



## INDUSTRY COUNCIL(S) 2014 CHECK LIST

*It should be noted that to earn a check mark requires completion of at least 66% of category items.*

## Category

**Provide recognition to Industry Council(s) members.**

- Website should include bios, pictures, and contact info for members. Website has been live for six months.*
- Members should be routinely recognized for accomplishments and contributions. Congratulatory emails are frequently disseminated to industry stakeholders. Quarterly newsletter profiles Industry Council(s) members and highlights success stories.*
- Banners in Singleton Hall. This has NOT yet materialized.*

**Routinely review curriculum to ensure market relevance.**

- Faculty and industry should regularly converse to develop intimacy. A new process was implemented in 2013 pairing individual faculty with individual industry members specific to an individual course. Meetings did not transpire with the frequency intended but still constituted a move in the right direction.*
- Quantity of courses reviewed should be robust. To include courses to be reviewed in spring 2014, a total of 18 courses have been reviewed and/or in the pipeline.*

**Survey alumni regarding jobs/careers and if relevant to what they studied.**

- An electronic survey should be developed. A ten question SurveyMonkey was developed and disseminated to graduates. However, only a small percentage of graduates completed the survey.*
- Graduates should be called for the purpose of soliciting data. Two of three academic departments have completed the process pertinent to recent graduates, i.e. last five years. Data collected included contact info, job status and place of employment, etc. However, no question was asked of them regarding if they considered the job relevant to what they studied.*
- Current students should call graduates to collect the data. This has NOT been done. Staff contacted the alums.*
- Develop metrics to define success. A proposal is being considered at the January 24<sup>th</sup> meeting.*

**Survey Project Shadow participants to assess success.**

- An electronic survey should be developed to gauge students and industry. A ten question SurveyMonkey was developed and disseminated at the end of the fall 2013 semester.*
- Metrics should be developed to define what constitutes success. This has not been done.*
- Students should be debriefed following each shadow visit. This is done.*

**Construct a check list of Industry Council(s) proposals and success thereto.**

- Done*

**Increase emphasis on "soft skills" and incorporate more "soft skills" training.**

- Add a second course to complement Professional Enhancement. Career Launch was added and consists exclusively of "soft skills" training facilitated by over 100 companies each semester.*



### **Incorporate more writing training.**

- a. Business Communications should include more writing. *Business Communications was changed to exclusively regard writing and a new faculty member was hired with this expertise.*
- b. More resources should be provided to students. *The College purchased software and made available to students at no cost. Additionally, students are for several courses required to blog.*
- c. Every class or nearly every class should incorporate a lot of writing. *Though many classes require significant writing, many do NOT. In fact, many classes use scantron sheets for the purpose of test taking.*



### **Publicize and share student accomplishments.**

- a. Information should be shared with students to celebrate successes. *Students receive at the end of each week a report via email regarding their peers' accomplishments.*
- b. Website should regularly include updates regarding student accomplishments, profiles, etc. *This has NOT been done.*
- c. Newsletter should highlight successes. *This is regularly done.*
- d. Information should be shared with industry stakeholders. *This is done via weekly emails and via newsletter. Faculty also receives report.*
- e. Consider regional awards. *This has been done with mixed results. Several notable achievements.*



### **Develop continuing education program and/or MBA.**

- a. Identify market relevant opportunities to offer continuing education. *A significant amount of due diligence has been invested in assessing opportunities but nothing to date has materialized.*
- b. Offer an MBA program. *Due to funding restraints this has NOT been done.*



### **Maintain easy access to internship/shadow opportunities.**

- a. Develop a database that can be accessed by students and/or industry to locate internship or Project Shadow opportunities, etc. *This has NOT been done.*



### **Develop peer to peer mentoring.**

- a. Institute a formal peer to peer mentoring program. *A Project MY 10 program was rolled out but despite some early wins the program unfortunately fizzled out and is dead.*



### **Increase financial support.**

- a. Institute an Industry Council(s) endowment. *This has NOT been done.*
- b. Develop giving guidelines for Industry Council(s) members. *This has NOT been done. However, it should be noted that the Council(s) did adopt a policy regarding requirement of two of three (work, wealth, wisdom). However, no metrics nor specifics were developed.*



### **Accountability Metrics**

- a. Develop and maintain a check list for specific Council(s) members pertinent to requirement of two of three (work, wealth, wisdom). *This has NOT been done.*



### **Increase recruiting.**

- a. Regularly recruit students to attend College of Business. *Faculty, staff, students are with some regularity visiting high school, junior colleges, and community colleges to recruit students.*
- b. Recruitment materials should be developed and produced. *This has been done.*
- c. Leverage website and social media tools. *This has NOT been done.*
- d. Develop metrics. *This was provided to College by University.*



### **Augment Project Shadow.**

- a. Increase scope of Project Shadow. *This has NOT been done. On average, 75 students participate each semester.*



**Increase regular student access to industry.**

- a. Expand opportunities for industry to visit as guest instructors. *Over 100 companies participate in Career Launch each semester. Other courses regularly invite industry to participate. Of particular note, the integrated nine credit course along with Dr. Hari Sharma's, Dr. Yun Lee's, and Dr. Mark Kunze's courses include a lot of industry participation.*
- b. Provide other opportunities on campus. *The College hosts a different company every Wednesday for special programming to include interviews, role play, intimate conversations, etc.*
- c. Increase networking off campus. *Every week on average 5 to 10 students participate in networking with industry at breakfasts, lunches, and dinners.*



**Develop internship regulations.**

- a. Produce an "internship for dummies" manual for industry. *This has not been done.*
- b. Develop more robust criteria for students in evaluating success. *This has not been done. However, it should be noted that faculty do provide some requirements. It is not a free for all and there are minimum requirements, i.e. 120 hours in the semester.*



**Increase scholarships and engagement.**

- a. Develop alumni database. *This has NOT been done. However it should be noted that alumni have been contacted with more regularity to include the surveys referenced in page 1.*
- b. Develop alumni specific communications. *This occurs but is limited by the challenge referenced in subcategory a.*
- c. Consider alumni for events. *This was done at the recent dedication ceremonies.*



**Develop messaging for students.**

- a. The College should develop messaging for students regarding differences between expectations and reality. *This is regularly done by some faculty and staff.*
- b. The College should develop values to include hard work and ethics, etc. *This has been done but with mixed results.*



**Augment best-practice sharing.**

- a. The College should regularly collaborate with other institutions of higher learning. *This is done.*

