

Romain College of Business...Board of Advisers Meeting Minutes

Tuesday, November 13, 2018

Business and Engineering Center

7:40 a.m. Breakfast

BE 3024 Romain Board Room

8:00 - 9:30 a.m. Meeting

Members Present: Donald Breivogel, Alan Brill, Carl Chapman, John Chaszar Deidra Conner, Mark Freeman, Kevin Hammett, Teri Hollander Albin, Michael Head, Andy Hubbard, Doug Joest, Dave Papariella, Eric Reffett, Sharon Sartore, Bill Schirmer, John Schroeder, Michelle Schroeder, and William Theby,

Members Absent: David Abbott, Tom Austerman, Kathy Briscoe, David Conner, Ray Farabaugh, Kyle Fields, Dwight Hamilton, Vicki Hubiak, Kerry Jackson, James Muehlbauer, Donald Neel, Kent Parker, Ronald Romain, Kenneth Sendelweck, David Smith, Lisa Slade Bruce Stallings, Michael Walsh, Lynell Walton, Cheryl Wathen, Michael Weber, Linda White

Ex-Officio Present: Brian McGuire, Tonya Borders, Steven Mudd, L. Douglas Petitt

Interim Provost: Mohammed Khayum

Career Services: Phillip Parker and Jennifer Riester

Guests: Mark Bernard

Faculty Present: Brett Bueltel, Abbey Foroughi, Sima Fortsch, Curt Gilstrap, Tim Mahoney, Jill Oeding, MaryAnn Shifflet, Jack Smothers, Srishti Srivastava, Jinsuk Yang Thomas Weber

Advising Center: Kristina Walker

Administrative Associate present: Linda Dillbeck

Freeman called the meeting to order at 8:00 a.m., welcomed everyone, and asked for self-introductions.

Minutes: The minutes from the spring 2018 BOA meeting were approved as distributed.

Freeman suggested the Board of Advisor's attendance is important to have the voices heard from the community business leaders. The college looks to us information, and we only twice a year. He suggested creating a sub-committee of volunteers to expedite information increasing productivity. He will solicit volunteers for the subcommittee to meet work with the entire board. We have a large number that represent and support the school so your name on the board is important. Company spotlights are welcome whether with the board or other community businesses.

Interim Dean's Report:

McGuire thankful for attendance at today's meeting and sharing information as decisions are made. Your questions, suggestions are welcome. McGuire introduced Kristina Walker, Director of the RCOB Advising Center.

Walker gave a report explaining how and when data is collected, measured to help with first time admitted student retention rates. This is required for all state colleges. A model is created to identify potential for low to high risk student retention. This gives the advising center information, so they know who to reach out to, when to reach out for successful student interventions. The advising center is experiencing great interactions and student success with this advising model.

McGuire thanked Walker for her report and commitment to the students success.

Smothers shared updated information on the higher education trends MBA program. Over all the MBA interests are declining. However, our accelerated online MBA continues to increase with successes. There are several new businesses that have started with our MBA graduates. Increasing interest is with our growing concentrations. The face to face MBA is remains at approximately 100 students enrolled. Positive discussions are ongoing with Astron a group from India to partner with for an international connection with our MBA program.

Smothers asked members to email him for any questions or suggestions as they welcome interactions from our community business's.

McGuire thanked Smothers for his outstanding work as MBA Director and congratulations for his recent promotion to Associate Professor and Tenor.

Mahoney shared information about our most recent speakers **Keach Hagey**, she is a reporter for the Wall Street Journal. It was a wonderful presentation for our students to experience outside the classroom. We offered another opportunity for our students and community **Chris Hogan** came to spend the morning at USI. His visit included a presentation and met with a group of financial aid students and shared information on debt and how to be financially secure.

We are excited to remind everyone that on April 4, 2019 **General Colin Powell** retired will be speaking at USI. He will be speaking topic is "Leadership: Taking Charge."

We are trying to provide experiences outside the classroom for our students. If you know of someone that we could include in our speaking engagements, please let us know.

McGuire announced that in our atrium on November 28, 218 from 1-3 pm. Erin Bemis from Google to speak about "Reaching Customers Online through Google."

Gilstrap shared Social Media Lab information.

- The lab posts to different social media outlets, and labeling content with action words Impact, Engagement and Innovation. This will help create data in relation to our AACSB criteria.
- The lab is using Google analytics to see what is being read and accessed but also give us marketing data. Across the different social medias such as. And are we capturing website information and interests.
- If anyone is interested in access to the Dashboard to see results of the social media sites and how we can use the data, contact Dr. Gilstrap and he will send a viewing invite.

Phil Parker introduced **Jennifer Riester** as the newest addition to USI Career Services. She will have an office in both Career Services and RCOB to meet with students. She will be setting up internships with local companies.

Mark Bernard, Associate Provost of Outreach and Engagement introduced **Paula Nurrenbern** and **Daniela Vidal**. They presented an initiative creating a USI Leadership Academy designed to support employers. They are seeking advise from the Board of Advisors to help guide the development of this initiative. (See attachment sent with minutes)

Doug Joest gave a Regional Spotlight presentation about the Evansville Vanderburgh Airport remodeling progress. The cost was about 20 million dollars paid with Reginal city Grant, Tax exempt bond and \$4.50 passenger facility fee. Exciting new areas and changes include:

- TSA pre-check area
- Nursing rooms for mothers
- Kid Zone to play
- Pet relief area
- Restrooms completely touchless
- Berry Global WIFI Lounge
- Access to food etc. after check-in
- New seats and carpets
- New information counter for community events etc.
- There is NO PARKING IN FRONT OF BUILDING
- One-hour free parking in short term and long term lots
- New access form parking lots and overhead cover to taxis, Uber and rental car areas

New flights and airlines are in discussion for the airport. Additional solar panels in the parking area to help with electricity costs.

Khayum explained the transition process for the interim positions. His interim position includes more surveys and more presentations and speaking engagements. As the Chief Academic Officer his position is calling for all units on campus to move into application vs enrollment mindset and obtaining the correct data in a central location. The online MBA is the driving enrollment at this time. Most students cannot afford \$80,000.00 a year, to include books meals, lodging. Online is more affordable.

BOA CHAIR'S REPORT AND NEXT STEPS

Freeman Due to the length of the meeting, we will try and keep the future meeting to an hour and half. He reminded the members that attendance at the meetings are important.

Freeman asked for a volunteer to serve as chair-elect for the Board of Advisors.

We also need suggestions for the next "company spotlight", it could be a company representation from the board or from the community. Please contact him or the Deans office with all suggestions.

Adjournment: Meeting adjourned 9:50 a.m.