
NIU College of Business
STRATEGIC PLANNING COUNCIL XI MEETING MINUTES
Fourth Meeting (Academic Year: 2007-08) ~ Friday, April 25, 2008 ~ 2:00 – 4:00 p.m.

STRATEGIC PLANNING COUNCIL XI (SPC)

SPC Members:

Sue Braffet (COB Alumni Director), Ann Carrel (Executive MBA Program Assistant Director), Joe Cullinane (MKTG Executive-in-Residence & President – Joe Cullinane Enterprises, Inc.), Michelle De Jean (COB Marketing Director), Diane Docking (FINA Faculty), Charles Gowen III (MGMT Faculty), Sonja Herington (COB Strategic Planning & Assessment Coordinator), James Johnson (FINA Faculty), Brian Mackie (OMIS Faculty), Jane Mall (COB Experiential Learning – Outreach Director), Lori Marcellus (Undergraduate Studies in Business Director), Sarah Marsh (MGMT Chair), Tim Paige (Director COB Tech Resources), Ronald Parrish (MGMT Instructor), Charles Petersen (OMIS Faculty), Paul Prabhaker (Associate Dean, College of Business), Denise Schoenbachler (Dean, College of Business), Tanuja Singh (MKTG Chair), and Sally Wakefield (AACSB Consultant)

SPC Members Unable to Attend:

Mary Allen (MGMT Secretary & President – Staff Council), Tim Aurand (MKTG Faculty), Virginia Cassidy (NIU Associate Vice Provost), Doug Clinton (ACCY Faculty), Anthony D'Andrea (Director of Development, Senior Gift and Estate Planning Officer – COB), Gyu Kim (OMIS Faculty), Courtney Krug (MS MIS – Graduate Student Rep), Kate Mantzke (ACCY Faculty), Mona Salmon (Evening MBA Program Assistant Director), Wayne Smith (iTest Quality Partners Inc.) and Phyllis Zerull (Undergraduate BSBA Advisor)

Guest: Jim Young (ACCY Chair)

Dean Schoenbachler welcomed members and guests to the fourth and final SPC meeting of the 2007-2008 academic year. The Dean welcomed back Sally Wakefield, who will be working for the COB as a consultant to help write the AACSB Maintenance of Accreditation Report. She also thanked those members whose terms are expiring and offered them the opportunity to continue to serve on the council for another year. Members interested in serving one more year were asked to email Sonja Herington by Friday, May 2nd with their interest.

SPC XI March 28, 2008, MINUTES

A motion to approve the March 28, 2008, minutes was made by Ann Carrel, seconded by Tanuja Singh, and passed unanimously.

COB STRATEGIC INITIATIVE ACTION TEAMS (SIAT) BRIEFINGS

Endowment Initiative

The Dean gave a progress update on the Endowment Initiative:

Endowment priorities are established. The following is the status on the Endowment goals:

- Named College of Business – (in progress)
- Endow a minimum of two (2) faculty chairs (in progress)
- Endow a minimum of five (5) endowed professorships (in progress)
- Endow a minimum of twenty-five (25) endowed scholarships (six new endowed scholarships have been established)
- BH room sponsorships (one room sponsorship established)
- Program Endowments (in progress)
- Achieve 20% annual fund raising growth, including non endowed funds:

March 31, 2008 = \$1,234,107

March 31, 2007 = \$1,026,751

Above fund-raising totals reflects a 20% increase year to date.

YEAR 1 Goal: June 30, 2008

\$5 million cumulative College of Business Endowment as of 6-30-08
\$750,000 in cash contributions to endowment from 7-1-07 thru 6-30-08

YEAR 1: June 30, 2008 Progress Update (March 31, 2008)

Not available – FY08 Endowment Values available, August 2008
\$ 107,701 in gifts and pledge payments*

* Reflects all cash additions to the endowment as of March 31, 2008. Additional transactions such as the Executive Club Gala proceeds and the Harry Wright Endowment are not reflected in this number.

SUMMARY (July 1 thru March 31):

With new strategic planning priorities established, development staff and key College leadership have completed 113 personal visits with current and potential donors. The COB endowment goal of \$5M may or may not happen. To date, 11 endowment proposals have been submitted for \$4,844,000.

NIU/COB STRATEGIC PLANNING UPDATE

NIU Strategic Planning Themed Groups continue to work together. The University has allotted more work time to the groups, as some have started their planning while others have not.

- The Dean was in the first planning meeting for the Ethics Group, but does not know the status of group's efforts.
- There has been to be a lot of interest in the Experiential Learning Center theme, which Jane Mall is involved with.

The University is promoting Strategic Planning Grants, which will be funded by student surcharges. These are small grants awarded to proposals which fit with the University's Imperatives.

- The COB should look into writing small grant proposal for the Entrepreneurship and Global areas, and other University Imperatives that fit with our Initiatives.
- One time grants.
- Not specific to only undergraduate level.

Strategic Planning Reporting Template

For those teams who have not entered information into the Strategic Reporting Template, the importance of entering the information was reiterated. The Dean offered Sonja Herington's assistance to the Teams to help them enter the required information into the web-based template.

SPC XI AY 2008-09 Strategic Initiatives Goals, Priorities and Funding Report

Teams are asked to look over the AY 2008-09 report and email Sonja Herington with any recommendations for changes by Friday, May 2. Once all changes have been made the report will be submitted to members electronically for approval.

Strategic Plan Mapping

The Strategic Plan Mapping matrix was revisited. This matrix was created by the COB Strategic Plan Review Team. The Strategic Plan Mapping matrix will be used as a tool to show how the College of Business mission statement maps to our strategic initiatives and the evidence/activities that demonstrate the connection. It answers the questions:

- What are we doing?
- What is the evidence of how we are doing it?

Additionally, the mapping of the COB's mission statement and strategic plan helps to demonstrate how the COB's mission is consistent with the University's mission, which is Standard 2 in the AACSB Eligibility Procedures and Accreditation Standards for Business Accreditation.

There was a lively discussion of evidence to be added to the Strategic Plan Mapping document.

- Members were asked to look at the document one more time on their own and email Sonja Herington by Friday, May 2, with further additions.
- The document with changes will be brought to the AACSB Visit Coordinating Team to be incorporated into the AACSB Maintenance of Accreditation Report.

Board of Executive Advisors (BOEA) – Strategic Teams

The BOEA members have been divided into subcommittees who will give recommendations to the COB regarding our programs as we move forward with our strategic planning efforts.

- Subcommittees will be looking at our undergraduate and graduate programs and give their thoughts and input on how to improve the programs.
- There will be a group of 8 to 10 members who will look specifically at our graduate programs and:
 - Products served
 - Different markets
 - Pieces missing

SPC XII AY 2008-09 Membership Needs

- If your term expires, email Sonja Herington by Friday, May 2, with your interest of remaining on SPC.

- SPC Members are asked to refer names of department faculty members who would like to serve on the SPC.
- The Dean will invite a BOEA member to sit on the SPC.

SPC XII AY 2008-09 Meeting Schedule

- Leave meeting times from 2:00 p.m. – 4:00 p.m.
- Members to look at schedule and recommend changes if substantial conflicts, e.g., this year the March meeting landed on Good Friday and school districts' spring breaks.
 - Email Sonja Herington by Friday, May 2 with suggested changes/conflicts.

The next SPC meeting will be Friday, September 12, 2 – 4 PM. The meeting location is to be determined. The meeting will be used to prepare for the AACSB Maintenance of Accreditation Team Visit. The Maintenance of Accreditation Report will be sent to the visit team on August 7, 2008. The visit team will review the report and submit any questions regarding the COB's re-accreditation to the Dean's Office six weeks prior to their arrival on October 19th. Therefore, there should be no surprises when the team visits. The College is in a good position, so this visit will be more process monitoring rather than an audit. The Maintenance of Accreditation Report will be written to tell a story of what we do and how it ties into our mission.

At the November and December meetings, the SPC will be revisiting the COB mission statement.

Respectfully submitted,

Sonja R. Herington
COB Strategic Planning Coordinator

Attachments

COB MISSION STATEMENT

The College of Business provides higher education and professional outreach in northern Illinois, participates in relevant activities at the national level, and is committed to raising students' awareness about the implications of international and global business operations. The college offers outstanding educational programs and academic services to students, faculty, business, and other stakeholders. The college endorses a balance between teaching and research while engaging in partnerships with the business community. The college focuses its efforts to continually improve the quality of instruction and scholarship to advance its disciplines and the success of all learners.

COB STRATEGIC INITIATIVES

- A. One College ... One Team ... One Focus
- B. Global
- C. Endowment
- D. Curriculum Innovation
- E. Entrepreneurship
- F. Branding

NIU STRATEGIC IMPERATIVES

1. Preserve, Strengthen, and Extend NIU's Teaching and Learning Environment
2. Develop a Strategy for Investing in Multidisciplinary Scholarship and Artistic Clusters
3. Strengthen and Extend NIU's Regional and Global Impact
4. Make NIU an Institution of "First Choice" for Faculty, Students, and Staff

ALIGNMENT OF MISSION FOCUS <--> COB STRATEGIC INITIATIVE(S) <--> NIU STRATEGIC IMPERATIVE(S)

Professional Outreach	International & Global Business Operations	Outstanding		Balance Between Teaching & Research	Partnerships with the Business Community	Continuous Quality Improvement (CQI)	
		Educational Programs	Academic Services			Instruction	Scholarship
A, D, E, F	B, C, D	A, D, F?	A, D, F?	A, D	A, C, E, F	A, D	A
1, 3	1, 3	1, 4	1, 4	1?, 4	3?	1	2
<ul style="list-style-type: none"> • EMBA, PMBA, MST • Service to professional organizations by faculty • Continuous Learning programs at professional organizations by faculty • ELC projects • CPA Review • CIA - NIU Outreach • Contributor to CFA Exam • International Executive Education • Alumni Continuous Learning • Faculty Expert Witness Engagements • Faculty: serving on boards, consulting, providing corporate training 	<ul style="list-style-type: none"> • International partnerships • Preferred Educational Partner – Peoples Republic of China • Faculty-led international programs/courses • Fulbright Exchanges • Study abroad programs • Faculty teaching abroad • Scholarships • ELC – International Programs • International Executive Education • Social Entrepreneurship & Opp. International 	<ul style="list-style-type: none"> • National rankings ACCY/Sales/BW/Craines • BusinessWeek (BW) – Outstanding Professor • Certification pass rates <ul style="list-style-type: none"> • CPA • CIA • CTP • NIU Presidential Teaching Professorship • Sponsored Professorships • Excellence in Undergraduate Teaching Award • Alumni Survey • Educational Benchmarking, Inc. (EBI) Results • Scholarships • National Recognition • MBA "live case studies" • Social Entrepreneurship 	<ul style="list-style-type: none"> • Advising Services • New Student Welcome Days • Staff Council – <ul style="list-style-type: none"> • Student Events – Student Appreciation Days • Staff Events – personal enrichment • Alumni & Corporate Relations • Business Career House • HR – SHRM • Field trips • Sales Competition 	<ul style="list-style-type: none"> • Merit systems • Tenure process • Promotion process • Teaching loads suggest balance with research expectations 	<ul style="list-style-type: none"> • COB/Departmental/Units Advisory Boards • Executive Club, Rockford Alumni Group, Young Professionals Network (YPN) • Corporate sponsored and endowed scholarships • Business commitments – ACCY Sponsorships, Sales Program Sponsorships, Ethics Sponsorship, ELC Partnerships, EMBA/PMBA Capstone project • Partnerships with High Schools – Summer Camps/Leadership Academy • Community College Recruitment days • Faculty & Student Internships • Job Shadowing • Faculty & Student Mentoring 	<ul style="list-style-type: none"> • UBUS 310/311 Assessment • COB/Departmental/Units Assessment process/exit surveys • BOEA • COB/Departmental/Units Advisory Boards • Technology Day • Ethics Integration Workshops • Multicultural Curriculum Transformation Institute (MCTI) • Creation of new certification programs <ul style="list-style-type: none"> • Leadership 	<ul style="list-style-type: none"> • New Faculty Research Circle (NFRC) • Cross departmental breakfasts • Multidisciplinary Research efforts • Research awards • Dean's Scholars Program • Press articles

Proposed 2008-2009 SPC Meeting Schedule
All meetings are held from 2:00 p.m. – 4:00 p.m.

Attachment B

Friday, September 12, 2008
 Friday, November 7, 2008
 Friday, December 5, 2008
 Friday, January 30, 2008
 Friday, March 20, 2008
 Friday, April 24, 2008

ACADEMIC CALENDAR 2008-2009

FALL SEMESTER 2008		
August 18 - 22	Monday - Friday	Faculty Meetings
August 25	Monday	Classes Begin
September 1	Monday	Labor Day (University Closed)
November 26 – November 28	Wednesday	Thanksgiving Break Begins
December 1	Monday	Classes Resume
December 5	Friday	Classes End
December 8 -13	Monday - Saturday	Final Examinations
December 14	Sunday	Fall Commencement
December 24 – 31	Wednesday – Wednesday	Winter Break

SPRING SEMESTER 2009		
January 1	Thursday	New Year's Day (University Closed)
January 5 - 9	Monday - Friday	Faculty Meeting
January 12	Monday	Classes Begin
January 19	Monday	Martin Luther King, Jr. Birthday (University Closed)
March 7 - 15	Saturday - Sunday	Spring Recess
March 16	Monday	Classes Resume
April 19	Sunday	Honors Day
April 30	Thursday	Classes End
May 1	Friday	Reading Day
May 2, 4 - 8	Saturday, Monday - Friday	Final Examinations
May 9	Saturday	Spring Commencement

SUMMER SEMESTER 2009		
June 15	Monday	Classes Begin
July 4	Saturday (observed July 3)	Independence Day (University Closed)
August 7	Friday	Summer Session Ends