and teaches a similar business course at West Virginia University. The career he has experienced is going to be different than of her career. Because of this, agility and entrepreneurial aptitudes will be any aspiring academic professional's most valuable assets.

### DATES AND DEADLINES

November 30, 2016  
May 2016 Graduation Application Due

December 9, 2016  
Approved Doctoral Dissertations Due

December 9, 2016  
GSO Social at Dirty Buffalo  
5:00 p.m. - 7:00 p.m.

December 15, 2016  
11:30 a.m. - 1:00 p.m.  
Advanced Degree Luncheon  
Hampton/NN Room, Webb Center

December 16, 2016  
Approved Masters' Theses Due

December 17, 2016  
9:00 a.m. and 2:00 p.m.  
Ted Constant Center

# STUDENT SPOTLIGHT: DENISE CLAIBORNE



Denise Claiborne, a full-fledged Monarch from Hampton, is a Ph.D. candidate in the College of Health Sciences' Health Services Research program. Having just defended her dissertation on November 7th, she reflects on the three brief yet intense years in her Ph.D. program. Denise also obtained her bachelor's in psychology, bachelor's in dental hygiene, and master's in dental hygiene from ODU.

After she graduated, she went to work at a community college with a dental hygiene program that had just started. While working part-time there, she also worked in a private dental office full-time. After three years, she was invited to come back to ODU and work full-time as a temporary hire and took the position because it aligned with her desire to be in academia.

In late 2012, she decided it was time to get her Ph.D. She took the GRE in the spring and was admitted to the Ph.D. in Health Services Research in Fall 2013. She chose to do health services research because she wanted something broad but complementary to her background in dental hygiene and psychology. She completed her coursework Fall 2015 along with the candidacy exam for the program. In spring 2016, she completed the IRB human subjects process for her dissertation project. In late May she began data collection and concluded the project late June. She implemented theory-based educational intervention to assess the frequency of performance of oral health assessments on children 0-3 years among nurses. She will graduate this fall semester. While working towards her Ph.D., Denise has also worked full-time in two administrative roles. She oversees all clinical operations as the Director of Clinical Affairs. She is also the entry-level program director for the Bachelor of Science in Dental Hygiene, a role in which she handles admission for prospective students and advises all current undergraduate dental hygiene students.

Denise's first big tip for prospective is to identify your research interest. Determine the research topic early and align course assignments around the topic. "In my first semester of the Health Services Research program, I wrote on three different topics." She received the best piece of advice from a mentor, which was to identify an interest and focus on that literature for all assignments if possible. After the first semester, she identified her topic, children's oral health, which she would later build into her dissertation. She always knew it was going to

be something related to children's health. Her research progressed almost naturally.

She started by first assessing whether children were receiving preventive oral health services in their first year of life from the parent perspective. She then shifted her focus to the provider's perspective, assessing if they were counseling parents at the time of the child's first dental visit, and if they were performing oral health assessments on children during well-child visits. In general, a child will see a medical provider a minimum of eight times in the first year of life because of well-child visits and the immunization schedule. Typically at about six months, the providers should conduct an assessment and start addressing any oral health concerns with the parents. The premise of her research was the frequency and effectiveness of these assessments. In future research, she will explore the parent's role further. As a result of her current research, she hopes that "all medical providers collaborate in such a way that they can effectively communicate about oral health, conduct these important assessments, and make the proper referrals."

Among her many motivations, she set a goal to obtain her Ph.D. before her 31st birthday, which the future Dr. Claiborne will be celebrating this January. "You have to be self-directed" she explains, "you have to be the driver and control your destiny ... especially when you're in the dissertation phase." Though she had great faculty support, she ultimately led the project. They guided and believed in her and her work. Dr. Susan Daniel served as the chair of her committee. She and Dr. Daniel met weekly to make sure everything was in line. Dr. Muge Akpınar-Elci and Dr. Linda Bennington also served on her committee. Going forward, she plans to continue to develop her leadership skills and progress in academia.

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# COMMONWEALTH GRADUATE EDUCATION DAY

The Virginia Council of Graduate Schools (VCGS) hosted its second Commonwealth Graduate Education Day on Friday, November 4, 2016, at the College of William and Mary. The purpose of this event was to provide an opportunity for students at community colleges or students just beginning to pursue four-year degrees to learn about graduate school. Students were able to talk with graduate students about their research or their paths to graduate school and participate in panel discussions with students and faculty. Many success stories were shared. Old Dominion University had three graduate students attend, Christina Bartholomew, Dante Myers, and Tracey Vaughan. One undergraduate student also attended, Vernessa Oraegbu. There were dozens of undergraduate students from across Virginia participating in the event. VCGS intends to follow-up with all of the undergraduate students and encourages everyone to like their Facebook page. You can find the VCGS Facebook page at <http://fb.com/VACGS>.



*Tracey Vaughan, M.S. Lifespan Digital Communication*



*Christina Bartholomew, M.M.E. Music*



*Bryan Porter, Vernessa Oraegbu, Christina Bartholomew, Eric White, Robert Wojtowicz, Dante Myers, Tracey Vaughan, Missy Barber*



*Dante Myers, Ph.D. Industrial-Organization Psychology*

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Link: [pivot.cos.com](http://pivot.cos.com)

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Link: [www.fbo.gov](http://www.fbo.gov)

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Link: [www.grants.gov](http://www.grants.gov)



# OLD DOMINION UNIVERSITY

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Find GRADUATE NEWS online at:  
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ODU graduate student Eric White compiled and edited this newsletter with help from Dr. Robert Wojtowicz, Dr. Bryan Porter, and Ms. Missy Barber in the Graduate School.

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