

# MU TABOR SCHOOL OF BUSINESS

## DEAN'S BUSINESS COUNCIL

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

### Agenda:

- Tabor updates – Najiba Benabess
  - I.S. Summit – held February 23-24
    - Prospective students had hands-on experience with virtual reality, programmable cars, and other emerging technologies.
    - *See the attached document for outcomes*
  - Women in Business event – held March 8-9
    - Keynote speakers Shelley Rosen, founder of Luxe Bloom, and Illinois Comptroller Susana Mendoza
    - Industry panel with women employees of CAT
    - Alumni panel with women alumni of Tabor & Millikin
- Team updates
  - Curriculum Team – Ben Andreas
    - Najiba will be reaching out to Ben to find out what his team has been doing and to see if they need any resources from Tabor or the DBC
    - Sheri asked for follow-up on the idea of a career fair that was mentioned on a previous call.
  - Alumni Engagement Team – Doug Shapiro
    - The team held a conference call in February and Doug shared an update with Najiba. *See the attached document for that update.*
    - Trevor recommended that the team connect with Alyse Knust in the Alumni & Development office ([aknust@millikin.edu](mailto:aknust@millikin.edu))
    - A comment was made that many Alumni systems track the level of engagement. How do we engage those who have a low level of engagement now?

- A question was raised about the possible alumni event at the Roth family winery. Najiba will follow up with Doug.
- DBC on campus meeting
  - April 26-28
  - A tentative agenda and an information form were sent out by Becky on March 8. Please return the information form by April 13.
  - Suggestions for business meeting agenda:
    - Team reports – main projects to move forward
    - Alumni groups
    - Tabor updates from Najiba
  - Full agenda will be sent closer to the meeting date.

No conference call in April. See you on campus!

# IS and Emerging Technology Summit

## Outcomes Report 2/26/18

### Goals: (1/1/18)

- To be used as a recruiting function, additional touchpoint for Tabor School of Business perspective Information Systems students as well as Business Undecided students
- 40 prospective students in attendance with 20 continuing to engage with tabor students and staff beyond the event
- 10 current students and 10 alumni participating from the IS major will assist in the event as a mentor/expert/panelist/workshop assistant

### Attendance:

Prospective student *interest*: 23 students (freshman through seniors)

Prospective student *attendance*: 19 students (11 hosted overnight; 11 Sr., 2Jr., 3So., 3Fr.)

Current student attendance: 10

Alumni participation: 9 alumni (paneled discussion and two presentations)

### Marketing:

5 local school visits

1200 emails

500 text messages, 200 phone calls

500 personalized postcards

email communication with Illinois computer teachers and guidance counselors

800 letters to high school teachers with event vouchers

### How did they hear about us? What made them attend?

Personal Call/Text: 3

Social Media: 2

HS Teacher/Counselor: 13

Postcard Mailer: 3

School Visit/Presentation: 6

Friends Referral: 2

### Prospective student Feedback:

-80% of respondents liked the length or wanted a longer experience

-Attendees like being able to communicate with alumni/professionals

-Attendees like the overnight components and the hands-on activities (VR, ProBot, eGaming)

-100% of respondents would attend again and recommend this experience to a friend

-Average satisfaction 4.5 on a 5-point scale, highest value being excellent

-88% of respondents want to see more next time: *coding, programming, raspberry Pi's, more current project presentations, more time to sleep*

### Summit Expenses: \$925.00

Marketing - \$210.00

Food - \$385.00(Friday Catering) \$80.00(Snacks and Breakfast)

Postage: \$230.00

Printing: \$20.00

### Outcomes:

(9) High School seniors in attendance are continuing in the Millikin enrollment process

(5) High School seniors in attendance were new to the recruitment process altogether



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