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## NIU COLLEGE OF BUSINESS

### STRATEGIC PLANNING COUNCIL XII MEETING MINUTES

Fifth Meeting (Academic Year: 2008-09) ~ Friday, March 20, 2009 ~ 2:00 p.m. – 4:00 p.m.

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### STRATEGIC PLANNING COUNCIL XII (SPC)

#### **SPC Members:**

Mary Allen (*MGMT Secretary*), Doug Clinton (*ACCY Faculty*), Joe Cullinane (*MKTG Executive-in-Residence & President – Joe Cullinane Enterprises, Inc.*), Michelle De Jean (*Director, COB Marketing*), Charles Gowen III (*MGMT Faculty*), Sonja Herington (*Director, Global Affairs & Special Projects*), James Johnson (*FINA Faculty*), Matt Krop (*GRAD Student Rep – ACCY*), Len Lundstrum (*FINA Faculty*), Brian Mackie (*OM&IS Faculty*), Jane Mall (*Director, COB Experiential Learning and Corporate Relations*), Sarah Marsh (*MGMT Chair*), Christine Mooney (*MGMT Faculty*), Ron Parrish (*MGMT Instructor/Business Rep*), Paul Prabhaker (*Associate Dean, College of Business*), Andy Rasmussen (*IT Technical Associate, COBTech*), Tanuja Singh (*MKTG Chair*), Wayne Smith (*iTest Quality Partners Inc.*), and Tim West (*ACCY Faculty*)

#### **SPC Members Unable to Attend:**

Tim Aurand (*MKTG Faculty*), Curtis Batterton (*UGRAD Student Rep – OM&IS*), Ann Carrel (*Director, Executive MBA and Professional MBA Programs*), Virginia Cassidy (*Vice Provost*), Emily Cronauer (*Academic Counselor – President, Staff Council*), Anthony D'Andrea (*Director, Development, Senior Gift and Estate Planning Officer – COB*), Gyu Kim (*OM&IS Faculty*), Lori Marcellus (*Director, Undergraduate Studies in Business*), Charles Petersen (*OM&IS Faculty*), Bob Riggle (*MKTG Faculty*), Denise Schoenbachler (*Dean, College of Business*), and Phyllis Zerull (*BSBA Program Advisor*)

#### **Guests:**

Lia Gillet (*Director, Alumni Relations*), Marc Simpson (*Chair, Finance*)

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Meeting conducted by Sarah Marsh.

Sarah asked for approval of the minutes from the previous meeting. Jane Mall made the motion to approve, Tanuja Singh seconded. Minutes were approved as presented.

Sarah asked for the approval of the Bylaw changes proposed at the January 30 meeting. Tanuja made the motion to approve, Mary Allen seconded. Bylaw changes were approved as presented.

Sarah presented the vision statement as developed by the vision statement team: Tim A., Joe C., Jim J., Sarah M., and Christine M.:

“Inspiring excellence... developing leaders... through innovative academic and business experiences fostered by unique partnerships among students, faculty, and the business community.”

There was discussion as to whether the statement, as presented, was a vision statement or a mission statement.

After further dialog it was suggested to separate the single statement into two statements, the first part reflecting the vision statement and the second part the mission with some word revision:

**COB Proposed Vision Statement:**

“Inspiring excellence... developing leaders...”

**COB Proposed Mission Statement:**

“Creating innovative academic and business experiences through unique partnerships among students, faculty, staff and the business community.”

**Alternatives:**

- 1) Accept the proposed new vision and mission statement
- 2) Edit the current mission statement, accept new vision statement
- 3) Edit the current mission statement, don't accept new vision statement
- 4) Keep current mission statement, don't accept new vision statement

**Recommended Action Plan:**

- 1) Operationalize the mission statement
  - a. Develop metrics
- 2) Define big questions we are going to have answered in the strategy
  - a. Challenges in the next 5 -10 years

Meeting adjourned at 3:26 p.m.

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**The next SPC XII meeting will be held on Friday, April 24, 2:00 p.m. – 4:00 p.m. in the Dean's Conference Room.**

On the agenda:

Approve 2009-10 SPC XIII Meeting Calendar  
Identify Retreat Day – Early September  
Reports from SIAT Team Leaders  
Thank SPC Members, whose terms are up, for serving