

**BOARD OF ADVISORS MINUTES  
USI COLLEGE OF BUSINESS  
BUSINESS AND ENGINEERING CENTER  
APRIL 13, 2011**

**MEMBERS PRESENT:** David Abbott, Tom Austerman, Alan Brill, Deidra Conner, Mark Cox, Kevin Hammett, Pat Harvey, Dan Hoefling, Teri Hollander Albin, Andy Hubbard, Vicki Hubiak, Kerry Jackson, Doug Joest, Bob Keller, Tom Magan, Jim Muehlbauer, David Papariella, Sharon Sartore, Bill Theby, Lynell Walton, Cheryl Wathen, Mike Weber

**EX-OFFICIO MEMBERS PRESENT:** Mohammed Khayum, Nancy Bizal

**MEMBERS ABSENT:** Vince Bernardin, Don Breivogel, Adrian Brooks, Carl Chapman, Robert DiNardo, J.P. Engelbrecht, Tim Flesch, Mark Freeman, Michael Head, Alan Jones, Alan Julian, Matthew Meadors, Allen Mounts, Donald Neel, Kent Parker, Al Ritz, Ronald Romain, Dan Schenk, Michelle Schroeder, Kenneth Sendelweck, Michael Sutton, Michael Walsh, Linda White, David Winenger

**FACULTY PRESENT:** Marie Bussing-Burks, Kevin Celuch, Abbas Foroughi, Sandeep Goyal, Janet Johnson, Jeanette Maier-Lytle, Brian McGuire, Chad Milewicz, Sudesh Mujumdar, Les Nunn, Dane Partridge, Carl Saxby, Mary Ann Shifflet, Virginia Weiler

**ADMINISTRATIVE ASSOCIATE PRESENT:** Linda Dillbeck

**WELCOME:** Chair Kerry Jackson

**MINUTES:** The minutes from the November 17, 2010 meeting were approved as distributed.

**MEMBERSHIP:** Chair Kerry Jackson read the names of members who were nominated by the Executive committee and who accepted the nomination for an additional three-year term: Don Breivogel, Adrian Brooks, Pat Harvey, Michael Head, Kerry Jackson, Tom Magan, Jim Muehlbauer, Al Ritz, Dan Schenk, Mike Sutton, Michael Walsh, Cheryl Wathen, Mike Weber, Linda White, David Winenger.

**Jackson** read the names of individuals who were nominated by the Executive committee and who accepted the nomination for a three-year term: Teri Hollander Albin, Kevin Hammett, Dan Hoefling, Andy Hubbard, Vicki Hubiak, Doug Joest, Lynell Walton.

**SELF INTRODUCTIONS:** All present gave their names and the organization they represent. All new members gave short biographical sketches.

**BOA CHAIR'S REMARKS:** Jackson introduced three new meeting initiatives: 90-minute BOA meetings, targeted discussions, and more sent-ahead documents. These are designed to make the meetings tighter. He remarked that over time we will know if these initiatives will produce a membership that is better informed and will produce a robust discussion. He asked for feedback from the floor and by email.

**Small-group Dinners/Breakfasts:** Jackson announced that the Board and the College will continue with small-group dinners and/or breakfasts that include topical discussions; one or two

will be scheduled during the summer. A number of Board members made positive comments about small-group dinners.

**Small-group Gatherings:** Jackson also announced a new initiative; small-group gatherings which could be called “A Talk with the Dean” will take place this summer.

**DEAN’S REMARKS:** Mohammed Khayum presented the College of Business Highlights over the current academic year and also discussed employee engagement statistics. (<http://business.usi.edu/board/meeting-2011-04.aspx>)

**MBA REVIEW UPDATE:** Brian McGuire explained that the Graduate Committee is in the process of an MBA review. Kevin Celuch discussed issues that the MBA review has spawned: He reported it is clear from completing the 2010 MBA Program Review that academic institutions as well as all companies will need to grapple with several important issues in the near future. One of the most important issues is related to the need to better understand how to drive innovation, particularly for services. Without innovative products, services, processes, and business models, companies will be hard pressed to adapt and remain competitive in rapidly changing market conditions. Related issues focus on how to best identify and train innovative individuals and how to reward innovative behavior in organizations that are not currently structured to do so. Perhaps the greatest question relates to how do we collectively find the motivation to “think differently about different ideas” when the ways we currently measure performance are in “acceptable ranges” and yet when we know in our hearts that these indicators do not adequately represent the future.

**BRANDING EVANSVILLE PRELIMINARY FINDINGS AND DISCUSSION:** Faculty members, Dr. Chad Milewicz and Dr. Perry Burnett, presented initial results of an ongoing study of Branding Evansville. The research is part of a study related to managing cities’ brands, the larger study is being done in combination with Dr. Kai Griese, a faculty member at the University of Applied Sciences in Evansville’s sister city, Osnabruck, Germany. The overall goal of the research is to provide guidance of how brand-related planning might have a positive impact on Evansville’s economic and cultural development.

The BOA presentation included results of a recent e-mail survey of board members (32 members responded). The results summarized responses to the question, “What comes to mind when you think of Evansville?” The presentation included a “tag cloud” which visually reported the words used in responses to this question and an analysis of how the verbiage represented Evansville’s “Brand Personality.” Evansville was seen as Sincere (wholesome, friendly, family-oriented, nostalgic, and down-to-earth), Conventional (out-of-step, limited thinking, old fashioned, but spirited about sports), and Competent (intelligent, reliable, but struggling). The next steps in the research are to test if other constituent groups have similar brand images of Evansville, identify what institutions and traditions influence Evansville’s brand image, and then complete a report on the future brand-related strategic planning for the city.

**NEXT STEPS:** The fall 2011 meeting will be Wednesday, November 2, 2011 at 8:00 a.m. with breakfast at 7:30 a.m. in the USI Business and Engineering Center’s Romain Board Room.

**ADJOURNED:** The meeting adjourned at 9:30 a.m.