

# Invest in You Like You Invest in Your Students

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# A Mood That is Reality



# (Define) Social Value



# What's Your Happiness Equation?

EQUATION 1: Subjective Well-being = Genes + Circumstances + Habits

EQUATION 2: Habits = Faith + Family + Friends + Work

EQUATION 3: Satisfaction = What You Have ÷ What You Want

Source: [The Three Equations for a Happy Life](#), The Atlantic, April 9, 2020.

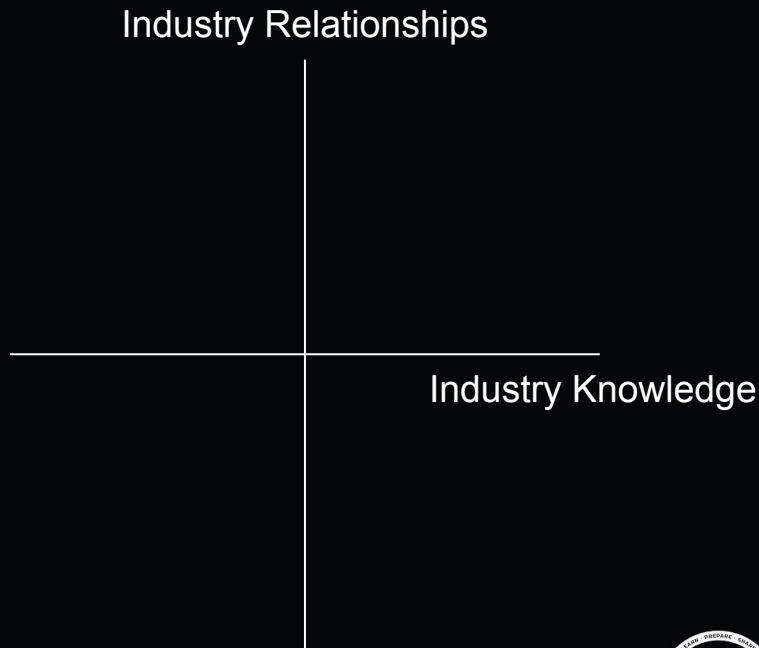
# Check Your Privilege and Positioning

What's Critical/Essential?

What's Next Level?

SWOT

Perceptual Map



Resource: [How to Improve Your Personal Branding with Perceptual Maps](#), Scott Davis


# What Roles Define and Guide You?

Mom & Spouse 

Educator 

Advocate & Activist 

Innovator 

Orchestrator 

Bonus: Wild Card

## You Try It

- Put it all out there.
- Revisit Happiness Equation.
- Use SWOT + perceptual maps.
- Pick top 5.

# (Create) Social Capital



# What is Social Capital?

“...networks together with shared norms, values and understandings that facilitate co-operation within or among groups.” - [OECD](#)

- Bonds - based on a sense of common identity
- Bridges - stretch beyond shared identity
- Linkages - further up or lower down the ladder

Source: [What is Social Capital](#), OECD Insights



# Speak Their Love Language

## Goals and Pain Points

- Strategic
  - University
- Organizational
  - College of Business
- Departmental
  - Int'l Business & Marketing
- Collaborative
  - Digital Marketing Track



## Strategic Plan

Cal Poly Pomona launched a new strategic planning initiative in winter quarter 2016. The Strategic Planning website has been launched, giving the campus community an opportunity to share vital input as Cal Poly Pomona charts a course for the next several years.

[Strategic Plan](#)

# Discover How to Dance Together

Ask Questions - What do you need? Want?

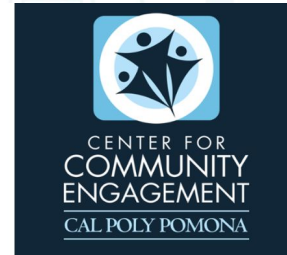
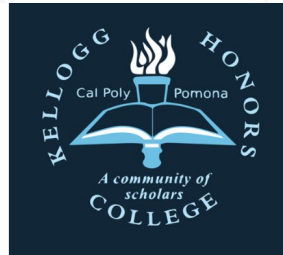
Nurture Relationships - How's that coming along?

Test Solutions - Would this be helpful? What's the best way?

Get Feedback - What did you love, hate, want more, subtract?

Evaluate - Did this work? Should we continue? Can we repeat?

# Build a Community



**LYDIA CHEN SHAH**  
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# (Make) Social Impact



# Part of a Collective

- ☆ This is Marketing
- ☆ We are Marketers
- ☆ Practice What  
You Preach
- ☆ Eat Your Own  
Dog Food

In the midst of  
Teach-Experiment-Analyze-Evaluate-Revise-Repeat

## Invitationals

1. To your classroom
2. To collaborate
3. To problem solve
4. To support and rally
5. To be a resource

# Show Student Success Outcomes

“This class **prepared me for the interview 100%**. I was given a task to complete to test my knowledge and the task almost mirrored our client project. I greatly appreciate how this course has **prepared me for a job in marketing.**” - J.D.

“...after being in your **Digital Marketing** class...your influence has encouraged me to start exploring aspects of marketing that are **outside my comfort zone.**” - C.Y.

“Thanks so much for the **effective practice** bubbles and homework assignments that were **data driven!** (e.g. your target segmentation assignment caught my new boss' attention).” - J.C.

# Show Stakeholder Outcomes

 **cppalumni**  
College of Business Administration - Cal Poly Pomona



♥️ 💬 📌

 Liked by melriordan4 and 33 others

**cppalumni** Last night, the CBA Alumni Chapter provided feedback for the IBM326 final team project. Presentations were about creating a marketing plan for the launch of the Bronco Mentoring Program which will be launching in early 2018. #CPPAlumni #CPPBronco4Life

View 1 comment  
December 8, 2017

**LYDIA CHEN SHAH**  
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 **County of Riverside**  
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The County of Riverside HR department is working closely with California State Polytechnic University-Pomona students of Professor [Lydia Chen Shah](#) in the Department of International Business & Marketing (College of Business Administration) on reviewing the County's digital marketing presence.

In January, we visited their campus and presented on our most recent and upcoming activities. Students have since analyzed HR's digital brand and will be presenting their recommendations in May. [#RivCo1HR](#)



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1 Comment

## Win-Win Partnership: Veteran Needs are at the Center of a Service-Learning Marketing Class

POSTED ON JUNE 4, 2018



Jason Martinez helps distribute bread during a Sowing Seeds For Life Food Pantry in La Verne May 16, 2018.

By: Huy Tran

A Cal Poly Pomona marketing class helped gather basic necessities for local veterans while gaining hands-on experience in creating and managing marketing outreach plans to support a local organization's cause.





# Manage Expectations

☆ Take Initiative

☆ Make it a Discipline

☆ Hold Yourself  
Accountable

☆ Make it Easy to  
Support You

Tool: Semester & Annual Wrap-Up

- Highlight reel, data, next steps

Purpose: Set the Stage

1. Keeps you in check
2. Shows leadership ROI
3. Reinforces and gains buy-in
4. Enables stakeholders



# Ripple Effect

## BRONCO STARTUP CHALLENGE

Presented by  
The Center of Entrepreneurship and Innovation



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## Business Professor Selected as Scholar for New Engagement Initiative

POSTED ON FEBRUARY 4, 2020

#ProfCon20



Pictured from left to right: David Roy (digital marketing agency co-founder), Jason Martinez (former student Cal Poly Pomona '18), Lydia Chen Shah, Lydia Alvarez (digital marketing professional and CPP alumna), Stephanie Fehrmann (digital marketing agency co-founder and CPP alumna).

Lydia Chen Shah, a professor in the [Department of International Business and Marketing](#), has been selected as one of the Western Region Campus Compact's 2019-2020 Engaged Scholars.

Chen Shah was one of 13 faculty and community engagement professionals from campuses in California, Colorado, Hawaii, Montana, Oregon, Washington and Wyoming picked by the Western Region Campus Compact for the inaugural program.



# Make Good Choices

☆ Take Time

“By when do you need a firm response?”

☆ Ask Hard Qs

“What outcomes do you want out of this?”

☆ Negotiate

“Who else is involved and what will they do?”

☆ Fulfill Brand  
Promise

“You can count on me to do my best.”

☆ Stay Connected

“Let me know how I may help and support.”

# Expand the Community

Participate - Sign up, show up, speak up.

Investigate - Ask questions and find out how.

Demonstrate - Share best practices and examples.

Contribute - Seek out different ways to give and do.

Cultivate - Thank them, include them, remind them.

**Put a stake in the ground. Target to accomplish X by Y.**

# We're Never Quite Finished



# Thank You!

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