

# MU TABOR SCHOOL OF BUSINESS

## DEAN'S BUSINESS COUNCIL

Notes from Zoom meeting on December 1, 2020 at 2:00 PM central time.

**DBC members present** Nico Amoroso, Tony Dobson, Najiba Benabess, Becky Stubblefield, Elizabeth V

**Absent:** Dena Arendt, Sheri Eichelberger, Amber Kaylor, Zane Peterson, Bob Smith, Kevin Stocks, Bob Swartz, Craig Witt

### Welcome

- ¾ Dean Najiba Benabess and Chair Dave Weatherford welcomed the Council to the meeting.
- ¾ Please let Jamie know if you've had your first onboarding meeting. A friendly reminder that we would like to have these first meetings done by the end of 2020.
- ¾ Jamie Gray led the DBC in a discussion about favorite holiday traditions. In light of the pandemic related cancellations of our in-person meetings, this gives us an opportunity to get to know each other a little better.

### Strategic Direction for Tabor & DBC

- ¾ Dave, Najiba and Jamie worked together to take the sticky notes from the last few meetings and filtered those down to these buckets. These are the priorities that the DBC will be focused on. (See attached document on 2020-2021 Initiatives.)
  - o Marketing
  - o Recruiting
  - o Current student experience
  - o Collecting data - our graduate assistants have already started working on this project! We will keep you informed on the progress.
- ¾ The DBC members discussed these priorities and gave the following feedback:
  - o Regarding the surveys of students & alumni:

- f Surveys are give & take—what are we giving to them in exchange for them giving us information?
- f Aiming for at least 40% return rate; offer incentives suggestion of entering to win an Amazon gift card
- f When constructing the survey, the first answer is often the one that people will choose.
- f This data should help inform the decisions we make and how we move forward with our initiatives.
- o Regarding alumni engagement:
  - f We are using the survey data to build a database to track alumni and match them up with appropriate engagement opportunities, including mentoring students.
  - f A mentor/mentee profile will be useful in properly matching alumni with students.
  - f How can we coach mentors, so that they then become coaches for their mentees?
  - f Use data from the student survey; let them tell us what they are looking for and use that to create a rubric for what we are expecting the mentors to do.
- o Regarding student experience:
  - f Many are concerned about the experience of freshmen this year. How can we engage with them in the spring semester to increase the likelihood of retaining them to their sophomore year?

## Next Steps and Closing

¾ We are asking all of the DBC members to serve on one of the three teams shown in the Initiatives document. To let us know your top 2 choices, please fill out this survey by Thursday, December 10, the 7emg792 r o225792/r/7Yre (9 (P)14.9 Yre (9 (8L0