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## NIU COLLEGE OF BUSINESS

### STRATEGIC PLANNING COUNCIL XII MEETING MINUTES

Third Meeting (Academic Year: 2008-09) ~ Friday, December 5, 2008 ~ 2:00 p.m. – 4:00 p.m.

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### STRATEGIC PLANNING COUNCIL XII (SPC)

#### **SPC Members:**

Tim Aurand (*MKTG Faculty*), Curtis Batterton (*UGRAD Student Rep – OM&IS*), 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*), 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*), Paul Prabhaker (*Associate Dean, College of Business*), Bob Riggle (*MKTG Faculty*), Denise Schoenbachler (*Dean, College of Business*), Tanuja Singh (*MKTG Chair*), Wayne Smith (*iTest Quality Partners Inc.*), Tim West (*ACCY Faculty*), and Phyllis Zerull (*BSBA Program Advisor*)

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

Mary Allen (*MGMT Secretary*), Ann Carrel (*Assistant Director, Executive MBA Program*), Virginia Cassidy (*Vice Provost*), Doug Clinton (*ACCY Faculty*), Emily Cronauer (*Academic Counselor – President, Staff Council*), Charles Gowen III (*MGMT Faculty*), Sonja Herington (*Director, Special Projects*), Gyu Kim (*OM&IS Faculty*), Lori Marcellus (*Director, Undergraduate Studies in Business*), Ron Parrish (*MGMT Instructor/Business Rep*), and Charles Petersen (*OM&IS Faculty*)

#### **Guests:**

Russ Hagberg (*Guest Facilitator, NIU Alum, Former COB MGMT Instructor*), Lenita Hepker (*Administrative Assistant to the Dean*), Andy Rasmussen (*IT Technical Associate, COBTech*), Marc Simpson (*FINA Chair*), Dan Wunsch (*Interim OM&IS Chair*), and Jim Young (*ACCY Chair*)

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

The Dean stated that this meeting of the SPC was to articulate a new “vision” for the College. Russ Hagberg (alum, former member of SPC, and instructor in the College for nine years) will serve as the facilitator of this meeting. The meeting was then turned over to Russ.

Russ started by asking “What is missing from our mission statement?” – our vision for the future. The mission statement is a good foundation, but we need to look at where we want the College to go. Good vision statements share the following characteristics:

- Are future driven – where do we want the COB to be in 3-5 years.
- Are inspiring to all associated with the organization

- Instill in employees a larger sense of purpose
- Build upon and are consistent with the core values
- Are clear and concise – no longer than 2-3 sentences

Russ then shared a short video entitled “Did You Know?” that highlighted our need to look to the future globally and technologically to stay competitive.

Five teams were then formed and asked to breakout individually and develop a draft vision statement. The teams met for approximately one hour and the group then reconvened to work on a final vision statement.

The five teams and their draft statements were:

**Team 1**                      *BH 227*

1. Tim Aurand
2. Joe Cullinane
3. Matt Krop
4. Jane Mall
5. Dan Wunsch

*To be known as the premier provider of applied “cutting edge” technology and real world business experiences.*

*To be recognized as leaders in discovering and disseminating new business knowledge while enhancing our relationships among faculty, staff, students, and the business community.*

**Team 2**                      *BH 231*

1. Len Lundstrum
2. Brian Mackie
3. Sarah Marsh
4. Wayne Smith
5. Phyllis Zerull

*Our vision is to develop leaders that identify opportunities that create value by embracing change, taking ownership of the future, and inspiring a lifelong hunger for learning.*

**Team 3**

BH 233

1. Michelle De Jean
2. Denise Schoenbachler
3. Tanuja Singh
4. Tim West

*To create an energized environment where all stakeholders raise their expectations.*

*To build leaders who think innovatively, adapt effectively, and compete globally in a socially conscious manner.*

**Team 4**

BH 331

1. Curtis Batterton
2. Lenita Hepker
3. Andy Rasmussen
4. Bob Riggle
5. Jim Young

*To be a highly competitive regional school with a global impact whose faculty develop and disseminate new knowledge and solutions to emerging business and social challenges.*

*In a collaborative environment, to prepare our students to be intellectually curious, ethically focused, and culturally aware to enter a global, complex, rapidly changing environment as socially responsible business leaders.*

**Team 5**

BH 333

1. Anthony D'Andrea
2. Christine Mooney
3. Paul Prabhaker
4. Marc Simpson

*Become a leading transformational College of Business through entrepreneurial teaching and innovative research. Dream....Believe....Pursue*

(Dream, Believe, Pursue is Syracuse University's vision statement)

Discussion Notes:

- Common threads through all of the statements – applied technology, leadership, global, socially responsible/ethical, diverse, recognized.
- Does everyone want to be a leader? Inspire to be their best.
- Be “specific” to NIU COB
- A place where faculty and staff want to be.
- Take ownership of the future – *Come to NIU and Own the Future*
- A place to get jacked up
- Partnerships with faculty, students, and business community.
- *Where the Classroom Meets the Business World – Where the World Meets the Classroom*
- All stakeholders raise their own expectations/exceed expectations of all stakeholders.
- *Inspire...Commit...Achieve!*
- We won't teach you today's business, we will teach you tomorrow's.
- *Raise Your Expectations – Own the Future*
- Inspire all to raise their expectations by creating an environment where all can own their future.

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A sub-committee to formulate a draft COB Vision Statement was formed selecting one person from each of the breakout teams: Tim Aurand, Sarah Marsh, Jim Johnson, Curtis Batterton, and Christine Mooney.

Meeting adjourned at 5:05 p.m.

**The next SPC XII meeting will be held on Friday, January 30, 2:00 p.m. – 5:00 p.m., BH 300.**