
Action Teams of the SPC IX

[11-4-05]

Strategic Objective #1: Learner Recruitment – Undergraduate Students

Members: Lori Marcellus (Director, Undergraduate Studies in Business) – Team Leader,
Bob Burk (Director, NIU Admissions), Sue Braffet (Director, COB Alumni Office), Sue Goad
(OMIS – Undergraduate Academic Counselor), Steve Kispert (Academic Counselor,
Undergraduate Studies in Business), and Phyllis Zerull (Coordinator, MIS Graduate
Program – Academic Counselor, BSBA)
Sally Wakefield (COB Assessment Coordinator) – Advisory Capacity

Charge: Develop an *Undergraduate Business Student Recruitment Model* that takes into account all NIU College of Business predictors of success (including, but not limited to, ACT scores).

Next steps:

1. Analyze data collected by NIU Admissions and Testing Services (first step as part of items 2 – 4).
2. Identify successful COB undergraduate students.
3. Build a profile of successful students that will establish specific criteria to address student diversity in the college.
4. Build a profile of successful students that will establish specific criteria for student eligibility of Dean's scholarship monies. The profile will be used for financial support purposes, not for admissions purposes.
5. ???

Strategic Objective #1: Learner Recruitment – Coordinated Graduate Program Communication Plan

Members: Ann Carrel (Assistant Director, Executive MBA Program) – Team Leader,
Tim Aurand (MKTG Faculty), Dave Sinason (ACCY Faculty), and Phyllis Zerull (Coordinator,
MIS Graduate Program – Academic Counselor, BSBA Program)
Michelle De Jean (Director, COB Marketing) – Advisory Capacity

Charge: Develop a *Coordinated Graduate Program Communication Plan* proposal for consideration by the Strategic Planning Council. (NOTE: All graduate degree and certificate (i.e., the MIS Certificate) programs would be included in the *Communication Plan*.)

Next steps:

1. Design and implement the Communication Plan.
2. Establish a central collection point for interested prospects to call or email for program information.
3. Identify a means by which to assess the effectiveness of those activities (such as, annual mailings, open house attendance, etc.) implemented.
4. ???

Strategic Objective #2: Experiential Learning – Outreach

Members: Jane Mall (Director, Experiential Learning – Outreach) – Team Leader,
Tom Haapoja (Experiential Learning – Outreach), Jim Johnson (FINA Faculty), Tim Paige
(Director, COB Tech Resources), Ron Parrish (MGMT Instructor), Mona Salmon (Assistant
Director, Evening MBA Program), Denise Schoenbachler (MKTG Chair), and Wayne Smith
(iTest Quality Partners Inc.)

Charge: Develop outcomes, measures, and assessment framework (based on revised Strategic Objective # 2 language); forward recommendation(s) to Senate for successful implementation.

Next steps:

1. Identify potential users of Experiential Learning – Outreach services.
2. Develop a business plan.
3. ???

Strategic Objective #4: Creating a Learning Organization – Committee Orientation Training Program

(Membership limited to Tenured/Tenure-Track Faculty)

Members: Daniel Wunsch (Interim Associate Dean) – Team Leader, Diane Docking (FINA
Faculty), Kate Mantzke (ACCY Faculty), and Denise Schoenbachler (MKTG Chair)

Charge: Develop a *Committee Orientation Training Program* for COB faculty and administrators, particularly targeted at those new to serving as department chairs or on committees that deal with personnel decision-making and faculty recruitment.

Next steps may include the need to:

1. ???
2. ???

COB Strategic Planning – Fall 2006 SPC Retreat

Members: William Tallon (Interim Dean) – Team Leader, Madan Annavarjula (MGMT
Faculty), John Banko (FINA Faculty), Virginia Cassidy (NIU Associate Vice Provost),
Bill Cummings (ACCY Faculty), Brian Mackie (OMIS Faculty), Roman Nowacki (MGMT
Instructor), and Charles Petersen (OMIS Faculty)
Sally Wakefield (COB Strategic Planning Coordinator) – Advisory Capacity

Charge: Develop a Fall 2006 SPC Retreat as a means to enhance team-building between the new Dean and the Strategic Planning Council. (NOTE: This strategic action team's work will take place primarily in late spring/early summer 2006 once the Dean's selection process is completed.)

Next steps:

1. Formulate a framework for the COB's *Vision*.
2. Articulate distinguishing features/marketing niche for COB.
3. ???
4. ???