Romain College of Business - Board of Advisers Meeting Minutes
Thursday, April 11, 2024
8:00 – 10:00 am
Romain College of Business Board Room – BE3024

Members Present: Dave Conner, Tom Mathias, Amanda Schmitt, Patrick Edwards, Jeff Bone, Neil McDonald, Amy Waterman, Lisa Slade, Jeffery Berger, Bill Plahn, Sarah Moore, Bill Theby, Ray Farabaugh, Alan Brill, Alan Jones, Ryan McConnell, Jill Koester, Zach Zirkelbach, Alfonso Vidal, Rob Henson, Lindsey Nix, Eric Reffett, Shay Culver, Eric Kassenbrock, Ryan Kassenbrock, Linda Bueltel, Kerry Jackson, Aaron Huff, Teri Hollander Albin

Ex-Officio Members Present: Sudesh Mujumdar, Brian McGuire, Bridgitte Danhauer, Ryan Parmenter

Faculty Present: Tom Noland, Jack Smothers, Curt Gilstrap, Cristina Gilstrap, Srishti Srivastava, Ken Shemroske, Chad Milewicz, Khaled Elkhal, Bohan Ye, Josh McWilliams, Chad Milewicz, Nick Rhew, Cindi Clayton

Staff Present: Andrea Gentry, Anna Will, Courtney Woehler
Communications Associate: Darla Perigo
Administrative Associate present: Tina McCalment

Dave Conner welcomed everyone and called the meeting to order at 8:00 a.m.

Board Chair Remarks – Dave Conner

Introduction and Approval of New Members – Lisa Slade
- o Introduction of newly nominated members:

Amy Waterman	Tom Mathias
Jeff Bone	Ryan McConnell
Linda Bueltel	Neil McDonald
Shay Culver	Sarah Moore
Patrick Edwards	Amanda Schmitt
Rob Henson	Dean Short
Eric Kassenbrock	Zach Zirkelbach

Requested formal motion to approve the nominations.
So moved and seconded, unanimously approved.

Introduction and Approval of renewing members – Lisa Slade

Renewing members for 3-year terms:

David Abbott	Donald Neel
Alan Brill	Bill Plahn
Dave Conner	Ron Romain
Femi D-Etti	Bill Schirmer
Ray Farabaugh	Ken Sendelweck
Mark Freeman	Lisa Slade
Alan Jones	William Theby

Motion made and seconded to accept renewals; passed unanimously
Dave Conner thanked Lisa for her work.

Renewal of Board Chair Dave Conner and Approval of Chair Elect Eric Reffett

Approval of Committee Chairs and members
Motion to accept committee Chairs and member approved and seconded; motion passed unanimously.
Mr. Conner commented that committees will be involved in the evolution of the new center and encouraged everyone to serve on at least one committee.

Approval of Minutes from 11-2023 meeting
- o Minutes from the Fall meeting were unanimously approved

Dean's Comments – Sudesh Mujumdar

- Embarking on a two-year process that eclipses anything done in the RCOB and will reshape the talent pipeline
  Head counts are up compared to Spring of 2023 in both undergraduate and graduate enrollment.
  Worked with Academic Partnerships to design a new, online product and as a result have seen a 10-fold increase in MBA enrollment
  Learned a lot about how to create curriculum and learning experiences in the online environment that are applicable to the workplace.
- The AI Café will bring learning out in the open.
  It will change the way spaces are designed and used.
  The Center is not a classroom, but a space where students will work in cross-functional teams, breaking down silos to collaboratively actualize learning.
- Students will use our unique assets to build market-leading competencies and life-long relationships through personalized, co-created learning experiences.

- Starting in Fall 2024, our students will develop proficiency in neuro-marketing and textual analytics – market-leading competencies that no other business colleges offer at the undergraduate level.

Introduce and hear from team:

Curt Gilstrap – Textual Analysis and Publishing (TAP) Lab
- Business Communication is a gateway course.
- Utilize ChatGPT, Octoparse, Leximancer to develop competencies.
  Example: Extract information that hides in plain sight from 25M job postings.
  Triangulate baseline skill sets, how is compensation tethered to skills, understand what organizations want to see in candidates they hire.

Srishti Srivastava – NeuroBlu Mental Health Data Platform
- First University and Business College where undergraduate students learn to develop and test their natural language processing algorithms using actual Big Data from a mental health context – the NeuroBlu platform by Holmusk (largest behavioral/mental health analytics company)
- Two licenses: Neuroblu
- Provide accessibility to 30M de-identified health records including doctor notes
- AI comes naturally but students struggle with team component.
  Utilize co-created space to develop human approach; share ideas, new approaches, conversations that were taking place before.

Khaled Elkhal – Finance
- Access to Bloomberg data through Bloomberg terminals can be a game-changer for finance students seeking careers in corporate investment/acquisitions/mergers
- Example: Hope to institute program of student managed funds.
  Learn practical skills working across disciplines.
  Develop investment career competencies.

Nick Rhew – Management
- Big 10 discipline; application for all technologies.
- Purpose built space creates technology playground.
  Example: Using biometrics tools for HR webpages requires technology skills.
  Often thorny issues at work, difficult to train for every contingency. Can use Virtual Reality to create training experiences.

Chad Milewicz – Marketing
- Use voice analysis to understand how design is consumed.
- Data driven approach to marketing strategy and tactics.
  Example: Create two stimuli, email link to ad and evaluate heatmap generated by recipient response; make recommendations based on data.

Bohan Ye – Economics
- Use holistic capabilities to solve multiple problems.
- Not afraid to use analysis or predictions.
  Example: Improve emotional intelligence.
  Use telehealth to build trust in screen-mediated interactions with doctors.
  Important in rural applications.

Josh McWilliams – CIS/ Information Systems
- All students graduate with proficiency in technology, what does it mean to business?
- Stay on top of technology, how technology is implemented.
  Example: IBM WatsonX, Enterprise tools
  Ability to fine-tune models to match data sets.
  Use for logistics, risk analysis, audits, understand trends.

Question: What does classroom design/intersection of disciplines look like now?
  Senior seminar course is a cross-pollination of disciplines and colleges. Students are exposed to each functional area and can bring the ideas back to their own program of study.

Andrea Gentry – USI Foundation
- $2M fundraising goal
- There are several naming opportunities for business and individuals
- The Case for Support booklet makes a case for why this is a great investment.
- The Foundation will be contacting Board of Advisors members to open doors with their companies and identify who should be at the table.
- Making a personal gift sends an important message to donors.

Closing Comments
- The campaign has launched with a $250,000 gift from Connie and Ron Romain.
- The time frame is to start construction within the year.
- Gift payments are flexible and may be extended over a three-to-five-year period.

Dave Conner adjourned the meeting at 10 a.m.