



# Indiana Business College

## Focus Shines on Family First

By Symone Salisbury

**M**ake no mistake about it. People work hard at Indiana Business College (IBC). But they're encouraged to place family above all else. "We have adopted three principles, which I feel very strongly about," relates president Ken Konesco. "First and foremost is faith and family. Second is your health, and third is your job. If your personal life is not aligned with your professional life, it's not going to work."

Inspiring that philosophy is the Investment in Excellence program of The Pacific Institute (TPI), which teaches organizations worldwide how to build strong workplace cultures and maximize employee potential.

Orientation for IBC employees (affectionately referred to as groomers, zoomers or boomers) involves a three-day TPI training program. In addition, IBC's core curriculum for students (4,400 per quarter) includes a TPI program geared toward career planning.

So what do those employee nicknames mean? Groomers are IBC graduates, zoomers are adjunct faculty members who aspire to "zoom up to full-time employment" and boomers (think boomerang) have returned to the company after working elsewhere.

Headquartered in downtown Indianapolis, IBC is comprised of 14 business units across the state (including culinary and online divisions). Among academic programs are business, allied health, technology and legal studies. Students can earn certificates and diplomas in addition to two-year and four-year degrees.



Marc Konesco, vice president of marketing and enrollment (pictured with his father, president Ken Konesco), and two siblings work at IBC. Marc oversaw formation of the Indianapolis northwest campus.

### Take a bow

An annual awards ceremony recognizes employee achievements in areas such as instruction and community service.

"They go all out to celebrate the success of their employees," enthusiastically asserts Jennifer Hedrick, administrative assistant to the director of admissions at

IBC's School of Veterinary Technology and Health Science.

She graduated from the Anderson campus with an associate's degree in administrative studies and has worked at the northwest Indianapolis campus for two years.

In addition, individual campuses name a "faculty member of the quarter" who Konesco treats to lunch. Also, along with members of IBC's executive team, he visits faculty and staff at campuses each quarter to personally congratulate them on meeting retention goals.

### You tell us

Each year, strategic regional meetings bring together employees from all levels within the organization to help chart IBC's future.

"We go through a SWAT (strengths, weaknesses, opportunities and threats) analysis of our company," Konesco explains. "We ask, 'What should we be doing?' From that, I can't tell you the number of ideas (that have been implemented)."

"We have a say in where the company is going," Hedrick adds. "It's neat that those who are in the trenches get to give feedback."

### Pitching in

Linda Robertson, faculty member and department chair for the medical assisting program at IBC's medical campus in Indianapolis, and her family directly benefited from IBC's commitment to "giving back" when a tornado severely damaged her home two years ago.

"People really rallied around her," recalls Robert Boudrot, vice president of human resources. "They worked with me to give me time off and arranged a jeans day that raised \$700," Robertson says proudly. "They brought a gift basket to our home with candy, gift cards, food and water, and spent a whole day working just trying to help us clear away some of the trees."

Of her experience rebounding from the tornado, the eight-year veteran of the organization stresses, "I don't know what we would have done without IBC to get through that."

Visitors to the downtown campus receive a warm welcome when they enter the building.

