BOARD OF VISITORS MEETING
MEETING MINUTES

Meeting Date: March 28, 2019
Meeting Location: Meadow Brook Hall - Library
Recorded By: Lisa Peterson

1. ATTENDANCE

Internal
Dean Michael A. Mazzeo, School of Business Administration, Ex-Officio
Nivedita Mukherji, Associate Dean, School of Business Administration
Kristen Cometto, Director of Philanthropy, School of Business Administration
Lisa Peterson, Assistant to the Dean, School of Business Administration
Tara Bleck, Corporate and Foundation Relations Officer, SBA
Vijayan Sugumaran, Chair, DIS Department, School of Business Administration

Board Member Attendance
Raymond Gunn (Co-Chair, meeting moderator)
Ken Janke
Stefanie Kimball
Jeff Klei
Mark Mendola
Donald Pietrowski,
Bill Sandy (call-in)
Linda Voss

2. MEETING LOCATION

Building: Meadow Brook Hall
Conference Room: Library

3. MEETING START/END TIMES

Meeting Start: 3:00 p.m.
Meeting End: 5:00 p.m.
Meeting Scribe: Lisa Peterson

4. AGENDA

Welcome, Dean Mazzeo

Old Business
SBA Updates – Dean’s Report
Accreditation Update
Strategic Plan
Other Updates
Welcome – Dean Mazzeo
Dean Mazzeo gave a brief welcome.
He thanked the board members for their attendance and thanked Mark Mendola for hosting
the December board meeting at D'Marcos.

Old Business
Dean’s Report - Dean Mazzeo informed members of the board of our reaffirmation with our
accreditation body (AACSB Int’l). We have received full reaccreditation for another five-year
period. Worldwide, we are one of about 182 business schools to have both dual business
and accounting separate accreditations. We received a lot of praise for our success with our
students and for our ACHIEVE program. The visitation team had concerns about our faculty
qualifications and we will be working on those concerns with our strategic planning
committee to address them immediately.

With our student success, we report these statistics: We have a 95 % job placement rate for
our students and over 60% of our students get an internship. Because of programs like our
ACHIEVE program, which is mandatory for our students to take, we exceed national
statistics for areas such as preparatory, placement and internship opportunities for our
students. 90% of our students stay locally after graduation. We help educate them to
succeed in the local community. Our graduation rate is going up.

Other positive feedback from the visitation team included their time with the Board of
Visitors. They praised us on how engaged we are in the community and with our advisory
board. They reported it was clear our board is very engaged with the School.

Associate Dean, Nivedita Mukherji, will be travelling to Charleston to present on our
Assurance of Learning process for AACSB. Another area of strength that was determined by
our visitation team.

In highlighting our student success, this is an integral part of our strategic plan. Being
distinctive is another part of our plan. As a result, we have reconstructed our EMBA
program. The new program launched in fall 2018 with 23 students. We would like to get this
number to 30-35 students. The program had a healthcare theme and Information Science
Leadership concentration and we revamped this program without these concentrations. We
are working to reestablish the credibility of this program.
The EMBA is a cohort program, meeting every other weekend and we provide all the support—books, meals, speakers, any assistance they may need. It takes 21 months to complete this program. The average age of this student is 35. This makes it executive in nature. Ken Janke was our first guest speaker and we thank him for his presentation. George Corona was also a guest speaker in December. Dean Mazzeo will be teaching a Finance course in the fall.

Another niche for the School will be business certificates. Right now we have four certificates we offer in Business Essentials, Business Analytics, Finance and Information Data Security. Each has a total of 5 courses and we want these to be stackable—meaning—these courses can also be applied toward a MBA. Right now, all these courses for these certificates exist, so this is just a bundling of those existing courses to create these certifications. Not everyone needs a MBA anymore but should they want to get one, they would be able to with a stackable program.

In fall 2018, we launched our Business Honors Program. It is the only one of its kind in Michigan. This is a cohort program beginning in its freshman year so that these students will spend, as a group all four years together. We currently have 25 students in the program. As stated, it is cohort-based, small classes with high-touch, they have their own separate advising, and a study-abroad requirement and they can declare their major in their freshman year, instead of waiting for major-standing in their junior year. These are direct-admit students. Our biggest challenge is getting these students to commit—we have a lot of competition and most of these students are eligible for full-ride scholarships.

Mark Mendola asked about the dorm situation for these students and Nivedita explained that although we’ve tried, we were not able to secure that separate space for them and at this time is not a huge issue; we have one out-of-state student, however, half of these students do live on campus. Nivedita would like to have these students tour some of the organizations (employers) of the Board. Currently, we are heavily recruiting for our next class and trying to work out some of these challenges.

The Dean thanked the board again for their involvement and mentioned the Wine Tasting following the board meeting. He is glad some of the members could attend and is looking forward to discussing our accomplishments and next steps in initiatives we need to achieve at the event.

Dean Mazzeo mentioned the travel college. For the next proposed trip, they are looking at Saltzburg and Vienna, Austria for the trip. Given this venue and much preparation, we will probably look to planning this trip, not next fall, but likely a year from now. A few of the board members mentioned their interest in going.

Dean Mazzeo mentioned the Gorlin Lecture and the flyer included in the packets. It is on April 4, 2019 from 3:00p to 5:00p with a VIP dinner for any BoV member interested.

**Faculty Presentation: Big Data Analytics Lab – Dr. Vijay Sugumaran** – Dr. Vijayan Sugumaran, Chair of the Decision and Information Sciences Department, discussed the different Business Analytics (BA) programs offered in SBA and also talked about the need for computing infrastructure and space for the Big Data Lab. At the graduate level, the DIS
department offers MSITM-BA program, Graduate Certificate in Business Analytics, and Business Analytics Concentration in the MBA program. Similarly, at the undergraduate level, the MIS majors can specialize in Business Analytics. The department also offers Business Analytics minor, which is open to all units on campus. The BA minor is getting very popular. The department also offers concentration in Information Security Management both at the graduate and undergraduate level. The Graduate Certificate in Information Security Management is currently going through the approval process at the university level.

**Needs:**
SBA has good technology support in terms of teaching labs, etc. However, for the business analytics and big data management classes, we are running into limitations in terms of being able to provide students with real experience of working with Big Data tools and technologies and analyzing large data sets. SBA does not have the necessary computing infrastructure to house the required software tools for working with big data. For example, in the big data class, only a single node installation of Hadoop is being used due to lack of proper computing cluster. Hence, students don’t get the real experience of working with a multi-node installation of Hadoop and all the other tools that sit on top of it for managing and analyzing large volumes of data. Thus, lack of proper computing infrastructure is a serious limitation of our Business Analytics program. Having the necessary computing hardware and software will greatly enhance the quality of the program and students will gain good experience going through the program.

There was a question about why OU can’t work with other universities and collaboratively come up with a solution since everyone will be facing the same problem. Oakland University is in discussions with some of the neighboring universities, however, not much progress has been made since every institution has their own objectives and are not forthcoming.

Another initiative the DIS Department is embarking on is the SAS Joint Certification Program. The requirement for offering this joint certification is to Integrate SAS into classes worth 12 credits and the class content should use SAS for at least 50% of the class activities such as assignments and projects. This will be a good opportunity for our students to gain SAS skills and be competitive in internships and job placements. However, currently we are not able to integrate SAS into our curriculum in a big way since we don’t have the necessary hardware as well as enough licenses for the various SAS products. Some of the tools that we need are SAS Enterprise Miner, SAS Text Miner to be used in our classes, which are a bit expensive. Now, SAS has introduced SAS Viya platform that integrates all the SAS tools into one environment with good graphical interface. Students need training on this platform, however, it is quite expensive and also needs a big server. SBA would like to make this software available for students in the Big Data Lab for classroom teaching and research. If we have this infrastructure, students can also work towards other SAS Professional Certifications.

Having the Big Data Lab with the necessary computing infrastructure and software will greatly improve our Business Analytics programs and student experience, as well as support faculty research.

**Advancement Report** – Kristen Cometto reintroduced herself as the Director of Philanthropy and thanked the board members for coming. For those members who cannot
make the Wine Tasting Event, she will be making appointments to visit with members and catch them up on the details from the event. Major points of mention will be the next six years in Advancement and the launch of the Capital Campaign.

Kristen mentioned that for our next board meeting, we would be formatting it to be a retreat. This will not be an update meeting – the goal will be to have the Board very engaged. We want to discuss secondary committees of the board – are the ones we have the right fit, what needs to be changed. An interest survey will go out to members of the board in late April/early May and we’ll receive that feedback prior to the board retreat to share. The strategic plan will be another topic of discussion given the feedback from the review team. Originally, the board was involved in the composition of that plan and your feedback/assistance will be invaluable moving ahead. We would like to finish the day with lunch, maybe Top Golf or OU’s golf course for those interested.

Kristen and Dean Mazzeo attended an AACSB Advisory Board Seminar in Tampa recently and she explained that what they learned is that, as a School, we are much more advanced in board composition than most. We are also ahead when it comes to how we organize our meetings and most importantly, the support we receive from our board. Typically, the right size for this type of board is 25-30 members. We will be looking at expanding the composition of our board membership and seek input from our current board members on this initiative.

Tara Bleck introduced herself as the Corporation and Foundation Relations Officer for the School. She is currently working on the Summer Camps initiative. She is soliciting for promotion and sponsorship and encouraged that support from the Board. Our summer camps are high-value/low-cost. For around $200 for the week, these camps are taught by full-time faculty, each student will be required to do a presentation, we will host guest speakers to come in and speak to these student and do a tour/field trip to a business organization. We would like to offer for a board member to be a guest speaker at one of our sessions or possibly allow us to do a tour of your organization.

On May 3, 2019, the Dean will, in conjunction with the Mayor of Rochester Hills, Bryan Barnett and the Rochester Business Council, be hosting Paul Traub, Bank of Chicago, and Federal Reserve, to speak at a joint Executive Break Series event in the Oakland Center. The event will be from 8:00 a.m. to 10:00 a.m. on May 3 in the Oakland Center Gold Rooms.

**Discussion Items**
The Board was pleased with the reaffirmation of the School. Members will be involved in the revamping of the strategic plan over the next couple years.

Board members heard about our revised EMBA program, our business certificates and the launch of the Business Honors Program last fall. One big concern/topic of discussion was proper marketing of these initiatives. Dean Mazzeo talked about spending $80K just in digital marketing to help promote these initiatives.

Some board members would like to see a bigger stretch in obtaining students; not just local or regional, but with programs like the revised EMBA and Business Honors, they would like
to see more out-of-state and international students. They like the international component of the Business Honors Program and talked about the continued travel college initiative.

5. POST MEETING ACTION ITEMS

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<tr>
<th>Action</th>
<th>Assigned To</th>
<th>Deadline</th>
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<tr>
<td>Doodle Poll to set BoV Retreat</td>
<td>Kristen Cometto</td>
<td>ASAP</td>
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<td>EMBA Program – Info. Out to those interested</td>
<td>BoV members/Dean</td>
<td>Ongoing</td>
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<tr>
<td>SBA Honors Program – hosting students at your organizations – spreading the word about this unique program.</td>
<td>BoV members</td>
<td>Ongoing</td>
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<tr>
<td>Interest Survey to BoV Members</td>
<td>Kristen Cometto</td>
<td>Late April/Early May</td>
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<tr>
<td>SBA Summer Camps – Tours of Organizations/Sponsorship</td>
<td>Tara Bleck/BoV Members</td>
<td>Ongoing to June/July</td>
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6. NEXT MEETING