

MU TABOR SCHOOL OF BUSINESS

DEAN'S BUSINESS COUNCIL

Notes from Zoom meeting on January 11, 2021 at 2:00 PM central time.

DBC members present: Nico Amoroso, Dena Arendt, Tony Douglass, Jamie Gray, Louis Javois, Amber Kaylor, Trevor May, Zane Peterson, Kevin Stocks, Bob Swartz, David Weatherford, Craig Witt

Tabor faculty/staff present: Becky Stubblefield, Elizabeth Wolpert

Absent: Wayne Dunning, Sheri Eichelberger, Bob Smith, Deb Youssef

Welcome

- Chair Dave Weatherford welcomed the Council to the meeting.
 - Dean Benabess was unable to join the meeting due to a scheduling conflict but sent a video greeting that the Council viewed during the meeting.

Team Breakout Rooms

- The teams split into breakout rooms for 25 minutes to discuss their ideas and priorities for the spring semester. Dave asked the teams to record all ideas, but to specifically think about items that have a positive impact in the spring term.
- **Marketing**
 - Mission: Market and advertise Tabor by leveraging alumni
 - Set framework/processes
 - Flip the marketing funnel
 - Longer-term vision
 - Team Members:
 - Jamie Gray
 - Amber Kaylor
 - Bob Smith
 - Craig Witt
 - Deb Youssef
- **Recruiting**
 - Mission: Recruit prospective students

- Host Tabor events/admission events
 - Join virtual admission visits
 - Send letters/videos to prospective students
 - Short-term actions (spring semester)
- Team Members:
 - Nico Amoroso
 - Dena Arendt
 - Tony Douglass
 - Sheri Eichelberger
 - Zane Peterson
- **Current Student Experience**
 - Mission: Enrich current student experience.
 - Build a mentorship program.
 - Regular Zoom meetings between students and DBC members and/or other alumni on specific topics and Q & A.
 - Integrate senior year with industry; build relationships with companies; clear path to full time positions.
 - Alumni mentor students through the TPAC checklist.
 - Shadow program: have a student shadowing with an alum in a company.
 - Mentor by discipline/industry.
 - Team Members:
 - Wayne Dunning
 - Louis Javois
 - Trevor May
 - Kevin Stocks
 - Bob Swartz

Team Readouts

- Each team had 5 minutes to report their top ideas that they would like to pursue.
 - Marketing Team
 - Frame the value proposition of “Why Millikin?”
 - Utilize platforms that already exist – primarily YouTube
 - Capture data that already exists on prospective students, reach out via text, send to YouTube, use videos to convey that value proposition (Zoom interviews, alumni testimonials, employer testimonials, etc.)

- Reach out to groups – traditional students, adult students
- Partnerships with employers that have tuition assistance programs
- Value is not just about the classes – it's what you do after that.
- Need statistics from Tabor/MU to assist with recruiting & marketing
- What are the key selling propositions for Millikin?
- Recruiting Team
 - Writing letters to prospective students from alumni and/or Dean
 - Offering prerecorded message from alumni and/or Dean – specialized for athletics, major, experience, etc.
 - Messages from Dean would be an appreciated extra touch
 - List from Elizabeth of students they can work on right away
 - What are other schools doing?
 - What is the current recruitment process?
 - SWOT analysis for Millikin?
 - Competitive analysis from Laura Birch (Institutional Research office)
 - Dena & Sheri are working with interior designers on the renovation of the ground floor, which will add to our ability to draw students in.
- Student Experience
 - Alums want to help but don't have a good entry point.
 - What is the mentorship need?
 - Micro-mentoring?
 - Pilot a small mentorship program, single major, 1-2 key supporters
 - What works, what doesn't?
 - Improve existing internship program
 - Leverage DBC network of alumni to support the program
 - Integrate industry with Tabor School
 - Becky will connect the team with the Tabor Internship Coordinator, Travis Bodden.
- Najiba will review the recording of the meeting.
- It was decided AFTER the meeting that Najiba and Dave will meet with each team in the next 2 weeks to further discuss their ideas and priorities. Becky will contact the teams to schedule those meetings.

Next call: Monday, February 8, 2021 at 2:00 PM CST