Policy Council Minutes  
Haworth College of Business  
June 11, 2015

Members Present: Kay Palan (Chair), Christina Stamper, Satish Deshpande, Don Gribbin, 
Jeannine Shafer, Mike Tarn, Zahir Quraeshi, Mushtaq Luqmani, and LTC Decker Hains

Recorder: Rebecca Laipply

Convened: 1:30 p.m.

**Topic:** Discussion:

**Jayson & Tom**

Dean Palan invited Jayson and Tom to join the meeting to introduce themselves and talk about what they do, and what they are currently working on. They came from the Development Office, and are trying to work more on strategic priorities within the college. It takes a team for fundraising, and everyone needs to work together to be successful.

Jayson, in particular, is working on getting alumni back to visit and get more involved. He invites faculty to warm up to the idea of having alumni speak in classrooms. We have to cultivate them in order to get their support and possible future gifts. Tom is currently working on making contact with the highest rated alumni, finding out their stories and accomplishments, and what is meaningful to them. He is finding that some CEOs and others in higher positions want to share their experiences. A lot of alumni end up doing well in business regardless of what their degree was in. Tom believes that it’s actually hurting long-term relationships by simply going to alumni asking for money. The DSS Speaker Series and Professor of the Day are examples of events that are great opportunities for alumni.

Dr. Quraeshi wondered how the Development Office was following international alumni, and how we could improve outreach efforts. He believes this is an area in which we could be more proactive. Dean Palan then reiterated that this is the reason she wanted Tom and Jayson to be present because it’s a process, and it’s not just going and asking for money. She mentioned the importance of engagement by faculty and the fact that it takes everyone as a team to get involved and work together to bring potentially huge payoffs. Jayson revealed that it takes about 8 contacts with a donor before being able to ask about gifts.

Jayson and Tom are helping to build the alumni network, advisory boards, etc. They want to know the names of these important alumni, and ask that the Chairs and others assist with identifying any that may have slipped through the cracks.
A couple suggestions were then made as far as how to improve outreach and engagement of alumni. Dean Palan writes personal hand-written notes, and at least 50% send messages back. She believes these types of things are something we should all be doing. Jayson suggested reaching out to younger alumni as well. They are finding that very young alumni are also great success stories. Also, as far as being able to keep in touch with our international students, the email system shuts down one year after graduation making it hard for them to keep in contact with us and vice versa. Dean Palan suggested making trips internationally just to meet with alumni, potentially bringing in more professors for Professor of the Day, or other things along those lines to engage alumni.

**Central Calendar for Annual Leave and Travel Dates**

A calendar has been set up to include all Chairs’ Annual Leave time in one central location. It was decided that it’s a good idea for Chairs to see who is traveling and who is covering for them during that time. Dean Palan asked the group if it would be helpful to also include Chris, Satish, and herself on the calendar, and it was agreed upon that it would be beneficial.

**Chair-Faculty Dialogue**

The PAR and the PDA application process will be revised to aid data collection for the new AACSB standards. The utility of the chair having a conversation with all PDA applicants on how their professional development plan supports the college mission was discussed.

**Course Release**

The course release guidelines have been updated to be consistent with the new AACSB standards.