

# Council Minutes

COLLEGE OF BUSINESS

## ILLINOIS STATE UNIVERSITY COLLEGE OF BUSINESS ADVISORY COUNCIL

Minutes of the Council Meeting on October 24, 2017 | State Farm Hall of Business | Normal, IL

### IN ATTENDANCE

**ADVISORY COUNCIL MEMBERS IN ATTENDANCE:** Kevin Carroll, Julie Dobski, Bryan Eovaldi, Melanie Ferengul, Jackie Ferree, Jared Hall, Ben Hart, Erik Heggen, Jeff Hobbs, Deon Johnson, Chris Korsgard, William Lin, Kris Lutt, Cathy Lynch, Miron Marcotte, Rob McDade, Joseph McNeely, William Motchar, Jim Svab, Matt Taphorn, Mark Thorndyke, Ron Whitton, Jr., Gary Koppenhaver, Debbie Lindberg, Tim Longfellow, Horace Melton, Ajay Samant, Debbie Seifert, and Roberta Trites.

**OTHERS IN ATTENDANCE:** Liz Adams, Melissa Johnson, Steve Vandiver, and Aaron Von Qualen.

### COUNCIL BUSINESS

At 9:00 am Dr. Julie Dobski called the meeting to order. Members introduced themselves. Julie mentioned that Kris Korsgard is retiring from the board. Julie asked for approval of the previous meeting minutes. There were the following edits to the May 18, 2017 meeting minutes: Roberta Trites, Kevin Carroll, Miron, and Kathy Lynch were present at the meeting in May 2017.

### COLLEGE OF BUSINESS UPDATE

Dean Ajay Samant reported on the accomplishments, productivity and activities of the college. Ajay discussed the budget for past years and future years. Ajay went over the enrollment of ISU versus other Illinois public universities. He also discussed the enrollment of all the ISU colleges. The major objectives of the College in academic year 2017-2018 are (1) to begin the new Bachelor of Science International Business Major degree in Panama City, Panama (2) to begin the MBA Program in Panama City, Panama (3) to continue to implement the Redbird Career Portfolio and to track student progress toward RCP certification and use new software for this purpose, (4) to increase classroom space and student collaboration spaces in State Farm Hall. Ajay said we are moving toward new class format to accommodate more diverse demographics to the College. We are trying to make it easier for all people to attend. Melanie Ferengul asked how many courses are available for playback. Debbie Seifert said that many classes are available, but they are working toward doing this more. Tim Longfellow said that some of the MBA students are allowed to Skype in instead of attending all classes. This is done when necessary, but Tim sees this increasing. Jared Hall asked about the availability and cost of online courses. Tim Longfellow said that there will be more and more online courses available and there is an ongoing University effort to look at the cost of online courses compared to conventionally taught courses.

### DEBBIE LINDBERG, INTERIM ASSOCIATE DEAN OF ACCREDITATION AND OPERATIONS

Debbie discussed her past education and job experience. She discussed her current position. She mentioned that the Business College and the Accounting Department received their AACSB accreditation. Debbie assisted in the past with preparing the report for the Accounting Department accreditation so she is familiar with the process. Debbie also oversees the budget and fiscal operations, fills in for the Dean at events, and oversees the Faculty Resource Center and Technology. Debbie asked Jeff Grabb to talk about the State Farm Hall of Business Classroom expansion. It is a \$430,000 project to create new computer labs. They are working on the details of the computers and software that will be necessary to meet the students' needs.

### TIM LONGFELLOW, ASSOCIATE DEAN OF UNDERGRADUATE AND GRADUATE PROGRAMS

Tim discussed the new BS in International Business that will be offered at the Quality Leadership University (QLU) in Panama City, Panama. In May 2018, the College plans to offer the full MBA program at QLU. Both programs will be an accelerated format. He gave details on the accelerated format. Tim also gave some information on QLU and why the College decided to partner with them. Jared Hall asked if there was any monetary investment from the University. Tim said that there was no money investment from the University. It is a contract between QLU and the College. However, the University did provide excellent administrative support for the new program. Tim outlined the current status of the Redbird Career Portfolio, which is making great progress.

### LIZ ADAMS, SENIOR DIRECTOR OF DEVELOPMENT FOR THE COLLEGE OF BUSINESS

Liz gave an update on development for the College of Business. Liz provided data on gifts made to the College and broke down the different types of gifts. Liz discussed the new funding campaign called Redbird Rising. There are three priorities: scholarships, enhancements to the student experience, and innovations for the College. The College has a \$28M goal during the campaign. The council had a brief break at 10:25am for 15 minutes.

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## **PETER KAUFMAN, PROFESSOR OF MARKETING**

## **JIM JONES, EXECUTIVE DIRECTOR OF THE KATIE SCHOOL OF FINANCIAL AND INSURANCE SERVICES**

Peter discussed the Innovative Consulting Community project. He discussed the University-wide engagement in the program. There are online modules that are self-paced and there are face-to-face workshops. Topics in the program are project management leadership, self-awareness, conflict resolutions, design thinking, how to consult with a client, leadership and professional development, creativity, and social media monitoring tools. One benefit of the program is there are opportunities for good internships for the students. They gather student feedback in order to monitor the program. Peter discussed the reason why some of the students have participated in the program and the interdisciplinary participation of faculty. He discussed a few of this year's project. Jim Jones discussed the cyber insurance project. If the students give a good presentations, there are opportunities for them to do their presentation at other college events in order to give the students even more experience. Jeff Hobbs asked about timelines on the project. Peter said if any company has a project, please let he or Jim know. Peter passed out some flyers on the program.

## **STUDENT PERSPECTIVE**

Brian Loiacono is a double-major student in MQM. He spoke about how he chose ISU and why. He liked the size of the University and the atmosphere in the classrooms. He also liked all the opportunities in the College of Business. In his freshman year he started a student organization called Christian Business Leaders. He wanted a way to integrate his college work and his faith. He said one of the instructors, Eric Ruud assisted him a lot in getting the organization started. His sophomore year was the year they really got started with the organization. He had many great speakers. Currently they have 45 students as members of the organization. As president of the Christian Business Leaders, Brian is also involved in the College of Business Executive Council (COBEC). He said that that has been a very good experience. He did an internship that was very helpful in his business classes and with running the organization. As a junior, he was encouraged to run as president of COBEC and he won. He has been very busy with the organization and COBEC. He realized that going into Human Resources was what he wanted to do. He did an HR internship at Target. He said that the community around ISU is very important and are supportive.

Virgel Caval is the President of Marketing and Analytics Society and a current student at ISU. He is currently in the Army National Guard. Virgel was accepted in the Nursing College and soon realized that was not the direction he wanted to go. He changed his major to Marketing Analytics and is currently a sophomore. Virgel is currently working at Progressive Impressions and the Daily Vidette. He discussed what he believes marketing analytics is, the first speaker event of the Marketing Analytics Society (MAS), and some of the current projects of the society. Virgel reached out to the council members asking them to volunteer to be a speaker at one of the MAS events, to offer job shadowing opportunities, provide advice or mentorships. Jared Hall thanked Virgel for his work and presentation.

## **THE COUNCIL MEETING BROKE FOR LUNCH AT 11:50AM AND RECONVENED AT 1:00PM.**

## **COUNCIL DISCUSSION**

Julie Dobski went over some facts that she gathered at a talk by ISU President Dietz. She recommended that committee members go to the ISU website to check on all the wonderful things that ISU is doing. Julie thanked everyone for their support.

Ajay Samant asked the committee to send him any contacts that would be helpful financially to the College or any contacts that could help provide internships. Ajay wanted to go over the recommendations from the previous council meeting committees.

## **CURRICULUM AND STUDENT PROFESSIONAL DEVELOPMENT COMMITTEE**

- The College tried to teach classes that will provide information for students in the 'real world.' Students need to build practical skills including oral presentations. Ajay said that the marketing classes provide many learning opportunities for students to give presentations. Debbie Seifert gave some a summary of accounting classes that build oral skills.
- Students need to build their written communication skills. Deon Johnson said that State Farm does a keyboard test before people are hired. She said they are seeing more and more people that do not have keyboard skills. Miron Marcotte said that students need to learn more about writing reports. Ajay said that students need to learn business etiquette and that is currently being addressed in the Redbird Career Portfolio program. Ron Whitten said that graduates coming into the workforce lack practical skills like looking people in the eyes when talking to them. Jackie Ferree said that many graduates do not have grammar skills. Ajay said the College needs to continue to encourage the faculty to give students feedback on reports and papers or how to interact with professional people.
- Ajay said that the College needs to continue to teach students teamwork skills. Miron Marcotte said it is helpful to build interdisciplinary teams.
- Ajay asked Debbie Lindberg to talk about assurance of learning and how COB tracks these skills and adjusts courses to address any shortfalls in learning. Debbie said that each department has a lead person to track the assurance of learning and it is being worked on.
- Ajay discussed how to build awareness of career options. He said that Redbird Career Portfolio will help with this and also having professionals come in to speak about careers in their organization.

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- Ajay discussed how to get more students to do internships, working with non-profit organizations, etc... Currently we highly recommend it, but the College does not require it because we have over 4000 students to place.

## **DEVELOPMENT AND MEMBERSHIP COMMITTEE**

- Ajay pointed out the Development staff and asked the council to contact them if they have any questions or contacts.
- Ron Whitten outlined the Pay It Forward program. Last year we had 16 students participate. This year we have 600 students participate.
- Jeff Grabb explained why graduates cannot keep their ISU email accounts. Jeff said that the University is working on this. There are costs associated with storing files related to email accounts.
- Ajay said that the College is succeeding with increasing enrollment.

## **EXTERNAL PARTNERSHIPS AND MARKETING COMMITTEE**

- Ajay said that we have Open Houses every year for high school students. We should plan on giving out t-shirts with the hope that high school students will wear it to their high school.

## **STRATEGIC PLANNING MARKETING COMMITTEE**

- Ajay said that a new strategic plan has been drafted and currently the College faculty is voting on it. Ajay asked the committee members to send their accomplishments to Melissa Johnson so the College can advertise some of these accomplishments. He said it is important for the committee members to update their bios so that the College can post them on the web. Many of our committee members have significant accomplishments that we want to include.

The meeting adjourned at 1:56pm.