

MU TABOR SCHOOL OF BUSINESS

DEAN'S BUSINESS COUNCIL

Notes from Zoom meeting on October 18, 2021 at 2:00 PM central time.

DBC members present: Nico Amoroso, Jamie Gray, Louis Javois, Trevor May, Bob Swartz, Dave Weatherford

Tabor faculty/staff present: RJ Podeschi, Becky Stubblefield

Absent: Dena Arendt, Tony Douglass, Deb Youssef

Meeting recording may be viewed at the link below. The time stamp of when each topic begins in the recording is noted in the minutes:

<https://millikin.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=25f13dd7-ac71-4327-9a27-adc5014fb75a>

- Millikin/Tabor Updates – RJ Podeschi (0:27)
 - Tabor Investment Portfolio has grown to over \$500K from an original investment of \$100K ten years ago.
 - Millikin's Center for Entrepreneurship is a finalist for the USASBE Model Program Award. Winner to be named at the annual conference in January 2022.
 - In final stages of dual degree agreement with a second school in Paris, France. We will be the only university in the United States with this partnership. We will be accepting students from their institution starting in the Fall of 2022. Also exploring dual degree options with their master's program and our MBA program.
 - After this call, RJ will share with the DBC current enrollment numbers and initiatives that we are working on with university marketing team for next year.
 - January MBA program is looking strong.

- Organizational Leadership (OL) major – primarily intended as degree completion for working adults. We are working on repositioning OL to be a low-residency program – mostly online, with on-campus sessions a few times per semester.
- Exploring this question: How can we meet the needs/fill the skills gap of the existing workforce in Decatur/Macon County?
 - EDC of Decatur is applying for a grant for training funds; we have indicated interest in being a provider.
- New majors in the works –
 - Business Communication will consist of communication courses with a strong business emphasis (based on feedback from graduates).
 - Agriculture communication/marketing/business – prepares students to go into areas of sales, commodities, merchandising, etc. in relation to agriculture/agribusiness (based on observed need in local ag partnerships, RCC students looking for 4-year degree after getting an associates in agriculture, etc; fill the need for small school in ag space)
- Council Survey – Jamie Gray (17:51)
 - Jamie will be reaching out to current and past DBC members to get feedback on what it means to be a DBC member so we can better promote and recruit for future members. Looking for feedback about time commitment, work being done, etc.
- Marketing Team Report (20:28)
 - Before Najiba left, team was working on Tabor Society as a way to track alumni engagement & giving and provide rewards to alumni.
 - Many of the ideas were things that Millikin was already doing but weren't marketed well.
 - Next step is to work directly with Alumni & Development to further develop these ideas. Think of DBC as an extension of the team!
- Co-Op Team Report (28:31)
 - Louis' presentation attached to minutes email.
 - The team has reached out to 16 co-op programs; 8 have responded. Gabe Soria, Graduate Assistant, has been helpful in coordinating & transcribing meetings.
 - The schools they have talked to have also offered to connect the team with other schools that they know do this well.

- RJ recommended the team also look at schools in the CCIW conference.
- Looking at Accounting major for a pilot program – accounting firms need focused help in the spring tax season.
- Wrap-Up and Next Steps (39:14)
 - Next meeting: November 8
 - Co-op team follow-up meeting is set for next Friday
 - RJ will connect Marketing team with Alumni & Development for a follow-up meeting
 - RJ noted that the Millikin Marketing team would like alumni spotlights that they can then use for targeted marketing to prospective students. If you are interested in participating, and/or know other alumni who would be interested, please reach out to RJ.
 - Becky noted that Wednesday, October 20 is RJ's birthday! Happy birthday RJ!

Next call: Monday, November 8, 2021 at 2:00 PM CST via Zoom