

**School of Business
Advisory Board
Minutes, October 17, 2007
12:00 noon - 1:30 pm**

Present: C. Bucheri, T. Butler, A. Draeger, L. Ficht, S. Florea, G. Grundmann, B. Harris, J. Neel, K. Parkison, N. Pati, T. Phelps, H. Redlin, P. Shockley, J. Sigler

N. Pati called the meeting to order. Introductions were made. N. Pati said that Wally Wolf and David Holt have left the Board while Skip Florea (Star Financial Bank) and Tasha Phelps (Phelco) have joined. P. Shockley serves as the business alumni liaison to the Board. A charter for the Board was distributed to members.

1. **MINUTES.** A. Draeger moved to approve the minutes of the February 21, 2007 minutes. B. Harris seconded. Unanimous.

2. **UNDERGRADUATE PROGRAM.** N. Pati reported the undergraduate program is doing well with the highest increase in enrollment at the IU Kokomo campus. In order to preserve the integrity of our internship courses, pre-requisites have been added as follows: Finance F 480 (F 301), Marketing M 480 (M 301), Accounting A 380 (A 311), Management W 480 (Z 302), and Personnel/Human Resources Z 480. The undergraduate and graduate programs are working together to implement a 5-year bachelor/masters program. Work will be done on the e-Business concentration to make it more focused. Developing an International Business concentration is another possibility. *SIFE.* K. Parkison discussed the outreach and service learning of the SIFE program; she distributed annual reports for perusal. She explained SIFE has been in existence for about 10-12 years, with the team doing really well since 2001. The Kokomo team with a budget of about \$2,000 competes against schools that have up to \$10,000,000 grants. Board members are asked to contact K. Parkison if they have ideas for future projects. On an additional note, K. Parkison told the Board she was invited through the U.S. State Department to monitor elections in the Ukraine.

3. **GRADUATE PROGRAM.** L. Ficht, MBA director, reported some statistical data and on promotional efforts. A committee has been formed on campus to promote (all) graduate programs at the IU Kokomo. Marketing will include billboards, NPR radio ads, new brochures, updated website, and an IU Kokomo day at the mall. She noted graduation numbers and the difficulty of replacing those students. Discussion included where most of the MBAs work and if larger employers in the area had been contacted, such as, the hospitals, city employees, etc. L. Ficht said most students come from Delphi, Chrysler and Haynes. Presentations have been made at Howard Regional Hospital and another is scheduled for St. Joseph Hospital. Open houses have been held in Carmel with others planned for Logansport and Marion but funds must be found to advertise. Board members suggested contacting other hospitals in the service area, contacting bachelor students who have been out for five-six years, and contacting economics development/chambers in different counties. N. Pati said a letter will be sent to undergraduate alumni to promote the

MBA. *Alpha Chi*. For the first time, three graduate students were inducted into Alpha Chi, an honorary society for the top 10% of the class. Inductees must have at least 15 hours of graduate work. The first three students are: Ranelle Royal, Sid Rege, and Ashley Wells.

4. **DEAN'S COMMENTS.** *Beta Gamma Sigma*. Beta Gamma Sigma is an honorary society for AACSB-accredited schools of business. IU Kokomo has been a member since 2001. Last year, we were given "exemplary" designation and this year, "premier" designation. Last year, Bucheri, McCarty and Metz sponsored a \$500 scholarship match. C. Bucheri announced they plan to continue the matching funds in the future. J. Kelderhouse was the recipient this past year. *McGowan Scholarship*. N. Pati said the School of Business has been awarded a McGowan Scholarship for the past four years. The scholarship is only awarded to accredited schools; we were one of 35 chosen to receive the McGowan. This year's recipient is an undergraduate, C. Hiegl. If granted this next year, the scholarship will go to an MBA student. *International Exchange*. The School of Business was the first department on a regional IU campus to bring in international exchange students. *NCA Accreditation*. IU Kokomo will have an NCA accreditation visit in Spring 2009. There are five criterion groups; the School of Business has five representatives on the various committees. *Center for Economic Education (CEE)*. K. Parkison reported the CEE has been operating for the past ten years. The paperwork has been submitted to make it official. The CEE helps elementary teachers in the service area to educate their students in financial literacy. A cohort of Executive MBA students at Howard Regional Hospital was discussed. In addition, Board members were asked to check with constituents for interest in an executive MBA program. Benefits and attributes of an executive MBA vs. traditional program were discussed. It would be necessary to have a cohort of 20-25 students and a three-year commitment before offering such a program at IU Kokomo. N. Pati said the regional Dean's Council discussed the possibility of offering in different areas of the state. *Search and Screens*. School is currently searching for a replacement for Professor Yong-Sik Hwang (Management). *Articles*. The Kokomo Tribune will publish one article per month for the School of Business. *Assessment*. N. Pati gave the numbers for ETS tests which indicate that our faculty are doing a great job. A detailed plan of how the board's expertise may be used in the students' writing will follow.
5. **SUBCOMMITTEES.** *Fundraising Sub-Committee*. C. Bucheri reported fundraising letters were sent out in the fall. J. Neel from Haynes International announced that they will donate \$10,000 per year for the next three years. N. Pati thanked Ms. Neel and Haynes—the donation is very much appreciated. *Public and Corporate Relations Sub-Committee*. Board members recommended that Mary Giangiordano be chair of the subcommittee. *New Initiatives Sub-Committee*. This committee is expected to come up with new ideas such as EMBA. The Board recommended that Skip Florea chair it.
6. *Adjournment*. The meeting was adjourned at 1:45 p.m.