

10-8-2014

## Minutes, Crummer Graduate School of Business Faculty Meeting, October 8, 2014

Crummer Graduate School of Business Faculty  
*Rollins College*

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**Faculty Meeting – Room 108  
October 8, 2014**

**Crummer Faculty and Staff Present: Susan Bach, Lynda Boyce, Jackie Brito, Joanna Camburn, Pam Clark, Cari Coats, Steve Gauthier, Margaret Linnane, Tom McEvoy, Dawn Nagy, Jane Trnka, Steve Appel, Sam Certo, David Currie, Jule Gassenheimer, Bill Grimm Jim Johnson, Mark Johnston, Randy Kuhn, Greg Marshall, Peter McAlindon, Kyle Meyer, Ron Piccolo, Bob Prescott, Bill Seyfried, Clay Singleton, Keith Whittingham**

**Guests: From the Presidential Search Committee Allan Keen, chair ;( Dr.) Susan Whealler Johnston, vice chair; Ted Alfond; Carroll Goggin; Michael O'Donnell; and Clay Singleton. Annie B from the Search Firm. David Lord, chairman, Board of Trustees, Lorrie Kyle, Office of the President**

**Approval of the Minutes** .....Tom McEvoy  
Approved by Sam Certo, Second by David Currie

**Presidential Search Update** .....Allan Keen

- Trusteeship Magazine recently had a 5 page spread on the Alfond Inn which is read by 3800 Presidents and Trustees.
- Allan also chaired Rita Bornstein's search.
- In addition to the Trustees there are 4 faculty, 3 students, 1 alumni, and 1 staff member on the committee.

During the first meeting the search firm Storbeck/Pimentel & Associates was chosen. This is the same firm that was used for President Duncan's search. This firm has valuable knowledge of our school. They put together a position statement and a notice was put in the Chronicle.

- Going forward, resumes are being accepted in November and December. Interviews are to begin in January. The goal is to have a candidate by February.

**Questions and comments:**

- Mark Johnston: Will you be looking at experience with professional school such as a business school? Allan Keen: All will be considered with the business school as part of the equation.
- Tom McEvoy: What are the Key attributes? Allan Keen: The announcement and presidential search documents are on the web site which will describe our goals.

**Annie B from the search firms asked "What do you think will attract a candidate to Rollins, and what personally qualities should they have?"**

- Allan Keen: A leader engaged with our entire campus, able to speak to everyone, handle tough decisions, and have a good rapport with the community both locally and nationally.
- Sam Certo: The President has a big impact on the community perception, mission, and reputation.
- Tom McEvoy: Needs to be relevant and competitive in the market place. Also make bold moves and risks to make changes.
- Allan Keen: There are a lot of Colleges looking for presidents right now.

Trustee David Lord asked: How would you tell the Rollins story to a prospective candidate?

- Ron Piccolo: We are committed to student learning, blend well the Liberal Arts and the modern world.
- Mark Johnston: The uniqueness of the undergrad-evening-grad mix with the vision to expand. How all elements fit together
- Cari Coats: We are personal with quality and community involvement
- David Currie: Emphasis on the international aspect
- Susan Bach: Developing leaders by taking learned to practical life.
- Clay Singleton: The uniqueness of Crummer to require 4 years' experience, abandon tenure waiting 3 years to re-earn tenure. Student learning is what brings faculty here.
- Margaret Linnane: Top communities are in our area
- Sam Certo: Educational Entrepreneurship. So many resources on campus. We balance those resources to be comprehensive.
- Jim Johnson: Our partnership with Jindal University
- Dawn Nagy: Innovative ideas: Alford Inn, EDBA, ASOKA for examples
- Millie Erichsen: Rebuilding donor relationships to establish vision for the future of Rollins
- Keith Whittingham: We are relevant to the entire community.

Allan Keen: "Thank you all for your discussion. Please know that any input is welcome going forward "

### **Crummer Program Discussion .....Tom McEvoy**

During feedback sessions the students stressed that they love the school and the faculty. Even with the challenges listed below they would't change their decision to come to Crummer. Faculty Brown Bag meetings are addressing some of these issues.

#### STUDENT FEEDBACK



- Perception of inconsistency of blended delivery.
- Better balance between presentations and discussion in live class.
- Paying 100% tuition and feel like receiving one third the value.
- More participation from business executives.
- Relate concepts and theories to today's real world events.
- Increased networking with companies.



- **Family Business Program**
  - **Owner, President and Manager Program**
  - **Entrepreneurship Equity Program**
  - **Engagement in the Business Community**
  - **Corporate Partner Perspective on Crummer**
    - Sales Program
    - Digital Marketing
    - Two way interactive virtual sessions
    - Technology
    - CRM and Big Data Analytics
- (Salesforce, Microsoft Dynamics, SAP Hana, Google Apps.)

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**Curriculum Committee Update .....Jule Gassenheimer**

Six topics were discussed:

1. Revisiting the Curriculum
2. Entrepreneurship (ENT 601) Assurance of Learning Measures presented by Pete McAlindon.
3. Internship Assessment presented by Jane Trnka.
4. Halil provided an update on the Excel Assessment. All the programs (EA, P, and Es) took the assessment. Some have not yet passed the tutorial.
5. MGT 612 Strategic Leadership for the Organization formally Management Policy was discussed briefly.
6. Update on Essentials for MBA Success

**Faculty Demand for In Class Projects .....Bob Prescott**

Domestic consulting projects per year are at a high 13 and a low 6. Any spillover goes to Dr. Prescott's Class

When the Faculty was asked if they use Company based projects, Sam Certo and Jule Gassenheimer stated that they audit companies for profit and nonprofit. Pete McAlindon also brings in Companies to speak in his class.

Ways suggested by the faculty to communicate projects were:

- Monthly email
- Blackboard
- One on one communication to make sure that the companies needing help are chosen.

**Other Business**.....All

The Curriculum Committee has been formed. The members are, Sam, Mary, Jule, Mark, David and Halil.

The Peer Review Committee members are, Halil, Jim J. and Bill S.

The Marten Bell matching grant has been met.

Our fund raising is up 70% over last year.

The Edyth Bush Foundation has given a grant to pay for Sam Certo's Dean Portrait along with a scholarship to be set up in Sam's name.

**Meeting adjourned**

**Tom McEvoy**

Next Faculty Meeting  
November 12, 2014  
1:30pm – 3:00pm  
Room 108