



Volume 1 | Issue 8
February 2024



e-Newsletter

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Turner-Henderson, CUR
Social Science Division
Representative*

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***“CUR Conversations are
a gathering of the CUR
community for
knowledge exchange
and sharing of best
practices around a
focused topic or specific
theme.”***

Interview with Dr. Tiffanie Turner-Henderson, Social Science Division Representative

This month spotlights Tiffanie Turner-Henderson, CUR Social Sciences Division



Representative. Dr. Turner-Henderson serves as an assistant professor of marketing at Wingate University. She is also the faculty advisor for the campus chapter of the American Marketing Association. “I am dedicated to working with our first-generation and minority students as they navigate college and prepare for promising careers. In that same regard, I serve on our diversity, equity, inclusion, and belonging subcommittee focused on these segments of our student population.”

What CUR committees or task forces are you currently serving on?

I'm currently serving as a CUR Social Science Representative but have been in transition to my new institution.

How long have you been mentoring undergraduate research?

I have been mentoring undergraduate research for approximately 5-6 years since transitioning into higher education from a sales and marketing career. I taught 2 two-semester senior capstone courses in which several student studies were presented at CUR student conferences. I have students who work with me on publications and sit on honors college student research committees.

Have you had any other involvement in leading experiential learning activities for undergraduates that you would like to share?

In our digital marketing course, I have implemented a service-learning project in which student groups are paired with a local nonprofit organization to analyze, create, implement, and evaluate a digital marketing plan.

Also, in November 2023, I was able to co-present with two of our marketing students at the ACBSP inaugural Women Academic Leadership Conference in New Orleans, LA. We are currently working to complete the research for publication.

“The primary purpose of the Social Science Division Representatives (SSDR) of the Council on Undergraduate Research (CUR) is to support and promote the mission of CUR within and outside of the Social Science Division (SSD). The vision of the SSDRs is to empower all Social Science Division members to grow CUR's SSD membership and provide support for SSD members in areas connected to high-quality undergraduate research in the Social Sciences.”

What influenced you to join CUR?

I observed that the social sciences, especially business/marketing is at times excluded from groups that focus on undergraduate research. I was thrilled to learn that a business perspective was integrated into CUR. Research has also shown that our first-generation and minority students are often apprehensive about working in research outside of the STEM fields. I enjoy opening up the world of research and its impact on industry to students.

Hot Topics: What are our members engaged in currently?

- **Tiffanie Turner-Henderson** has worked with her business honors students on their capstone research, resulting in a publication: Grant, T., Stowe, K., Cuffe, B., Turner-Henderson, T. (2023). The Impact of Social Media Usage on Business Performance. *Journal of Finance and Accountancy*.
- In Fall 2023, **Tiffanie Turner-Henderson** engaged students in a service learning project in a digital marketing class. As part of the semester-long project, students used project management and marketing research skills to analyze non-profits' digital marketing presence, create and execute a marketing plan, and evaluate the plan's effectiveness. The team received amazing feedback from their non-profit partners.
- Undergraduates in **Anne Price's** Social Research Methods course this Spring 2024 are partnering with Irwin County, one of the 41 counties in Valdosta State's service region through a partnership facilitated by VSU's Center for South Georgia Regional Impact. They will be creating a survey to gauge interest in existing and new recreational programming.
- **Anne Price** is chairing Valdosta State's Blazer Summer Research Institute for 2024 which provides competitive grant funding for VSU faculty to engage undergraduate student(s) in mentored research through the duration of the summer program.

Upcoming Opportunities & Deadlines

- CUR Conversation: Tips for Creating and Presenting Posters. February 20, 2-2:45pm [Link](#)
- The Social Sciences Faculty Excellence Award in Mentoring of Undergraduate Research is open for nominations and the deadline is March 1, 2024. [Link](#)
- A new award was created for the division, the “Inspiring Creation Award.” The rubric will soon be developed.

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<https://www.cur.org/who/governance/divisions/socsci/>