INSIDE HIGHER ED:
“New Evidence of Mobile Phone Addiction in Students.” According to a new study by James Roberts, PhD, The Ben H. Williams Professor of Marketing, female college students spend an average of 10 hours a day on their cellphones, and male students spend about eight hours on them. Roberts is also quoted in articles published in USA Today, Consumer Affairs, The Dallas Morning News, Huffington Post, San Francisco Chronicle and Woman’s Health Magazine for the research.

THE GLOBE AND MAIL:
“You Treat Your Waiter.”

WALL STREET JOURNAL: “Where Did All the Entry-Level Jobs Go?” Andrea Dixon, PhD, The Frank M. And Floy Smith Holloway Professor of Marketing and executive director of the Keller Center for Research and the Center for Professional Selling, was interviewed for this article about the change in climate for entry-level jobs. She shared the successes of Baylor’s Center for Professional Selling and how it trains and equips new graduates to step into high-impact, high-paying sales careers. The readiness and preparedness of these students presents a cost savings to employers. Dixon was also interviewed for Capital City Recap on 1320 WILS in Lansing, Mich.

WIA REPORT: “How to Retain Women in High Tech Fields.” New research by Cindy Riemenschneider, PhD, professor of Information Systems and associate dean for research and faculty development, is the focus of this story. Her research finds that employers have been focusing on the wrong challenges (work-family conflict, for example) facing women in the information technology (IT) field. Her research shows that occupational culture and informal social networks at IT firms are areas that need to be addressed instead. Mentoring and co-ed social activities among employees can also be helpful. The research of Riemenschneider was also mentioned on KWBU-FM (Waco’s NPR affiliate), and it was featured in Science Daily.

VARIETY: “The NFL’s Biggest Challenge? Keeping Younger Viewers.” The average audience between 18 and 49 for NFL broadcasts across CBS, Fox, NBC, ESPN and the NFL Network has declined by about 10.6 percent over the last four seasons, according to this article which quotes Kirk Wakefield, PhD, The Edwin W. Streetman Professor of Retail Marketing and executive director of the Sports Sponsorship and Sales Program. Wakefield was also quoted on Market Watch for the NFL’s handling of recent bad publicity. He was quoted in Forbes about the alleged decline of baseball.

any high school students mow lawns to make some money. But not many of those teenagers turn the mowing service into a career path.

David Maness, MBA ’02 and son of Dean Terry Maness, started a lawn service in high school “to just make some money.” When he went to Baylor, he kept the business. And before long, it began to grow. By senior year, Maness decided “to step out in faith” and make the business his lifetime career after graduation. The lawn mowing service had turned into a successful landscape, construction and irrigation company.

In the meantime, Maness and his wife Stacy, also a Baylor graduate, decided to get involved with Young Life in Waco. The mission of Young Life, a national nonprofit organization, is to introduce adolescents to Jesus and help them grow in their faith.

“I did not do Young Life growing up,” Maness said. “I wasn’t interested. I went to church and was heavily involved in my youth group. I remember telling my mom in high school that one day I was going to become a youth pastor.”

From being a small group leader to teaching high school Sunday School classes, that passion for youth leadership continued.

“The area director of Young Life (at the time) invited me to coffee,” he said. “[The current director] said, ‘You’re called to this. You need to consider replacing me. I see this in you even though you don’t.’ I had flashbacks to what I told my mom. He called out my calling.”

Six years after graduating, Maness sold his business and stepped in as the area director for Young Life in Waco. He oversees more than 80 volunteers and 10 staff members who minister on 10 campuses in the area through the following programs: Young Life (high school students), Wyld Life (middle school students), Young lives (teen mothers) and College Life (college students).

“We train volunteers to go where kids are,” he said. “Our volunteers show up at the Baylor campus, in high school and middle school cafeterias, basketball practice, football games... Our work there is to create unconditional relationships. It’s a relationship-focused ministry. I feel uniquely called to the mission of Young Life—to the way we pursue kids, to the types of kids we pursue and the nature of what we do.”

bbr.baylor.edu/youth-ministry