

TABOR SCHOOL OF BUSINESS

DEAN'S BUSINESS COUNCIL

Notes of Inaugural meeting Sept 21-22, 2017 1:30 PM to 5 PM

The dean of the TSB presented to the members the following:

1. Why the DBC? And what is her vision and mission of this council.
2. An overview of the TSB and enrollment data.
3. SCOT analysis of the TSB.
4. Opportunity to grow Tabor by developing Business Partnerships nationally and internationally.

The Power Point Presentation is enclosed for your convenience.

Below are some notes from the discussion the members had after the presentation:

Tabor School of Business Mission:

Preparing students to become tomorrow's Business leaders.

How?

Students perform and compete early and often to build the confidence to succeed and lead.

Why Tabor School of Business?

- Small class size- more attention and support.
- Strong relationship between students and faculty
- Small university- less intimidating environment
- Well-rounded education- liberal arts education
- Creative thinking, and doing while learning experience
- Working with real clients to solve real problems, locally nationally and internationally.
- Students Run ventures

Objectives:

- Improve the visibility of the Tabor School of Business
- Promote Business fields and expand the awareness of Business careers.
- Increase the number of students enrollments (first time freshmen, transfers, and international and non-traditional students)
- Develop Business Partnerships with local, national and international businesses.
- Improve student's retention rate from freshmen to sophomore, and from sophomore to Junior.

- Offer new programs: Finance; Human Resources; Health Administration
- Develop articulation agreements with community colleges in central Illinois.

Challenges:

- Shared Admissions is only focused on the race to 500 new students versus allocation or established goals/quota by College
- Admissions Counselors may not be well versed on attributes accomplishments /benefits of TSB education and degree(s)
- TSB is not the Board of Trustees priority and is lacking momentum currently.
- No clear “Brand” (distinctive identity) for Tabor School of Business. Need simple but impactful!
- A TSB “Brand” needs to be highlighted, showcased, and more widely communicated

More topics/ideas discussed:

- Develop TSB “Brand” , Logo, Mantra
- More aggressively market TSB, scholarships, alum engagement/networking, MBA program, etc.
- Strength – Leverage Alumni successes more...How?
- Create and leverage more corporate partnerships – collaboration, consulting, proof of concept labs, internships...
- Change/Expand/Increase faculty, student, alum participation in recruitment process from “interest” to “application” to “enrollment” to “graduation”...
- Web and Mobile MU app -- Update TSB components (generate energy and excitement.....”WHY TSB!!”
- Strengthen and create meaningful relationships between TSB faculty/staff, students and Alumni
- Leverage MU Alumni organizations, e.g. Chicago, St Louis, Others? Engage the business students in a program/event with these organizations versus the typical default of a MU theater/music performance
- Leverage the positive stats regarding “Graduate First Destination” reports with prospective students and Freshman (for retention)
- Broadcast/highlight success of students, alums, faculty

Challenges to be addressed:

1. Elevate the reputation of TSB?
2. Leverage alumni’s successes to elevate the visibility of TSB?
3. Develop programs to increase alumni engagement with TSB?

Thank you very much for your time reading the notes.

I look forward to continuing our conversations and discussions.

Najiba and Sheri.