

TABOR SCHOOL OF BUSINESS

DEAN'S BUSINESS COUNCIL

Action Item for next conference call (February 12)

- **Team leaders, be ready to read-out on accomplishments and next steps**

Notes from conference call on January 8, 2018 at 2:00 PM central time.

- Announcement: Sheri has retired from AT&T. She looks forward to the next chapter in her life, including spending more time in Decatur and working to help Tabor. Her new email address is sh.eichelberger@att.net. Please make a note in your contact lists. Our congratulations to Sheri!
- Trevor May – updates
 - Trevor & Najiba will be attending a few alumni events along the UChoir tour in the next week. The full choir tour dates are below – you are welcome to attend any of these if they are near you, but the ones Najiba and Trevor are attending are noted. The blue fonts are links to the Facebook event pages with all of the details.
 - **Thursday, Jan. 11, 7 p.m.**
[St. Clare of Assisi Catholic Church](#), O'Fallon, Ill.
 - **Friday, Jan. 12, 7 p.m.**
[First Presbyterian Church](#), Evansville, Ind.
 - **Saturday, Jan. 13, 7:30 p.m.**
[Geneseo High School Concert Hall](#), Geneseo, Ill.
 - **Sunday, Jan. 14, 4 p.m.**
[Grace Lutheran Church](#), River Forest, Ill.
 - *Complimentary pre-concert gathering at 2:30 p.m.* ***Trevor
 - **Monday, Jan. 15, 7 p.m.**
[First Congregational Church](#), Beloit, Wis.

- **Tuesday, Jan. 16, 7 p.m.**
[St. Boniface Church](#), Lafayette, Ind.
 - *Complimentary pre-concert gathering at 5:30 p.m.*
- **Wednesday, Jan. 17, 7 p.m.**
[Kirkwood Baptist Church](#), St. Louis
 - *Complimentary pre-concert gathering at 5:30 p.m.* ***Najiba & Trevor
- **Thursday, Jan. 18, 7 p.m.**
[First Baptist Church](#), Columbia, Mo.
- **Friday, Jan. 19, 7 p.m.**
[Liberty United Methodist](#), Liberty, Mo.
 - *Complimentary pre-concert gathering at 5:30 p.m.* ***Najiba & Trevor
- **Saturday, Jan. 27, 7 p.m.,**
[First Presbyterian Church](#), Springfield, Ill.
 - *Complimentary pre-concert gathering at 5:30 p.m.*
- **Sunday, Jan. 28, 3 p.m.**
[St. Patrick Church](#), Decatur (Tour Finale Concert)
- Trevor is also working on some enrollment events for prospective students. Statistics from other areas of Millikin have shown that when students attend a focused event on campus for their major that includes an overnight stay, over 90% of those students enroll at Millikin. Upcoming events include (more details to come):
 - Launch weekend – February 16-18
 - I.S. and Emerging Technology Summit – February 23-24
 - Women in Business – March 2-3
 - Digital Innovation in Marketing Summit – March 23-24
- **Doug Shapiro – Alumni Engagement team update**
 - On January 17, Doug and Trevor will meet to discuss needs and ways alumni can get involved – this will help develop the framework for the team.
 - In the beginning stages of planning an alumni event at David Roth’s family winery in Grafton – possible dates are April 13-14 or 20-21
- **Bob Swartz – Curriculum team update (Ben Andreas absent)**
 - Team members have had discussions about reaching out to companies that hire MU alumni to help develop a list of questions to

find out how prepared our graduates are. This information will drive the needed curriculum changes.

- Najiba & Ben met with Jeanette from ADM HR department. She shared that one major area of concern with graduates is their lack of experience speaking with CEOs and other executives.
 - Planning for an event with ADM executives to practice this kind of interaction, for juniors (looking for internships) and seniors (looking for jobs); possibly hold a workshop before to teach students the skills
 - Planning to bring the ADM HR team to classrooms to talk more closely with students about opportunities at ADM. They have found that at career fairs, many students don't even ask or submit their resume. Closer discussion could inform them about other locations, different job categories, etc.
- Giovanni Pasotto – Recruiting team update
- Giovanni met with Trevor to discuss recruiting needs and strategies
 - Focusing on international recruiting – for example, developing countries often have programs where the government will pay for tuition
 - Will be meeting with the team soon to discuss goals:
 - Translate Tabor website into other languages
 - Research MU partnering with international governments, perhaps in developing countries
 - Tabor entering the China market – partnering with other companies, institutions, etc.
 - Sheri suggested partnering with a global company to reach their employees who may want to send their students to the states
 - Najiba emphasized that we need to differentiate ourselves from other schools. International students are good shoppers and often gravitate toward what they know (i.e., big cities, locations they want to visit).
 - Doug suggested we look at the major world cities and focus on the smaller towns nearby which might be similar to Decatur – target those students for a familiar feel but still new and exciting.
 - Bob Smith suggested that Entrepreneurship is a popular program for international students, as it is more developed here than in Europe.

- Next on-campus DBC meeting – April 26-28, 2018. This is the weekend of Honors Convocation, Celebrations of Scholarship, Poster Symposium, and James Millikin Scholar presentations.
- Next full DBC Conference Call: February 12 at 2:00 PM CST