

Terry Dean's Advisory Council

Minutes — January 7, 2011

Participants

- C. Scott Akers
- James H. Blanchard
- George M. Boltwood
- Susan M. Boyd
- Phillip E. Casey
- Richard W. Courts IV
- Jay M. Davis
- Darren W. DeVore
- Hillel A. Feinberg
- Elisha W. Finney
- Ted R. French
- S. Taylor Glover
- Lizanne C. Gottung
- William Griffin
- John C. Heyman
- David E. Homrich
- John W. Jackson
- Walter J. Muller III
- Patrick S. Pittard
- Kessel D. Stelling, Jr.
- W.E. Stewart, Jr.
- Lowell W. White, Jr.
- William D. Young, Jr.

Terry staff

- Dean Robert T. Sumichrast
- Martee T. Horne
- Jill S. Walton
- Richard L. Daniels
- Shannon Caldwell
- Amelie B. Gregory
- Roxanne L. Kling

Guests

- Ted McMullan
- T.J. Callaway
- Benjamin C. Ayers
- Emily McGee

- Wes Worth

Welcome

Chair Bill Griffin called the meeting to order, introduced conference call participants, and welcomed new member Ted French, and guests.

Campaign Cabinet Report

Chair Bill Young reviewed the six year campaign goal of \$90M with \$70M for the Business Learning Community (BLC), \$10M for Faculty Support, and \$10M for Academic Programs Endowment. In the current Quiet Phase, \$34M in cash and pledges has been committed with a goal of \$56M by Fall 2012. The College must have at least \$35M of the amount in pledges, cash, or identified income streams before entering the Public Phase of the campaign in Fall 2012. It is critical to our success to stay focused on and close principal (\$5M+) and leadership (\$1M+) gifts during the Quiet Phase. Martee Horne introduced two lists of names with capacity to give \$1M or more and asked members to review them and indicate individuals they have personal knowledge of, or are willing to make a call, visit with Terry staff, or participate in an ask regarding the campaign. Susan Boyd asked members to additionally note hiring capacity on the list.

J.M Tull School Student Report

Director of the Tull School Ben Ayers gave a brief overview of the Tull School and introduced BBA/MAcc students Wes Worth and Emily McGee. Both reviewed their experiences within the college and noted the dedication of Accounting professors toward the professional and personal success of students. They also credited the challenging curriculum and tests that help students pass the CPA exam and prepare them for jobs. Sumichrast thanked Ben Ayers for his commitment to students and the community.

College Update

Sumichrast reported a net increase of five faculty this fall and based on the operational plan, he plans to add at least 4 (net) in Fall 2011. He briefly reviewed the college budget and the importance of revenue from MBA programs, executive education, and the increasingly important role of fundraising as state supported schools receive less funding from the state. He noted that adding needed faculty will be the largest increase in operating expense in the future. The college has capacity to grow in the EMBA and Fast Track degrees, but is limited by space (until we have a new facility) and number of faculty (budget) in increasing the undergraduate program. The full time MBA enrollment is currently kept small to focus on quality and ensure jobs, which will attract a larger applicant pool in the future. Sumichrast briefly reviewed recent college rankings by the *Financial Times* and *Business Week* (see PPT). He also noted the new Terry home page design, which highlights student videos.

Corporate Engagement Report

Co-chair Susan Boyd briefly reviewed the task force goals of identifying individuals and corporations to hire Terry graduates. Boyd asked members to submit three names of individuals or companies they know or have influence with to make an introduction or connection to the College. Shannon Caldwell gave brief update on the recent council survey results and thanked members for their help identifying their own hiring needs and mentoring capacity. Boyd announced that marketing pieces are being developed to help advertise the reasons "why" Terry. Boyd reported that the task force is working with Bill Griffin's company, Lender Processing Services, to create a structure for hiring that can be used in other companies. Caldwell also gave a few examples of companies with HR recruiting structures in place. Council members noted they often have different level access within the same larger companies that are not entry level and do not fit standard models. Liz Gottung noted that making the process easier with 'one stop shopping' in Terry will be helpful, and being able to enter company ranks before the HR level will be powerful. Richard Courts briefly outlined an upcoming visit he initiated to introduce Sumichrast to Wells Fargo executive and explore connections. Council members discussed potential ways to show appreciation to companies willing to hire interns and positions (website to exclusive event invitation). Sumichrast noted that any ideas for internships and hires can be directed to Shannon Caldwell (Director of MBA Career Services) or Jill Walton (Director of Student Services and Corporate Relations) for undergraduates. Either, as well as Sumichrast, can also direct specific inquiries to faculty with direct connections to students in their areas. The Council also briefly discussed newer ways to network (Linked in, Facebook, industry forums). Gottung noted that holding a career day in Atlanta could potentially attract a 'set' of people from an organization, rather than one person taking a day to go to Athens. Phil Casey noted the college could potentially capitalize on the billions invested into HOPE that have produced a ready product now – this is "why hire Terry" now.

Terry Alumni Board Report

Vice Chair Ted McMullan briefly reviewed recent Alumni Board initiatives including the successful Women's Conference and updates to regional networks. He announced the Alumni Awards and Gala on April 16 and asked Council members to consider sponsorships or donations of items to live and silent auctions and will follow up by email and mail with more details.

Young Alumni Board Report

Chair TJ Callaway reported that involving alumni early in their careers by returning to speak with and mentor students, attend alumni events and create a network and sense of community, and focusing on a fundraising culture and starting habit of giving continues to be very successful. They are using social media, easily accessible from the Terry website.

Next Meeting

Friday, April 15, 2011

3:00 – 5:00 pm

Hopkins Board Room, Terry Executive Education Center

Atlanta, Georgia

Note: Terry Alumni Awards and Gala on Saturday, April 16 at the Intercontinental in Buckhead.

Action Items

- Council members to identify fundraising candidates they know and indicate if willing to give information to Terry staff, make a call, make a visit, or participate in an ask. Council members may also suggest potential candidates. Boyd asked Council members to additionally mark this list for internship/hire potential.
- Boyd to send email to Council asking for names of three contacts in companies to connect for internships/hiring.
- Terry staff to develop marketing pieces for hiring Terry graduates.
- Council members to consider sponsorships and auction donations for Terry Alumni Awards and Gala.