

ACADEMIC ADVISOR SPOTLIGHT

BRITTAIN GOFF



Did you know that the University of South Carolina's Undergraduate International Business (IB) program, in the Darla Moore School of Business, has been ranked #1 by U.S. News and World Reports for 22 consecutive years? While there are many factors that contribute to this ranking, we are certain that the efforts of **Brittain Goff** have positively impacted the experience of countless students in the IB program.

Originally from Tennessee, Goff came to the UofSC as an undergraduate student and graduated in 2003, with a BA in Spanish. She has been advising in the School of Business for over eight years and currently serves as the Associate Director and Academic Advisor for International Business (IB) Cohort Programs. She states her favorite thing about being an advisor at Carolina is,



BRITTAIN GOFF,
Associate Director and
Academic Advisor
Undergraduate
Programs, Darla Moore
School of Business

“Being able to give back to a community that has given so much to me. I also really like puzzles, so while working with a student who is taking on a lot, or a student who has gotten themselves into an academic predicament, can be time consuming and difficult to navigate; I like digging in and coming up with a solution and plan for moving forward.”

Goff manages the International Business Cohort Program admission process, serves as the Academic Coordinator for the International Business of the Americas program, International Business and Education Alliance and the International Business of the Middle East and North Africa Program. In addition, she continues to advise students as a member of the specialized advisement team for International Business majors.

Sean Dolan, a junior International Business major, and Goff's advisee, shares,



“Brittain Goff is, without a doubt, among the best faculty and staff members that I have had the pleasure of interacting with in my academic career. She continuously goes the extra mile in her position and does so without any complaints. Seeing as her students span across various IB programs, she has a very difficult job in constantly dealing with the complex, unique problems and situations that come with the various cohort paths. Regardless, she does it tirelessly. Students in my cohort always joke that she has never taken more than 15 minutes to get back to us on any of our crazy questions!”



“I work a lot with study abroad, and sending our students out into the world is incredibly rewarding and fulfilling for me on many levels,” Goff elates.

“Watching students as they navigate new environments and different cultures is a really interesting process, but one of the neatest things to observe is how different they are at the end of a program or their time abroad. More times than not, these students are completely different human beings with an increased cultural tolerance, appreciation for different perspectives and the ability to adapt and adjust in a moment's notice. They've learned to slow down, to take it all in, and to appreciate where they are in that exact moment—it's a breath of fresh air to see.”

Dolan echoed that statement, “[She] has been exceptionally hands-on in navigating alongside a triple major with three semesters abroad, and I cannot thank her enough for all that she has done thus far.”

In 2016, **Goff won the University's Ada B. Thomas Award** which recognizes quality advising to undergraduate students. The advice she would give to other advisors is to,

“Do the job you were hired to do. Be available to your students, be willing to do a little extra or go a little further, and don't pretend to know the answers. By doing everything for students, we are only doing them a disservice—they never learn to problem-solve, think strategically or how to advocate for themselves. Stopping and really listening helps guide and teach them how to navigate a multitude of situations and scenarios. By helping them actively think through a situation, we are helping them either gain confidence in their ability to do so, or helping them fine tune a character trait already present.”

In an unprecedented year, filled with many obstacles and challenges, Goff states,

“My students are incredible, and being able to work with such world-changers is a tremendous blessing to me. I am forever grateful for the opportunity I have to work with them in the capacity I do.”

And although advising may look a bit different this semester, Dolan said, “I am sad that I have not had the chance to see her around DMSB this semester, but have not felt forgotten in any way, otherwise!”

“The University can be a difficult place to navigate,” Goff continued,

“Going a little further to help students along their way can make all the difference in the world to a student and their experience here at Carolina. **Commit to turning the 'I don't know's' into a learning opportunity for yourself.** Personally invest your time into becoming a more knowledgeable employee, and advisor, by being informed and aware. Lastly, I suggest trying to have a little fun along the way—smile, laugh and try to find growth in some capacity in each opportunity and experience.”



WOULD YOU LIKE TO NOMINATE AN ACADEMIC ADVISOR FOR A SPOTLIGHT?

SUBMIT YOUR
NOMINATION



Academic Advising
University of South Carolina