

Terry Dean's Advisory Council

Minutes — April 27, 2012

Participants

- C. Scott Akers Jr.
- George M. Boltwood
- Susan M. Boyd
- Elizabeth W. Camp
- Phillip E. Casey
- Richard W. Courts IV
- Darren W. DeVore
- Elisha Finney
- Ted R. French
- C. William Griffin
- John H. Heyman
- David E. Homrich
- John W. Jackson
- Michael K. Ostergard
- Patrick S. Pittard
- W.E. Stewart, Jr.
- William D. Young Jr.

Terry staff

- Dean Robert T. Sumichrast
- Martee T. Horne
- Katrina L. Bowers
- Jill S. Walton
- Shannon Caldwell
- Amelie B. Gregory

Guests

- Ted McMullan
- Bruce Blake
- Michelle Blue
- Grant Carlton
- Zach Hogue

Welcome

Chair Darren DeVore called the meeting to order, introduced conference call participants, and welcomed guests.

Terry Ambassadors Report.

Director of Undergraduate Student Services and Corporate Relations, Jill Walton, gave a brief overview of the Terry Ambassadors program and introduced students Michelle Blue, Grant Carlton and Zach Hogue. All three reviewed their experiences and credited their success to their involvement with the program (which facilitated interactions with alumni, donors and Council members). Sumichrast thanked Walton for her commitment to students and the community.

College Update

The College is celebrating its Centennial. The Office of Marketing and Communication put together a website where alumni, faculty and staff are invited to share memories of the College. Sumichrast announced that the College has reached an agreement with Sigma Chi. Undergraduate placement at graduation and 3 months out continues to improve. Sumichrast highlighted recent undergraduate academic changes, including new classes, course revisions, the proposed AB ECON transfer to Terry, and the creation of the Actuarial Science Certificate and Legal Studies Certificate. As state funding is decreasing and tuition is increasing, Terry is enhancing its student services, which include the Terry Graduation Convocation, career services, freshman admission, majors and electives fair, extended Sanford hours, other programs and newsletters. Sumichrast briefly summarized the College's progress on Assurance of Learning, since its implementation of learning goals and objectives. As part of a future initiative, the College is considering a televised program broadcast on WUGA.

Curriculum Enhancement Task Force

Ostergard provided a brief update on progress made by the Task Force, including a recent meeting with the Director of Institute of Leadership Advancement. The Task Force will initially focus on management consulting and agreed on the strong potential for synergies between the Corsair Society and ILA. High level framework will be shared at the next TDAC meeting.

Building Terry Campaign Cabinet Report

When comparing Peer and Aspirant endowment market values, the College placement is rather low (especially when benchmarking against Aspirant institutions). Bill Griffin gave a breakdown of prospective gifts to be made in order to meet our goal prior to construction start. Griffin confirmed that Sumichrast or Martee Horne plan to reach out to all Council members to encourage 100% participation (we are currently at 44%). We are still in the silent phase of the campaign and in order to reach our goal, we need several leadership (7 and 8-figure) gifts. Horne urged Council members to use the elevator speeches included in the meeting packet, while considering solicitations of prospective donors.

Corporate Engagement Task Force

Chair Susan Boyd covered the two-pronged strategy of the Task Force, which aims at impacting employment rates (in the short term) as well as building long-term relationships (to support future employment). Boyd gave a BBA and MBA employment update – placement rates 3-

months after graduation have consistently increased since 2009. Boyd also listed top hiring companies for BBA and MBA graduates. Council members were thanked for their participation in the MBA mentoring program, which started 3 months earlier this year. Council members were encouraged to liaise new corporate targets, fitting specific characteristics (see slide) with Terry students. All Council members were given the new Task Force brochures including the new MBA recruiters guide and new alumni Champion brochure. These should be shared during business meetings within target organization. Members should also complete the TDAC Corporate Referral Questionnaire.

Terry Alumni Board Report

Chair Ted McMullan highlighted the upcoming Alumni Awards and Gala and briefly reviews the goals of the event. The Alumni Board Task Force recently compared Terry's Board structure and practice with the ones of its Aspirant Schools and will form a Development Committee which will discuss several changes over the summer, including a minimum giving requirement. McMullan reminded Council members that the deadline for Alumni Board nominations is coming up: May 31, 2012. The Terry College Women's Conference is scheduled on November 2, 2012; the Terry College Homecoming tailgate will take place on November 3, 2012 and next year's Alumni Awards and Gala has been scheduled on April 27, 2013.

Terry Young Alumni Board Report

Chair Blake Bruce reviewed the mission of the Young Alumni Board (student support, affiliation cultivation and creation of a culture of giving). Following Heidrick & Struggles survey results, the Young Alumni Board created a Governance Committee which will further implement some of the suggestions made, including the consideration of a minimum required giving amount. Young Alumni Board nomination deadline is May 1, 2012.

Next Meeting

Friday, November 2, 2012
3:00 – 5:00 pm
Athens, Georgia

Action Items

- The Curriculum Enhancement Task Force will further develop potential solutions to integrate the ideas of Corsair into Terry
- The Campaign Cabinet will work towards reaching 100% Council members participation to the Building Terry Campaign
- Sumichrast and Horne will reach out to all Council members to discuss giving
- Council members will try to schedule meetings at target organizations
- Council members should complete the TDAC Corporate Referral Questionnaire and return it to the Task Force members