
NIU COLLEGE OF BUSINESS

STRATEGIC PLANNING COUNCIL XII MEETING MINUTES

Second Meeting (Academic Year: 2008-09) ~ Friday, October 31, 2008 ~ 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 (*Associate Vice Provost*), Michelle De Jean (*Director, COB Marketing*), Sonja Herington (*Director, Special Projects*), Matt Krop (*GRAD Student Rep – ACCY*), Len Lundstrum (*FINA Faculty*), Brian Mackie (*OM&IS Faculty*), Jane Mall (*Director, COB Experiential Learning – Outreach*), Sarah Marsh (*MGMT Chair*), Christine Mooney (*MGMT Faculty*), Tim Paige (*Director, COB Tech Resources*), Ron Parrish (*MGMT Instructor/Business Rep*), Paul Prabhaker (*Associate Dean, College of Business*), Bob Riggle (*MKTG Faculty*), Denise Schoenbachler (*Dean, College of Business*), Tanuja Singh (*MKTG Faculty*), Wayne Smith (*iTest Quality Partners Inc.*), and Phyllis Zerull (*BSBA Program Advisor*)

SPC Members Unable to Attend:

Mary Allen (*MGMT Secretary*), Ann Carrel (*Assistant Director, Executive MBA Program*), Doug Clinton (*ACCY Faculty*), Joe Cullinane (*MKTG Executive-in-Residence & President – Joe Cullinane Enterprises, Inc.*), Emily Cronauer (*Academic Counselor – President, Staff Council*), Anthony D'Andrea (*Director, Development, Senior Gift and Estate Planning Officer – COB*), Charles Gowen III (*MGMT Faculty*), James Johnson (*FINA Faculty*), Gyu Kim (*OM&IS Faculty*), Lori Marcellus (*Director, Undergraduate Studies in Business*), Charles Petersen (*OM&IS Faculty*), and Tim West (*ACCY Faculty*)

Guest:

Jim Young (*ACCY Chair*)

WELCOME

The Dean welcomed members to the second SPC meeting of the 2008-09 AY and asked for approval for the September 12, 2008 meeting minutes. Motion was moved by Phyllis Zerull and seconded by Curtis Batterton. Minutes were approved unanimously.

The Dean informed the SPC of the successful visit from the AACSB maintenance of accreditation team. With the successful visit, the college is now in a place to review the COB mission statement which will be the focus of the December 5, 2008 meeting. The Dean asked SPC members to mark out three hours for this meeting from 2 – 5 p.m. Russ Hagberg will be the facilitator of the meeting.

REPORT ON AACSB VISIT

The report received from the AACSB visit team chair, Tim Mescon, and the recommendation from the visit fit well together. The college received a very strong recommendation from the

visit team. The next step in the maintenance process is for the AACSB board to review the recommendation. AACSB will make the final recommendation sometime in December. The Dean will announce the status at the January all college meeting.

Items of heavy discussion with the AACSB maintenance of accreditation team were discussed during the remainder of the meeting.

MBA Program. Under the guidance of Paul Prabhaker, the college has been doing a lot of strong marketing in the MBA program. There will be a shift in the marketing/branding of this program. The visit team commented that the program may be priced low compared to other universities in the area.

Diversity/Minorities in the COB. The university in general is working to recruit more minorities and diversify faculty and students. The COB has not done anything to actively recruit minority students. Virginia Cassidy explained how the Office of Administration is working harder to recruit minorities and started actively recruiting minorities for the Fall 2009 semester. It is more difficult to recruit faculty as it depends on who is in the pipeline. The University is concerned with broader diversity.

There was a lively discussion between SPC members on diversity in the College of Business. The Dean stated the COB is going to be more active in the University's efforts to proactively recruit more minorities at the university level. The problem admission sees is converting applied and admitted students to enrolled students. Experiences such as the ABEA high school summer institute, which consisted of all black students attending a one week business plan camp, will help get NIU recognized with minority students and encourage them to attend our university.

Career Services. It was recommended by the review team that the COB look at career services models other schools have implemented and research their success rate. The COB has already been talking about creating a Barsema Hall on-site career services center.

On-line/Hybrid Courses. The COB will have to decide if on-line/hybrid courses are something to be evaluated and explore the options. Students who met with the AACSB maintenance of accreditation team stated they did not want on-line courses, they like the personal relationships they are able to form by being in the classroom with the professors.

Action Teams and SPC Bylaws will be reviewed at a future meeting. Members were asked to look at two specific items on the Bylaws; (1) should chairs be permanent members? (2) should we revise the assigned dates for yearly meetings, currently the 3rd and 11th and 15th Friday of each semester? Currently we are meeting the 3rd, 10th and 15th.

The next SPC XII meeting will be held on Friday, December 5, 2:00 p.m. – 5:00 p.m., BH 301. Be ready to discuss the COB Mission and Vision Statements.