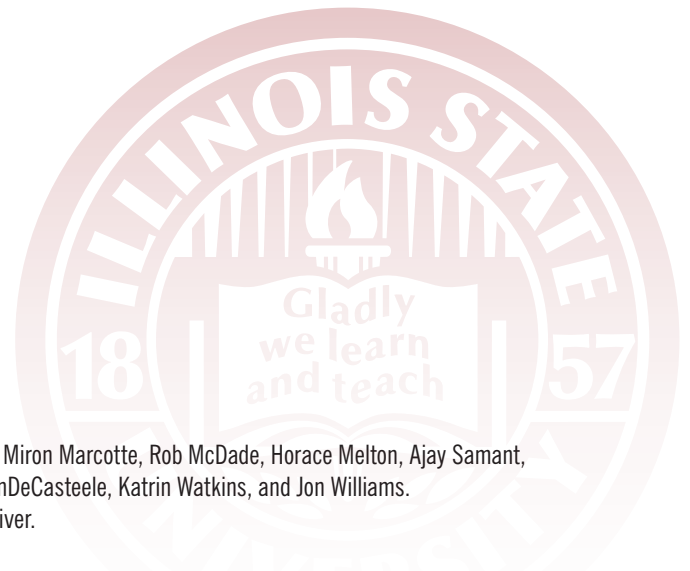


# Advisory Council MINUTES - MAY 16, 2019

The Metropolitan Club of Chicago  
Willis Tower | Chicago, Illinois



## Advisory Council Members in Attendance:

Julie Dobski, Melanie Ferengul, Cathy Lynch, Domingo Joaquin, Debbie Lindberg, Miron Marcotte, Rob McDade, Horace Melton, Ajay Samant, Debbie Seifert, Jim Svab, Matt Taphorn, Mark Thorndyke, Roberta Trites, Jeff VanDeCastele, Katrin Watkins, and Jon Williams.  
Others in Attendance: Liz Adams, Kate Childs, Melissa Johnson, and Steve Vandiver.

## Council Business

Dr. Julie Dobski called the meeting to order. Members introduced themselves. The minutes were approved unanimously. Julie pointed out highlights on accomplishments this year at the University and the College. She named some of the rankings and recognitions for the College. Dean Samant and Julie and Bob Dobski visited Panama to see first-hand the graduate and undergraduate programs that ISU is administering in Panama. She said the partnership with Panama is excellent. Matt Taphorn also commented on how good the program is. Jim Svab asked how many students we have in the program. Ajay said that there are currently 30 undergraduate students and 19 students in the MBA program.

### Ajay Samant, Dean of the College of Business

Dean Ajay Samant reported on the accomplishments, productivity and activities of the college. He reported on the events during Business Week held in February 2019. He discussed the average salaries that students are earning once they graduate. There was a question asked about the extent of diversity within the University and the College. Ajay and the COB leadership commented on what the College and University are doing for diversity and equal opportunity. He highlighted the Early Career Achievement award winners and then gave an overall picture of fundraising for the College.

Ajay discussed how ISU is holding our level of enrollments. The only other Illinois public university doing that is the University of Illinois. The COB in particular has an increase in enrollment. Matt Taphorn asked how ISU is doing recruiting to help increase enrollment in all colleges. Ajay gave a summary of what the University is doing to accomplish this.

He reported on measures of productivity for the past 5 years including enrollment, credit hours generated, credit hours per tenure-track and non-tenure track faculty, and class size.

Ajay reported the college vision and mission in the Strategic Plan starting in fiscal year 2020. Ajay discussed the FY20 major objectives for the College: (1) continue momentum from AACSB extension of accreditation for 2017-2022; (2) continue the Bachelor of Science International Business Major and the MBA Program degrees in Panama City, Panama; (3) build on the success of the Redbird Career Portfolio and track student progress toward RCP certificate; (4) leverage our mentor cloud program; (5) increase the number of academic advisors; (6) continue construction of the Carson and Iris Varner Institute for Business; (6) increase enrollment in the MBA program.

Rob McDade asked how the rankings are determined for the College. He asked if there is a lot of attention on those numbers. Ajay said there is no consensus on the best metrics for college rankings. There is no standard way to calculate the rankings. Ajay mentioned that the rankings do not meaningfully impact enrollments at most public universities.

### Debbie Lindberg, Interim Associate Dean of Accreditation and Operations

Dr. Debbie Lindberg discussed her role in accreditation, budgeting, and operations in the College. She reported on the progress of construction of the Varner International Business Institute. She mentioned that the two new computer lab classrooms were completed last fall and the COB atrium was cleaned.

### 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 capital campaign named Redbird Rising. The College has a \$28M goal during the campaign and we have raised nearly \$26.4M so far. We have acquired over 2000 new donors for the College. She gave data and information on gifts made in FY17 and FY18. She gave data on endowments and gift production for FY13-FY19 (first six months). Liz highlighted the two students that were Redbird Career Portfolio first finishers.

### Steve Vandiver, Executive Director of Marketing and Communications

Steve discussed COB social media—Facebook, Instagram, YouTube, Twitter, and Linked In. He gave an overview of the COB social media philosophy. We focus on prospective and current students and alumni. This is run by Steve Vandiver, Joyce Parmenter, Ginny Smith, and Megan Lapping, and a team of students. They meet each Monday and run the meetings like a news room. Steve gave a list of some of the content and items generated by this team. He discussed in detail many of the social media campaigns that have been very successful.

## Advisory Council minutes - May 16, 2019 (continued)

### **Debbie Seifert, Chair of the Accounting Department**

Dr. Debbie Seifert reported on new faculty and the diversity of the faculty in the department. She discussed the new curriculum starting in the fall 2019. She discussed new certifications, student professionalism, career opportunities, student awards, leadership development, alumni and advisory boards, and new scholarship program.

### **Horace Melton, Chair of the Marketing Department**

Dr. Horace Melton reported accomplishments for his department including the National Collegiate Sales Competition, the Sales Excellence Academy, Business Analytics Graduate Certificate Program, and the Master of Science in Business Education Program that was recently launched. He also talked about Meet the Firms which is a networking, internship and job fair for marketing students.

He highlighted numerous faculty research projects and recognized a faculty member for receiving the Outstanding University Researcher award. Horace also gave information on the new faculty members in the department.

Willie Brown asked whether the business analytics program is going well. Dr. Melton said that the program is expanding and doing quite well. Marketing analytics courses are available for undergraduate and graduate students.

*The council meeting had a working lunch starting at 12:35pm.*

### **Roberta Trites, Interim Chair of the Management and Quantitative Methods Department**

Dr. Roberta Trites highlighted student activities and awards including the HR Games winners. She also reported on MQM advisory council activities. She discussed updates and changes in the MQM curriculum. Dr. Trites discussed faculty accomplishments and awards in the past year. She highlighted FY20 goals including retaining students, requirements for earning the rank of full professor, analyzing how to improve business writing and helping the Varner Institute transition to their new office area.

### **Domingo Joaquin, Interim Chair of the Finance, Insurance, and Law Department**

Dr. Domingo Joaquin discussed data on graduates, average salary for graduating students, job offers, and internships. He discussed various industry partnerships and reported on the new FIL faculty, retirements and departures, as well as hiring requests that were made and what was approved. He reported that we have a new director of the Institute for Financial Planning and Analysis and Internships.

## **Council Discussion**

*Ajay asked each advisory council member if they have any comments about what was presented and its content. He also asked about the skills that are needed by our students in order to be valuable employees to business organizations.*

**Rob McDade, COUNTRY Financial:** He enjoyed hearing about how things have progressed at the COB. He especially enjoyed the presentation on Social Media by Steve Vandiver. He stated that students should be willing to take an entry level job and work their way up. Their first job does not define their career.

**Miron Marcotte, Protiviti Inc.:** He is impressed with what is happening in the College, especially on the social media front. He encourage the College to continue with emphasizing data analytics. He said that that his firm is hiring students to work across the business so that they learn different functions of the organization.

**Cathy Lynch, Inland Real Estate Investment Corporation:** She was very impressed with the Redbird Career Portfolio and the increase in enrollment. She was impressed with the use of social media and recommended that we have high school students more involved in learning about our programs. Her company wants people with knowledge of financial planning and analysis. The company would like to hire students who are well-rounded in business functions (marketing, accounting, and finance.)

**Melanie Ferengul, The Northern Trust Company:** She would like to hear from students who have done internships. She would also like to see more well-rounded students who do not expect to start a job at the top of the organization, and want to continue to learn,.

**Willie Brown, Retired State Farm Insurance:** He likes that the council suggests actions and the COB acts on them. He likes that the COB has a Business Week and other programs which teach students that working is a team effort.

**Mark Thorndyke, Thorndyke Wealth Management Group:** He is impressed with the accomplishments of the College as well as its diversity and inclusion efforts. He was encouraged with the CFP program, the sales program, and corporate entrepreneurship. He is impressed with the Redbird Career Portfolio program.

**Julie Dobski, Little Jewels Learning Center:** She feels that more companies should hire COB students as interns. She is very impressed with what is done for student learning in the College.

*The meeting adjourned at 1:45pm.*