Coles College of Business  
Strategic Planning Committee Meeting Minutes  
October 1, 2010

Attendees: Sheb True, Radwan Ali, Jane Campbell, Shane Smith, Tom Miller, Tim Blumentritt, Rick Franza, Kat Schwaig, Barry Flink (Advisory Board)

Absent: Ken Harmon, Kerstin Valdez, John Takerer, CFC Representative (TBD by CFC)

_Kat called the meeting to order at 8:30_

**Discussion of Committee Organization**
- Discussed overview of the process for the year.
- Tim Blumentritt elected as chair

**Discussion of Overall Process of Strategic Planning for the Year**
- What is our purpose? Mandate for the year:
  - Look back at where we’ve been
  - Look at where we are going
  - Prepare for the next plan
- Three Approaches to Strategic Planning: Decision Making, Measurement, Philosophical/Fluid
- Subcommittee Membership: Undergrad, Graduate, Business Community
  - Undergraduate: Jane Campbell (chair), Radwan Ali, CFC Rep, Steve LaMastra
  - Graduate: Rick Franza (chair), Shane Smith, Kerstin Valdez
  - Business Community: Kat Schwaig (chair), Tom Miller, Sheb True, Barry Flink

**Review of Plan - 2008-2013**
- Is our branding/strategy/prioritization consistent across the college & programs?
- How do we get all of the “oars rowing in the same direction?”
- Key observation: We need to be more process oriented in our entrepreneurial approach.
- Reviewed the 6 Strategic Initiatives. Okay progress but definitely room for improvement. Highlights include workload document, budgeting process, and new leadership assignments. Need to improve interaction with business community.
- What is the student perspective on our progress? Students should be pleased with the increase in admission standards (Graduate – GMAT, years of experience; Undergraduate Students – Increase in GPA gate)
**Review of Mission**

Key considerations:
- What we do vs. who we are?
- Target Markets
- Distinctive
- Competitive Priorities
- Relevance

Reviewed mission statements of various Colleges of Business across the country and in our competitive marketplace. The committee agreed that a new mission statement is needed and discussed various perspectives and processes for writing a new statement.

Discussed the notion of “relevance”

**Proposed New Mission Statement**

*Provide relevant business education and thought leadership to contribute in a complex world.*

Subsequently revised to: *The Coles College provides relevant business education and thought leadership to help others make a contribution in our complex world.*

**“Next Steps”**

Each subcommittee should meet to:
- Explore 1) our performance to date, 2) potential changes to our strategic initiatives and goals for the remaining years in the current plan, and 3) ideas for the next strategic plan.
- Deliverables might be suggestions for changes to the initiatives and goals, implementation ideas for the next couple of years, and thoughts on how your ideas fit with our revised mission statement.

Assessment should be made with the following perspectives in mind: Students, professors, administrators, and the business community

*Meeting adjourned at 12:00*