
NIU COLLEGE OF BUSINESS

STRATEGIC PLANNING COUNCIL XII MEETING MINUTES

Fourth Meeting (Academic Year: 2008-09) ~ Friday, January 30, 2009 ~ 2:00 p.m. – 4:00 p.m.

STRATEGIC PLANNING COUNCIL XII (SPC)

SPC Members:

Tim Aurand (*MKTG Faculty*), Curtis Batterton (*UGRAD Student Rep – OM&IS*), Virginia Cassidy (*Vice Provost*), Doug Clinton (*ACCY Faculty*), Emily Cronauer (*Academic Counselor – President, Staff Council*), Joe Cullinane (*MKTG Executive-in-Residence & President – Joe Cullinane Enterprises, Inc.*), Anthony D'Andrea (*Director, Development, Senior Gift and Estate Planning Officer – COB*), Michelle De Jean (*Director, COB Marketing*), Charles Gowen III (*MGMT Faculty*), Sonja Herington (*Director, Special Projects*), Len Lundstrum (*FINA Faculty*), Brian Mackie (*OM&IS Faculty*), Jane Mall (*Director, COB Experiential Learning and Corporate Relations*), Lori Marcellus (*Director, Undergraduate Studies in Business*), 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*), Bob Riggle (*MKTG Faculty*), Denise Schoenbachler (*Dean, College of Business*), Tanuja Singh (*MKTG Chair*), Wayne Smith (*iTest Quality Partners Inc.*), and Tim West (*ACCY Faculty*)

SPC Members Unable to Attend:

Mary Allen (*MGMT Secretary*), Ann Carrel (*Assistant Director, Executive MBA Program*), James Johnson (*FINA Faculty*), Gyu Kim (*OM&IS Faculty*), Matt Krop (*GRAD Student Rep – ACCY*), Charles Petersen (*OM&IS Faculty*), and Phyllis Zerull (*BSBA Program Advisor*)

Guests:

Lia Gillet (*Director, Alumni Relations*), and Jim Young (*ACCY Chair*)

The Dean asked for approval of the minutes of the previous meeting. Sarah M. made the motion to approve. Minutes approved as presented.

SPC Bylaws - Revisions

- 1) Revision of the wording for the meeting time currently stated under "Structure/Meetings/item number 1." Currently reads as follows:
 - The SPC shall meet in the Dean's Conference Room from 2:00 to 4:00 p.m. on the 3rd and 11th Friday of each semester. The SPC will also meet on the 15th Friday of each semester if needed.

It was suggested to change the wording as follows:

- The SPC meeting calendar for the upcoming year will be set at the last meeting of the current year.

V. Cassidy made a motion to approve. Motion was passed unanimously.

- 2) Review structure of membership. Should Department Chairs be required to come to SPC meetings? Should they have the right to vote? (Item number 4 under Structure/Membership.)

S. Marsh made a motion stating Department Chairs are required to come to SPC meetings. Motion was seconded by T. Singh. All agreed that Department Chairs should be standing members of the SPC and have the right to vote.

Action Team Reports

In the fall 2009, an SPC retreat will be held to identify new action teams and to expand on current action teams.

The global initiative was cited in the AACSB Visit Team report as an action item: to “more clearly define the focus of the global efforts” and specify metrics for measuring global growth yearly.

A. D’Andrea reported that the Endowment Team is beginning dialog on expanding. The team is looking at Macro Environment and Revenue Generating programs.

Curriculum Innovation ties in nicely with enrollment management. Things to look at: new configurations, offering freshman and sophomore courses at Barsema Hall.

T. Aurand reported that Branding was also cited as an action item in the AACSB report. It is recommended that: the COB commit to a comprehensive strategy to build brand awareness in “Chicagoland” and to identify measureable goals to assess success of the plan.

Vision/Mission Statements

S. Marsh will make a presentation on the vision statement at the March SPC meeting.

The SPC will look at a possible revision of the College’s Strategic Plan after visiting the vision and mission statements.

Per the Dean’s request for volunteers, W. Smith, B. Riggle, and C. Mooney agreed to review the College’s Mission Statement prior to the March meeting.

B. Riggle and C. Mooney will also have their classes look at the Mission Statement as part of an in-class assignment.

Action Team Review

The Action Teams were reviewed. S. Herington will send the current Action Teams list to the SPC to ensure team composition is correct.

Meeting adjourned at 2:51 p.m.

The next SPC XII meeting will be held on Friday, March 20, 2:00 p.m. – 4:00 p.m., BH 300.