

Terry Dean's Advisory Council

Minutes — April 24, 2009

Participants

- Addison A. Barksdale
- Susan M. Boyd
- Elizabeth W. Camp
- Richard W. Courts IV
- Darren W. DeVore
- Damon M. Evans
- C. William Griffin
- John W. Jackson
- Harold J. Kelly, Jr.
- Patrick S. Pittard
- Winburn E. Stewart, Jr.
- Barry L. Storey
- Lowell W. White, Jr.

Terry staff

- Robert T. Sumichrast, *Dean*
- Martee T. Horne
- Roxanne L. Kling

Guest from Grenzebach Glier & Associates, Inc.

- J. Carey Bloomfield

Welcome

Dean Robert Sumichrast called the meeting to order and asked members to review and correct contact information sheets. A TDAC membership directory for limited distribution will be published in the next month. Basic member information is on the TDAC website.

Election

Sumichrast described the TDAC officer positions of chair and vice-chair and the officer election process. C. William (Bill) Griffin was elected Chair; Darren W. DeVore was elected as Vice-Chair.

Special Operations

Task Force Chair W. E. (Brother) Stewart provided an update on its plans and goals. Stewart said he would contact other TDAC members for their input and personal connections.

College Report

Sumichrast briefly reviewed the college priorities as identified in the Strategic Plan and the measures that are being taken to implement the plan and obtain the necessary resources. Progress toward "National Prominence" is evidenced by the four programs ranked in the top ten nationally (real estate, risk management insurance, management information systems, and accounting). Of the more than 2,000 business schools, the Terry undergraduate program is consistently ranked in the top 30 and the MBA program in the top 50.

Priority: MBA

MBA rankings are the primary ranking viewed by the public as an indicator of the quality of the entire college. Actions designed to help raise the quality of the MBA Program include fostering better job placements by hiring career management personnel who will also be involved in the interview process for program applicants, and redesigning the curriculum to meet industry needs. Dean Sumichrast recently sent MBA resumes to TDAC to review. Council members spend considerable time discussing the MBA Program and expressed a willingness to help with improvements.

Priority: Undergraduate

The undergraduate program is undergoing changes such as a new cohort system, curriculum changes, and progress toward freshman admissions.

Priority: Research

Sumichrast is raising the expectations for faculty and is standardizing measures for benchmarking research. The college gives an annual research award. Sumichrast is committed to recruiting top faculty into endowed chairs.

Sumichrast gave a brief outlook for the college based on the economy. The college has been affected by the State budget cuts and endowed funds have been affected by the market. The college will rely more heavily on the annual fund and on revenue from the Fast Track Professional MBA and EMBA programs.

Plans for the Business Learning Community are well underway. Sumichrast reviewed the University commitment to the project.

Campaign Advisory

Task Force Chair Darren DeVore outlined the mission of the task force: to prepare the college for an upcoming campaign. The main goals are to identify and recruit leadership, advise the Dean and development staff on effectiveness of the campaign message and timeline, identify

obstacles and offer solutions, and liaise with Central Administration. The task force is currently collecting names for leadership.

Martee Horne presented some of the campaign operating plans that have been drafted and summarized results to date. She described the UGA process for prospects with multiple interests at UGA.

Carey Bloomfield gave report on the impact of the economy on philanthropy and stressed that this is a time for relationship building and stewardship. She suggested building a clear and concise building case based on the college's core strengths as well as addressing how the new learning community will change the learning experience for students — what the faculty can do for students with the right tools. The group will tour Brooks Hall at the September Athens meeting to better understand the needs. Andy Barksdale suggested multiple mediums for distributing information, explaining the attraction of video based on click counts.

Design and Construction

Sumichrast reviewed the latest version of the business learning community plans from ikon.5.

Strategic Planning

Task Force Chair Susan Boyd reported that the task force is now helping to identify trends and benchmarks using the identified peer/aspirant schools; developing objective goals for the college, priority areas, and resources; and developing strategies for obtaining the necessary resources.

Terry Alumni Board

Alumni Board Chair Andy Barksdale gave a brief update of the Gala, noting that corporate sponsorships exceeded goals and that it is sold out. In addition, Barksdale summarized a presentation made by current Terry students to a recent meeting of the Alumni Board. Based in part on that presentation, the Board is exploring practices used by Terry programs that have achieved national prominence and is also exploring ways that the Board can help bring more real world experiences into the classroom.

Closing

Bill Griffin announced future meeting dates (below) and adjourned the meeting.

Next Meeting

Friday, September 25, 2009
3:00 - 5:00 pm
UGA Campus, Brooks Hall
Athens, Georgia

Note: In conjunction with the UGA vs. ASU game weekend.

Winter Meeting

Friday, January 8, 2010

3:00 - 5:00 pm

Terry Executive Education Center

Atlanta, Georgia

Action Items

- Identify ways that TDAC and others involved with Terry can help with MBA job placements.
- Develop Terry College of Business bragging points.
- Develop elevator speech for Business Learning Community.
- Tour Brooks Hall at September Meeting in Athens.