

2009–2010 STANLEY J. DRAZEK TEACHING EXCELLENCE AWARDS



JOHN L. BARBATO

“Don’t just inform... *transform* students with relevant and tangible course content” is the teaching philosophy that guides John L. Barbato. Focusing on a holistic approach to teaching, he connects with students and discovers who they are and what they aspire to in life. “We are all here for the same reason—to laugh and learn,” he said.

Following in the footsteps of his father, a UMUC teacher for more than 17 years, Mr. Barbato began teaching business courses for UMUC in Geilenkirchen and Bremerhaven in the 1990s. He has since taught on four different continents and has appreciated his role as a collegiate associate professor because of the unique opportunities and the satisfaction that teaching brings. “But most of all,” he emphasized, “it’s because of the students.”

Mr. Barbato particularly enjoys teaching marketing and the “entire gamut of what marketing entails.” His students have developed business strategies and advertising campaigns for both large companies and community organizations, providing them something valuable for their professional portfolios. He draws upon his extensive professional experience to motivate

students and often asks, “What do you want to do when you grow up?” to get them thinking about their career opportunities. He also encourages students to define what he calls “their *me* thing.”

Having been a military family member his entire life, Mr. Barbato has a strong understanding and respect for the military environment: “Many UMUC Europe students work, have families, and must make sacrifices to attend classes and pursue their degrees. I value a student’s commitment and take my responsibilities as a teacher very seriously.”

Additionally, he places a special emphasis on community outreach projects. During a recent teaching assignment in Afghanistan, he helped coordinate a program between the Special Forces Unit in Bagram and the State of Maryland Youth Soccer Association to have soccer equipment delivered to Bagram. He also helped distribute much needed school supplies to children through Operation Care.

Mr. Barbato holds a BA in organizational communications and an MBA in marketing and international business from the University of Colorado.