

**UNIVERSITY OF MASSACHUSETTS LOWELL  
Manning School of Business**

**Comprehensive Professional Vita**

**January 8, 2018**

Name: **Finch, Deborah**

Department: **Marketing, Entrepreneurship and Innovation**

Rank: **Lecturer**      Field: **Freshman DifferenceMaker Seminar  
Business 101  
Marketing for Nonprofits  
Nonprofit Management**

**A. Education and Academic Qualifications**

**Education**

Ed. D	Ed.D.--Leadership in Schooling at UMass Lowell. May 2012. Dissertation: What are the Experiences of Homeschool Mothers?
M.B.A.	University of Massachusetts Lowell, 2005 Concentration in Finance Outstanding Graduate Student of the Year Award
B.S.B.A	University of Massachusetts Lowell, 2003 Business Administration Concentration in Finance
A.S.	Fisher College, Boston, MA, 1976 Optometric Technology

**Other Education and Training**

2017	Kendall Hunt Webinar: Avoiding Beach Ball Teaching: How to Effectively Engage Business Students! Participant. October 18, 2017
2017	SalesForce Operations Training for Faculty and Staff. Summer 2017.
2017	Entrepreneurship.org Doan Winkle and Justin Wilcox.

Teaching Entrepreneurship Workshop: Teaching Problem Validation the Right Way. June 22, 2017.

This 1-hour workshop demonstrated methods and exercises to effectively get students validating assumptions including:

1. Developing problem hypotheses
2. Identifying the right customers to interview
3. Asking the right questions during those interviews

**2017** Desphande Foundation. Lowell, MA June 10-12, 2017

DifferenceMaker: Developing and Scaling Cross-Campus Entrepreneurship Initiatives

This workshop examines methods and materials used to develop and deploy a student entrepreneurship program across campus. DifferenceMaker is a campus-wide program that engages students of all majors and disciplines in creative problem-solving, innovation and entrepreneurship. Since inception in 2012, over 25,000 students have participated in DifferenceMaker activities and programs. These activities include freshman orientation, college-based competitions, the \$50K Idea Challenge, a Mentor Program and a summer Boot Camp. Participants in this workshop will learn the DifferenceMaker process and method, examine the impact the program has on a campus, consider the various stakeholders involved in launching a cross-campus program and then draft a strategy for deploying DifferenceMaker on their home campus.

**2016** The Experiential Classroom. Warrington College, University of FL Gainesville. September 22-25, 2016

The Experiential Classroom is the premier clinic for faculty who are relatively new to the teaching of entrepreneurship and the building of entrepreneurship programs. We share best practices in entrepreneurship education from some of the thought leaders and master educators in the field. Over 1100 faculty members have attended this intense, three-day clinic. Delegates must attend all three days. The Experiential Classroom is offered once a year and takes place on the campus of the University of Florida in Gainesville, FL. Attendance is limited to 75 delegates each year. The experience is personalized with ample opportunity to interact with the presenters both inside and outside the classroom.

Participated in the following sessions:

- Combining Experience and The Experiential: The Entrepreneurship Classroom Brought Alive
- What is a Great Case Discussion? What is a Great Case Discussion Outcome?
- How to Integrate Experiential Learning with Textbook Material
- Developing Your Own Cases and Experiential Exercises
- Play to Learn and Learn to Play
- A Look at Syllabus and Curriculum Design in Entrepreneurship
- Exploring Creativity in the Classroom
- Teaching Entrepreneurship to Students of Diverse Backgrounds
- What Entrepreneurship Students Want: In Their Own Words
- Bringing Entrepreneurs Into Your Classroom: Managing the Managers
- Delivering a Great Lecture
- How to Teach Social Entrepreneurship
- Teaching Opportunity Discover

2016 Salesforce Retention Strategies Workshop

Training in use of Salesforce for student retention and outreach. Began Salesforce implementation in fall 2016.

2016 USASBE Pre-conference Workshop: From Idea to Reality Right Now: Games, Math, Sex, and Launch

USASBE Experiential Workshop: Deconstruct to Reconstruct: An Exercise to Inspire Innovation and Creativity (and Rethink the Concept of Waste...)

USASBE Experiential Workshop: Creating meaningful ventures “HEAD HEART HUSTLE

USASBE Experiential Workshop: Balloon Ventures: The Struggle is Real or Just a Bunch of Hot Air?

USASBE Experiential Workshop: A Role-Playing Experiential Exercise to Reveal, Measure and Discuss Cognitive Errors in Venture Financing Decisions

USASBE Experiential Workshop: Teammate Selection: Using Research to Build Teams with Healthy Diversity

USASBE Experiential Workshop: Pitching Your Passion in 2-3 Minutes

- 2016 Transformational Education Initiative—Transformative Talks: Understanding and Assisting English Language Learners. University of Massachusetts Lowell. March 9, 2016
- Transformational Education Initiative—Transformative Talks: Transformational Advising & the Core Curriculum. University of Massachusetts Lowell. April 5, 2016
- Transformational Education Initiative—Transformative Talks: Your Best-Ever First Week of the Semester. University of Massachusetts Lowell. April 5, 2016
- Faculty Development Technology Workshop—Explain Everything. University of Massachusetts Lowell. March 16, 2016
- 2014 At Risk for University & College Faculty: Gatekeeper Training Course. Completed Fall 2014.
- 2012 Ally Training and Certification: To provide information and resources to support the gay, lesbian, bisexual and transgender (GLBT) members of our campus community.
- 2011 Course: Fostering First-Year Student Success. University of South Carolina at Columbia, National Resource Center for the First-Year Experience and Students in Transition. Completed Fall 2010.
- 2010 Course: Teaching that Informs and Transforms: Strategies and Techniques for Engaging and Challenging Today's Learners. University of South Carolina at Columbia, National Resource Center for the First-Year Experience and Students in Transition. Completed Spring 2011.

## **B. Professional Activities**

### **Non-Teaching Activities**

- 2017 Panelist for Haitian American Student Association on Diversity in the Workplace. University of Massachusetts Lowell. November 15, 2017

- 2017 Women's Leadership Conference: The Power and Potential of Women. University of Massachusetts Lowell. June 20, 2017
- 2016-2017 Summer & Fall 2016, Spring 2017
- Recruited, trained, and supervised one new adjunct instructor for Business 101 and Freshman DifferenceMaker curriculum. Coordinated course material with all instructors to ensure standardization across the sections. Met regularly with instructors to encourage and improve teaching practices in the classroom.
- 2015-2016 Summer & Fall 2015
- Recruited, trained, and supervised four new adjunct instructors for revised Business 101 curriculum. Developed revised course of Freshman Management Seminar and Introduction to Business, taking 4 credits to 3 credits. Coordinated course material to ensure standardization across the sections.
- Fall & Winter 2015
- Developed and coordinated new course: Freshman DifferenceMaker Seminar—a one credit required course for all incoming freshman and transfers with less than 30 credits. Collaborated with DifferenceMaker faculty and staff. Supervised one adjunct professor, and provided continual feedback on course content.
- 2014-Present Director of First-Year Experience for the Manning School of Business.
1. Assist in the recruitment effort of freshmen
  2. Attend and actively participate in recruitment events
  3. Attend and actively participate in orientation events
  4. Participate in the continuous development, improvement and execution of a recruitment strategy for freshmen
  5. Lead and manage retention efforts for the current freshmen
  6. Lead and manage Peer Mentor program for freshman
  7. Notify freshmen of upcoming professional and social activities
  8. Encourage freshmen to participate in experiential learning activities, such as co-op, honors and study abroad opportunities.

9. Work closely with the Associate Dean and other Manning School staff to intervene when necessary to assist freshmen success at UML.

2012-Present      DifferenceMaker Faculty Fellow

Faculty Fellows - In concert with the DifferenceMaker staff and Senior Associate Vice Chancellor for Entrepreneurship & Economic Development, the DifferenceMaker Faculty Fellow will actively support and contribute to the development and delivery of the DifferenceMaker program.

Specific Faculty Fellow Roles and Responsibilities include:

1. Serve as a DifferenceMaker contact and point person, providing information and guidance to students and peers, within their respective College or School regarding DifferenceMaker program activities.
2. Actively assist in identifying and implementing strategies for recruiting student and faculty participation within their College or School.
  - This includes recruiting student teams from your College or School into the program and
  - Recruiting faculty colleagues participation in DifferenceMaker events throughout the year
3. Actively assist in the development and offering of outreach and educational activities (e.g, Orientation Sessions, DifferenceMaker Speaker Series, and Workshops) for students and other faculty.
  - Be available to present at a minimum of 1 DifferenceMaker event
  - Attend at least 3 events during the fall and spring semester of the academic year
4. Assist in recruitment and development of student teams for the DifferenceMaker \$50K Idea Challenge.
  - This includes recruiting a minimum of 5 student teams from your College or School
  - This includes coaching a minimum of 5 DifferenceMaker student teams during rocket pitch coaching sessions in the spring
5. Provide guidance and feedback to DifferenceMaker staff regarding the relationship of activities to respective curriculum and academic programs.
6. Be available to assist in both signature DifferenceMaker events in the spring:

- Preliminary Pitch-Off (facilitate room, collect score sheets and give to DifferenceMaker staff, time keeper, etc.) and
  - \$50K Idea Challenge (set-up, break-down, prepping/lining up teams, registration table, etc.)
7. Participate in regular DifferenceMaker planning meetings throughout the year.

The DifferenceMaker program will recruit and support faculty committed to developing course activities and programs that engage students in solving local, regional and global problems through innovative and entrepreneurial action. Faculty Fellows will help manage and implement DifferenceMaker activities. Fellows will serve from September 2017 through May 2018. A \$2,500 stipend will be provided to each Fellow.

2006-2008      UMASS Lowell College of Engineering K-12 Educational Outreach, Assistant Director: January 2006.  
 DESIGNCAMP: Responsible for financial management, contracts, grant writing, managed all facets of program.  
 Coordinated Assistive Technology Design Fair program.  
 DESIGNLAB development and marketing.

Collaborated with Director of the Future Engineers Center and raised over \$750,000 in private and foundation grants.

### **Presentations**

- 2016      Our Legacy, Our Place: Faculty, Staff, and Student Kick-off Event—Invited guest speaker with Chancellor Jacqueline Moloney
- 2015      Invited Symposium Panel Speaker: Global Immersion in Innovation and Entrepreneurship: Study Abroad Model. Deshpande Symposium for Innovation & Entrepreneurship in Higher Education. Lowell, MA
- 2014      DifferenceMaker: “So, You Want to Start a Nonprofit?” with Michelle Bazin, Legal Studies. University of Massachusetts Lowell
- 2014      Poster Presentation: “Manage Your Time, Don’t Let Time Manage You!” Teaching and Learning Symposium, University of Massachusetts Lowell

- 2013 Poster Presentation: “What Are These Limitations, You Say?” Teaching and Learning Symposium, University of Massachusetts Lowell
- 2012 Invited Presenter for University Honors Difference Maker Program—Teach for America: A Nonprofit Perspective
- 2012 Invited Webinar Presenter—Teaching NVIVO in the Classroom: A Faculty/Student Presentation. Co-presented with Judith Davidson, Associate Professor, University of Massachusetts Lowell. Sponsored by QSR International. Over 400 registered participants.
- 2010 Invited Seminar Speaker—Teaching First-Year Students: Lessons Learned and New Directions—Discussion Panel Member representing the Manning School of Business. Conversation Dinner, the University of Massachusetts Lowell, November 17, 2010

#### **Other Professional Activities**

- 2016 Conference Paper Reviewer, United States Association of Small Business and Entrepreneurship

#### **C. Research**

- 2016 Mehta, A., Yoon, E., Kulkarni, N., & Finch, D. (2016). An exploratory study of entrepreneurship education in multi-disciplinary and multi-cultural environment. *Journal of Entrepreneurship Education*, 19(2), p120.
- 2016 United States Association of Small Business and Entrepreneurship—San Diego, CA: Presentation An Exploratory Case Study of Entrepreneurship Education in Multicultural and Interdisciplinary Environment. Refereed. Co-authored with Prof. Ashwin Mehta, Prof. Eunsang Yoon, Prof. Nitin Kulkarni
- 2014 Southeast Decision Sciences Institute—Savannah, GA: Presentation Developing and Delivering a Study Abroad Class: Meeting the Needs of all Stakeholders. Refereed. Co-Authored with Prof. David Lewis
- 2012 Dissertation Topic: What are the experiences of homeschool mothers who indicate their primary reason for homeschooling is not based on their religious beliefs? Little research is



available on homeschool mothers, particularly those that do not homeschool for religious reasons.

Homeschooling Experiences—Child-led learning, mothers learning processes, role change anticipation for homeschool mothers, spousal support in homeschooling

The value of assessment on the writing skills of students in a business program. In the fall 2010 semester we targeted incoming freshmen, gathered writing samples, and will compare the students' writing following completion of College Writing I, II, and Professional Communications.

Areas of Interest

An examination of the effects of peer mentoring on incoming freshman who self-select to have a peer mentor, along with self-perceived mentor benefits.

The impact on GPA and college engagement with business students in a living-learning community.

Continued research in the area of homeschooling: the effect of role change on homeschool mothers when their children are no longer homeschooled; the experiences of homeschooled students in the college environment

Study Abroad—experiential, multi-disciplinary approach to both international and domestic study abroad programs.

Research Internship

Researched online resources for qualitative research as preparation for the publication of a book written by Judith Davidson and Silvana di Gregorio.

## D. Service Activities

### Community Activities

1983-present Lowell Association for the Blind— Director Emeritus 2009-present. Volunteer 1983-present. Treasurer 2000-2008. Vice-President 1995-1998. President 1998-2000. Planned, developed, and implemented a database to be used for grant writing, fundraising, and project development. Extensive grant writing experience.

2003-present Pollard Memorial Library Foundation—Foundation board member 2001- present. Responsible for general fundraising including Annual Appeal letter and program funding. Special event planning: Pollard Memorial Library Re-Opening Gala. Author Night events.

2004-2009 Paul E. Tsongas Arena Commissioner—2004-2009. Clerk: 2005 - 2009. Appointed by former City Manager John Cox. Responsible for hiring arena management, determining future needs of physical facilities, and representing city interests on a commission that is comprised of university and city commissioners. Commission also responsible for Edward J. LeLacheur Ballpark.

### **Committee Activities**

2017-present NEASC Five-year Interim Report Standard Team: “Standard Five—Students”. One of two faculty members invited to join this team.

2017-present Our Legacy, Our Place Faculty/Staff Giving Committee. Co-chair.

2016-present Women in Leadership Committee—multi-disciplinary, multi-functional committee to advance women’s leadership among female students.

2016-present Salesforce Retention Committee--implemented by Dean of Academic Services Kerry Donohoe. Winner of the 2017 Pillars of Excellence Award for Transformative Education.

2016-present UForward—Committee established by the Dean of Students Office and the Wellness Center

2016-present University Student Success and Retention Strategic Planning Committee

2016-2017 Manning School of Business: Associate Dean Search Committee

2015-present Manning School of Business: Retention Committee

2015 Manning School of Business: Search Committee for Student Success Coordinator

2011-present Manning School of Business: Honors Committee  
Co-chair: 2012-2015

2011-present University Honors Council—Manning School of Business Representative

2011-2016 Manning School of Business: Enrollment Management Committee

2008 Instructional Effectiveness Committee

## E. Instruction Related Activity

### Teaching

2017

Manning School of Business Honors Mentor: Oversee junior and senior honor students in preparation for honors thesis/project, to help them identify mentors. Served as honors thesis/project mentor for two honors students who have graduated, currently mentor three honors students, and committee member for two students who will graduate with Honors College distinction this spring, following their successful honors defense.

- Daniel Paravanno-- *Building a Real Estate portfolio: How do you reach a cash flow of one million dollars? (Committee Member) Graduated Spring 2017*
- Roy Van Liew—*The SOS Android App (Committee Member Graduated spring 2017*
- Joshua Bedard—*Leadership For MSB Students: An immersive plan for all students (Mentor)*
- Briannah Larsen—*Exploring Women Leaders in Higher Education (Mentor)*
- Meghan Driscoll—*Lowell Association for the Blind Social Media Marketing Plan (Mentor)*
- Andrea DeLisle—*College of Fine Arts, Humanities and Social Sciences—Graphic Design. Safe Drinking Reward System for Students (Committee Member)*

Personally recruit business freshman eligible for Honors College each January and May.

2016

Manning School of Business Honors Mentor: Serving as honors mentor on thesis/project committees for four honors students, who will all graduate with honors.

- Mary Beth Kriss—*Lehane Chiropractic Marketing Initiative*
- Nandana Penukonda—*Acre Family Day Care: Social Media Marketing Plan*
- MaryKate Mahassel—*Atlas Box and Crating Rebrand*
- Bridget McSherry—*Interviewing Matters. Thesis.*

- 2015 Manning School of Business Honors Mentor: Serving as honors mentor on thesis/project committees for four honors students, three who graduated with Honors College distinction.
- Kayla Coluci—*Attracting Quality Females to the Manning School of Business*. Thesis
  - Patrick Raynor—*Law School as an Option for Graduates of the Manning School of Business*. Project
  - Saeed Saboury—*The Game Plan: Five Guiding Principles for Success in College*. Project
  - Brian McKenna—*Lowell Association for the Blind: Business Plan for Social Enterprise. Expansion to Retail Storefront*. Project—did not complete project
- 2014 Manning School of Business Honors Mentor: Serving as honors mentor on thesis/project committees for one honors student who graduated with Honors College distinction.
- Vanessa Aukshunas—*Budget Buddies Nonprofit Marketing Plan*
- 2013 Manning School of Business Honors Mentor: Serving as honors mentor on thesis/project committees for one honors student who graduated with Honors College distinction.
- Daniel Cook—*3D Printing Line. Development of business plan*.
- 2014 Study Abroad to Costa Rica. Comparative Management course, co-taught with Professor David Lewis from the Manning School of Business.
- 2014-2015 Study Abroad to Hubli, India. Global Innovation and Entrepreneurship course, co-taught with Professor Ashwin Mehta. To date, this program has operated three times, twice in Hubli, and once at University Massachusetts Lowell, with the fourth program slated for the University in June 2015. This multi-disciplinary, cross-cultural experience provides students the opportunity to work on real-life projects for local and international companies and nonprofits.
- 2013 Honors Program—Guest Lecturer for Difference Makers class for Junior Students: Making A Difference—A Nonprofit Perspective of Wendy Kopp and Teach for America

- 2011-present Lecturer—Business 101. Freshman DifferenceMaker Seminar.
- Freshman Management Seminar I & II for the Manning School of Business. In spring 2013, developed and taught Introduction to Business course for Freshman.
- For fall 2015 developed Business 101 course for freshman.
- In winter 2015, developed new course: Freshman Business DifferenceMaker Seminar for implementation in the Foundation Curriculum in the Manning School of Business.
- 2008-2011 Experiential Learning Course.
- Visiting Instructor—Freshman Management Seminar I & II for the Manning School of Business
- 2006-present Adjunct Instructor, UMass Lowell Continuing Studies:  
 Comparative Management  
 Global Innovation & Entrepreneurship—both on campus and in Hubli, India  
 Marketing Principles  
 Business 101  
 Honors Seminar: Creativity and Innovation  
 Special Topics: Marketing for Nonprofits  
 Special Topics: Nonprofit Management

**Instructional Awards and Accomplishments**

- 2017 Pillars of Excellence Award: Transformational Education—Team member for work on the Salesforce Retention Implementation Project
- 2016 Manning Prize for Excellence in Teaching nominee. This award recognizes faculty who demonstrated excellence in teaching along with exemplary dedication to students and the campus community.
- 2016 Pillars of Excellence Award—Transformational Education: Living & Learning Communities—Residence Life
- 2016 Pillars of Excellence Nomination: Transformational Education—nominated by Vice Chancellor Steven Tello

- 2016 University of Massachusetts Lowell Student Government Association Teacher of the Year Award for the Manning School of Business
- 2016 University of Massachusetts Lowell Teacher of the Game Award from the Men's Lacrosse Team—nominated by two students: Ryder Lessing and Gage Sevigny
- 2015 Residence Life: Living Learning Community Legacy Award. Presented at Residence Life Living and Learning: An Evening to Celebrate Success. University of Massachusetts Lowell
- 2014 Innovation Teaching Strategies Award. Presented at the Teaching and Learning Symposium, University of Massachusetts Lowell
- 2014 Service Learning Award. Presented at the Teaching and Learning Symposium, University of Massachusetts Lowell
- 2014 Residence Life: Living Learning Faculty Award. Presented at Residence Life End of Year Banquet, University of Massachusetts Lowell
- 2013 Innovation Teaching Strategies Award. Presented at the Teaching and Learning Symposium, University of Massachusetts Lowell
- 2013 University of Massachusetts Lowell Navigators North Star Award
- 2013 University of Massachusetts Lowell Commonwealth Honors Program Excellence Award
- 2013 University of Massachusetts Lowell Student Government Association Exceeding Excellence Award for the Manning School of Business
- 2013 Omicron Delta Kappa National Leadership Honor Society. Initiation April 2013.
- 2012 University of Massachusetts Lowell Service Learning Award for the Manning School of Business
- 2009-present Business Living and Learning Community (LLC) Advisor. Collaborated with local businesses to provide LLC students the opportunity to learn from community members about

business management. Arranged programs with Resident Director and Resident Advisor to further increase team building between students.

2011—Developed two brochures for the Freshman Business Living and Learning Community and the Upper Business Living and Learning Community. Distributed brochures at university events and in the classroom.

2010 National Student Athlete Day—Faculty Recognition. Recognized by student athlete, Eric Peary, as a faculty member on campus that inspired and supported them as students and as athletes.

2010 Nominated for the 2010 Teacher Awards sponsored by the Student Government Association.

2010 UMass Lowell Service Learning mini-grant in collaboration with the Lowell Association for the Blind and Special Topics: Marketing for Nonprofits course.

2009--present Manage a team of 25-35 peer mentors and 20-35 peer mentees. Provide events to promote engagement with the Manning School and the University. Promote relationship building to ensure student success.

In 2009, reinstated a Peer Mentoring program for freshman utilizing upperclassmen as mentors. Thirty-six students participated. Implemented study group program for freshman based on math achievement in high school.

In spring 2016, implemented a classroom Peer Mentor program, designed to put peer mentors in individual sections to connect students with upperclassmen and provide information from students to students.