

MU TABOR SCHOOL OF BUSINESS

DEAN'S BUSINESS COUNCIL

Notes from conference call on February 12, 2018 at 2:00 PM central time.

Agenda:

- DBC on campus meeting
 - April 26-28 – tentative schedule of events
 - Thursday, April 26 – Honors Convocation at 7:00 PM (optional)
 - Friday, April 27
 - Celebrations of Scholarship presentations (all day; optional)
 - Poster Symposium competition (all day; optional)
 - Tabor Freshman Business Plan Competition (morning; optional)
 - DBC Teams meetings (afternoon)
 - DBC dinner (evening)
 - Saturday, April 28
 - Breakfast
 - Business meeting
 - Lunch
 - DONE around noon/12:30 PM
- Tabor update
 - Last week, Najiba and Trevor presented an award for “Excellence in Business Education” award to Sandra Bronson, a business teacher at St. Teresa high school who has worked closely with Trevor to increase our partnership with FBLA. The award was presented on behalf of Tabor and the Dean’s Business Council. Moving forward, Trevor, Najiba and Sheri intend to formalize the structure around the award to help seek out candidates and select recipients, and hopefully grow the award beyond Decatur.
- Team accomplishments & next steps

- Curriculum Team – Ben Andreas – not on call; Bob Swartz reported that the team has not met; Najiba will follow up
- Alumni Engagement Team – Doug Shapiro – not on call; Ed LeFevre reported that the team has not met; Najiba will follow up
- Recruiting Team – Giovanni Pasotto
 - Giovanni met with Trevor & Najiba and determined that Trevor would focus on domestic recruiting, and the DBC Recruiting Team would focus on international recruiting.
 - Giovanni has contacts in China & Latin America that do international recruiting; he has introduced them to Najiba and they are eager to work with Tabor
 - They will help the team come up with a recruiting strategy
 - Gary suggested we leverage our relationship with CAT to promote Tabor to employees in their international facilities; Sheri had mentioned something similar in last month's call about ADM
 - Giovanni asked that you send him any connection you have to a Tabor alum, even if it's a friend of a friend of a friend.
- Marketing Team – Mike Depauw
 - Mike sent out slides showing the options the team has worked on for branding Tabor (also attached to this email)
 - Differences are in Vision & Purpose, as well as "subtitle"
 - Option 4 is combination of Options 2 & 3
 - We need to decide – what is Tabor's purpose?
 - We need to describe the Tabor student – this will help us target our marketing to them.
 - Becky will work with Mike to send out a survey to collect feedback on the 4 options.

➤ Next full DBC Conference Call: March 12 at 2:00 PM CST