
NIU College of Business
STRATEGIC PLANNING COUNCIL X MEETING MINUTES

Third Meeting (Academic Year: 2006-07) ~ Friday, March 30, 2007, 2:00 – 4:00 p.m.

STRATEGIC PLANNING COUNCIL X (SPC)¹

SPC Members:

Mary Allen (MGMT Secretary & President – Staff Council), Sue Braffet (COB Alumni Director), Ann Carrel (Executive MBA Program Assistant Director), Virginia Cassidy (NIU Associate Vice Provost), Doug Clinton (ACCY Faculty), Joe Cullinane (MKTG Executive-in-Residence & President – Joe Cullinane Enterprises, Inc.), Anthony D'Andrea (Director of Development, Senior Gift and Estate Planning Officer – COB), Michelle DeJean (COB Marketing Director), Diane Docking (FINA Faculty), Charles Gowen III (MGMT Faculty), James Johnson (FINA Faculty), Gyu Kim (OMIS Faculty), Jane Mall (COB Experiential Learning – Outreach Director), Kate Mantzke (ACCY Faculty), Tim Paige (Director COB Tech Resources), Ronald Parrish (MGMT Instructor), Charles Petersen (OMIS Faculty), Mona Salmon (Evening MBA Program Assistant Director), Denise Schoenbachler (Dean, College of Business), Tanuja Singh (MKTG Chair), Wayne Smith (iTest Quality Partners Inc.), Sally Wakefield (COB Strategic Planning & Assessment Coordinator), and Phyllis Zerull (MIS Graduate Program Coordinator and Undergraduate BSBA Advisor)

SPC Members Unable to Attend: Tim Aurand (MKTG Faculty), Sara Browning (FINA – Undergraduate Student Rep), Brittany Kowalski (MGMT – Undergraduate Student Rep), Brian Mackie (OMIS Faculty), Sarah Marsh (MGMT Chair), Lori Marcellus (Undergraduate Studies in Business Director), and Daniel Wunsch (COB Interim Associate Dean)

SIAT Members:¹

Elisa Fredericks (MKTG Faculty), Alice Hall (Secretary – Office of MBA Programs), Lynn Neeley (MGMT Faculty) and Jim Young (ACCY Chair)

SPC X MARCH 30, 2007, MINUTES

A motion to approve the March 30, 2007 minutes was made by Sue Braffet, seconded by Anthony D'Andrea, and passed unanimously.¹

STRATEGIC INITIATIVE ACTION TEAMS (SIAT) PRESENTATIONS²

NIU COLLEGE OF BUSINESS STRATEGIC INITIATIVES PRESENTATIONS & PRESENTERS					
GLOBAL	ENTREPRENEURSHIP	CURRICULUM INNOVATION	ONE COLLEGE ... ONE TEAM ... ONE FOCUS	BRANDING	ENDOWMENTS
Tanuja Singh Jim Young	Jim Johnson Charles Petersen Wayne Smith	Jane Mall Tim Paige Ron Parrish	Kate Mantzke	Michelle De Jean	Anthony D'Andrea

¹See Attachment A: *Strategic Initiative Action Teams (Updated 3-30-07)*, which includes updates to team compositions.

²See Attachment B: March 30, 2007, SIAT Presentations (in the order presented).

Based on their meetings over the course of the past few months, representatives from the Strategic Initiatives Action Teams presented their respective priorities/funding recommendations as detailed in Attachment B. In summarizing the Teams' recommendations – which exceeded expectations, Dean Schoenbachler pointed out that a number of common themes emerged across the *Curriculum Innovation*, *Entrepreneurship*, and *Global Initiatives*. In the case of the *One College ... One Team ... One Focus* Initiative, activities are already underway. And with *Branding*, much depends upon the priorities established; thus, enacting a set of recommendations at this juncture would be premature. Ultimately, the *Endowments* Initiative will be the linchpin toward operationalizing many of the ideas presented. Between now and the April 27 meeting, SPC members are asked to be thinking about next year's Strategic Initiatives goals-setting and funding priorities, which will be the major agenda item for the upcoming meeting and the next phase toward finalizing the *2007 AACSB Annual Maintenance Report: Progress, Priorities, and Funding* document.

2007-08 SPC MEETING PLANNING

Looking forward to AY 2007-08, the Strategic Planning Council XI will be instrumental in leading, guiding, and championing the COB's strategic priorities selected on the 27th. As the Dean noted, it will be her responsibility to work with the COB standing committees and university administration to insure that priorities are implemented and funded to the fullest extent possible.

For its first meeting in the fall, SPC plans to host a luncheon presentation by NIU Provost Ray Alden, Associate Vice Provost Virginia Cassidy, and COB members of the University Strategic Planning Task Force – Elisa Fredericks, Kim Judson, Kate Mantzke, and Sarah Marsh. As a group, SPC also will be reviewing the college's strategic plan, assuring its consonance with the university's soon-to-be-adopted strategic plan, and articulating the message the COB wants to convey relative to the *Strategic Management Standards*³ as part of its Fall 2008 AACSB Accreditation Maintenance Visit. It is a safe bet the AACSB Review Team will want to meet with SPC members during its visit – and the more SPC is prepared for that conversation the better.

2007-08 STRATEGIC PLANNING COUNCIL MEMBERSHIP⁴

For continuity purposes as the COB approaches its accreditation maintenance year, the Dean asked members who are scheduled to rotate off Council to consider “re-upping” for another term.

The next SPC meeting will be on **Friday, April 27, 2007**, from 2:00 – 4:00 PM in Barsema Hall 300, followed by a social hour in the Dean's Conference Room. Note: The AY 2007-08 SPC at-large meeting schedule will be finalized on April 27

Respectfully submitted,

Sally A. Wakefield
COB Strategic Planning Coordinator

Attachments

³See AACSB International – The Association to Advance Collegiate Schools of Business: *Eligibility Procedures and Accreditation Standards for Business Accreditation, Strategic Management Standards*, pp. 18 – 30, http://www.aacsb.edu/accreditation/process/documents/AACSB_STANDARDS_Revised_Jan07.pdf

⁴See Attachment C: SPC XI Membership Needs

ATTACHMENT A

STRATEGIC INITIATIVE ACTION TEAMS
 (UPDATED 3/30/07)

NIU College of Business Strategic Initiatives Action Teams (SIAT)						
	One College ... One Team ... One Focus	Global	Endowments	Curriculum Innovation	Entrepreneurship	Branding
1	Mary Allen, Secretary – MGMT and President, Staff Council ¹	Jon Briscoe, Associate Professor – MGMT ²	Sue Braffet, Director, Alumni Relations – Alumni & Corporate Relations ¹	Rich Boulger, Instructor – MGMT ²	Ben Bengtson, BOEA: Innova Source Consulting ³	Tim Aurand, Associate Professor – MKTG ^{1&4}
2	Dick Downen, Chair – FINA ²	Sara Browning, Undergrad Student Rep – FINA ¹	Virginia Cassidy, NIU Associate Vice Provost ¹	Elisa Fredericks, Assistant Professor – MKTG ²	Ann Carrel, Assistant Director – MBA ¹	Ben Bengtson, BOEA: Innova Source Consulting ³
3	Alice Hall, Secretary – Office of MBA Programs ²	Joe Cullinane, Alumnus/Business Community Rep, President – Joe Cullinane Enterprises, Inc. ¹	Doug Clinton, Associate Professor – ACCY ¹	Brittany Kowalski, Undergrad Student Rep – MGMT ¹	Elisa Fredericks, Assistant Professor – MKTG ²	Dennis Dean, BOEA President: Executive Vice President – Harris Bank ³
4	Lenita Hepker, Administrative Assistant to the Dean ²	Diane Docking, Associate Professor – FINA ¹	Anthony D’Andrea, Director of Development, Senior Gift and Estate Planning Officer – COB ^{1&4}	Brian Mackie, Associate Professor – OMIS ^{1&4}	Jim Johnson, Professor – FINA ¹	Michelle De Jean, COB Marketing Director ¹
5	Kate Mantzke, Assistant Professor – ACCY ^{1&4}	Luis Flores, Professor – MGMT ²	Lori Marcellus, Director, Undergraduate Studies in Business ¹	Jane Mall, Director, Experiential Learning Center – Alumni & Corporate Relations ¹	Sarah Marsh, Chair – MGMT ^{1&4}	
6	Kathy McFadden, Professor – OMIS ²	Chuck Gowen, Professor – MGMT ¹		Tim Paige, Director, COB Technology Resources ¹	Lynn Neeley, Professor – MGMT ²	
7	Stacey Short, Instructor – MGMT ²	Gyu Kim, Professor, OMIS ¹		Ron Parrish, Instructor – MGMT ¹	Charles Petersen, Associate Professor, OMIS and CC ¹	
8	Phyllis Zerull, MIS Graduate Program Coordinator and Undergraduate BSBA Advisor ¹	Roger Kurinsky, BOEA: Senior VP – Kimble Glass, Inc. ³		Mona Salmon, Assistant Director – MBA ¹	Wayne Smith, SPC Business Community Rep – iTest Quality Partners Inc. ¹	
9		Tanuja Singh, Chair – MKTG ^{1&4}				
10		Jeff Wallem, BOEA: Investment Advisor – Wallem Associates ³				
11		Jim Young, Chair – ACCY ²				

¹Strategic Planning Council at-Large Member

²COB Faculty/Staff Member (other than SPC X-at large member)

³Board of Executive Advisors [BOEA] Member

⁴SIAT Leader

ATTACHMENT B

STRATEGIC INITIATIVES ACTION TEAM (SIAT) PRESENTATION REPORTS⁵

GLOBAL SIAT

Strategic Planning Subgroup Meeting
Global Initiatives
2/23/07 (Finalized March 22, 2007)

Members Present: Jon Briscoe, Diane Docking, Luis Flores, Chuck Gowen, Tanuja Singh, Jim Young.
Not Present: Sara Browning, Joe Cullinane, Gyu Kim, Roger Kurinsky, Jeff Wallem.

A decision was made to organize the ideas in a workable plan document. Before proceeding to develop a plan, team members shared the following information:

- ❑ Tanuja reported that she talked to a few people in industry (large and small global companies) and found that large global companies would probably not be the best targets for undergraduate students with an international business major. However, a graduate degree in international business would be attractive to large global companies. Tanuja also found that a major in international business for undergraduate students would be highly valuable when applying for jobs at mid-size and small companies which are becoming increasingly internationally focused.
- ❑ Jim reported that he and Denise Schoenbachler had met with Dennis and Stacey Barsema and representatives of *Opportunity International*. Opportunity International provides emerging entrepreneurs in developing nations with access to small loans and training that will enable them to start or expand their own businesses (this approach is known by several terms including microenterprise development, microcredit, or microfinance). Opportunity International is very interested in the possibility of NIU becoming involved in developing curricula and perhaps training individuals in Africa related to their efforts in microfinance. Further, Dennis and Stacy Barsema are very interested in microfinance and are currently working with Opportunity International in developing countries and may be interested in sponsoring projects between the College of Business and Opportunity International.
- ❑ Luis reported that he found in his recent trip to Peru that the Executive Director of CLADEA was a long time friend of his. CLADEA is the association of the Deans of the most reputable Business Schools in Latin America. Luis suggested that he would be willing to lead an effort to establish relationships with Latin American Business schools.
- ❑ In December 2006, Luis Flores and Diane Docking visited with the Czech Republic consulate in Chicago. They are interested in developing liaisons, but are uncertain as to how to proceed. Further contact in the future is being considered.

⁵See Attachment A for the list of members by Strategic Initiatives Action Team (Updated 3-30-07).

GLOBAL INITIATIVE

Next Steps

Objectives

I. Three Years

- a. 30% of the COB faculty would have had one or more international experiences.
- b. The College will have developed exchange or other relationships with ten universities around the world.
- c. X% of students in the College would have had an international experience (no decision on %)
- d. The COB would have an approved and detailed plan for the Center for Excellence in Global Business (henceforth CEGB)

II. Five years

- a. 100% of the interested faculty would have had one or more international experiences.
- b. COB's global presence strategy would have been implemented.
- c. Y% of COB students would have had at least one international experience (% left undecided due to uncertainty on funding)
- d. CEGB would be fully operational

Strategies

I. Globalization of Faculty and Students: Create two or three initiatives to provide international experiences for faculty and students

- a. Provide scholarships to enable students to go overseas through our established international exchange programs.
- b. Provide financial support to faculty to attend internationalization seminars or workshops such as those organized by CIBER.
- c. Explore possibilities to allow faculty members to participate in Business organizations' international immersion workshops.
- d. Establish a policy for international faculty exchanges.
- e. Explore the possibility of establishing faculty and students international internships.
- f. Create a fund for faculty exchange.
- g. Create a global speaker series.
- h. Offer a college-sponsored globalization workshop (similar to Ethics workshop)

II. International Projects: Develop two major initiatives for faculty and student involvement in international projects

- a. Explore the possibility of developing an alliance with *Opportunity International* to train and assist organizations in targeted developing countries in the methods and processes of "microbanking and microfinance."
- b. Identify an additional project that will allow interested faculty from all departments to participate in an international experience.

- III. **Global Presence:** Identify and develop alliances with selected academic institutions overseas in order to have relevant presence in the strategic areas of the world.
 - a. Formalize the agreement with the Nanjing University of Finance and Economics in China.
 - b. Promote the recently created alliance with the university in Austria.
 - c. Explore the possibility of establishing an alliance to develop a Regional Educational Center in Eastern Europe.
 - d. Identify and establish alliances with one or two universities in Africa.
 - e. Identify and establish alliances with three to four universities in Latin America (suggested countries are Mexico, Argentina, Colombia and Peru).
- IV. **Business alliances: Explore opportunities for cooperation between NIU and Chicago-Based Global Companies**
 - a. Explore the possibility of providing executive development programs throughout the world for Chicago-based global companies who would like their foreign operations' management teams to have a common educational base.
 - b. Explore with Chicago-based global companies the possibility of international internships for NIU students.
- V. **Global Development:** Formalize the structure for the CEGB
 - a. Visit similar educational centers in the United States.
 - b. Model CEGB after the most appealing center.

Budget 07- 09

I. Globalization of faculty	\$ 50,000
II. Faculty development	\$ 25,000
III. Student Global scholarships	\$ 20,000
IV. Student support for international programs	\$ 20,000
V. Global Presence	\$ 20,000
VI. Global speaker series	\$ 10,000
VII. Visit International Centers	\$ 10,000
Total for the first two years	\$155,000

ENTREPRENEURSHIP SIAT

SPC E-Team

Entrepreneurship at NIU

Team Process

- Identified 4 Goals for the Entrepreneurship Initiative
- Identified metrics to measure achievement towards the goals
- Reviewed
 - Entrepreneurship activities currently at NIU
 - Entrepreneurship activities at other Illinois institutions
- Identified Three Phase Plan
 - Curricular and organizational implications

What is entrepreneurship?

- "Pursuit of opportunity with regard to resources controlled"
- A state of mind that can be applied to
 - Business start ups
 - Taking a business to the next level
 - Large scale businesses – new lines of business
 - Not-for-profit entities - "social entrepreneurship"

Why Entrepreneurship?

- Truly integrative of all business disciplines
- Driver of economic growth in U.S.
- Driver of large firm growth
- Student interest
- Community interest

Goals for Entrepreneurship Initiative

- To create entrepreneurial capability in all students that can be applied in many future career settings
- To provide students (who have new venture needs/desires) opportunities to gain experience in the process of taking an idea to commercial reality
- To provide resources to the northern Illinois community to assist in new venture development
- Create a faculty that is a thought-leader in entrepreneurship
- Metrics on the handout

Two distinct dimensions (at least)

- Blocking and Tackling: Developing the body of knowledge necessary to take an idea to commercial reality
- A "mind set" to be developed and displayed in new ventures and to grow established companies. Topics such as creativity and opportunity recognition are central.

Review of Entrepreneurship at other universities in Illinois

- Entrepreneurship courses → focus → major
- Marketing, Engineering
- Tools to create investor-ready business plans
- Business Plan Competitions
- Centers to reach out to community and organize efforts
- Variety of approaches to
 - Creativity
 - Not much related to social entrepreneurship

Entrepreneurship at NIU

- MGMT 437/637: Entrepreneurship (elective, business plan creation of student idea (UG, evening MBA) or live company growth projects (EMBA/PMBA – 6)
- MGMT 433H: Post-IPO Innovation
- UBUS 490: Social Entrepreneurship and Microfinance
- Independent Studies
- ELC Projects
- MKTG 364: Product Planning and Development
- Faculty expertise in new ventures and new product development
- Consulting, paid and unpaid

Phase I

Action	Curriculum/ Organizational Implications
Appointment of leader of the initiative to take concept to reality	
Mandatory Course for all CoB UG students (implemented Fall 08)	<ul style="list-style-type: none"> ■ Resources for instruction ■ Faculty training ■ Curriculum Content Development ■ Resources for coordination

Phase I (cont'd)

Action	Curricular/Organizational Implications
Business Plan Competition	<ul style="list-style-type: none"> ■ Prize money ■ Training for students ■ Resources to screen entrants ■ Publicity ■ Organizing event (phases), judges

Phase II

Action	Curricular/Organizational Implications
New Courses (creativity, finance, others?)	<ul style="list-style-type: none"> ■ Instructional resources ■ Training
Seek out opportunities with CEET	<ul style="list-style-type: none"> ■ Resources (time, energy, \$) for curriculum design and modification

Phase II

Action	Curricular/Organizational Implications
Create an Entrepreneurship & Innovation Center <ul style="list-style-type: none"> ■ organize efforts in college ■ solicit funding from external parties ■ allocate and organize efforts across college relative to entrepreneurship 	<ul style="list-style-type: none"> ■ Development effort to establish ■ Leadership for Center ■ Sustainable funding

Phase III

Action	Curricular/Organizational Implications
Enhance outreach efforts into community	<ul style="list-style-type: none"> ■ Publicity effort ■ Management and organization of faculty and student interface with community members
Create an Incubator to support community efforts	<ul style="list-style-type: none"> ■ Lots of \$ and administrative structure for operations

CURRICULUM INNOVATION SIAT

Curriculum Innovation

Real World Focus

Over the next five years:

- Professional business skills will be developed and reinforced through real world experience, professional development training, and curriculum specialization
- Real-world experiences are defined as real projects and/or work experience for profit and non-profit organizations
- Expand real-world experiences for students. They are required to have at least **three** real-world experiences during their undergraduate education
- The College of Business will provide options for students to meet the real-world experience requirement
- Students will be guided by faculty and staff to make the best use of internships with career planning emphasized at the college instead of at the university
- Encourage each department to incorporate guest speakers in each course

YEAR ONE

- Compile list of all upper division courses in each major that gives students realistic hands on experience and a list of professional develop skills currently being taught in each department
- Implement a monthly or weekly “dress for success” day. Students and faculty will be strongly encouraged to dress in business attire that day
- Create documentation process and procedure to encourage students to report non-credit student internship experiences
- Encourage departments that do not have a real-world component in upper division courses to create one
- Evaluate UBUS 310 and 311 to make sure the UBUS course work is preparing students to work on real-world cases and projects by developing the business skills necessary that were suggested by the EBOA meeting on Nov. 9, 2006
- Develop set of professional development tutorials and resources (possibly podcasts) necessary for reinforcement and continued development of real-world business skills
- Inventory technology used in the classroom and match it with technology currently used in industry (i.e. ERP, CRM)

YEAR TWO

Design, Develop, and Implement:

- CAREER ENHANCEMENT COURSES

- For students with jobs

- Faculty coach to co-op with employer and assist in student/employee development

Interpret Vision & Mission	Analyze financial statements
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Creative thinking	Idea selling
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Effective communications	Presentation skills
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<i>INTERVIEW</i> etiquette	Dress for success
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- For non-working students based on real-world projects
 - Enterprise sponsored project – 4 to 5 person multi-function teams
 - Open to all students
 - Address assigned business issue
 - Outcome – two solutions per team; formal presentation to client
 - Organized by specialization by industry/sector (i.e. telecom, ag business, franchise management, manufacturing)

YEAR THREE

- The majority of seniors in the College of Business are completing or have completed and reported an internship
- All seniors have taken or are taking at least two real-world experience based courses in addition to their internship:
 - Department level capstone course or upper division course using real world projects
 - Business Consulting Project - UBUS 485
 - Career Enhancement course
 - Real-World Experience course
- ELC will be the umbrella organization for all real-world experience based courses that have a cross-functional focus. The ELC will also be responsible for compiling internship data for credit and non-credit internships and for obtaining real-world projects from outside organizations.

YEAR FIVE

- Evaluate effectiveness of courses
- Evaluate effectiveness and relevance of professional development tutorials
- Create elective course based on real-world experience for graduate students
- Track undergraduates to make sure they meet the real-world requirement

RESOURCES NEEDED

- Faculty to teach/coach courses
 - Career Enhancement (up to 3 sections per year)
 - Real-World classroom based (up to 6 sections per year)
 - Business Consulting Project: UBUS 485 (12 projects per year)
- Technology for professional development tutorials or podcasts to reinforce real world business skills
- Dedicated Career Counselor for COB
- ELC Specialist –Full-time (currently part-time)
- Lab Asst (currently have one as extra help)
- Student worker
- Current ELC Advisory Board expanded to encompass all college level experiential learning
- Additional work areas/cubicles in ELC for above staff

ONE COLLEGE ... ONE TEAM ... ONE FOCUS SIAT

SPC X

One College SIAT Progress Report

March 30, 2007 [Amended: April 23, 2007*]

Goal of “One College, One Team, One Focus” SIAT

The primary goal of the team is to create and nurture a greater sense of community within the College of Business for all of its various stakeholders.

- Social initiatives
- Academic (research and teaching) initiatives

Current Members

Mary Allen - MGMT

Alice Hall - MBA Programs

Lenita Hepker - Dean's Office

Kate Mantzke - ACCY

Kathleen McFadden – OMIS

Stacey Short - MGMT

Phyllis Zerull - OMIS

Implemented “One College” Initiatives

- Social - COB Face of the Week

- Social - COB After Hours

Other Initiatives that Foster a greater COB Sense of Community

- Business Careers House Fashion Show
- CARMA Research Webcasts
- COB Commencement Reception
- COB Dinner/Dance
- COB Ethics Workshop
- COB New Faculty Research Circle
- COB Family Picnic
- COB Holiday Potluck
- COB Student Appreciation (Hotdog) Day
- COB Technology Workshop
- Graduate Colloquia sponsored by various Departments
- Staff Council Third Thursdays
- Others?

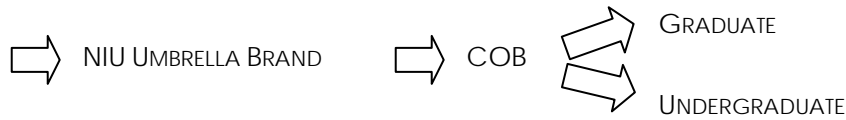
Planned “One College” Initiatives

- Social Benchmarking - Market Study of COB (Fall 2007)
- Academic Benchmarking - Survey of familiarity: tenured/tenure-track professors (Fall 2007)
- Social - Additional COB Informal Social Events (ongoing)
- Academic - “Secrets of Our Success” Presentations (Spring 2008 +)
 - NIU Presidential Award Winners Panel
 - Distinguished Alums
 - Representatives from the COB Young Professional Network
- Academic - COB cross-disciplinary research workshops (Fall 2007 +)
- Academic - COB cross-disciplinary research grants (Summer 2008 +)
- Academic - COB cross-disciplinary teaching workshops (Spring 2008 +)

Funding Recommendations/Cost Projections

- Additional COB Informal Social Events – \$300 annually
- “Secrets of Our Success” Presentations – \$3,000 annually
- COB cross-disciplinary research workshops – to be determined
- COB cross-disciplinary research grants – to be determined
- COB cross-disciplinary teaching workshops – to be determined
- Dean-Sponsored Bi-Departmental Lunches – \$2,500 (10 lunches during AY 2007-08)*
- NIU Finishing School*

BRANDING SIAT



ID POINTS OF INTERNAL EXCELLENCE

EXTERNAL DESIRED POINTS OF EXCELLENCE

PERCEPTIONS OF DIFFERENTIAL VALUES

ID ONE ... TWO ... THREE POINTS-OF-EXCELLENCE OPPORTUNITIES AND WHICH CONSTITUENTS WANT THEM

*MUST BE IDENTIFIED AS A CURRENT COMPETITIVE ADVANTAGE

ID ONE OR TWO ANCHOR POINTS TO DRIVE



STUDY – INTERNATIONAL
 – ENTREPRENEURSHIP

PROCESS:	BRAND	}	{
		}	{ BUILD
	STUDY	} MARKETING	{ FROM
		} AUDIT	{ EXISTING
DELIVERABLES:	ID BRAND	}	{ STRENGTHS
	GAPS/OPPORTUNITIES	}	{

YEAR 1	YEAR 3	YEAR 5
PROCESS	PROGRAM IMPLEMENTATION	DEVELOPMENT
<ul style="list-style-type: none"> ▪ ID POINTS OF EXCELLENCE ▪ SOCIALIZE IT AMONG KEY CONSTITUENTS <p>TARGET RECRUITMENT STUDENTS</p> <p>DELIVERABLES</p> <ul style="list-style-type: none"> ▪ PROTOTYPE (CURRICULUM, FUNDING, ETC.) ▪ BENEFITS TIED TO COB STRATEGY ▪ TIED TO POINTS OF EXCELLENCE 	 GRADUATION	MARKET RECOGNITION

ENDOWMENTS SIAT

SPC Endowment Committee Update

March 30, 2007

Committee members: Sue Braffet, Virginia Cassidy, Doug Clinton, Anthony D'Andrea and Lori Marcellus

The following endowment priorities have been expressed at all levels of the College of Business

- Student Scholarships
- Faculty Support
- Lectureships
- Centers of Excellence
- Visiting Scholars
- Travel/Study abroad
- Barsema Hall Room Sponsorships

The following non-endowment ideas have been discussed

- Barsema North Building – Space for groups to work together
- ELC Space
- Markets Trading Room
- Laptops for all students
- Interdisciplinary Education

Friend-Raising/Awareness Building

- Share the College of Business story
- Encourage alumni to get involved
- Increase visibility
- Communicate key messages (i.e., need for increased endowment, percentage of state appropriations, etc.)
- Focus on today's students as they will be tomorrow's donors

Fund-Raising Benchmarks:

- Endow a minimum of one (1) faculty chair
- Endow a minimum of three (3) professorships
- Endow a minimum of fifteen (15) student scholarships
- Achieve a minimum of 20% annual fund-raising growth

ATTACHMENT C

**STRATEGIC PLANNING COUNCIL XI
 2007-08 MEMBERSHIP NEEDS**

SPC Bylaws (Excerpts):

1. The number of members at any time shall be no more than thirty (30).
2. SPC members must be a targeted stakeholder of the College of Business.
3. At least two-thirds of SPC membership must come from the College of Business. The membership goals of the SPC are as follows: two faculty members from each department (ACCY, FINA, MKTG, MGMT, and OMIS), 2 student representatives, 2 alumni representatives, 2 business community representatives, one university administration representative, 2 representatives from the operating staff, and 2 representatives from supportive professional staff. In addition, the SPC would ideally contain members of College Council, Staff Council, College Senate, and College Curriculum to serve as liaisons between these committees and the SPC.
4. SPC membership must include the Dean, the Associate Dean, the college's Strategy & Assessment Coordinator, the college's Director of Marketing, the current President of Staff Council, the Director of Technical Resources, and at least one student member.
5. College of Business members shall serve for a term of three years. One-third of the membership will rotate off each year....

3-YEAR TERM FA07 – SU10	2-YEAR TERM FA07 – SU09
<ol style="list-style-type: none"> 1. _____, Faculty – FINA Dept 2. _____, Faculty – MKTG Dept 3. _____, Faculty – MKTG Dept 4. _____, Business Community Rep 	<ol style="list-style-type: none"> 5. Mary Allen, Secretary – Management Department and President, Staff Council 6. Ann Carrel, Assistant Director, Executive MBA Program 7. Virginia Cassidy, Associate Vice Provost – NIU 8. B. Douglas Clinton, Associate Professor – Accountancy Department 9. Joe Cullinane, Alumnus/Business Community Rep – President, Joe Cullinane Enterprises, Inc.; Executive in Residence – Marketing Department 10. Anthony D'Andrea, Director of Development, Senior Gift and Estate Planning Officer – COB 11. Charles Gowen, Professor – Management Department 12. Gyu Kim, Professor – Operations Management & Information Systems Department 13. Sarah Marsh, Chair – Management Department 14. Charles Petersen, Associate Professor, Operations Management & Information Systems Department and CC 15. Tanuja Singh, Chair – Marketing Department
1-YEAR TERM FA07 – SU08	PERMANENT MEMBERS (COB Dean, COB Associate Dean, COB Marketing Director, Tech Resources Director, and Strategy & Assessment Coordinator)
<ol style="list-style-type: none"> 16. Sue Braffet, Director, Alumni Relations – Alumni & Corporate Relations 17. Jim Johnson, Professor – Finance Department 18. Brian Mackie, Associate Professor – Operations Management & Information Systems Department 19. Jane Mall, Director, Experiential Learning Center – Alumni & Corporate Relations 20. Kate Mantzke, Assistant Professor – Accountancy Department 21. Lori Marcellus, Director, Undergraduate Studies in Business 22. Ron Parrish, Instructor – Management Department 23. Phyllis Zerull, BSBA Program Advisor 24. Courtney Krug, Grad Student Rep – MIS 25. _____, Undergrad Student Rep – _____ [Major] <p style="text-align: center;">New members' names highlighted.</p>	<ol style="list-style-type: none"> 26. Denise Schoenbachler, Dean (SPC Facilitator) 27. Dan Wunsch, Interim Associate Dean 28. Michelle De Jean, Marketing Director 29. Tim Paige, Director, Technology Resources 30. Sally Wakefield (FA07), Coordinator, Strategy & Assessment <p style="text-align: center;">CC denotes College Council CCC denotes College Curriculum Committee</p>

SPC XI MEMBERSHIP NEEDS

By-Laws Classification: Numbers in () represent membership goals.	ACCY (2)	FINA (2)	MGMT (2)	MKTG (2)	OMIS (2)	MBA	COB/ NIU	TOTAL
Faculty (10)	2	1	2	0	3			8
College Council "CC" (1)					1			1
College Curriculum "CCC" (1)								0
<i>Faculty Sub-Total¹</i>	2	1	2	0	3	0	0	8
COB Undergrad or Graduate Student (1 or 2; SPC must include at least 1 student)					1			1
College Senate (1)			1	1				2
Operating Staff (2)			1					1
Supportive Professional Staff (2)						1	5	6
Staff Council (1) ¹			1					1
NIU COB Permanent Members (5)							5	5
NIU Admin (1)							1	1
Business Community Rep (2) ¹			1	1				2
Alumni (2) ¹				1				1
<i>Total Representation¹</i>	2	1	4	2	4	1	11	25
<i>Percentage Based on Target N of 30</i>	7%	3%	13%	7%	13%	3%	37%	
Total Representation Based on Target N of 30¹								
Overall %-Age from COB (Must be = or > 67%):								83%
%-Age Faculty:								27%
Needs shaded in green								

¹Totals adjusted for representation overlap of categories