

# MU TABOR SCHOOL OF BUSINESS

## DEAN'S BUSINESS COUNCIL

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

**DBC members present** Nico Amoroso, Dena Arendt, Tony Douglass, Jamie Gray, Louis Javois, Amber Kaylor, Trevor Maza, Jane Peterson, Kevin Stocks, Bob Smith, David Weatherford, Craig Witt

**Tabor faculty/staff present** Becky Stubblefield, Elizabeth Wolpert

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

### Welcome

$\frac{3}{4}$  Chair Dave Weatherford welcomed the Council to the meeting.

- o 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

$\frac{3}{4}$  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.

$\frac{3}{4}$  Marketing

- o Mission: Market and advertise Tabor by leveraging alumni
  - f Set framework/processes
  - f Flip the marketing funnel
  - f Long term vision
- o Team Members:
  - f Jamie Gray
  - f Amber Kaylor
  - f Bob Smith
  - f Craig Witt
  - f Deb Youssef

$\frac{3}{4}$  Recruiting

- o Mission: Recruit prospective students

- f* Host Tabor events/admission events
- f* Join virtual admission visits
- f* Send letters/videos to prospective students
- f* Shortterm actions (spring semester)

- o Team Members:

- f* Nico Amoroso
- f* Dena Arendt
- f* Tony Douglass
- f* Sheri Eichelberger
- f* Zane Peterson

### $\frac{3}{4}$ Current Student Experience

- o Mission: Enrich current student experience.

- f* Build a mentorship program.
- f* Regular Zoom meetings between students and DBC members and/or other alumni on specific topics and Q & A.
- f* Integrate senior year with industry; build relationships with companies; clear path to full time positions.
- f* Alumni mentor students through the TPAC checklist.
- f* Shadow program: have a student shadowing with an alum in a company.
- f* Mentor by discipline/industry.

- o Team Members:

- f* Wayne Dunning

- f* Reach out to groups: traditional students, adult students
- f* Partnerships with employers that have tuition assistance programs
- f* Value is not just about the classes—it's what you do after that.
- f* Need statistics from Tabor/MU to assist with recruiting & marketing
- f*