

Council Minutes

COLLEGE OF BUSINESS

ILLINOIS STATE UNIVERSITY COLLEGE OF BUSINESS ADVISORY COUNCIL

Minutes of the Council Meeting on May 17, 2018 | The Metropolitan Club of Chicago, Willis Tower | Chicago, Illinois

IN ATTENDANCE

ADVISORY COUNCIL MEMBERS IN ATTENDANCE: Willie Brown, Kevin Carroll, Julie Dobski, Melanie Ferengul, Erik Heggen, Domingo Joaquin, Al Lewis, William Lin, Debbie Lindberg, Tim Longfellow, Cathy Lynch, Miron Marcotte, Rob McDade, Horace Melton, Ajay Samant, Debbie Seifert, Kelley Smith, Win Stoller, Jim Svab, Matt Taphorn, Roberta Trites, Jeff VanDeCastelee, Katrin Watkins, and Jon Williams.

OTHERS IN ATTENDANCE: Liz Adams, Melissa Johnson, and Steve Vandiver.

COUNCIL BUSINESS

At 10:30 am Dr. Julie Dobski called the meeting to order. Members introduced themselves. Julie mentioned that Kris Korsgard, Kevin Carroll and Jeff VanDeCastelee are retiring from the board, and recognized them for their service. Julie asked for approval of the minutes from the previous Advisory Council meeting. The minutes were approved unanimously.

COLLEGE OF BUSINESS UPDATE | DEAN AJAY SAMANT

Dean Ajay Samant reported on the accomplishments, productivity and activities of the college. Ajay discussed the budget for past years and reported on the enrollment at ISU versus other Illinois public universities. ISU has had a record number of students that graduated this month. He reported on the events during Business Week held in February 2018 and thanked Steve Vandiver for all he did working with the students to oversee Business Week. He invited council members to serve as mentors to our ISU students.

Ajay discussed some of the College's accomplishments over the past year. He gave examples of jobs that the students have landed after graduation and their starting salaries. He discussed the percentage of student internships from each area in the College. Jon Williams suggested also gathering data on student's salaries after 5 years of employment.

Ajay discussed private financial support for the college and the ISU capital campaign. He also gave an overview of the Pay It Forward Campaign. He discussed the COB Community Engagement Speaker Series. Ajay asked the council members to suggest good speakers for this series. He discussed the new rankings for the College. He reported on measures of productivity for the past 5 years including enrollment, credit hours of revenue, credit hours per tenure-track faculty, and class size.

Ajay discussed the college vision and mission in the Strategic Plan starting in fiscal year 2019. The new vision/mission was voted on by faculty and 94% approved. He discussed the new parts of this plan. Ajay discussed the FY19 major objectives for the College: (1) continue implementation of the new Bachelor of Science International Business Major degree in Panama City, Panama, (2) offer the MBA Program in Panama City, Panama starting May 2018, (3) continue to implement the Redbird Career Portfolio and to track student progress toward RCP and its certificate, (4) increase the number of academic advisors, (5) establish the Carson and Iris Varner Institute for Business, (6) increase enrollment in the MBA program.

DEBBIE LINDBERG | INTERIM ASSOCIATE DEAN OF ACCREDITATION AND OPERATIONS

Dr. Debbie Lindberg discussed her role in accreditation, budget, and operations in the College. She mentioned the two new computer lab classrooms scheduled to be completed by the fall 2018 semester. She discussed her oversight of faculty office assignments and her role when the Dean is away from office.

TIM LONGFELLOW | ASSOCIATE DEAN OF UNDERGRADUATE AND GRADUATE PROGRAMS

Dr. Tim Longfellow reported on the on-campus MBA, the Decatur CMBA, and the MBA taskforce. The MBA taskforce is discussing reducing the number of hours needed to earn an MBA from 42 to 36, offering blended classes, and a longer term goal of offering a 4 + 1 year MBA Program.

Tim discussed the new BS in International Business that started in March 2018 at the Quality Leadership University (QLU) in Panama City, Panama. In May 2018, the College is offering the full MBA program at QLU. Both programs will be an accelerated format.

Tim discussed the INTO program for international students. They come in through a Pathway program. He also discussed the Redbird Career Portfolio. The council had a break for 5 minutes.

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DOMINGO JOAQUIN | INTERIM CHAIR OF THE FINANCE, INSURANCE, AND LAW DEPARTMENT

Dr. Domingo Joaquin discussed his new role as interim chair of the department. He discussed the research done in the department and the recognition of the department with various awards. Domingo reported on the new FIL faculty that will be starting this fall. Domingo discussed the partnership that his department has with the Accounting and Marketing departments. He had a meeting with the COBEC students and discussed what changes they want in the FIL program. He shared their recommendations with the FIL department faculty and the FIL Advisory Board. They agreed with the recommendations and Domingo is looking into implementing them. He discussed the industry partnerships that the department has.

DEBBIE SEIFERT | CHAIR OF THE ACCOUNTING DEPARTMENT

Dr. Debbie Seifert discussed the new accounting curriculum. She reported on new faculty and visiting scholars that have joined the department. Debbie also went over the new programs on student support and INTO as well as student professionalism and career opportunities. She discussed the certifications, internships, student and alumni awards and leadership development. She reported on the Advisory boards and faculty news from the department. The department funded numerous new scholarships.

The council meeting had a working lunch starting at 12:45pm.

HORACE MELTON | CHAIR OF THE MARKETING DEPARTMENT

Dr. Horace Melton discussed spring 2018 enrollment for his department. He also presented information about the professional sales sequence. Students from the Marketing department placed well in numerous competitions. He discussed the Sales Excellence Academy. Advanced Marketing and Analytics was introduced into the MBA program spring and fall of 2018. The department redesigned a logistics course, arranged a student analytics field trip to AFNI and multiple guest speak events and sent students and faculty to SAS conferences. The department also has a graduate business analytics certificate program. He also discussed information highlights including incorporating more digital marketing content and introducing video editing; as well as business education recruitment and the master's program. He discussed the marketing advisory board, fundraising and student internships. Marketing faculty served as advisors for five teams for the Innovation Consulting Community. Horace highlighted numerous faculty research projects and recognized a faculty member who received an award. Marketing faculty are deeply involved in the Panama initiatives. Horace also gave information on the new faculty members in the department.

ROBERTA TRITES | INTERIM CHAIR OF THE MANAGEMENT AND QUANTITATIVE METHODS DEPARTMENT

Dr. Roberta Trites highlighted student and faculty accomplishments and awards in the past year. Roberta discussed new faculty that are joining the department. She also highlighted numerous Alumni and friends awards. She also discussed the Carson and Iris Varner International Business Institute. In additions, she discussed Alumni and friends accomplishments.

LIZ ADAMS | SENIOR DIRECTOR OF DEVELOPMENT FOR THE COLLEGE OF BUSINESS

Liz gave an update on development for the College of Business in relation to the current donation campaign called Redbird Rising. The College has a \$28M goal during the campaign and they have raised nearly \$22M so far. They are right on track. She gave data and information on gifts made in the last year. She is very optimistic about giving for the upcoming year.

COUNCIL DISCUSSION

Ajay gave an overview of tonight's COBAN event. He asked for the council's input on instruction delivery, specifically face-to-face programs versus online programs. Rob McDade gave an example of online training happening at his company. He was very pleased with the outcome of that training. Jon Williams mentioned that having the appropriate software for doing online training is very important. Melanie Ferengul said that coupling tests in frequent intervals during the training helps the positive outcome of the training. Al Lewis said that it depends on the training subject but overall online training is good. It saves a lot of money doing online training. He feels that having online classes is valuable but students do need to have some face-to-face contact. Jon Williams said that a student should have the option to Skype into a class if they are sick or cannot make the class due to work. Erik Heggen said that teaching materials need to be tailored to online delivery to encourage online engagement. Jeff VanDeCastele said that online classes would help with the shrinking enrollment. Melanie Ferengul said that if a class is recorded then a student can review it more than once. Miron Marcotte said that his company frequently hires employees that have had online and face-to-face education.

The meeting adjourned at 1:53pm.