



Human Internet of Things

David Decuir,

iCAN Technologies

Lafayette, Louisiana

To whom it may concern,

It is my pleasure to highly recommend Christopher Castille, PhD for the Gerald Gaston Endowed Professorship Chair.

My name is David Decuir, Co-Founder and Managing Partner of iCAN Technologies. I have over 15 years of experience in the oil and gas industry. While earning my MBA at Nicholls State University, Christopher Castille, Ph.D. was our instructor for *MNGT 502 – Managing Human Capital*. The fundamental concepts that we learned in Dr. Castille's course have allowed me to create a business model specific to competency and training of the industrial workforce. His passion towards developing students and giving them the tools needed for success embodies what every educator should strive toward.

The data analytics approach to human capital management is a skill set that has not been widely deployed throughout the traditional Human Resource department. In most organizations, this department is heavily focused on policy and not on Industrial and Organizational Psychology approaches. Dr. Castille's teaching style has allowed me and others to utilize these statistical models to solve real world problems.

I have been able to implement an advanced training solution within my investor's organization that encompasses computer based and virtual reality training. This has created a savings to the organization of over \$2.3 million dollars annually. iCAN Technologies offers an advanced statistical software platform that evaluates the technical comprehension of employees and applies algorithms to create a uniquely specific development plan for each individual. The fundamental understanding I have around Industrial and Organizational Psychology methodologies manifested from Dr. Castille's courses.

While a recommendation letter is only a snapshot of Dr. Castille's talents please do not hesitate to reach out with further questions. I can be reached at 337-501-9568, or at david.decuir@icanhiot.com.

Sincerely,

DAVID DECUIR

Managing Partner

icanhiot.com

iCAN TECHNOLOGIES
1405 W. Pinhook Rd., Ste. 212
Lafayette, LA 70503
337.849.2899
icanhiot.com

Adrien Maught
Nicholls State University

November 24, 2021

College of Business Administration
Nicholls State University
University 906 East 1st St
Thibodaux, LA 70301

Subj: Gerald Gaston Endowed Professorship

Dear Selection Committee:

I submit this LOR on behalf of Chris Castille regarding his efforts as a mentor and meaningful work within pedagogical strategies as they relate to the CBA strategic plan and mission.

As an organizational psychologist, I sought out Chris' expertise to assist me 1) increasing engagement among my students and 2) more accurately assessing course learning objectives. In both areas, I was interested in finding innovative AND evidence based strategies. Chris has done a tremendous amount of work in the area of Team Based Learning (TBL). Specifically, Chris directed me to two works for reference:

- Team-Based Learning: Small Group Learning's Next Big Step, Michaelson et al.
- Cooperation in the Classroom, Aronson et al.

Within these structures, students engage continually throughout the semester, working on various scaffolded deliverables. Among many purposes, this methodology allows for students to engage with content through socialization, a heightened awareness of application, tighter accountability from peers, and perhaps most importantly, effective feedback loops. Over the past two years, Chris has willingly sacrificed *many* hours to work with me on building out these structures.

A primary driver for choosing Nicholls as an employer was grounded in the CBA's approach to serving our students, especially since nearly 70% are first generation. The strategic plan highlights innovation in the classroom as a means to provide autonomy and flexibility around teaching. I believe Chris fully embodies this concept, not for its own sake, but with the focus of the student experience. With TBL, students are invited to engage in real-world application of knowledge and execution within the team environment. To this point, these structures speak directly to the second portion of the CBA mission: *"positioning students to successfully meet workforce development needs as well-educated, responsible, and engaged business professionals."*

Chris has been an invaluable resource for me as a developing teacher. He encourages his colleagues to share best practices so that we may all benefit from each other's experiences. This is critical to building a healthy organizational culture of growth orientation and servant leadership to our students.

Respectfully,

Adrien A Maught III
Instructor of Marketing
College of Business Administration
Nicholls State University

December 2, 2021

Dear Professorship Committee Members,

I am writing to recommend Dr. Chris Castille for the Gerald Gaston Endowed Professorship being offered by the College of Business Administration (CBA) at Nicholls State University. Dr. Castille is an Assistant Professor at Nicholls in the Department of Management and Marketing. During his tenure at Nicholls, Dr. Castille has exemplified what an engaging faculty member should be in the areas of teaching, research and service. He is dedicated to innovation and engagement in all three of these areas in order to meaningfully contribute to the mission of the CBA at Nicholls State University.

As an industrial/organizational psychologist, Dr. Castille is leveraging his expertise in people analytics to help Nicholls find novel ways to retain students and help them capture high quality jobs in Louisiana. Notably, there are two initiatives he has started that align with the CBA's mission and promote student success:

1. Leveraging his expertise in attrition modeling (i.e., predicting who is going to leave and organization and when), There are two questions that are relevant to the CBA:
 - a. What internal activities help retain students (particularly students who are at risk of leaving Nicholls, such as minority students and first-generation college students)? This is relevant to the CBA because retaining – and ultimately graduating – such students enhances and expands our alumni network beyond legacy pools. This is clearly aligned with Goal 1 (Increase recognition, image and visibility), specifically objective 1.4 (Enhance and expand the CBA alumni network).
 - b. What internal activities and student characteristics predict the quality of jobs captured after graduation, particular 4- and 5-star jobs (which inform institutional funding)? This is relevant to the CBA because it helps us understand what developmental experiences are crucial to helping our students capture valuable jobs in the local (i.e., Louisiana) economy. Work done here is clearly aligned with Goal 2 (Enhance existing degrees/programs and develop new academic initiatives).

2. Leveraging his broader skillset in people analytics, Dr. Castille is working with a colleague on two sets of initiatives for the HR concentration in the CBA that should enhance the impact of the program:
 - a. Create a dashboard that allows us to answer certain key questions for our HR majors.
 - b. Build a mentoring program that puts our alumni in touch with current students, helping both to build strong ties to Nicholls State University. This is clearly aligned with both objectives for Goal 4 (Enhance student services and development) which involve enhancing the advising/mentoring experience and enhancing opportunities for real-world experiences, professional development, and career placement.

These initiatives, developed by Dr. Castille, are just a small portion of his contributions to the CBA at Nicholls. He is also very effective in the classroom, as is illustrated in his student evaluations. In addition, he is an active member of numerous committees at the department, college, and university level. Dr. Castille also represents the CBA on the Faculty Senate at Nicholls. Finally, he is a prolific writer, with seven refereed research publications in the last five years.

In sum, I believe that Dr. Castille's dedication to teaching, research and service at Nicholls makes him an excellent candidate for the Gerald Gaston Endowed Professorship. If you should have any questions or would like to discuss Dr. Castille's accomplishments with me, please do not hesitate to contact me at 985-640-2616 or via email at shari.lawrence@nicholls.edu.

Sincerely,

Shari Lawrence
Professor of Finance
Paul Callais Endowed Professor