

TABOR SCHOOL OF BUSINESS

DEAN'S BUSINESS COUNCIL

April 28, 2018

Dean's View

Dean Benabess shared updates on the Tabor School of Business (see included slides). She noted that in September she could not put the Tabor mission into 2 words (as requested by Mike Depauw). After much thought, she has decided on Tabor's 2 words:

Create value

Center for Entrepreneurship

Director Julie Shields shared updates from the Center for Entrepreneurship. In addition to the information in the included slides, she shared that Millikin currently has 16 entrepreneurship fellows in 13 disciplines across campus.

Enrollment Management

Dean's Assistant for Enrollment Management Trevor May shared updates on what Tabor has been doing to attract & recruit new students (included in slides).

Team Updates

Going into the team updates, Chair Sheri Eichelberger encouraged the council to interact, ask questions, and give input to help the teams. She also asked teams to address ways they are creating action steps, think about a time line, and ask for any resources that would be helpful in moving things forward.

Curriculum Team – Bob Swartz, Jamie Rockhold, Nikki Garry

Mission: to provide the best targeted curriculum and Skill Development to prepare the students at Tabor for their future careers.

- Past curriculum retool – don't want to repeat mistakes or challenges; build off of that info; speak with faculty involved in that process (Becky & Najiba will arrange a meeting)
- Look at peer curricula – identify schools, look at their programs, what are they doing? What sets MU apart?
- Create surveys to understand the market
 - o Employers – use existing networks, DBC, alumni, career center, internship partners
 - Trevor suggested using Mark Munoz's network if there is a scope or target audience

- Tabor alum – 1-3 years, 10-15 years (transitioning to management/leadership positions, new careers)
 - What was most valuable?
 - What do you wish you had learned?
- Finance major – demand, faculty capacity, peer school programs (can include this in survey too)
- Accounting – how to get 150 hours in 4 years to sit for CPA exam – have pathways created
- Review courses – for certifications in other fields in addition to AC
- Certifications – in all fields (like Google in DMM courses)

Najiba – curriculum team is finding gaps, not deciding what courses are offered; help us make sure students are well-prepared.

We are partnering with U of I Master of Accountancy program to provide juniors with internships & go on to do Masters program & leverage their pipeline to big 4 public accounting companies.

Bob Smith suggested we have a faculty representative on Curriculum Team

Giovanni – ask about international experiences while on campus

Melida – her college has course where students learn skills to be a global citizen; take a bit of money from international student tuition to use for domestic students 2-week international program – language plus another subject, faculty go with, do service work

Program Advisory Committee – industry professionals from each area – what do you need us to teach them so you don't have to?

Najiba – possible cooperation with MDEA (mostly middle market businesses)

Trevor – NACE (National Association of Colleges & Employers) – career & readiness map (bring Pam Folger, Director of Career Center into conversation)

Najiba – 2nd language & study abroad – this summer we are working on IB major – we can include these requirements here, working with Modern Language department, they have some limitations; suggested to focus on travel experience first

Julie – finances is always the obstacle – most students are interested in study abroad

Giovanni – do “international” domestically? Context instead of travel – students could have an “international” experience by working with a global company or learning about cultures or working with international students.

Trevor – PAC (see above) crossed with summits

Alumni Engagement Team – Kevin Stocks, Ed LeFevre, Sheri Eichelberger

Mission: to develop a framework for, actively participate in and guide the TSB in alumni engagement activities that support the DBC objectives.

How to leverage alums to help recruit new students, to place into jobs, to help raise funds for Tabor

Actions – how do we connect the Tabor community? - looking for input! Quality vs. quantity

- Elyse Knust in A&D – what info is available for engaging alumni in addition to individual pockets of acquaintances
- How & what would be valuable event to host recruiting, placement, mentoring of students & young alumni?
 - o Mentoring – while deciding to come, attending classes, and going into workforce

Highest compliment an alum can give is that they want to hire a student; encourage alums to hire a Tabor student – different way to give back

Alternative to career fair for students; database of alums - allows students to look up alums in certain fields & cities – email & phone, student can reach out, alum can connect with graduating seniors

Bob Smith's grad school – dean emailed asking if he would be part of a project – student connects, asks questions, writes paper about the alum

Does alum database already exist? Trevor – Alumni Business Network – exists but never got pushed out or owned; Elyse will know about it, needs to be updated

Sheri – find people you already have a connection with from past experience; depending on stage of life, may not be able to donate financially, but could get engaged this way. When they give time, they will be more tied in, will continue to increase engagement.

Sharon – get admissions involved for alum's children; talk to Lori Kerans in A&D, too.

Sheri – alumni should be able to pick up the phone and ask for a VIP experience on campus for their relative or friend's child visiting

Mike – role of parents in decision-making process – alumni with parents; two teams work together

Trevor – ask A&D about legacy scholarship – typically used at the back end, maybe should be talked about early to generate interest – maybe we can communicate that to our alumni; example of good campus visit – student & parents came from SC, transfer student, took them to Bob Smith's office; great follow-up with parents, interested & engaged. How do we get other alumni involved in that? (doesn't have to be Decatur)

Bob – meeting with alumni can help overcome bad image of Decatur

Sheri – if we know alumni will be coming through town, we can leverage that.

[Recruiting Team – Giovanni Pasotto, Jim Neff, David Roth](#)

Mission: to develop, adopt and implement domestic and international students' recruitment events and programs that support the overall mission of the Tabor School of Business.

Trevor is doing an incredible job with domestic recruitment – there is a strategy, plan, vision

DBC Team is focusing on international recruitment – unpredictable

Melida Renkwitz has helped see a broader picture of Millikin

Need to think strategically, have a sustainable plan; current international recruiting efforts may be too casual; need to think about the welcoming process on campus

Are we ready for international students to come to campus?

Think different – Home stay? Need to think differently across campus – bottom to top

For certain cultures, “too American” could be a turn-off.

Do we have people on campus who speak my language in case I have problems?

Find people across campus who speak other languages – include note in admissions info in their language.

Whole system has to work together seamlessly to make it easier on international students (shouldn't take 4 days to mail an international letter).

Goal is to bring 4-year students who then become ambassadors of MU.

We need to build this system – find who needs to be part.

Gary – program to teach students about our area as part of orientation

Within Tabor – there should be a place they can go for any needs (liaison) who won't pass them around to other offices.

Faculty need to be ready to help international students.

Giovanni had a “host family” in town when he attended Millikin – dinners, events, etc.

Trevor – partnership w/Dennis Lab School families; could build home-stay program with Sister Cities program

Melida – suggests we involve local authorities that these students will be here; get the community involved

Bob – French students; you can’t set up programs and expect them to just work – have to actually make the connection; may need to help students break out of their “clique”

Mike – how much do we need to scale this? If 5% of admitted students are international, is it a good use of resources putting all these systems into place?

Najiba – the Central IL market is saturated, therefore cannot give us much return. International demand for an American degree, there is more potential.

Bob – PSB students came here because they got a Bachelor’s Degree – we need to find and fill a need.

Julie – this group could help CIE focus its efforts on behalf of Tabor

Trevor – When students are looking at colleges, they look at international reach – international programs bring validity to schools.

We need to give a specific recruiting goal for international students.

[Marketing team – Mike Depauw, Gary Hendrickson, Bob Smith](#)

Mission: to evaluate the brand-(the core promise) as well as the branding (how we communicate and engage prospects and students).

Meeting with admissions & marketing teams – their focus is MU – performance learning

Thanks for feedback on branding but we pivoted that focus (see included slide)

Find people on DBC to put pressure on admission & marketing team, make clear with administrators what our goals are

Najiba’s 2 words will help focus marketing effort

Trevor will use these items for messaging, to help focus MU messages too

Try to understand who we’re talking to; not sure where parents are in the flow? How to get communication to prospects earlier

2 possible students –

- Affluent, 2nd or 3rd gen college student
 - o Entrepreneurial, startup mentality, flexible, etc.
 - o Pressure from parents or society
 - o Through PL – entrepreneurial approach to business
 - o Explore innovation
 - o Target programs – incubator, BPA,
- 1st gen college student, rural or inner city
 - o To get a good job
 - o Affordability, community college, practicality
 - o Through PL – applicable skills, real-world, opening doors
 - o Target programs – forums, IS events

Understand how our MMR & Admissions is communicating & when

Ask to shift things to Tabor

Mapping all communications, events, on calendar to create communication map.

DBC Next steps:

May 21 conference call, 2 PM CST – each team will come back with fine-tuned action plan and will get feedback from Najiba

Najiba & staff will look for proposed dates for fall meeting, bring back suggestions.