

TABOR SCHOOL OF BUSINESS

DEAN'S BUSINESS COUNCIL

Notes from conference call on October 9th, 2017 at 2:00 PM central time.

- Tabor Homecoming Networking event – went well, would like more alumni & students to be involved next year. Suggestions included more publicity, personal invitations, and phone calls, and “champions” to personally engage in communication.
- Questions that were raised:
 - Do we want to improve marketing what we have?
 - Do we want to improve/change programs/curriculum/majors that are available?
 - Develop areas that would attract more students?
- Develop “task forces” within DBC to work on 4 areas:
 - Alumni actions & involvement (Team Lead: Doug Shapiro)
 - Marketing TSB (Team Lead: Mike Depauw)
 - Meaningful curriculum and programs (Team Lead: Ben Andreas)
 - Recruiting new students (Team Lead: Giovanni Pasotto)
- Tabor Advisory Council (students) will be surveying current Tabor students to help improve retention.
 - DBC members would like to join in those meetings when possible
- Some suggestions to recruit more students:
 - DBC members meet with prospective students on campus for Visit Days.
 - DBC members to call prospective students and/or their parents. Skype, etc
 - Recruiting sessions in other locations (Chicago, St. Louis, etc.) with local alumni
 - Team leads: develop your mission by Oct. 23rd – conference call with Team Leads, Sheri, Nikki, Najiba

Next full DBC Conference Call: November 13 at 2:00 PM CST