

## **AcademiCast Transcript**

Texas Tech University

March 7, 2012

Tarpley: Hello and welcome to AcademiCast – Texas Tech University’s biweekly podcast series from the Office of the Provost. I’m Troy Tarpley, and I’ll be covering the top academic stories on campus. Later in the program, Provost Bob Smith will spotlight Integrated Scholar Claudia Cogliser, a management professor in the Rawls College of Business.

First, the news...

Texas Tech’s College of Education is helping to provide job training to special-needs students in high school. Professor Robin Lock heads up the project. She collaborated with the Lubbock and Lubbock-Cooper independent school districts as well as the Texas Workforce Commission.

Lock: Our Vocational Transition Center allows for kids to come in and do different types of tasks over the course of the time that they visit, which may be an entire morning, maybe a two-hour period, it just depends on how their high school schedules work.

Tarpley: Programs at area high schools offer career exploration and learning assessment profiles. Students may train in an assortment of areas, including mail handling, document shredding, small-engine carpentry, small-parts assembly, and laundry.

Lock: Looking across the board at different types of employment for individuals with autism and intellectual disability, so that it’s not just the lowest-level types of employment, but figuring out how do you match what their interests are that you get out of an assessment with what they’re able to actually do out in the workplace.

Tarpley: The program was supported by a \$1.5 million federal grant.

Strengthening its commitment to international students, the university announced that an English language center will open this summer. Texas Tech tapped ELS Educational Services to manage the center. ELS is a company that teaches English to non-native speakers at its more than 60 locations in North America. The company also recruits international students to universities it has partnered with. International students account for about 5% of Texas Tech’s student body. The university aims to double that figure to 10%.

The Texas Tech University System Board of Regents approved a nearly 2% increase in tuition and fees, pending a final vote. The increase would be the second-lowest in two decades and still allow Texas Tech to remain one of the most affordable universities in the state of Texas and the Big 12.

Management professor Claudia Cogliser has spent much of her life following her interests. She has logged time in the corporate world, sailed competitively and internationally, and earned a doctorate before coming to academia. At Texas Tech, professor Cogliser's teaching, research and service efforts have attained her the designation of Integrated Scholar. Provost Bob Smith spotlights her achievements here.

Smith: Originally from Oradell, New Jersey, Claudia Cogliser has lived and worked in a number of places before settling in Lubbock and becoming a professor at Texas Tech. Having an interest in business and graduating from the University of Miami with a bachelor's degree in management, Cogliser began her career in the telecommunications industry.

Cogliser: My first job out of college was with a long distance telecom reseller, back in the early days of deregulation. It was exciting.

Smith: Professor Cogliser's work in telecommunications brought her to places such as Chicago, Dallas and South Florida. An interest in sailing further broadened her horizons.

Cogliser: Well, when I moved to Florida, I thought, "OK, there's a lot of boats around here. I'd like to learn how to do this." So, I joined a women's yacht racing organization. So it was just women on the boat. I thought there would be less screaming and that's how I learned how to sail and it was a blast. We had so much fun then I transitioned into regular sailing. I sailed to England, spent a summer in Newport, Rhode Island, did a lot of sailing in Florida over to the Bahamas to Bimini, which is the closest of those islands. And it was a blast. Then, I realized, as I was approaching my thirtieth birthday, that I probably needed to plan a little bit more for the future. And I think, in my mind, it was a growing-up process.

Smith: Disembarking in South Florida, Professor Cogliser gained an administrative position at the University of Miami. There, she ultimately earned a doctorate in organizational behavior. Afterwards, Cogliser pursued teaching opportunities at the Universities of Miami and Oklahoma, along with Oregon State University. She joined Texas Tech in 2005 where she teaches in the Rawls College of Business.

Cogliser: I teach in our regular MBA program organizational behavior, which does not mean I can come in and organize your closet, which a lot of people think, but organizational behavior is essentially psychology, anthropology, sociology put in within the context of a work environment. It really focuses on what is it that people do at work. We have an MBA for working professionals and so I will teach components of our

MBA class. I have taught a teams segment. I have taught a conflict-resolution and negotiations segment.

Smith: Professor Cogliser actively uses interactive methods in the classroom to underscore the importance of her material.

Cogliser: I've learned that through engagement or through emotion, people tend to have a better recall, and I'm looking for what are they going to remember three years from now.

Smith: Professor Cogliser also uses service learning so that her students put theory into practice.

Cogliser: I would say when I do the team segments of the organizational behavior class there is a process, that I see a shift in students' motivation toward the course and that's because I do service learning as part of what the course makeup involves. Their team of five to six people will work with an agency in town that address a need in an underserved community. If they go out and do something in the community then that's enacting organizational behavior principles. They will experience conflict. They will deal with planning and having to deal with the type A's and the type B's. And then how do they keep motivation heightened, how do they deal with a freeloader?

Smith: Professor Cogliser's curriculum work has also led her to research on the issue of emotional labor.

Cogliser: I'm looking at currently the notion of emotional labor, so that's typically studied in nurses or in service professions. And emotional labor, for example, with a nurse, if he were to have a bad day at home, he still needs to go in and deal with that patient in a happy way, in a positive way, and there's a cost of doing that. It's work and so it's this concept of emotional labor. What I'm interested in is do students feel, working in these service projects, is there an emotional labor component with that?

Smith: Professor Cogliser stresses that new faculty should be attentive in order to develop their individual paths to Integrated Scholarship.

Cogliser: We can have service inform what we do, if we're willing to listen, and we can have our teaching inform what we research, if we're willing to listen to our students rather than just making sure that they listen to us.

Smith: By creating her own path to academia, Professor Cogliser has made an impression on her students, colleagues and community. Her efforts—overall have shaped our designation of her as an integrated scholar.

Thanks for listening! I'm Bob Smith.

Tarpley: Thanks, Dr. Smith!

You can learn more about Professor Coglisier and other Texas Tech Integrated Scholars by visiting our website at **[academicast.ttu.edu](http://academicast.ttu.edu)**.

Finally, AcademiCast would like to recognize Texas Tech's yearbook staff for winning 27 awards from the Columbia Scholastic Press Association's Golden Circle Awards program. La Ventana placed first in student life feature writing, theme and concept, cover design, end sheets, feature photo, and people spreads.

That concludes this edition of AcademiCast. If you would like to learn more about our program or the stories featured here, please visit our website at **[academicast.ttu.edu](http://academicast.ttu.edu)**. Thanks for listening, and join us again in two more weeks for the latest academic news from Texas Tech University.