

MU TABOR SCHOOL OF BUSINESS

DEAN'S BUSINESS COUNCIL

Notes from Zoom meeting on February 8, 2021 at 2:00 PM central time.

Meeting recording may be viewed here: <https://millikin.knowmia.com/B4W7>

DBC members present: Nico Amoroso, Dena Arendt, Tony Douglass, Sheri Eichelberger, Amber Kaylor, Trevor May, Zane Peterson, Kevin Stocks, Bob Swartz, Dave Weatherford, Deb Youssef

Tabor faculty/staff present: Najiba Benabess, Becky Stubblefield

Absent: Wayne Dunning, Jamie Gray, Louis Javois, Craig Witt, Elizabeth Wolpert

Welcome

- Chair Dave Weatherford welcomed the Council to the meeting.
 - Najiba has met with all of the teams, and good work has been going on in the month since our last call.
 - For those who received lists of prospective students from Elizabeth, please keep working on those and contact the students!
 - If you've had an interesting experience with those students, please share with the full Council so we can learn from each other.

Updates from Tabor

- Dean Najiba Benabess welcomed the Council and thanked everyone for their time, then shared some updates from Tabor.
 - Spring 2021 Tabor classes:
 - 35% in person
 - 56% online
 - 9% hybrid
 - (even with in-person classes, faculty are flexible as needed)
 - Two faculty searches

- Assistant/Associate Professor of Marketing
 - Director, Center for Entrepreneurship
 - Both searches finished initial round of interviews; we are now inviting finalists for each position for a second round of interviews to be completed by the end of February.
 - Second interviews typically involve candidates visiting Decatur and the campus for 1-2 days, but we have to do these via Zoom due to the pandemic.
 - All candidates are very well qualified and we are excited to move forward with the process.
- Tony Douglass asked about the status of the Data Analytics course ideas from the fall.
- We have developed the Data Analytics and Business Intelligence track for the MBA program; it was recently approved by the Tabor faculty and now moves on to the Council on Curriculum for their approval. We had help from many people at ADM, area hospitals, and our own I.S. professors in the development of this curriculum.
 - Najiba also mentioned that she had shared information about our academic certificates with Case McGee at ADM but never heard anything back from him.
 - Tony shared that they just hired someone from McKinsey, he will try to connect that person with Najiba.

Millikin Enrollment & Recruiting Processes – VP of Enrollment & Marketing, Sarah Shupenus

- Sarah shared a presentation (attached in email) about the admission process
- We have found that students stay more engaged when we give them multiple touchpoints along the way, such as staggered deadlines for housing, scholarships, etc.
 - We need to focus on yield activities – converting “admitted” students into “deposited” students – so this is a great opportunity for the Council to share their experiences with Tabor.
 - Nico asked if there was a way to track what the DBC does in the system that Millikin currently uses so we can see what is effective and focus on those activities. Sarah said there should be, and she would need to ask our Marketing Director to confirm.

- Najiba noted that she doesn't think Elizabeth has access to track this information. Sarah will look into this.
- This year's numbers are up, but it's important to remember that our numbers suffered last fall due to the pandemic, so we are starting to see some of that bounce back. We are still waiting to see what the fall will bring. Najiba noted that she is comparing Fall 2021 numbers to Fall 2019 for a more accurate depiction of our growth instead of our recovery.
- Deb asked who the top competitors for the business majors were. Sarah said she would have to look into that.
- Trevor noted that the partnership with MeritPages is great – he saw several announcements in his social media feed about students who made the Dean's List. Can we leverage this in other ways to document the journey to Millikin?
- Nico asked Sarah how the DBC can help. What tools can/should we use to help Millikin accomplish its goals?
 - Convert admitted students to deposited students
 - High value for parents to hear from alumni
 - Sarah will think more about this as well.
 - Trevor noted that the DBC has an opportunity to develop frameworks for the larger alumni base to be part of this process. This has to be scale-able in order to make long-term impact.

Next Steps and Closing

- Dave thanked Sarah for joining us, and noted that there will likely be more follow-up questions.
- After some discussions since January, it has been decided that the Marketing & Recruiting teams will be combined to maximize their effectiveness. Jamie will be moving to the Student Experience team to balance the team size a bit.
 - **Marketing/Recruiting Team**
 - Nico Amoroso
 - Deb Youssef
 - Craig Witt
 - Amber Kaylor
 - Dena Arendt
 - Tony Douglass

- Sheri Eichelberger
- Zane Peterson
- **Student Experience Team**
 - Louis Javois
 - Jamie Gray
 - Wayne Dunning
 - Trevor May
 - Kevin Stocks
 - Bob Swartz
- Dave asked each team to send the Council a summary of what they were going to report today since we didn't have enough time. Then Dave, Jamie, and Najiba will regroup later this week.

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