

SPRING 2013 BOARD OF ADVISORS MINUTES
ROMAIN COLLEGE OF BUSINESS
Business and Engineering Center
ROMAIN BOARD ROOM
Wednesday, April 24, 2013, 8:00-9:30 a.m.

MEMBERS PRESENT: Alan Brill, Kathy Briscoe, Carl Chapman, Deidra Conner, Ray Farabaugh, Kevin Hammett, Teri Hollander Albin, Andy Hubbard, Doug Joest, Bob Keller, James Muehlbauer, David Papariella, Kent Parker, Eric Reffett, John Schroeder, William Theby, David Winenger

MEMBERS ABSENT: Becki Alcorn, Don Breivogel, Adrian Brooks, J.P. Engelbrecht, Mark Freeman, Pat Harvey, Michael Head, Dan Hoefling, Vicki Hubiak, Kerry Jackson, Alan Jones, Matthew Meadors, Jim Muehlbauer, Donald Neel, Al Ritz, Ronald Romain, Dan Schenk, Steve Schmitt, Kenneth Sendelweck, Michael Sutton, Michael Walsh, Lynell Walton, Cheryl Wathen, Mike Weber

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

EX-OFFICIO MEMBERS ABSENT: Becki Alcorn

BUSINESS FACULTY PRESENT: Sandeep Goyal, Ernest Hall, Jane Johansen, Charles Kelly, Brian McGuire, Dane Partridge, Laci Rogers, Jamie Seitz, Kenny Shemroske, Jack Smothers, Francisco Villanueva,

ADMINISTRATIVE ASSOCIATE PRESENT: Linda Dillbeck

GUEST: Julie Brauser

STUDENT GUESTS: Chris Bovard, Thomas Brinson, Lauren Perigo, Andrew Poynter, Linzee Smiley, Stacy Warford

WELCOME: **Bill Theby** opened the meeting.

APPROVAL OF FALL 2012 MINUTES: The minutes from the Fall 2012 meeting were approved as distributed.

MEMBERSHIP ELECTIONS: **Theby** announced the following members have been elected by electronic vote for an additional three-year term: **David Abbott, Deidra Conner, Alan Jones, Don Neel, Michelle Schroeder, Ken Sendelweck,**

Theby welcomed and introduced the following new members to the Board of Advisors.
Ray Farabaugh-Owner and President, D-Patrick
Eric Reffett-VP of Finance and Administration, Flanders
John Schroeder-VP of Drivetrain Manufacturing, Jasper Engines gave short bios.

SELF INTRODUCTIONS: All present introduced themselves; new members gave short biographical sketches.

DEAN'S REPORT:

Romain College of Business: Mohammed Khayum began by saying an important development took place on April 4: the College became the **Romain College of Business**. **Connie and Ron Romains'** gift to the College is a lead gift for the \$50 million University capital campaign which the Romains are chairing. This gift to the College represents a fundamental shift in part driven by Ron—high quality is the mark of his business. **Romain** made this grand statement: "I want this College to be one of the best business schools in the nation." Quality translates into the following: 1. Providing what employers want—quick transition from student to professional, able to add value from day one. That is our challenge. 2. Leveraging our contributions to the community. 3. Elevating expectations of our programs—making us a destination business school.

T. Boone Pickens Conversation: The **Romain's** have requested that part of their gift be used to establish a high-quality speakers' series every 12 to 18 months. T. Boone Pickens was the first.

AACSB Update: **Khayum** thanked **Bill Theby** and **Kevin Hammett** for participating in the dinner discussion with the AACSB Visitation Team. He announced that the official letter is expected in mid May. The impression is we were validated in all but two areas and most likely will be requested to submit additional reports on those areas.

Investment Accounting Track: An Investment Accounting Track will be launched in Fall 2013 on the following premises: 1. Alternative investments are becoming more diverse and are moving into the retail segment, 2. New regulation are being issued, 3. Greater transparency in alternative investments is being demanded. Accounting for those things has not been part of undergraduate business schools' curriculum; this is an opportunity for us. We will see how quickly we can move into this. Innovation and boldly moving forward are part of the **Romain's** United Companies' legacy, and we are endeavoring to reflect those attributes.

International Case Team: Case Team Coach **Laci Rogers** introduced her co-coach, **Jamie Seitz**, and reported on the wonderful experience this provides students. In addition to the Royal Rhodes case competition in Victoria this year, a team went to the Mulson Case Competition in Montreal. **Rogers** announced the formation of an extracurricular club with the primary purpose of preparing students for case competitions. Some of the competitors have case-preparation classes. **Rogers** discussed the considerable student time commitment and practice sessions that are required. Students **Stacy Warford** and **Thomas Brinson** gave short reviews of their value of the case-team experiences.

Marketing Club/Sales Competition: **Linzee Smiley** reported the USI team placed in the top 50 and has been invited back for next year. She noted most of the competing schools have big sales programs while USI has one course. **Smiley** participated in real-live interviews and had offers.

AITP Conference and Competition: **Kenny Shemroske** noted the value in experiential learning and the involvement in real business problems. Sixty-three schools attended bringing 600-plus students. USI students placed well in the Office Solution Competition: First place went to **Andrew Poynter** and **Chris Bovard** and honorable mention went to **Aelinor Conaway** and **Elizabeth Karbar** and to **Joseph Faith** and **Randall McGrew**. Sixteen out of eighty students passed the National IT Certification exam; five of those were USI students: **Poynter** (placed third earning the George Egert Award), **Bovard**, **McGrew**, **Jaimie Stutsman**, and **Jeff VanHorst**.

CIS major **Bovard** spoke of his pride in being part of the AITP Student Chapter and the opportunity to represent USI. AITP Vice President **Warford** spoke of promoting AITP on campus and of the web portfolio project the club has undertaken. It is in the Beta testing stage now. The organization hopes to open it to the College and long rang to the campus.

Shemroske announced senior **Poynter** was not able to attend this meeting because he was in San Antonio interviewing at USAA, the result of the career fair at the conference.

IT Alliance: Chair **David Smith** thanked the College for the opportunity he, **Terry Clements**, and **Mike Neeley** had to meet with AACSB Visitation Team.

He announced that goals were established for the ITA's sub committees: Grow the Mentoring Program—pairs grew from seven to eight; Endow the ITA Scholarship and add one more company-sponsored scholarship (Keller Schroeder, Atlas World Group, Shoe Carnival, and now Old National Bank); have at least four class speakers; and introduce a pilot program for faculty and industry engagements (three pairs have been established).

Abbey Foroughi complimented the ITA and said the Alliance makes the CIS and CS programs better.

Dane Partridge remarked the competitions validate the good things about the program and noted the participants are the “cream of the crop.” He asked how can we elevate the average students. However, it was noted that some competition team members are not the ones with the highest GPAs

Internship and Co-op Report: **Julie Brauser** referred to the CIS/CS internship report in the meeting packet and thanked those companies which offer internships and asked others to considering offering internships. **Khayum** added that parents of prospective students inquire about internship opportunities.

Future of Higher Education: **Khayum** mused where will higher education be in ten years:
1. It is highly likely many universities will be nonexistent because of a number of disruptive forces.
2. When disruptions apply, new entities learn to out-compete. For us, it is on-line education. He requested insight from the BOA on related questions: What are the options? Is a degree still relevant? Who are our future competitors? What will employers want and be willing to do? For-profit on-line organizations are competing with traditional colleges like ours. How quickly can we replicate that capacity?

BOA CHAIR'S REPORT AND NEXT STEPS: **Bill Theby** responded by saying students' moving away from home and being on their own is a going-away-to-college value.

Small-Group Dinners: The April 2 Small-Group Dinner topic leader was **Ernie Hall**, Director of the MBA Program; his topic was "What's Up with the MBA." **Theby** asked for faculty response to the dinners. **Hall** said it was like a gang interview; the benefit is exposure to the business community perceptions—unfiltered and spontaneous. **Laci Rogers** reported her research interests, mentoring relationships, was well received, she learned about members' first-hand experiences and has had follow-up after being the topic leader at one of the dinners. **Kenny Shemroske** reflected the discussion showed academic theory and business actuality are not always the same and all businesses are not using social networking. **Jack Smothers** found it helpful regarding his research interest: how does a leader create a culture of innovation. **Francisco Villanueva** found the environment friendly and appreciated the opportunity to hear what businesses are doing.

Alan Brill encouraged BOA members to take part in the Small-Group Dinners. **Theby** announced the next dinner will be in June.

Talk with the Dean: The next Talk with the Dean will be May 14. He encouraged members to accept when the invitation comes.

Fall 2013 Meeting: The Fall Meeting will be in early November.

Ideas for Additional Involvement Survey: **Theby** thanked the 27 respondents and reported that over all the message is BOA members want more involvement. These additional engagements will be initiated:

Third Meeting in January or February to bridge the long gap between the Fall and Spring meetings and will be topic centered.

Tours of Businesses in September and October for faculty and maybe students.

Social Reception for RCOB and BOA: **Ward Shaw**, General Manager of the casino, has volunteered space, etc.

Panel Discussion for classes.

Executive Briefings for individual BOA members to talk with faculty about their businesses.

Beta Testing Request: **Khayum** asked for feedback regarding the innovation students have developed in Smother's class. He noted our students are good at innovation and now need Beta testing avenues. Is the BOA willing to advise in the prototype phase?

ADJOURNMENT: **Theby** thanked all for attending and adjourned the meeting at 9:30 a.m.

