

105. Chris Martin: Business is Booming

Gavin Kelly

Hey everybody you're listening to beyond 1894 this is the official podcast of Louisiana Tech University. I'm Gavin Kelly from the Office of University Communications, and I just wanted to let you know that this episode is guest hosted by LeAnn Waldroup from the College of Business. LeAnn has worked at the college for several years and has worked very closely with our guest for this episode, the Dean of the College of Business, Dr, Chris Martin. Please enjoy.

LeAnn Waldroup

I'm LeAnn Waldroup. I'm the Director of Strategic Communications for the College of Business, and I am just delighted to be here with my dean. Dr, Chris Martin, we're so appreciative to University Communications for letting me interview you today, and we're just excited to get to know you more. So everybody has a tech story. You were actually the catalyst to mine, which I'm forever grateful for. But what initially brought you to tech? Well,

Chris Martin

I was dean at the frost School of Business at centenary college. It's a small liberal arts college in Shreveport,

LeAnn Waldroup

coincidentally enough, is where you're from, yes. So I was a centenary grad, and I know that I passed you in the hallways all the time, but we didn't meet up until about, I don't know, 20 years later, yes, and

Chris Martin

the Louisiana Tech opportunity came up. It was something that interested me. I was I like traditional campuses. I like the fact that we offer the many different programs, from MBA to Mac to undergraduate majors to the PhD program. And I wanted to have a go someplace with a full campus experience a little bit larger. I think centenary was around 600 students and and big difference between that and this environment,

LeAnn Waldroup

definitely. So before centenary, what was your background? Where did you go to? Undergrad, graduate school?

Chris Martin

Yeah, I went to Vanderbilt undergraduate. I was actually a psychology major. Wasn't business Vanderbilt doesn't have a business program. They have an economics degree there, but it's pretty much a liberal arts economics degree. And really had a strong interest in human behavior, and not necessarily clinical psychology, but behavior in organizations. In particular, I had been, as part of my experience there, I worked in a an alcohol treatment facility, drug and alcohol treatment facility, and at

that time, a lot of the funding for alcohol treatment facilities were being removed, and emphasis was placed on employee assistance programs and that organizations would address those issues, not a traditional clinic for for because a lot of the the the sort of responsibility or the coping behaviors of alcohol was brought on by some of the stress of the organizations and some of the things were happening in the organizations. So from from from Vanderbilt, I moved to SMU, and I pursued degree there in social and organizational psychology and focused specifically on coping mechanisms and why people get angry at organizations, what really upsets them? We could probably list those off pretty easily. Hopefully I'm not part of that for you, but the the focus then moved to fairness. And fairness, fairness issues is really drive a lot of the anger and resentment and hostility. I wasn't treated fairly. It should have been done differently, how you know how it's not right for the organization to do that. So we focused on what created these, these issues of unfairness in the minds of employees, and how do organizations prevent that from happening? From SMU, I moved to Georgia Tech, but

LeAnn Waldroup

you met your beautiful wife. I did SMU. That's very important. If

Chris Martin

she's listening to this, she's going to kill me. But yes, the I did meet Kathy at SMU, and she was in corporate banking. She had gone to the MBA program at SMU, took a position at one of the larger banks in Dallas or in Dallas, and I went off to Georgia Tech, and so we long distance it for quite a while. Well, not that long, maybe a year, and but went back and forth. At that time, the airlines were running tremendous specials, and so we could go back and forth pretty easily on the on the weekends, at least once a month. Very intense, very intense part of of dating when you're doing something like that,

LeAnn Waldroup

not to mention doing a PhD program at the same during the PhD, yes,

Chris Martin

so went to Georgia Tech, and at that time, there was a lot of of issues with this, really date, some. The computerization of offices. So people were slapping PCs on desks. And actually the some of the whole major industries were changing, very similar the way AI is changing industry today. The ATMs were just coming out at that time in banks and and the the folks that were implementing that really didn't understand that, that that could create some really, some real fairness issues for the employees that work there, in terms of having that their jobs were in danger because they were going to be replaced by a machine. In some cases, that was the strategy. But in most cases it was. It was really to provide an extra level of service to the consumer. Well, it would have been nice they told somebody. And that's gets back to that fairness, that fairness issue of we need to how we communicate our ideas to our to our employees, people that we work with, go a long way in terms of changing the perception of fairness. So I focus a lot on on technology at both at SMU and at Georgia Tech, and then got into that area of of, okay, this technology is coming to play, and we're laying off individuals in an organization. This was a time when lots of layoffs were occurring. Crazy

LeAnn Waldroup

that these are the same issues we're facing today with AI. It is. It's

Chris Martin

very similar. In fact, we just finished up a an article on that very, that very thing, where we're looking back in history at these things happening and how they were addressed, and really the fairness issues are kind of being blown off with AI today. So that's what this this focuses on, but, but yes, and at the at the time, was looking for some some as I was getting out of of Georgia Tech the my wife, who is a native of Shreveport, was was wasn't really happy with the idea of of us starting our careers in remote areas away from her family, and she was really, she had been really busting it as a corporate banker, she was a correspondent loan officer, which meant she had to travel quite a bit, and she was ready to kind of come back or go someplace and settle down and raise a family. So she kind of gave me the ultimatum of, you're looking for jobs, you need to hit about a 250 mile radius. And if anybody you know knows about higher education, that isn't how exactly it works. And that's it's very unusual to be able to to pick a location. You kind of pick south or north or east or west, but there are very limited positions that come up in particular areas from time to time. So I'd gotten a position in Texas, I'd gotten a position in North Carolina, and I was at a meeting, and I was I had my my my name on my badge, and I had my interest in Louisiana, Texas, Arkansas, Mississippi, and the dean at LSU Shreveport picked up on that immediately talked to me for a few minutes and offered a position and or the opportunity to come to LSU Shreveport. And I'd never heard of that that campus, and really fell in love with it, and was there for 14 years, but I was looking also for a more traditional campus after a while, but that opportunity really advanced my research career career tremendously, because I was able to gain access to an at&t facility in Shreveport that was was dramatically shrinking because of technology, from there was 5000 people at the time down to nothing. I remember that, and it was over a 10 year period. So I have 10 years of research of that facility, and it really impacted a lot in terms of of how we approach layoffs and downsizing and restructuring of organizations, how we treat people. In fact, one of the things that came out of our studies was the resulted in the 60 day plant notification rule wasn't the only thing, but it was. But that did you that you need adequate time to to notify employees when there is a layoff and in progress or to come.

LeAnn Waldroup

I love seeing that real world research impact. Yeah,

Chris Martin

well, and it was, it was born out of, out of going one night to a restaurant in in Shreveport sansones was, may not have been that one, but it one, but it was that there was, and they were, they were closing and there, and the employees were crying in the parking lot, and their, their, all their belongings were kind of in bags in the parking lot, and there was a sign that said, we're closed. And you think about how un. Fair, that seems well, that was kind of the way things were done. You didn't want to tell people in how far in advance, or that foreign advance that you were closing, because your vendors would be maybe not give you, extend you credit, or or you may lose customers, or just a variety of different things. So it's changed things dramatically.

LeAnn Waldroup

That's so neat. I always knew where you went to school, but I didn't really know what your research background is, and we've worked together for almost seven years. So yeah, this is really interesting to hear. Yeah,

Chris Martin

it was. I was a big drug and alcohol guru, not taking but, but, but, you know, trying to figure out what was why certain coping behaviors of individuals and how to alleviate the negative ones.

LeAnn Waldroup

Very cool. So you graduate from Georgia Tech with your PhD, move to Shreveport. Yeah, I

Chris Martin

actually had some consulting gigs in between in that. I worked for a company and in Dallas for for a time too. But, but yeah,

LeAnn Waldroup

so I know that you know, besides the people you work with. Your favorite people in your life are probably your boys. Oh, yeah. And so you have three sons,

Chris Martin

I do. I keep calling them boys, and they're grown men. Yeah. I mean, I think everybody's in their 30s now and they're still my boys, yes, but yeah. And the we have one two attorneys, one's in New York, one's in New Orleans. And then I have a third son, the middle son, who's over in Shanghai, China. And when he graduated from college, he decided that that I had not given him the opportunity to travel abroad with his his his his school, his university, and it was time for him to do that full advantage. Yes. And he and so, help me do this? And I said, No, yeah, if you want to do it, do it on your do it on your own. And he, he did. He got a position, teaching position over in Hong Kong and and he just loves to travel all over the world.

LeAnn Waldroup

That's awesome. So the biggest news, though, is very soon, like within the next three weeks, four weeks, you are going to be a first time. Grandfather, Yes,

Chris Martin

grandfather, yes, yeah, and yeah, and hey, my name is Dean, and that's,

LeAnn Waldroup

I love. It very cute. Not

Chris Martin

Papa, it's not, it's not grandpa. It's, we'll see what happens. Yeah, yes. That's something very easy to say to for it may be his first word, it may be, maybe it would upset his mom, and yes, a lot. Well,

LeAnn Waldroup

let's turn to a little bit about the College of Business. So I have been able I've been here since 2018 you came, I think in 2016 2015 so just the dramatic growth that we've seen, not just in enrollment for the College of Business, but in research productivity, in student engagement, in placement, all of these things, I mean, they are a direct result of your leadership.

Chris Martin

Thank you. It's really it's a team effort, but

LeAnn Waldroup

you built, built the team to make all this happen and led the way. So if you had to pick, what would you say your top three proudest moments are? It doesn't have to be three, but yeah,

Chris Martin

I'm thinking that the growth in itself was is something that I'm particularly proud of. We we developed when I first got here. I think, a very sound strategic plan, and built on the the strategic plan of the university and growth was an important part of that. Yes, but the the way that we we got to growth was really through enhancing the reputation of the College of Business. We were unranked at that particular time by any agency, us, News and World Report, or any of the other variety of ranking agencies out there, but us, news was a is probably the most reputable of of ranking agencies and and, you know, we, we slowly but surely made it to a place where we have been ranked consistently over the past, what, six since you've been here? Yeah, it's been about six years now, and so we have the US News and World Report in the MBA program, the number the number one MBA program in the state

LeAnn Waldroup

of Louisville. We're ranked highest in the state, which is pretty cool. And

Chris Martin

undergraduate program, all of our programs are ranked now, and that's because the plan was accomplished. I mean, we were able to I'm really, for some peculiar reason, I'm obsessed with student placement.

LeAnn Waldroup

It's a great indicator of what this the professors are teaching in the classroom is actually applicable to the

Chris Martin

work. That's part of it, making sure that the curriculum is aligned with, with what the employers need and want. We focused on, on, you know, being tech there was really to. Get to the uniqueness and the distinctive competence of tech. We focused on technology. We made certain that that my goal is for for every student and every graduate of the College of Business, to be able to elect leverage technology to its fullest. And then we'd also had a long history with the top dog program at the University in entrepreneurship, which something I was very, very interested in, and one thing that attracted me to Tech, I think the top dog is the oldest, oldest program in the state of Louisiana in entrepreneurship. And the combine those together as kind of the emphasis area. We know talking to employers too, that those

are the two things that they value above a lot of other other qualities that graduates have that because with entrepreneurship, we're not concerned that someone starts a new venture. That's great, and we have a lot of students that do that, or want to do that, but, but we want them to be able to have the entrepreneurial spirit, to be able to identify opportunities and be able to take those opportunities and and move them through an organization or or so. And that's, that's something that all organizations want. They they need. You have an idea, and you champion, you innovate, and you move things forward. So it's a lot about change in that, and how you move change the organization. I think that you that's a really unique aspect of what we have to offer. Interestingly, a lot of colleges try, are trying to replicate that over the patents. We were kind of one at the forefront of that and and we're still, I think, the strongest in that area.

LeAnn Waldroup

So you mentioned placement rates. You know, I know what our placement rates are, but for the audience, if you want to talk a little bit about where we are right now, because it's pretty remarkable. The past

Chris Martin

five years, we've run 98% for undergraduate six months out, we we, we monitor our students at point of graduation, with every single every single student. We find out where they're working, what their offers are, what they'll be making, very intrusive information that they all provided to us. So we're not, we're not talking about a small sample of 10% or 25% it's every single student that we get this this from before they graduate. And then three months out, we ask them again, and then six months out, and then people say, Well, how are they why would they answer you at three and six months out? Well, one reason is that we, if they don't have a position, we're going to help them find a position. So that's how we're going to set up in our Humana Student Services Center, is to make certain that that we get to the point of six months out, that we've had at least two opportunities there to to help them locate a position. And we also don't really take a passive approach, right? We're not doing we certainly have resume writing instruction in mock interviews, but, but we're trying to really connect them with the employers that are out there that want our students, and they are in high demand. Yes, it's a networking aspect, very high demand. I mean, Tech students are great. They're unbelievable. They're very different from a lot of from other campuses. They're highly, highly motivated, strong work ethic, unbelievably, kind, yes, and that's kind of what we want to create that environment in the college. We want to a student that has those qualities, absolutely, but yes, and, but beyond that, yeah, yeah, that we have the MBA and Mac. Mac is, is, as always, 100% that's our master's in accountancy program. That's and the in the NBA, we run between 98 and 100% on those as well. And all programs online, face to face, traditional we're able to get to get great numbers out of that program, which we're very proud of. Yeah,

LeAnn Waldroup

definitely. Well, I was going over in my head what my top three proudest moments would be, and I just, I kept remembering so many of the the cool things that we've gotten to do. But one thing that really stand stood out to me was when we had record enrollment, oh 1503,

Chris Martin

1502, 15, yes. Always want to add one more question, but

LeAnn Waldroup

we that was our goal. And you said, from my first day on campus, we want to reach 1500 students, and we worked really hard to get there. And when we got to celebrate that with our faculty, with our staff, with our students, it was just, it was a really, really cool moment. Really

Chris Martin

was. It was surprising to how excited the students were about it. Yes, and that's what we want to create. We want. We want fun, excitement, as well as this the overall learning experience and and you. We focus, I think, on whole person development, and that's one thing that Tech has, that that a lot of programs do not right. Even our online students, we try to make every effort to to make certain they feel like they're a student of Louisiana Tech and not a student of of of anywhere, anywhere. Yeah, anywhere USA, but 1502, yeah, was it was a, was a great day. And we're around 1700 now. So it's, it's, we continue to grow. And I think this year. We don't know the exact numbers at this point, but we anticipate we'll have another record breaking year. Yes, it's been record breaking every single year for the college. And

LeAnn Waldroup

one of the cool things on the first day of school, when we get to welcome those 1700 students, is you do donuts with the dean. So you love an event, I love you love an event with food. Donuts with the dean is a cool experience for the students. They're coming in. They're some of the freshmen are coming in scared. You're waiting in the lobby with a two boxes full of donuts to greet them, and it's just, it's just a nice moment. But I think that speaks to, really, the concierge level service environment that you've really built for the College of Business and encouraged. So what, where does that come from? I

Chris Martin

want to, I want to, I want every student to have that experience of a rich a rich experience, but one that resembles a private school. I mean, I think we treat them as as as as individuals here, not as numbers. That's tech in general. But we want to make sure they have the most, the richest experience possible, the donuts with the dean, I have the opportunity to really to to meet students, individually, 1700 students, a lot of students and and they can't all make it up to my up to my my office, but I want that student, that student engagement and, but again, I like to eat too. Yes, that's a that's a thing. But

LeAnn Waldroup

you don't just do that with students, either you and our development officer, Mary Susan Britt, you guys are hitting the road all the time, making connections with alumni, with corporate partners, and so that concierge level really extends beyond students.

Chris Martin

Yes, the we Mary Susan Britt, who is our Director of Development. I'm not good with titles. I call Leanne about 100 different things. Yes, I get a new title every day. It makes it exciting, doesn't it? But she's our major gifts officer for the college and and so the three of us work very closely to in the development aspect. We have the most unbelievably fantastic alums that that I've come across. I mean, the names of the individuals at major corporations, it's, it's, it's, it's just bizarre. How many people are coming from

tech that are running, running companies around the country and having a major impact in leadership roles. So in and that was one of the things that I wanted to emphasize when I got here, because you look at who, you know, who's gone to school at Louisiana Tech, and you probably do it on a, you know, if you do a search, and there's not many names up there, and I guess the they're kind of in this in the shadows of the internet, maybe they don't want to be out there, but it's invaluable the lessons that they have for our students, and where they how they got, where they got and and what they accomplish, what they've accomplished, and how our students can do the same thing. Gives our students an opportunity to look up to those, those individuals, you

LeAnn Waldroup

do really well with bringing those alumni back into the classroom for lectures, for just to, you know, networking, we

Chris Martin

certainly have classroom lectures all the time. But the one thing that I wanted to start when, when I got here was, was something called inside the C suite, where we brought in CEO, CTO, CMOs, that just the C suite level individuals in an organization, and talk about what's on their front burner, what's what are these? What things do the students in our college need to be worried about, or need to be thinking about or being preparing this it may not be in our textbooks. It's probably not in our textbooks at this particular point, and what we do with that, though, is wrap that back into the classroom discussion. So it's not just a standalone speaker series. We don't require our students to attend it, but it's the expectation that that if we have a guest speaker in and they're talking about sustainability, that that issue comes up in in the classroom. If they're they're talking about some political or world issue that affects business and business, business and government issues that that gets wrapped into all the classes, not necessarily at a high level, but one in which the students understand that it's clearly related to business, and

LeAnn Waldroup

the students get to network with those top level CEOs, CFOs after and that proves to be invaluable, too. Yeah, I

Chris Martin

tell the. Throw the to the first year students coming, and you said that I don't think we've had a speaker that's come through the college that if the students goes up and talks to them, that they haven't, you know, they've made a made a connection. And we always have one student that gets an internship or or a job opportunity with those with those individuals because they want to help their their Tech alum, and the tech alums are dedicated to Tech students.

LeAnn Waldroup

I think it's really cool when we're still in there waiting for the speaker to be done, and we see, you know, Matt Siraj handing his personal business card over to a student. And it's just it's a really cool experience to witness that tremendous

Chris Martin

individuals the this year. We've got, we have a we have Sherilyn Gaza with who, you know, very few people know that. She's a Tech alum, and the her horse, she's was, was the winner of the Kentucky Derby this year, Mystic Dan, and she's going to come in and talk about her experience as a CFO at Alltel, but also, you know, the journey to the from from tech to the Kentucky Derby, which is pretty impressive. Really, got some great support speakers, yeah,

LeAnn Waldroup

yeah. So a lot of what we focus on, we talked about the concierge level service, but it's that intentional relationship building. Do you see that as something that tech really stands out in that area between faculty and students? Oh, I

Chris Martin

do. You know, I again with, with the first year students, the thing we talk about is, is you're going to have in a small environment, you're going to have some of the top researchers in the country teaching your class, writing the text, right? Yeah, they they write the textbooks. They set the tone for business now, in the near future. But they also deeply care about the student they they want to develop, they expect to develop a relationship with them professionally. But they also want to, if it's something bothering you, there's something that you that that is, is on the top of your mind, that you want to get out. They want to hear that too, because it's really is, to me, a whole person. Development is what you come to a university for, like tech?

LeAnn Waldroup

Yes, definitely. I think, you know, a lot of times we don't get to hear what faculty are doing on the research side, because they're in the zone they're publishing. And had

Chris Martin

no idea was working. In fairness, I know,

LeAnn Waldroup

but we have some really, really cool research projects going on. I mean, I think about Dr Van Slyke and everything he's doing with generative AI and education. I mean, it's, it's truly remarkable. It blows my mind.

Chris Martin

So they're on the cutting edge of everything that's happening in in all the disciplines, from, you know, accounting, finance, to computer information systems, all the all the gambit within the College of Business, management, marketing. It's, it's, it's very impressive, yeah. And they're, again, they're, I'd put their their research against anyone at any institution, any other faculty at other institutions. Absolutely, they're top notch, but they care too, yeah, which is, that's the the difference, oftentimes, the researchers kind of, they don't hit the undergraduate students. They don't they're a little bit more isolated. They focused entirely on the or mostly on the doctoral students. And that's not the case with with tech, we focus on on all students. I love that.

LeAnn Waldroup

So what are you looking forward to most? This coming year? We've accomplished a lot. We have Dr Henderson at the helm, which we're all thrilled about. What, what are you looking forward to?

Chris Martin

Well, we have, this is our big year in terms of accredited Yes, I'm not sure I'm looking forward to that, no, but that's that's a lot on the table this year, but we've got some, some very interesting programs that we're developing. We've we have a required course in business data analytics and the undergraduate program, we've expanded that into a cons, excuse me, a certificate program to complement the certificate program we have in Information Assurance and cybersecurity. The new programming is exciting, but the new faculty too. We have a lot of new faculty that are just absolutely fantastic coming through.

LeAnn Waldroup

Yeah, I'm excited to meet them all. So some of the things that I jotted down that I'm really excited about, we are getting a college of business station. And every time I've mentioned this, you say it's not really that big of a deal, but it is. It's exciting. So we're gonna have a standalone, um, I guess cafe, yeah, in the College of Business so students really will never have to leave our building. Um, but I. Think the concept behind it is just so interesting

Chris Martin

well, so we we emphasize hands on learning within the college. So we have the student managed investment fund. We the students manage undergraduate students, not graduate student. Undergraduate students manage over a million dollars a portfolio, Million Dollar Portfolio. We have the Bulldog consultants, which pick up consulting projects in the in the in the community, largely profit and nonprofit. The we have the real report in the economics and finance area, which is a regional economic analysis. But it's written and and it's also really all the analysis is done by the students, so it's a great thing on their their portfolio, walk away, yeah, with a published, a published article of that, they feel strongly because

LeAnn Waldroup

to every legislator, yes,

Chris Martin

in the state, it does. It goes to every legislator and to a lot of other AACSB schools out there. And it has an impact in terms of of what we're doing in the community. The station is, is kind of similar to that. What we what we're trying to do with the station is not just have place for students to eat. It's managed entirely by our food services on campus, but we'll have access to the data that goes through everything from what products or the sale of those particular products. We can we can change product, where the product, product placement, on the shelving. We can really address a lot of supply chain issues. We can hit issues that are in our classrooms. So this kind of mini projects that students can undertake, and so our faculty, I hope this, this quarter, will be engaged in, in some work with their students, a little mini research project to see, to really apply what they're learning in the classroom. Absolutely, there's even a, it's, it's an unmanned station too. So there's even some issues of of shrinkage and theft. That could be an honesty, integrity, that could be, that could be placed in the is a topic in this, in the cafe? Well, I'll

LeAnn Waldroup

say, whenever I put that on the call, just social media, people went crazy over it. So there's some excitement building, for sure. But again,

Chris Martin

you see, it's all it's all related. It's all tied to food, right? Yes, the crawfish boil, the chili cook off, the donuts with the dean, the dogs with the dean, all that's it's all food related. Yes,

LeAnn Waldroup

if you come to the college of business, you will be fed. Well, yes,

Chris Martin

I just have to watch my weight. Yes. Well,

LeAnn Waldroup

the cafe. We'll see how that goes. Another thing that is really neat, that actually two things that have kind of come up in the last few summers, our School of banking, yes, yeah. How

Chris Martin

can I forget school? I know, since that's a major, a major program for you and Mary Susan, banking school, we do in conjunction with the Louisiana Bankers Association. It was brought to us by one of our alums, actually, that was a banker, and bankers need professional development skills, three, 510, years out, there is a there is an LSU School of banking. But we felt that there was a gap or a need in in North Louisiana, in particular, or in even a statewide basis, for newer bankers, one to three years out, one to five years out, up to that 10 year point. So we developed, in conjunction with the LBA and the bankers across the state, the School of banking. It's a professional development program. It's not for academic credit. It operates every summer, the first summer and then the second summer is, is the they receive us, after the second summer, they receive a certificate of participation the program. And it's intense, yeah, it's, it's extremely intense terms of the the knowledge the students gain from that program and the work they put into it. And that is a that's that's been a tremendous it's been tremendously important to us, because banking is so critical to this part of the states. It's that we have so many, many banks that have started in in Ruston, North Louisiana, Louisiana in general, and we want to make sure that they prosper and that they have the best quality of of employee that they can possibly have. It's

LeAnn Waldroup

a really fulfilling program to be on the other side and get to see the students. Yeah, we

Chris Martin

didn't call them students. Yeah, bankers, the bankers, bankers, banking students. But yes, it's been, it's been great. And I think we've had, we've had rave reviews from all the bankers that have participated. It's now we were kind of on the edge of the market, into Mississippi and Arkansas and Texas as well.

LeAnn Waldroup

And shout out to our friends at Aramark, because they keep the bankers fed the whole week. Again, we go back to the

Chris Martin

food, and Aramark is responsible for that cafe, yeah.

LeAnn Waldroup

So we love, we love our friends over there. And to kind of wrap us up, we had a really big redesignation that came in over the summer. Yes, talk to me about that.

Chris Martin

Well, the we had at Louisiana Tech A we have it a doctoral doctoral program in the business school. It was designated as a DBA probably 3540 years ago, Doctorate in Business Administration. The DBA today is has a whole different meaning than a than a did 35 or 40 years ago. It was a research program in in residence program students are prepared for academic positions when they graduate from the program at major universities and regional universities across the country. In the last 510 years, that designation DBA has been more associated with executives that are in companies that want to want to stay within their organization and have the the added background to to apply within their organization, their company, that's very different than what we what we operate. That's what, what what we have is really a PhD program in in business administration, with concentrations in a variety of different areas. And so this past year, we were able to move that DBA program to a PhD program with religious designation change. The curriculum is the same, the faculty is the same. It was just a really poor marketing I guess. So what I would relate to the put it was, it was, it was inappropriately marketed and named, that it was just a matter of keeping up with the it just wasn't changed over the years, and that created tremendous confusion for all parties concerned. So now we have that official designation of PhD program in Business Administration,

LeAnn Waldroup

that's awesome, and I know that was a huge relief for you and for our graduate program staff. And I think

Chris Martin

our faculty had been working on that long before I was I know they were working out long before I came and and we're thankful for for all the help we received from from the President to move that through the Board of Regents and and get us designated as we should have been.

LeAnn Waldroup

So as we wrap up, um, I'm gonna, I'm throwing you one that we didn't talk about beforehand. So sorry. What about half this? What advice would you give to a student that's starting either in their MBA next week or as a freshman coming to the College of Business a transfer student. What advice do you have for them

Chris Martin

go to class? Yeah,

LeAnn Waldroup

that's what their parents would say, right?

Chris Martin

Yeah. Well, I mean, it's true. The whole part of hope, really, point of this is to, is to, is to develop relationships and to gain experience and gain the knowledge that you you get from being with other students the classroom and your your faculty member. So that's that's very important and but I think really just being open to things that may be different than what you've done in the past, or open to different ways of thinking. I mean, one of the major issues, or major things that is that these programs change the way you think. It's not in a bad way, it's in a good way. It keeps you you open and creative and resilient, and again, resiliency has got to be something that's that's important to everybody. Without resiliency, or you're, you're pretty, you're pretty smoked at this point in any area. But I think and being kind,

LeAnn Waldroup

isn't it cool that we get to see these students come in as scared freshmen, and then when they graduate and walk across that stage, you're just so proud of them. Yeah,

Chris Martin

it's the paterty level, and the knowledge that they have from year to year is incredible, yeah? And if somebody doesn't stop by my office, you know, for a period of time, they come back in. I'm the. Difference is dramatic, yeah, but yeah, it's, it's, I love being at Tech and being a part of that, that whole experience.

LeAnn Waldroup

Well, thank you so much. This was fun. I got to learn some new stuff about you. Thank you. And I hope that everyone that listens got to learn a little bit about who Dr Martin is so scary person. No, not at all. You're the best, and we appreciate University Communications for hosting this special Dean's episode, and hopefully Gavin will have us back again one day.

Chris Martin

Thank you very much.

Gavin Kelly

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