



FEBRUARY

2025

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THE SCHOOL OF BUSINESS

INSIDER



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SAVE THE DATE - BUSINESS ADVISORY COUNCIL FINAL MEETING

Join us for a special evening of dinner and awards!



Date: Wed. April 23rd



Time: 5:30pm



Location: Student Multi-Purpose Hall in the Mullen Communication Center



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CONGRATS DR. WELLINGTON!

Dr. Eric Wellington will assume the role of Provost on May 19th, the day after the university's 2025 Commencement ceremonies. He succeeds Dr. Katie Barnes, who served as Interim Provost for three years and defined the position at Neumann.

Dr. Wellington will serve as Neumann's chief academic officer and supervise its athletic teams and student affairs. He has served as dean of the university's School of Business since 2017.



WELCOME DR. BENABESS

Welcome Dr. Najiba Benabess to the Neumann University community. Dr. Benabess will begin her role as the Associate Provost for On-Line Learning, AI and Academic Partnerships, and Dean of the School of Business on May 1st.

NEUMANN INSPIRES FILM FESTIVAL - APRIL 5th

The third annual Neumann Inspires Film Festival will take place April 5th in Neumann University's Meagher Theater and Mullen Communication Center. We are excited for another day of creativity, community, and inspiration! This year's line-up includes:

- The debut of No Risk, No Gain, the Neumann produced documentary film about our beloved founders, The Sisters of St. Francis of Philadelphia.
- Screenings of short films from around the world.
- Interactive workshops including improvisation and screen combat.
- Awards ceremony featuring dance, theater, and jazz band performances.



GET YOUR TICKETS HERE: <https://www.neumann.edu/filmfest>



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GRAND OPENING - MATH ESCAPE ROOM !

The School of Business, led by Graduate Assistant Cecelia Mick, launched the university's Math Escape Room on February 7th. Cecelia spearheaded this project from start to finish, beginning with researching the concept, collaborating with math faculty to develop problems, installing and coding lockboxes, and designing promotional flyers distributed across campus. Her efforts have culminated in making this idea a reality!

Click here for the early results: <https://waynetimes.com/community/walworth-student-aces-neumann-universitys-math-escape-room/>



GUEST SPEAKERS

Robert Wright, Jr., an adjunct faculty member in Sport Management, invited representatives from the Philadelphia Flyers organization to speak to his SM 390 Digital Media & PR class on January 28th.

Jessica Beer, Senior Manager of Inside Sales, and Mike Scheiner, Account Executive for Group Sales, discussed the College Sales Program with students. They covered key aspects of the program, including the ticket sales process, incentives for top sellers, and the potential for an interview opportunity.



THE CUBBIE: A NEW TOOL FOR STRESS AND ANXIETY RELIEF - A RESEARCH INITIATIVE AT NEUMANN



**Jenelle Abnett,
Tiffeny Atkins,
and Jon McIntyre**

Neumann University has introduced Cubbie, an immersive sensory regulation booth designed to help individuals manage stress and anxiety in under 10 minutes. Installed in Bachmann Hall, this high-tech booth uses music, video, and lighting to create a personalized sensory experience. Originally developed for neurodivergent individuals, Cubbie benefits anyone feeling overwhelmed or unfocused. Dr. Jenelle Abnett, an expert in autism and neurodiversity, highlights its usefulness in high-pressure situations like exams, while Dr. Tiffeny Atkins, a faculty member specializing in physical

therapy, emphasizes its role in supporting student well-being across academics, athletics, and social interactions.

Beyond its immediate benefits, Cubbie is part of a larger research initiative led by Abnett and Atkins in collaboration with its creators, David and Jon McIntyre. Neumann plans to partner with 8-10 school districts in 2025-26 to study Cubbie's impact on student focus and classroom behavior, aiming to replicate Ireland's success in reducing disruptions by 60% and increasing participation by 90%. The program is customizable, with occupational therapists tailoring the experience to individual needs. To support this initiative, Neumann's University Advancement team is raising funds for installation and research costs. Already widely used in Ireland and the UK, Cubbie has the potential to transform stress management in American schools. Schools interested in participating can contact Dr. Jenelle Abnett at abnettj@neumann.edu.

NewPress

WINS AGAIN!

The winners of the Pennsylvania News Media Association Keystone Awards have been announced and Neumann is taking three big honors:

- First place: Best Review, Emily Ammon, "Jelly Roll's Beautifully Broken Speaks to a Culture of Resilience and Vulnerability"
- First place: Best Podcast, Andrew Marshall, Matt Glass, Carlos Wyde-Gladbach, Catie Sands, and Logan Fogerty, "Living Black History"
- Second Place: Best Sports Story, Cole Betham, "Does Neumann have a Budgeting-Gap between Men's and Women's Athletics?"



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STUDENT SPOTLIGHT: BENJAMIN GIBBONS!



Ben, a junior majoring in Finance with a minor in Business Administration, is a dedicated member of both the Men's Ice Hockey and Lacrosse teams at Neumann. He credits athletics for instilling essential life skills: "Understanding how to maintain balance and time management are two things that athletics have instilled within me."

Choosing Neumann for its strong academic and athletic environment, Ben was drawn to "the sense of community...allowing me to develop meaningful relationships with my peers and professors." His favorite course, Finance 301, provided a foundation for his future, saying, "It was instrumental in ensuring I understand the fundamentals and can be successful in future internships."

Regarding his internship experience, Ben shares, "My previous internship was with Cassaday & Company, an independent wealth management firm located right outside of Washington, D.C. While at Cassaday, I assisted with account management and client requests, sat in on and took notes for advisors in one-on-one meetings with clients, and completed a capstone presentation with my fellow interns by developing and presenting a comprehensive financial plan for a fictitious family to upper management. The importance of this internship cannot be overstated for me, as it was my first true experience in the financial realm, and provided reassurance that I was stepping into a field that I felt I would not only be effective in but would enjoy my line of work. Furthermore, the ability to build connections with and learn under experienced professionals was an invaluable experience, which taught me many elements that I might have been unable to learn at university."

Reflecting on his time at Neumann, he acknowledges Dr. Jeff Graber's mentorship, stating, "He has made a significant impact on my time at Neumann through the lessons of his own experiences prior to teaching. I feel that he has not only taught me relevant material but has used his own experiences to help explain why specific concepts are crucial and how they can be applied in one's own life. In addition, Dr. Graber has been someone that I feel I can discuss any questions I may have about events that I may encounter in my future something that has helped ease my nerves about uncertainties I have regarding the real world."

Ben expressed his appreciation of his family during his college years stating, "my family's support and guiding me throughout this incredible journey who have been my rock to lean on whenever I am flustered or feel drained from all that I have on my plate."

For Ben, the best part of Neumann has been the relationships he's built: "They often say, 'people make the place,' and that couldn't be any truer for my experience here."

Congratulations to Ben and we continue to look forward to his success!



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