

**School of Business
Advisory Board
Minutes, February 21, 2008
12:00 noon - 1:30 pm**

Present: T. Butler, S. Cox, L. Ficht, S. Florea, D. Granger, J. Neel, K. Parkison, N. Pati, H. Redlin, P. Shockley, J. Sigler, W. Thompson, T. von der Embse

The meeting was called to order and introductions were made.

1. **Approval of the Minutes.** K. Parkison moved to approve the minutes of the October 17, 2007 meeting; H. Redlin seconded. No discussion. Unanimous.
2. **Brief Updates. Undergraduate Program.** S. Cox gave an update from the undergraduate program. The School has hired several new faculty and in response to their new ideas and market demand, the following changes are being implemented. The e-Business concentration will become MIS. MIS faculty are in the process of developing new courses. The Management and Human Resources concentration will be renamed Management with several areas of specialization (focus areas). Marketing and Distribution will be renamed Marketing, with implementation targeted for fall 2009. **Graduate Program.** K. Parkison said graduate students much like the undergraduates may now take elective courses in newly developed focus areas. Diplomas will not reflect this but students will receive a letter from the dean. Areas include Finance and Economics, Marketing, and Management (International Management, Business Law, Small Business and Entrepreneurship, Human Resources Management, Operations Management, and MIS). She shared that L. Ficht has developed a 4 + 1 flier to promote the MBA to undergraduates. Students can get their MBA in 5 years (assuming they have a good math background). N. Pati said this will provide a pathway for undergraduates; he encouraged Board members to promote it whenever possible. L. Ficht outlined some promotional activities for the MBA. Another IU Kokomo day at the Markland Mall is being planned; someone from the local radio station will be doing promotional spots. Tim Richardson, VP of Electronics at Delphi, will be a guest speaker on March 20. An MBA Association mixer will be held on March 20 in the Art Gallery. Also in the works is a billboard featuring a prominent MBA student and a poster with tear offs. There was some discussion on where to place the posters. More internships are needed. H. Redlin suggested putting prominent job placement information in a study room. A faculty/student volleyball outing is also being planned for April; L. Ficht invited Board members to participate. She emphasized that she really needs more money for marketing the MBA program. J. Sigler asked if Eng-W 131 could be taken as a high school student. Yes. **SIFE Team.** K. Parkison invited Board members to attend the open rehearsal on March 18. The competition is on March 25 in Chicago.
3. **Dean's Remarks.** N. Pati said eight of ten students invited have joined Beta Gamma Sigma, with 100% participation of the MBAs. A matching \$500 scholarship will be given to a junior. Dr. Richard Vaden was unable to be here to accept his Chapter Honorary plaque.

Summer Courses. Summer budgets will be decentralized with Summer 2 in the 2008 budget and summer 1 will be in 2009. Half of the proceeds will be distributed to faculty development. **Board Membership.** N. Pati announced that Amber Stearns had resigned from the Board. Please forward names of possible board members to him. **Scholarships.** N. Pati reviewed the scholarships/awards that are available through the School of Business. If anyone is interested in endowing a scholarship or adding to one, please see him. **School of Business Excellence Fund.** N. Pati reviewed the activities in the fund which was boosted by Haynes' donation of \$10,000 for the next three years. **Princeton Review Survey.** N. Pati said our faculty ranked in the 99 percentile for accessibility in Princeton's Best 292 Schools. **Assessment Committee.** N. Pati would like to involve the Board in learning outcomes. He asked if members would be willing to look at writing and presentation skills. The third week in April, members can "grade" J 560 students. Since approximately 2003, School of Business has completed some 60 projects at the undergraduate and graduate level. Much positive feedback has resulted. It helps enhance the students' learning in a real world setting and it serves the community. It is very helpful working with the SBDC and Board members are encouraged to recommend businesses to the SBDC. It is important to the community to have vibrant small businesses. P. Shockley said it was a good experience for her when she was an MBA student. **Exchange Students.** In the fall semester, IU Kokomo hosted two Korean students. N. Pati said we would like to send our students there. He would also like a corporate sponsor for the exchange program to cover airfare and housing. See N. Pati if interested.

4. **Work Group Memberships. Fundraising.** No report. Let N. Pati know if you are willing to make fundraising phone calls. **Public and Corporate Relations.** No report. **New Initiatives.** No report.
5. **Final Discussion and Questions from the Board.** N. Pati asked if Board members had questions or comments. H. Redlin believes there is growth coming to local schools and encouraged the School not to give up. More scholarships are needed because students look at the scholarship tag. N. Pati asked how to enhance our financial base? We cannot offer a traditional environment since we cannot offer housing and a private individual offering housing did not work. H. Redlin used Indiana State University as an example—parents want the kids to get away. T. von der Embse recommended attracting international students but N. Pati said international students have dropped by 25% since 2001. Critical masses will require support structures. N. Pati asked chairs of the subcommittees to meet with their groups.
6. **Adjournment.** Meeting was adjourned at 1:30 p.m.