

Terry Dean's Advisory Council

Minutes — September 25, 2009

Participants

- C. Scott Akers
- Susan M. Boyd
- Frank W. Brumley
- Elizabeth W. Camp
- Phillip E. Casey
- Richard W. Courts IV
- Darren W. DeVore
- C. William Griffin
- John W. Jackson
- Harold J. Kelly, Jr.
- Walter J. Muller
- Kessel D. Stelling, Jr.
- W. E. Stewart, Jr.
- Barry L. Storey
- Lowell W. White, Jr.

Terry staff

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

Guests.

- Jeffrey M. Humphreys
- Richard L. Daniels
- Mary Virginia Terry

Welcome

Chair Bill Griffin called the meeting to order and introduced conference call participants. Dean Robert Sumichrast introduced Erik Kahill, Jeff Humphreys and Rich Daniels.

College Report

Sumichrast gave a college update that included recent college rankings and current budget news for UGA and Terry. [See Power Point presentation.] Terry is relying on more donations, revenue generating MBA programs, and growing non-credit executive education programs. Sumichrast asked TDAC members to refer colleagues and acquaintances to non-credit programs and

consider sponsorships when appropriate. [See meeting packet.] He reported that the college is addressing employment opportunities for graduates through curriculum changes, having more practitioners in classrooms, and alumni involvement through panels, mentoring, and networking events. Griffin noted this is one area that TDAC members and the Alumni Board can organize and develop better ways to hire Terry students. [See action items.]

Sumichrast reported that the new undergraduate cohort system will assure prerequisites are in place, allow professors to coordinate cases across classes and departments, as well as encourage teamwork and a sense of community among students. Sumichrast noted two college student events, the Terry Honors Day (April 6, 2010) and Terry Graduation Recognition (May 1, 2010) that will help foster a cultural change in Terry. The Business Learning Community will help build this sense of community with its central commons, classroom space located near breakout rooms, student organization space, and enhanced career service facilities. In addition, the Business Learning Community provides high quality classrooms and offices to allow the Terry College to grow if that is determined to be appropriate.

Economic Impact of the Business Learning Community on the regional economy

Dr. Jeff Humphreys, Director of the College's Selig Center for Economic Growth, outlined the economic impact study plan, provided data for the first of four activities, and answered TDAC members questions. The study will continue and updates will be provided. [See report in meeting packet.]

Campaign Advisory

Task Force Chair Darren DeVore reviewed the CATF membership and mission and reported on progress from recent meetings. [See details on Power Point presentation.] He announced Mary Virginia Terry as Honorary Chair of the Campaign Cabinet and announced that Jim Blanchard and Jay Davis have also agreed to serve on the Campaign Cabinet. He expects news on more leadership positions soon. DeVore asked TDAC members to read over the two versions of the elevator speech in the meeting packet and give feedback to Martee via email. These were designed to give key facts about Terry to the Campaign leadership, TDAC, and other alumni to facilitate talking about Terry's objectives and needs in the upcoming campaign. He reviewed the number of prospects and gifts needed for a successful campaign and gave an update of TDAC support through the annual fund and pledges to the Business Learning Community. Council members briefly discussed the participation goal for TDAC.

Design and Construction

Task Force Chair Frank Brumley briefly reviewed the building plans for the Business Learning Community and the plans to move forward with the first phase.

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.

Special Operations

Task Force Chair Brother Stewart briefly reported on the group's first meeting. They will contact TDAC members to learn more about member connections and networking possibilities.

Strategic Planning

Task Force Chair Susan Boyd gave an update on the TDAC task force and College task force meetings that have helped shape the current draft of the Operational Plan that will accompany the college's Strategic Plan. She gave highlights of the overall goals outlined in the plan and of the three main content areas, and briefly reviewed the finances necessary to accomplish these goals.

MBA Strategic Plan

MBA Director Rich Daniels reviewed changes to MBA program to improve career opportunities, including curriculum changes, required attendance for certain events, more career networking events and services offered. Daniels said he and his staff emphasized that students had the obligation to work on getting a good job from orientation throughout their time at Terry.

Terry Alumni Board

Alumni Board Chair Richard Courts briefly reviewed the Alumni Board structure, new initiatives, and the 2009 Gala.

Membership

Sumichrast reported that TDAC membership is nearly at its planned maximum. All membership terms expire in 2010 or 2011. Nominations for new members are welcome at any time for review by the Executive Committee. Sumichrast asked the Council to consider how to appoint and use Emeritus members.

Closing

Griffin announced future meeting dates (below) and adjourned the meeting at 5:15 p.m.

Next Meeting

Friday, January 8, 2010
3:00 - 5:00 pm

Terry Executive Education Center, Hopkins Board Room
Atlanta, Georgia

Spring Meeting

Friday, April 23, 2010

3:00 - 5:00 pm

Terry Executive Education Center, Hopkins Board Room
Atlanta, Georgia

Note: Weekend of Terry Alumni Awards Gala.

Action Items

- TDAC members to recommend candidates for our non-credit executive programs and consider company sponsorships.
- TDAC and alumni board members to help organize and promote hiring Terry graduates. TDAC members to make connections and introductions for Terry alumni to colleagues beyond their own company.
- Alumni/Development to include Terry hiring on the agenda for Alumni receptions. The college will consider having students attend events and/or have testimonials from recent employers of Terry students.
- CATF to continue filling in Campaign Cabinet Structure.
- TDAC members to review elevator speeches and provide feedback to Martee Horne via email.
- TDAC members encouraged to present potential TDAC membership candidates to the Executive Committee.
- TDAC to create emeritus member structure.