

Terry Dean's Advisory Council

Minutes — November 2, 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
- David E. Homrich
- John W. Jackson
- Michael K. Ostergard
- Patrick S. Pittard
- W.E. Stewart, Jr.
- Barry L. Storey

Terry staff

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

Guests

- S. Taylor Glover
- Virginia C. Drosos

Welcome

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

College Report

Dean Sumichrast referred to the Prospect Screening handout that was given to all Council members and encouraged everyone to complete it and return at the end of the meeting. The goal of this document is to connect with potential major gift prospects who have not already been contacted by the Building Terry Campaign Cabinet. Over the years, the College has changed its selection and admission process, improved its curriculum, broadened its student services and encourages community build-up to create the Terry Experience. Sumichrast reviewed current Terry rankings at MBA and undergraduate levels and highlighted recent faculty recognitions. He also encouraged Council members to vote for Terry faculty Mark Laplante, who is in the running for the “Economist best business professor in the world” competition. In partnership with Grady, Terry implemented a Digital Marketing Education Series which has been well attended and yields a certificate. Despite a continued decrease in state funding, Terry is faring better than many Colleges, thanks to private support, special funding initiatives, etc. Sumichrast described the concept for an Online Professional BBA and prompted Council members for their input. The Council discussed current demand and value for online programs, and expected potential support from employers.

Building Terry Campaign Update

Taylor Glover gave an overview of the Building Terry campaign and highlighted the dramatic raise in funds since the resolution of the site issue. Glover showed a table summarizing the various gift levels and pointed out the need to secure a \$20M gift or several 7-figure gifts to reach the \$90M goal. Annual fund gifts are critical and general Terry Boards participation has increased considerably. Glover encouraged 100% participation from Council members by calendar year end. The creation of a National Campaign Committee is underway as the Cabinet has now identified 12 cities, each capable of yielding \$1M or more, during the remainder of the Campaign. Glover explained the responsibilities of the Campaign Cabinet and National Committee. Each Cabinet member will mentor Co-Chairs in each region. Co-Chairs will get strong support from assigned Terry Development Officers. The target date for the BLC groundbreaking ceremony will be the April 26, 2013 TDAC meeting in Athens. The official kick-off of the Campaign public phase will be the April 27, 2013 Gala. By then, 100% participation in giving from all Boards is expected. Sumichrast provided an architectural update to the Council. The BLC is a concept composed of 3 strategic phases. Phase 1, including graduate programs and the Graduate Commons will be constructed with private funds and has recently been approved by the BOR. Sumichrast gave a projected timeline for each construction phase. (See presentation). Martee Horne reminded Council members to review the list of prospective donors they agreed to contact and confirmed Development Officers will contact them prior to the January Council meeting. Horne also encouraged members to add important event dates to their schedules (see presentation).

Curriculum Enhancement Task Force

Mike Ostergard provided a brief update on progress made by the Task Force, which collaborated closely with Mark Huber (ILA) and David Battle (Corsair). The Task Force has implemented Spring Seminars which will focus on careers in management consulting and expose Terry students to top consulting firms. These seminars will be open to ILA and Honor Program

students. The goal of the Task Force is to create a stronger alliance with Honors Program to plan ahead for long term opportunities and continued collaboration.

Corporate Engagement Task Force

Chair Susan Boyd reiterated the goals of the Task Force: to facilitate introduction to hiring companies; to encourage alumni participation in hiring Terry students; and to mentor Terry MBA students throughout the job search process. The Task Force is getting closer to its placement goals for 2014 (80% for BBAs and 95% for MBAs): 78% of BBA students have been hired within 3 months of graduation. 87% of MBA students have been placed within 3 months of graduation. Current placement rates have increased by 150% (BBAs) and 140% (MBAs) since 2009. Boyd listed top employers for BBA and MBA students and solicited the Council's help in improving relationships with listed target Companies (see presentation). As of November 1, 2012, 21% of Terry's 2nd year MBA students have been extended a job offer; and 18% of 1st year MBA students have been extended an internship offer. Boyd also underlined that an earlier start for the MBA mentoring program (in January vs. April) almost tripled the number of student placements at 3 months (29% to 79%). Council members were encouraged to refer to the Student Profiles handout and help with mentoring available students.

Next Meetings

Friday, January 25, 2013
3:00 pm – 5:00 pm
Hopkins Board Room
Terry Executive Education Center
3475 Lenox Road NE, Atlanta, GA

Friday, April 26, 2013
3:00 pm – 5:00 pm
Athens, Georgia (tentative)

Action Items

- Council members to provide additional feedback on the structure and demand for online programs
- Council members were encouraged to give to the Terry Annual Fund by calendar year end — in order to reach 100% participation
- Council members to review the list of prospective donors they agreed to contact
- Council members were asked for help in improving relationships with listed target Companies (see presentation — Corporate Engagement Task Force).
- Council members were encouraged to refer to the Student Profiles handout and help with mentoring available students