

COLLEGE OF BUSINESS AND MANAGEMENT, LYNN UNIVERSITY



## Happy New Year!

Welcome back to a new year and a new semester here at Lynn University. I hope you all had a relaxing break and are feeling refreshed and recharged for the start of classes. It's been one calendar year since the inaugural Adjunct Faculty Newsletter was created! Designed specifically to connect you to our College of Business and Management community. I hope many of our seasoned adjunct faculty members have found it beneficial.

For those who are joining us for the first time to teach this Spring term, as your Academic Administrator, I'm your go-to person with any questions or concerns that may arise. I want this newsletter to be valuable and relevant to all of our adjunct faculty. Therefore, please let me know if you have any suggestions for topics, features, or information you would like to see included in future editions. I am considering switching to a quarterly publication schedule.

In the next couple of weeks, please stay tuned for a brief survey where you can provide your input on the frequency and content of the adjunct newsletter. Your perspectives as members of our teaching community are greatly appreciated. It takes a lot of time planning so who better to ask than you! By working together, we can enhance communication and engagement among our talented adjunct faculty.



Academic Administrator for  
Adjunct and Online Faculty

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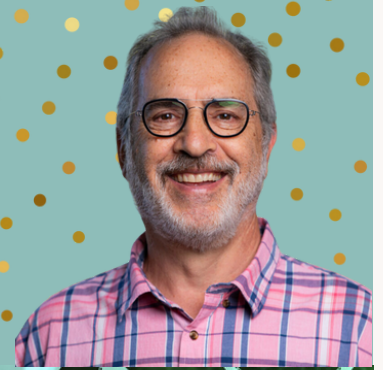
Visit the COBM New Adjunct Virtual Guidebook for any updates and handy information to support your instructional journey!

The link to self-enroll in this Canvas course will give access to the content and can be placed on your Canvas Dashboard for easy navigation:

<https://lynn.instructure.com/enroll/BCBNWY>

As we begin 2024, I want to highlight some recent updates in our department that our Dean, Dr. RT Good shared with our full-time faculty last week. Starting this Spring, Dr. Harika Rao has been appointed Associate Dean, and Dr. Chris Zapalski accepted his new role as Assistant Dean.

# GARY'S CORNER



GARY SOLOMON, MBA, CAPM  
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## ADAPTIVE ASSESSMENTS: MEETING THE CHALLENGES OF AI WITH REFLECTIVE STUDENT ESSAYS

A few years ago, it became evident that administering multiple-choice exams, particularly those provided by book publishers, was no longer effective. Students from various schools were easily finding the answers online. Consequently, we shifted our reliance towards case study-style essays.

However, with the advent of AI tools like Chat GPT, case studies faced similar challenges. Students began inputting the case study and associated questions into AI tools, allowing them to complete assignments within seconds.

In one class, I observed that 97% of the students used the same acronym, indicating a sophisticated concept that had not been covered in class – clearly, they were all using the same tool.

To address this issue while still using case studies, I introduced reflective essays, which I now frequently incorporate into my courses. These types of case studies/essays encourage students to merge the course material with their personal experiences, with the hope of deepening their comprehension of the concepts being taught.

In the case of reflective essays, students take center stage in conveying their understanding of the topic by drawing upon their personal experiences.

Here are examples I use in my Project Management class:

**1. What is a Project:** Reflect on an activity you have been involved in (like planning an event, a group assignment, etc.) and analyze it as a project. Discuss the start and end points, objectives, constraints, and any uncertainties involved.

**2. Project Management in Practice:** Think of a real-world example where you have observed project management principles at play (it could be in a family business, a school event, etc.). Discuss how concepts like scope, time, cost, quality, risk, and resources were balanced in this scenario.



Professor Solomon believes strongly in using technology and his 34-year corporate career to bring the “real world business environment” into the classroom.

**PROFESSIONAL  
ADJUNCT FACULTY  
SPOTLIGHT**

**MICHELE PERONI**

**A DECADE AT LYNN...**

My name is Michele Peroni, and I have been an adjunct instructor at Lynn for 10 years. I am also a Lynn alumni, and have been involved with the school's ice hockey program for seven years as assistant coach and recruiting director.

My teaching style revolves a lot around students. I like a classroom that is active and engaging. Students know a lot more than they think they do, especially about technology, and steering them to share what they know and what opinions they hold is a key point. My goal for every course that I teach is to have students come away with more knowledge, but most importantly more preparation for what's to come in their post-graduate careers.

**Marketing instructor**

Adjustments had to be made in order to adapt to a changing business environment after the global economic crisis of 2008, and so my professional background shifted to digital marketing and being part-owner of a digital marketing agency in South Florida.

Lynn's Ice Hockey program has grown at a rapid pace. Lynn University has given us amazing support. Our program director, Ted Curtis, started this fantastic program and continues to manage it spectacularly. We improve the team each year and our goal is to make it into a winning program. We have prospective students expressing interest in Lynn University due to the hockey team and that's an incredible accomplishment considering that we are a small school and just 8 years in since the program's inception



**LYNN 2023-2024 SCHEDULE**

Watch All Home Games Live at: [Youtube.com/LynnUniversityIceHockey](https://www.youtube.com/LynnUniversityIceHockey)



To show support for Lynn's Club Hockey and see the team's schedule, please select this link:  
<https://lynnhockey.com>

# Important Dates

2024

Graduate Spring I  
Undergraduate Spring I  
Block A  
all begin  
January 7th

Block A  
midterm grades  
due  
January 19th

Monday  
January 15th  
Martin Luther King Jr. Day  
University closed: No classes.

If you have an on ground  
class that  
normally meets on  
Monday, please email a brief  
summary of what you will be  
doing to make up that one  
missed day of class. In this way it  
will be on file and I may forward  
it on to our college deans. Send  
to [ebramsey@lynn.edu](mailto:ebramsey@lynn.edu)



FACULTY DEVELOPMENT SESSION  
FOCUSING ON NEW FACULTY

“NEW FACULTY 102”

JANUARY 23RD AT 10:30AM

DR. MELISSA LEHMAN - COLLEGE OF ARTS AND SCIENCES  
DR. ELLEN RAMSEY - COLLEGE OF BUSINESS AND MANAGEMENT  
DR. CHRIS RICE- COLLEGE OF ARTS AND SCIENCES

If interested in attending live, please email  
ebramsey@lynn.edu, and a zoom link will be  
provided. Or, check out this link a few days after the  
session to watch the recording and all other sessions.

[FacultyDevelopmentSessionSchedule](#)



## Ideas to help make your classes interactive and engaging for students:

### Icebreakers

Get to know your students and build community with introductory icebreaker activities. Quick energizers like think-pair-share questions can also liven up longer classes.

### Discussions

Utilize small group and whole class discussions to get students analyzing concepts and practicing critical thinking. Let them debate issues or solve problems together.

### Active Learning

Incorporate activities like case studies, role playing, peer teaching, and hands-on projects to actively engage students. Apply theory to real world examples.

### Technology Tools

Keep material dynamic by integrating polling, quiz games, interactive presentations, animations, and other multimedia. Apps like Kahoot, PollEverywhere, and Flipgrid foster participation.

### Student Presentations

Have students deliver presentations, contribute their perspectives, and share knowledge with peers for a student-driven class experience.

### Office Hours

Remind students of your office hours and encourage them to visit with questions or simply to discuss course concepts in more depth.

Please reach out if you need support implementing any new instructional strategies. I look forward to hearing how your semester turns out!