

# STRATEGIC PLANNING COUNCIL VII MEETING MINUTES

Second Meeting (03/04 Calendar Year): Monday, October 27, 2003

*Meeting Time: 10:00 a.m. - Noon*

## **In Attendance:**

Tim Aurand (MKTG), Kara Bourbon (ACCY Undergraduate), Jon Briscoe (MGMT), Greg Carnes (ACCY), Ann Carrel (MBA Program), Bill Cummings (ACCY), Michelle De Jean (Strategy & Marketing), Barbara Fox (ACCY), Sue Goad (OMIS), Chuck Gowen (MGMT), David Graf (Dean), Cindy Kubasiak (OMIS), Brian Mackie (OMIS), Mark Misic (Tech Resources), Roman Nowacki (MGMT), Charles Petersen (OMIS), Lloyd Shin (President, Hinz Lithographing Company), Bill Tallon (Associate Dean), Jay Wagle (MKTG), Sally Wakefield (Assessment), Dan Wunsch (MGMT), Phyllis Zerull (OMIS)

## **Unable to Attend:**

Jon Briscoe (MGMT), Virginia Cassidy (Associate Vice Provost), Diane Docking (FINA), Jim Johnson (FINA), David Sinason (ACCY)

## **Prepared on November 7, 2003 by:**

Michelle De Jean, Strategy & Marketing Dir.

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## MEETING OVERVIEW

Major issues addressed during the second Fall 03/Spring 04 meeting of the SPC VII include:

1. SPC VII Charge
2. Meeting with AACSB Visitation team
3. Strategic Objective #3: Facilities & Technology (preliminary outline for COB technology objectives)
4. SPC VII Action Team status (re organizing team meetings)
5. Next Steps

## SPC VII CHARGE

1. **Leading Change:** identify and surface new ideas related to the college's strategic direction and activities.
2. **Advocates of the College's Strategic Plan:** each SPC member will generate conversations with her/his colleagues about the college's strategic plan and planning efforts. The purpose is to generate stakeholder participation into the development of the work and incorporate feedback.
3. **Continuous Improvement:** Review and revise the language/activities of the strategic plan (<http://www.cob.niu.edu/strplan/>):
  - Strategic Objective #2 – Experiential Learning-Outreach. Recast the strategic objective focus and statement.
  - Strategic Objective #3 – Facilities & Technology. Review and discuss recommendations for the college's technology strategy.

4. **Annual College Goals:** In Spring 04, identify recommended annual goals for the college for the academic year FA 04/SP 05. (The recommended annual goals will be based, where appropriate, on recommendations made by past and current SPC action teams.)
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## AACSB VISITATION

Major discussion points from the AACSB visitation follow:

1. The importance of managing student enrollments in the face of ongoing budget cuts.
2. Nationwide, education will probably undergo a 7-10 year period of constraints and budget cuts. Universities and colleges across the country are challenged to come up with creative ways to be competitive in the face of long-term resource constraints:
  - a. In a make-it or break-it proposition, the business college at the University of Maryland removed itself from the university so as to operate independently (and, therefore, raise tuition as they see fit). However, should U of Maryland's business college fail the university will not step in to rescue it.
  - b. Many universities have chosen to eliminate their MBA programs and instead offer specialized masters that meet immediate-term market demands. For example, in response to market demand, one university developed a specialized masters in wealth management; the university expects that demand for the program will probably level off after 3-4 years and the program will be eliminated.
  - c. Increasingly, colleges have chosen to compete in the Executive MBA market.
  - d. In order to generate a larger revenue stream (particularly at the master degree level), colleges have formed partnerships with schools abroad. Every MBA class abroad is taught in English (except for in France).
  - e. Many colleges are looking for partnerships with businesses that are expanding in certain countries (for example, businesses that are entering China.) As part of the partnership, the colleges teach business to the country men and women who will be employed by the firm.
3. Long-term vision (5 years) for the college.
4. Global business perspective and the importance of providing opportunities for students to leave the Northern Illinois region in order to have a first-hand international experience.

After the visit, the AACSB visitation team spoke highly of the college's strategic planning process and efforts over the last 9 years to David Graf. The AACSB visitation team commended the college's strategic planning process and regards it as one of the college's strengths.

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## **STRATEGIC OBJECTIVE #3: FACILITIES & TECHNOLOGY**

Mark Mistic shared Tech Resources' mission as well as proposed technology objective categories for the college.

**Technology Resources Mission:** To provide students, faculty, and staff with technology resources and support comparable to what are being used and are available in industry and schools comparable to NIU. These technology resources include, but are not limited to: computers (servers and clients), printers, scanners, kiosks, classroom technologies, Internet resources, and other technology innovations. (Note: the focus is on enabling people to use technology, not deciding what technology is taught and used in business curriculum.)

### **Proposed Technology Objective Categories for the College.**

1. Standardization of all COB hardware and software.
2. Implementation and financing of college technology replacement cycle.
3. Technology tools and support.

Each SPC member will consider the proposed technology objectives, particularly as they may apply to the work of each SPC action team, and, in kind, to the college's strategic plan.

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## **SPC ACTION TEAM CHARGE**

1. **Create conversations and avenues for input about the work:** each SPC member will seek input from his/her colleagues and college stakeholders about the action team efforts.
2. **Create assessment framework:** outcomes; activities, measures, and; feedback loop.
3. **Suggest an implementation procedure:** process; timeline, and; recommendation for disposition of the work.

## **ACTION TEAM STATUS**

The majority of the action teams have met once already. Additionally, the majority of the teams intend to meet at least one more time this semester, for a total of at least two team meetings during the Fall 2003 semester. Please contact David Graf or Michelle De Jean (815-753-8522) with questions, comments, or feedback about any of the action teams or the strategic plan. Alternatively, feel free to contact the respective action team leader (listed below) with questions, comments, or feedback about the activities of a specific action team.

**1. Learner Recruitment – Coordinated Program for Recruiting Graduate Students (Strategic Objective #1)**

Members: Ann Carrel – Team Leader (MBA Program), Bill Cummings (ACCY), Tanuja Singh (MKTG), Phyllis Zerull (OMIS), Sally Wakefield – Advisory Capacity (Dean’s Office).

*Charge: Make policy recommendation for consideration by Senate as to the criteria for students admitted to the MBA, MAS, MST, and MS MIS programs. Final work product from this team may include a coordinated program for recruiting graduate students, to include a documented methodology for same.*

**2. Learner Retention – Formal Plan for Building a Sense of Academic Tradition in Barsema Hall (Strategic Objective #1)**

Members: Dave Sinason – Team Leader (ACCY), Kara Bourbon (ACCY Undergrad), Sue Braffet (Alumni Dir.), Michelle De Jean (Strategy & Marketing Dir.), Barbara Fox (ACCY), Sue Goad (OMIS), Lenita Hepker (Dean’s Office), Jim Johnson (FINA), Cindy Kubasiak (OMIS), Mark Mistic (Tech Resources & Building Manager), Sally Wakefield – Advisory Capacity (Dean’s Office).

*Charge: Recommend a formal plan for building a sense of academic tradition in Barsema Hall (so that students, visitors, business friends will say, “What a beautiful building **and** what a **great** College of Business”).*

**3. Experiential Learning – Outreach (Strategic Objective #2)**

Members: Bill Tallon – Team Leader (Associate Dean), Jon Briscoe (MGMT), Chuck Gowen (MGMT), Brian Mackie (OMIS).

*Charge: Articulate what Outreach means to the college as well as articulate the parameters of what Outreach should do.*

**4. External Image & Marketing the College (Strategic Objective #6)**

Members: Charles Petersen – Team Leader (OMIS), Tim Aurand (MKTG), Kara Bourbon (ACCY Undergrad), Michelle De Jean (Strategy & Marketing Dir.), David Graf (Dean), Mark Mistic (Technology Resources & Building Manager).

*Charge: 1) Substantiate and rollout the college brand (positioning statement); 2) and, create a college marketing initiative (including process) that is implemented in a coherent, systematic way to select external stakeholders.*

**5. SPC Process – Leading Change**

Members: Roman Nowacki – Team Leader (MGMT), Greg Carnes (ACCY), Virginia Cassidy (Associate Vice Provost), Michelle De Jean (Strategy & Marketing Dir.), David Graf (Dean).

*Charge: Recommend process suggestions and/or activities for refreshing the SPC and the strategic planning process (possibly through the use of scenario planning).*

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## **NEXT STEPS**

1. Action team leaders will continue to organize their team activities and hold at least 1, preferably 2, team meetings during the Fall 2003 semester.
2. All SPC members will seek the feedback of her/his colleagues and college stakeholders about the college's strategic plan and planning efforts. The purpose is to generate stakeholder participation into the development of the work and to incorporate stakeholder input.
3. In Spring 04, the SPC VII meetings will consist of dialogue about stakeholder feedback, brainstorming new ideas, action team reports, and dialogue about the work to date. The next SPC VII meeting is targeted for January-February 2004.
4. In April-May 04, the SPC VII will review the college goals for FA 03/SP 04 to see if they were met. Additionally, the SPC VII will recommend college goals for the upcoming academic year FA 04/SP 05.