

WittConsultants Create New Vision for the Arts at Wittenberg

December 10, 2011

Springfield, OH—Throughout the 2011 fall semester, senior WittConsultants Rachel Lee, Aaron Swartz, and Brian Hertzog worked to revision the arts community at Wittenberg University. The team’s initial objective was to determine how to increase student and faculty attendance at the Springfield Center for the Arts at Wittenberg University. Research was collected and a SWOT analysis was performed in order to create strategic windows, strategies, and tactics. The final client presentation was centered around recommendations relating to a new coordinating entity for all Wittenberg arts activities and programs.



Brian Hertzog, Rachel Lee, Dr. Corwin Georges and Aaron Swartz after the presentation.

Client and professor of Theatre & Dance Dr. Corwin Georges commended the team on its insightful observations and recommendations saying, “I am very proud of the work that the team accomplished.”

WittConsultant Brian Hertzog commented, “I am very excited about the opportunities and vision we presented to members of the arts community.” About working on the project, WittConsultant Aaron Swartz said, “I learned the value of patience. It’s okay to not know the answer right away.”

WittConsultant Rachel Lee stated, “Arts programs at Wittenberg have so much potential and it was very rewarding to work on this project. I gained valued skills on how to manage my responsibilities, coordinate meetings, and act professionally.”

Meet the WittConsultants

Brian Hertzog '12 originally from Champaign Urbana, IL and more recently from Seattle, WA is a senior business major and honors student at Wittenberg University. Hertzog is also studying to earn minors in music and economics. He is currently employed as the student director of the Wittenberg Center for Applied Management (WittCAM) in the business department. During his time at school, he has completed internships with Seattle startup Whimble Books and another with Buckyball Music. Hertzog has been diversely involved on campus earning a provost scholarship, playing on the Men’s Soccer Team all four years, serving as a Resident Advisor, participating in the school Orchestra, and actively contributing to the WittEntrepreneur program. Other honors include Alma Lux finalist, membership in Phi Eta Sigma, and Pick n’ Pen honors societies as well as serving as the president for Tau Pi Phi, the business and economics honorary. Hertzog has a strong desire to make a positive difference in his community and hopes to achieve this through his future career as an entrepreneur.

Rachel Lee '12, from Hickory, NC, is a senior business major with minors in music and economics. She is a three-time all-conference member of Wittenberg's swimming and diving team and was recognized as a *CoSIDA/ESPN The Magazine Academic All-District* selection in 2010. Lee currently serves as the president of Athletes for Christ and is also a tour guide on campus. She works as the treasurer of Wittenberg's Panhellenic Association where she creates budgets and manages several banking accounts. Lee enjoys performing arts, playing cello in Wittenberg's chamber orchestra and previously volunteering as an intern with the Springfield Symphony Orchestra. Spending a semester studying and traveling abroad in Australia sparked her curiosity in international issues and broadened her appreciation for world cultures. A presidential scholar, she is a member of various academic honoraries including Mortar Board, Omicron Delta Kappa (leadership honorary), and Tau Pi Phi (management honorary) and is the recipient of the Woodrow Wilson Prize for Excellence in Business. Ultimately, Lee plans on earning her MBA and aspires to work in corporate administration.

Aaron Swartz '12 is a senior business major at Wittenberg University from Perrysburg, Ohio. He prides himself in possessing a strong work ethic, and excellent communication and time management skills. During the fall of 2010 Swartz completed Marketing Management. In the class he received the distinction of "Best Oral Presentation" on the final project. During the summer of 2011 Swartz worked extensively on marketing projects for the Springfield City Community Development Department. He designed marketing materials including brochures, postcards and posters. Swartz also designed a comprehensive home-owner's manual for Springfield's Neighborhood Stabilization Program highlighting the benefits of energy efficient appliances and upgrades. Swartz has a passion for Wittenberg University and the Springfield area and is excited to utilize his skills and experiences to help others realize the tremendous benefits that surround them as they live, learn, work and play in Springfield. Through his years of education, he has set high personal goals and achieved them through hard work and dedication. After graduation Swartz plans to pursue a career in public accounting.

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About the Wittenberg Center for Applied Management (WittCAM): The Wittenberg Center for Applied Management offers alternative coursework to upper-level students who are focused in business. As an alternative to a classroom-based course, WittCAM students serve as consultants to businesses, government agencies and not-for-profit organizations. Students and organizations have a choice of opportunities, including: WittConsultants, Management Internship, and the Creative Advertising Partnership. Students work as groups on projects. Some projects require specific management course prerequisites; these vary depending on the nature of the project. Directed by Professor Pamela Schindler, 509 students have been involved in WittCAM projects in the last 33 years.

About the Wittenberg University Business Program: Wittenberg University offers both accounting and business majors. The business major at Wittenberg University is a comprehensive business program that supplements a core curriculum in the traditional business subjects of accounting, finance, marketing, and management with a required concentration in entrepreneurship, finance, management or marketing. The strength of the business major is its focus on achievement of eight learning goals in written and oral communications, global and ethical perspectives, critical thinking, team work, computing, business concept knowledge and application, as well as its integration with numerous subjects within the liberal arts environment of the institution.