

2025 COMMUNITY ENGAGEMENT SHOWCASE

Annual COB Film Festival Program – COB Organizational Wisdom Studio

Professor Hakan Ozelik, College of Business, CSUS

Elisabeth Nunziato, Actor-Director, NK Media



SACRAMENTO
STATE

COLLEGE OF BUSINESS

Program or Project Description

- For 14 years, Annual COB Film Festival has been organized every Fall semester to feature the 8-minute film-projects produced by senior students in a special topics Human Resource Management class on Leading with Emotional Intelligence,.
- Elisabeth Nunziato trains students in film-making and co-hosts live commentary session in festival
- Partnering with NK Media to produce COB Organizational Wisdom Studio live events and video episodes, which also feature these films that explore a wide range of topics, including emotional labor, crisis management. AI management, flourishing,

Experiential Learning Program or Project Highlight(s)

- Festival events featured 78 film-projects and hosted more than 2,100 guests.
- Festival events organized virtually in 2020-2022 helped started reaching out to a global audience in more than 20 countries.
- Field experts from Wharton School, Temple University, Yale, Stanford, UC Berkeley, and Technion joined our events as commentators.
- Received 2018 CSU Faculty Innovation Leadership Award.
- Wisdom Studio episodes in YouTube Channel are viewed by about 15,000 people.

Promoting Student Success in College and Career: Experiential Learning...



- In film projects students integrate scientific knowledge with artistic creativity to improve their emotional intelligence skills.
- Students utilize the cognitive power of theories to transform complex ideas into simple concepts and the artistic power of film-making to translate these concepts into interesting stories to analyze leadership theories.
- Students meet with potential recruiters from HR sector during festival events. Projects alumni come to festival events to serve in jury panels and meet with our HR senior students.
- This program helps training next generation of HR managers with expertise in emotional intelligence, and skills in digital story telling.

Community Impact

- Both of these programs provide a unique opportunity to bring academics, students artists, business leaders, and employees to explore organizationally important. Topics:

"This film festival was even more than I had imagined -it was practical, insightful and entertaining. Workplace realities were represented so accurately, and full expression of emotions made it easy to connect with the valuable leadership theories. My biggest leadership lesson from this year's festival is to navigate uncertainty with clarity, love and authenticity." - Desiree Aragon, Capital Public Radio, Talent and Culture

Campus Community Impact

- Working with AIRC to train students in film editing and Creative Services for recording.
 - More than 30 faculty members have served in jury panels to choose "Best Film". Events also host CSUS administrators and staff:
- "As the Career Center Director, I am inspired by how this event integrated leadership theories with emotional intelligence and AI adaptation, preparing students for workforce challenges. The creativity and collaboration demonstrated by these student-produced films highlighted essential career competencies such as teamwork, critical thinking, storytelling, which help prepare more future-ready graduates.." - Melissa Repa, CSUS*