

BOARD OF ADVISORS MINUTES
USI COLLEGE OF BUSINESS
BUSINESS AND ENGINEERING CENTER ROMAIN BOARD ROOM
April 26, 2012

MEMBERS PRESENT: David Abbott, Tom Austerman, Don Breivogel, Alan Brill, Kathy Briscoe, Deidra Conner, Mark Cox, Robert DiNardo, J.P. Engelbrecht, Mark Freeman, Kevin Hammett, Michael Head, Teri Hollander Albin, Andy Hubbard, Kerry Jackson, Doug Joest, Alan Jones, Tom Magan, Matthew Meadors, Ronald Romain, Sharon Sartore, Steve Schmitt, Kenneth Sendelweck, Ward Shaw, Bill Theby

EMERTI MEMBERS PRESENT: Jim McKinney, Allen Mounts

EX-OFFICIO MEMBERS PRESENT: Nancy Bizal, Mohammed Khayum, Dave Smith

MEMBERS ABSENT: Adrian Brooks, Carl Chapman, Pat Harvey, Dan Hoefling, Vicki Hubiak, Alan Julian, Bob Keller, Jim Muehlbauer, Donald Neel, David Papariella, Kent Parker, Al Ritz, Michelle Schroeder, Dan Schenk, Mike Sutton, Michael Walsh, Lynell Walton, Cheryl Wathen, Mike Weber, Linda White, David Winenger

BUSINESS FACULTY PRESENT: Tim Bryan, Jason Fertig, Sandeep Goyal, Brian McGuire, Chad Milewicz, Les Nunn, Laci Rogers, Dane Partridge, Jamie Seitz, Kenneth Shemroske.

ENGINEERING FACULTY PRESENT: Zane Mitchell

ADMINISTRATIVE ASSOCIATE PRESENT: Linda Dillbeck

STUDENT GUESTS: Brian Anslinger, Constance Barker, Evan Burkhart, Adam Kaps, Joey Dumas, Jackie Henderson, Aaron Joust, Sarah Krampe, Alissa Piekarski, Jordan Reese, Alissa Martin, Adam Rasche, Matt Shaw, Chelsea Schmidt, Krystal Schmitt, and Kayley Weinkauf

WELCOME: Chair **Kerry Jackson** opened the meeting.

MINUTES: The minutes from the November 2, 2011 meeting were **APPROVED** as distributed.

BOA CHAIR'S REMARKS:

Election Results: **Jackson** recognized the 2012-1014 Chair **Bill Theby** and announced the electronic election results: Chair-elect **Bob Keller**; the newest members of the Board of Advisors **Kathy Briscoe**, **Steve Schmitt**, and **Ward Shaw** who each gave a brief self-introduction; and renewal members **Tom Austerman**, **Alan Brill**, **Carl Chapman**, **Mark Cox**, **Robert DiNardo**, **J. P. Engelbrecht**, **Bob Keller**, **Mark Freeman**, **Dave Papariella**, **Kent Parker**, **Ron Romain**, **Sharon Sartore**, and **Bill Theby**. **Jackson** added that we are very fortunate to have such talent in our community to work together.

Emeriti Members: **Jackson** recognized the newly added Emeriti membership and the first recipients of the honor: **Jim McKinney** and **Allen Mounts**. **McKinney** said he is now retired and will be relocating to New Jersey where his wife works with Bristol-Myers Squibb. **Mounts** said he was retired for a very short time but has re-entered the workforce and has taken a position with the city's Water & Sewage Department.

Small-group Dinners: **Jackson** discussed the latest small-group dinner. **Laci Rogers** opened the topic of "Mentoring: Rising Stars or Rescue Cases." The discussion was immediately robust. These small groups highlight the importance of interaction and understanding between faculty and the BOA members.

Bill Theby and **Doug Joest** agreed the discussion **Rogers** led that evening was a wonderful experience and encouraged all members to take advantage of this opportunity to take part in these valuable discussions.

Talk with the Dean: These discussions provide the opportunity for members to learn about what is going on in the College and for **Mohammed Khayum** to share with the members new ideas and developments including topics that promote and provide student learning activities and projects (for example, a potential opportunity to provide business skills to the private practice segment of the medical community) and to provide an intimate environment for questions and answers. These discussions were formed to bring new members up to date and have expanded to include existing members. **Jackson** encouraged all members to take advantage of this opportunity.

DEAN'S REMARKS:

Khayum reported that the College has been very busy with student projects and competitions this past semester.

John Maxwell Leadership Program: **Jason Fertig** reported the College offered the John Maxwell Leadership Series to students, faculty, and staff. **Brian Anslinger, Aaron Foust, Michelle Muse, Alissa Piekarski, Jordan Reese** and **Matthew Shaw** shared what they received from the experience.

- **Muse** (Freshman) wanted to learn about leadership before working. She found the experience extraordinary and beneficial.
- **Reese** (Senior) learned how to lead from different directions and areas which help with how to problem solve.
- **Foust** (Junior) noted most students want to graduate and get a job. After the program he now knows he not only wants a job but wants to contribute and to lead in that position.
- **Piekarski** (Junior) was intrigued by Chris Fuller, the keynote speaker. Through the series. she gained confidence when working on team projects.
- **Shaw** (non-traditional) wanted to progress from a truck-driving to a professional environment; from this series. he learned the value of professionalism, i.e., to address people appropriately (not “Hey Dude”).
- **Anslinger** (non-traditional) came into the program with leadership experience; the program confirmed what he knew and offered new ideas.

Fertig reported the books used in the program were 360 Degree Leadership and Winning with People, two of the many John Maxwell has written on leadership. **Engelbrecht** and **Jackson** both expressed how interesting this was and good that something like this was offered. **Khayum** explained the program template needed to be changed for the USI Maxwell Series due to the time constraints of college students; this is the first time the John Maxwell Group has offered the program in a college environment. We plan to offer this program annually. He noted student engagement is a challenge which the College continually works to improve.

Self Introductions: **Khayum** asked for self-introductions around the room.

International Case Team: **Laci Rogers** and **Jaime Seitz** discussed their experience of taking students to Canada for the case team competition. The students agreed that working closely with different disciplines really was an enriching learning experience. They were also able to network with business contacts and that was a win-win. This experience allowed students to put their education into the real world experience and provided insight into the Canadian business environment—different from that of the United States.

Anchor Industries Ideation and Innovation Competition: **Zane Mitchell**, Chair of Engineering Department, gave an update regarding the Innovation Contest with Anchor Industry. He thanked **Chad Milewicz** for his coordinating role in Phase I and declared the winning design by business students was a WOW factor. Phase II presented some problems with the engineering portion of the project. Engineering students had to re-create the plan and keep the main focus on the winning proposal as presented. He explained the detailed criteria and said it provided great interdisciplinary interaction with students and faculty. The engineering students took the lead then and designed the wind-load frame in one semester. **Mitchell** is looking forward to the preparation program to prepare engineering students to be MBA-ready; plans for the course are in progress.

Evansville Branding Project: **Milewicz** said the project ended with five pairs of personality traits and recommended results. Marketing Club students **Sara Krampe**, **Adam Kaps**, and **Chelsea Schmitt** gave a presentation on the “Branding Evansville” survey results. The Board of Advisors helped this project through taking the survey and through discussions. After reviewing concepts and analyzing the often-used description, “friendly”, the perfect tagline results were “Sincerely yours” or “Driving the Current”. **Alan Brill** suggested the students make additional presentations, such as to Rotary meetings, regarding the research. The average person was not involved in the survey; however, it is a good exercise to show we are not who we think we are but are what others perceive us to be.

Global Business Major: **Khayum** reported the Global Business Major is moving through the curriculum process. He thanked the Board of Advisors members for their suggestions.

IT Alliance Mentoring Program Report: **Dave Smith**, IT Alliance Chair, reported the ITA mentoring program is growing in interest; there were two student applicants in the first year, seven in the second year, and eight in the third year. The students are able to come to the job site for on-the-job experiences. Springleaf mentored one student which led to an internship and finally a position with the company.

Annual Speaker Series: **Khayum** discussed the goal to launch an annual speaker-series, not just for the business school but for the entire community.

BOARD OF ADVISORS CHAIR APPRECIATION: **Khayum** presented **Jackson** with an appreciation plaque for his two years of dedication and leadership as the Chair of the Board of Advisors. During this time, Jackson opened his company and contacts to the benefit of students and faculty. For the benefit of the Board, Jackson was instrumental in changing the meeting times to mornings and limiting the meeting times to 90 minutes and in extending the Small-group Dinners and the “Talk with the Dean” Breakfasts.

NEXT STEPS: **Bill Theby** as the new Chair made the following announcements: May 9th is the next “Breakfast with the Dean,” June 14th is the next Small-group Dinner, and October 23rd is the date for the fall meeting. He suggested instituting alternative ways to interact, such as professors and students touring companies in the area; panel discussions on current business topics such as real estate and banking—the pitfalls and challenges; networking activities for students, faculty, and Board members; and revitalizing the Board committees. He asked for additional suggestions.

COMPLIMENT: **Tom Magan** thanked the students for their presentations and proclaimed them very good work.

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