

COB LEADERSHIP TEAM (CLT)

Thursday, August 13, 2015

2:00 – 4:00 pm, Glass 400 Board Room

Minutes

In attendance: Stephanie Bryant, Neil Callahan, Barry Cobb, Ron Coulter, Sandy Culver, Mike Hignite, Dave Meinert, Kate Mendenhall, Kent Ragan, Libby Rozell, Dick Williams.

Recorded by: Sherri Cornelius

Guest: Melissa Price

1. Marketing & Communications Unit *Melissa Price*
 - a. Special Events Coordinator position
 - i. Mary Grace Phillips begins August 24
 1. COB Special events
 2. Overall marketing efforts (40%)
 3. Dept/unit special events (some areas)
 - a. Early-stage planning
 - b. Event timeline
 - c. Suggestions regarding venues
 - d. Knowledge of University accounting processes
 - b. Three recently-created forms for Dept/Unit use
 - i. Promotional Items Request Form
 - ii. Advertisement Design Request Form
 - iii. Contribution of Marketing Funds Request Form
 - iv. Considering annual Departmental Marketing & Recruitment Meetings
 1. Melissa Price and Kate Haring
 2. Would meet with DH and 1-2 dept reps (primary recruiters) for approx. 1 ½ hours
 3. Discussion would focus
 - a. College marketing and recruiting efforts
 - b. Dept marketing and recruiting efforts
 - c. Marketing and recruiting ideas for the coming year
 - d. Action steps (what, who, when)
 - c. Ads for an external audiences, developed in departments
 - i. Send to Melissa for review (for adherence to MSU identity standards)
 - ii. If requested, she will also review for design/content
 - d. Looking for volunteers for marketing/recruitment committee
 - i. Will be led by Melissa and Kate
 - ii. Would speak to high school groups when we get requests
 - e. COB Career Exploration Day – September 30

- i. On campus, for about 200 high school students
- ii. Students will take aptitude tests, get a campus tour, eat in the dining hall...

2. Dean Bryant's updates

Stephanie Bryant

- a. IBP Pitches during classes (first week)
 - i. Encourage instructors to allow this
- b. Student organization pitches during classes
 - i. Requests should go through DH. DH and Dept. will then decide whether to allow it. If they do agree to allow it, the faculty member can still say "no".
- c. Sept 17 is the bid due date or the Glass Hall project
- d. From the Administrative Assistants meeting earlier today
 - i. Student Organization Funding
 - 1. Dept. Admins are the gatekeepers for that money (keeping an ongoing tally of the amount each group spends each year).
 - ii. Formatting of faculty research papers
 - 1. DH's will make it clear that faculty members are responsible for formatting their own research papers
 - iii. Lamination, large copies
 - 1. For now, use Copy This for such projects.
 - 2. Later, Special Events Coordinator will be trained on the equipment.
 - iv. Staff training
 - 1. Each department has money available for staff training
 - a. If Admin Assts. need/want training in a particular area, encourage them to use it.
 - v. Travel
 - 1. Tenure-earning faculty members should be considered first regarding travel money available.
 - vi. PAFs
 - 1. After PAF goes to the Dept Head for signature, no changes should be made to the form. If changes are needed, Kate will send the PAF back to the admin who will create a new PAF, the DH will sign again, it will be sent back to Kate.
 - 2. Purchase requisitions for \$5k and above
 - a. Will go to Dean for approval. Admin will create, DH will approve, Dean will approve. DH will send Dean email telling her there is something she needs to approve.
 - b. Start-of-school informational email
 - i. Dean will send message re business casual, flex time, snow days...
 - vii. All-COB meeting
 - 1. President Smart and Provost Einhellig will attend

- 3. Dr. Rozell's updates *Libby Rozell*
- 4. Dr. Meinert's updates *Dave Meinert*
 - a. COB Building Projects and Issues
- 5. Around the Room
 - a. Dr. Ragan
 - i. News to come soon re Nancy Allen's book series
 - b. Dr. Callahan
 - i. Has been busy onboarding new faculty members
 - ii. Mechanical Engineering Technology program is off to a good start with 30 enrolled
 - c. Dr. Hignite
 - i. Has been working to onboard new faculty and staff
 - ii. Will have an employers dinner the evening prior to the Career Fair; CIS Advisory Board will be created from the members who attend.
 - d. Dr. Coulter
 - i. Has been onboarding new faculty members
 - ii. FSCEd has now moved from COB to COE
 - iii. MKT has 35 new enrollees (700 total)
 - e. Sandy Culver
 - i. Earlier in the week, they saw 136 Dalian students
 - ii. Saw 22 new freshman today

MARK YOUR CALENDARS

Aug 14 All-COB Kick-off meeting/lunch
 Aug 20 Dept Head AACSB Meeting
 Sept 9 SOA Career Fair
 Sept 22 COB Career Fair
 Oct 15 Groundbreaking, EAC
 Nov 13 Scholarship Banquet

Travel and Vacation Notes

07/28 – 08/14 Dr. Cobb out (China)