

Council Minutes

COLLEGE OF BUSINESS

ILLINOIS STATE UNIVERSITY COLLEGE OF BUSINESS ADVISORY COUNCIL

Minutes of the Council Meeting on October 23, 2018 | State Farm Hall of Business | Normal, IL

IN ATTENDANCE

ADVISORY COUNCIL MEMBERS IN ATTENDANCE: Willie Brown, Kate Childs, Julie Dobski, Jackie Ferree, Ben Hart, Domingo Joaquin, William Lin, Debbie Lindberg, Tim Longfellow, Kris Lutt, Cathy Lynch, Miron Marcotte, Rob McDade, Joseph McNeely, Horace Melton, J. Phillips, Ajay Samant, Debbie Seifert, Jim Svab, Matt Taphorn, Roberta Trites, Katrin Watkins, Andy Watts (phoned in), Mary Ann Webb, and Ron Whitton, Jr.

OTHERS IN ATTENDANCE: Liz Adams, Kate Childs, Jeff Grabb, Ashley Jobson, Melissa Johnson, and Steve Vandiver.

COUNCIL BUSINESS

At 9:30 am Dr. Julie Dobski called the meeting to order. Members introduced themselves. Julie mentioned that J. Phillips, Katrin Watkins, and Andy Watts are new members on the board. Julie mentioned the future meeting listing in the meeting booklet. Julie asked for approval of the minutes from the previous Advisory Council meeting. The minutes were approved unanimously. Julie went over some statistics regarding the state of the University. Enrollment is up, scholarship amounts are up, and there are numerous building projects going on throughout the campus. She also mentioned that ISU has been ranked as one of the best places to work in Illinois.

COLLEGE OF BUSINESS UPDATE. DEAN AJAY SAMANT

Dean Ajay Samant reported on the accomplishments, productivity and activities of the college. Ajay discussed the ISU budget for this year in which state appropriations are 10% less than last year. ISU has the lowest state appropriations of all the Illinois state universities. Ajay said roughly half of Illinois students go out of state. The largest department in the College is MQM which is larger than some colleges on campus. The Accounting department is the next largest, then Marketing, then Finance, Insurance, and Law. The MBA has increased by almost 50 percent. The masters in accounting has 92 students. The new Panama program is doing very well.

Ajay discussed some of the College's accomplishments over the past year. He reported that the College has raised \$23M during the Redbird Rising campaign. The Varners gave the largest gift of \$1M this past year. There was also \$500K donated to the Redbird Career Portfolio program. The MBA program is now ranked in the top 100 programs in the U.S. The college's insurance program is ranked 4th in the nation. Ajay discussed our recent Early Career Achievement Awards event as well as the Katie School Hall of Fame.

Ajay mentioned the new facilities projects going on in the building. Jeff Grabb will give more details on this later in the meeting. Then Ajay asked for any questions.

Debbie Seifert said that the MSA program now has a 79% pass rate for the CPA exam. Julie Dobski asked about the Redbird Career Portfolio project. Ajay said the students enrolled in the program has increased significantly since it started. Julie also asked how the recruitment of international students is going. Ajay said 50% of the new students in the MBA class are international students. Ajay said that we need to work on making our programs more relevant to international students. Jim Svab asked about online courses. Ajay said that most of our online courses are offered during the summer. But more and more of our courses are being added to the online or blended offerings. The MBA is planning blended delivery. Debbie Seifert discussed the certificate programs in Accounting and Marketing and these are offered online. The new masters in teacher education is offered partially online. Jackie Ferree asked Ajay what is his biggest concern other than budget issues. Ajay said it is finding ways to raise the national recognition of the college.

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DEBBIE LINDBERG, INTERIM ASSOCIATE DEAN OF ACCREDITATION AND OPERATIONS

Dr. Debbie Lindberg discussed the different faculty classifications within the College. We have 79 tenured or tenure-track faculty. We also have 23 non tenure-track faculty. Debbie said we are very proud that the college and the department of accounting both have accreditation. We were last accredited in 2016. We will start working on the 2020 accreditation process this fall. Debbie discussed some of her other duties. Maintenance of data in Sedona is one of her major duties in order for us to do required reporting. Budgeting is a large part of her job. January and February are busy months for reports due for the budget. Debbie also does the new COB faculty orientation. Debbie is also on various College committees and University committees. The COB faculty resource center reports to Debbie. The facilities, technology, and operations are centered in this group. Debbie asked for questions. There was a question about staffing. Debbie said that there is very little turnover in the College, but when there is an opening we have to formally request to fill that position. Miron Marcotte asked about accreditation for the departments. Ajay said that the departments do not have separate accreditation except for Accounting.

TIM LONGFELLOW, ASSOCIATE DEAN OF MBA AND UNDERGRADUATE PROGRAMS

Dr. Tim Longfellow reported on the various types of MBA programs. He said that we are offering blended classes. There is currently an on-campus MBA, the Decatur CMBA, MBA program in Panama, and the INTO partnership. Tim reported on the demographics in the MBA programs. The enrollment for the Panama MBA in May 2019 is about 20.

Tim discussed the Redbird Career Portfolio, which is in its 4th year. In the fall 2018 there were over 3300 students enrolled. There was a question from Andy Watts and Jim Svab. They asked about how many mentors and mentees are wanted. Tim said around 90 mentors and 300 mentees would be the goal. Tim said he will send out information on the program to all of the committee. William Lin asked about the specifics of the international demographics of the MBA program. Tim said a number of our international students are from India, Pakistan, Nepal, and Germany. We also have student recently from Africa. Much of this enrollment is from recommendations from previous students in the program. Katrin Watkins asked if Tim know what the most valuable experience is for the mentees. Tim said that it is the help they get about career paths. The council had a break for 10 minutes.

MICHAELA SPRIER, COB STUDENT

Michaela discussed the Accounting and Financial Women's Alliance. See meeting handouts for details. Currently, they are working on a national book club. They did 5 webinars. Michaela discussed some of the opportunities that she has received throughout her college careers. She also discussed her internship opportunities.

VIRGEL CAVA, COB STUDENT

Virgel discussed the College of Business Executive Council (COBEC) and his leadership role on the council. See meeting handouts for details. There are 28 student organizations represented in the COBEC.

JEFF GRABB, EXECUTIVE DIRECTOR OF TECHNOLOGY AND FACILITIES

Jeff discussed the new lower level computer classrooms. The College received funding to build the new classrooms. Jeff gave details on why the new classrooms were needed. Jeff offered to give tours of the new space. The new Varner International Business Institute construction will be starting soon. Jeff showed a mockup for the new space. Jeff discussed the WRDS database. The College has recently purchased this database. This should be available for the spring 2019 semester. Jeff introduced George Wiman who has been working on all of these facilities projects.

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

Liz gave an update on advancement for the College of Business in relation to the current capital campaign, Redbird Rising. The College has a \$28M goal during the campaign and they have raised nearly \$23M so far. We are right on track. She gave data and information on gifts made in the last year for the University and for the College. She discussed how much the College appreciates scholarship gifts and how much of a difference they make for the COB students.

Liz introduced the new Associate Development Director, Kate Childs. Kate gave a brief overview of her background.

Liz asked the council members if they would be willing to reach out to donors to tell them thank you and if they are willing they should contact her.

THE COUNCIL MEETING HAD A WORKING LUNCH STARTING AT 11:50PM.

COUNCIL DISCUSSION

Ron Whitton discussed the Pay It Forward scholarship. They have started a phase II of the Pay It Forward program where students and faculty contribute to the fund. This gets the students used to giving back once they graduate. They have technological challenges. Students do not carry cash, they pay electronically. So we need to find a way to accept student donations. J. Phillips had a suggestion on solving this and will send us information on the organization that helps set up a way to pay donations. Some examples of what donations are: buy a suit for student for an interview, train ticket to Chicago for student to go to interview, the cost of a passport for a student to study abroad.

Tim Longfellow discussed MentorCloud. Freshmen are able to connect with a Junior or Senior to get advice through MentorCloud. As for professional mentors, there are 8 mentors at present to mentor seniors.

Ajay brought up the subject of student soft skills. He asked what are the soft skills that companies are looking for. Katrin Watkins said that new employees need to have skills working with people from other countries or who are older. The employees need to understand what communication medium works best in what situations. For example, IM is not good for formal communication. J. Phillips suggested that verbal communication is important, not just using messaging systems. Willie Brown recommended Steven Coveys book on communication habits. People coming out of college need some sensitivity training in communicating with others from different cultures or with people of different ages. Ron Whitton said that people need more training on building relationships with their customers. Rob McDade said that soft skills are critical for second level positions in corporations. Hence new employees need these skills in order to move up to that second level. William Lin suggested that teamwork is a soft skill that new employees need. Cathy Lynch agreed she said new employees should be learn to feel part of a team and be willing to speak up with ideas. Miron Marcotte said that other universities do a lot to help seniors with soft skills to prepare them for the workplace.

THE MEETING ADJOURNED AT 1:28PM.