



Romain College of Business - Board of Advisers Meeting Minutes
Thursday, November 16, 2023
8:00 – 10:00 am
Romain College of Business Board Room – BE3024

Members Present: David Conner, Alan Jones, Michael Head, Ray Farenbaugh, David Abbott, Mark Freeman, Ryan Kassenbrock, Ron Romain, James Mulbauer, Lisa Slade, Tara Barney, Aaron Huff, Ryan Merriwether, Fermi D-Etti, Ashley Babcock, Megan Knoll, Linda White, Alfonso Vidal, Shane Bates, Jeff Berger, Ashley Babcock

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

Faculty Present: Tom Noland, Tim Schibik, Jack Smothers, Curt Gilstrap, Cristina Gilstrap, Srishti Srivastava, Ken Shemroske, Chad Milewicz, Thomas Weber

Staff Present: Andrea Gentry, Anna Will, Courtney Woehler

Communications Associate: Darla Perigo

Administrative Associate present: Tina McCalment

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

Board Chair Remarks – David Conner

Introduction of Dean of Romain College of Business – David Conner

Approval of New Member – Lisa Slade

- Introduced new member Ryan Kassenbrock
- Requested formal motion to approve the nomination.
- So moved and seconded, vote carried

Approval of Minutes from 04-27-2023 meeting

- Approved by Board today as distributed.

Dean’s Comments – Sudesh Mujumdar

Strategic Positioning of Roman College of Business: Leveraging technologies in unique ways to build market-leading competencies in a personalized co-created learning environment.



Enrollments are up at both undergraduate and graduate levels:

- BUAD has the largest share
 - Like MBA, there is an option for accelerated and entirely online courses
 - Growth is unlimited
- Marketing program has second highest enrollment.
 - Bringing technology into the classroom attracts and retains students
 - Students competing in National American Marketing Association Student Chapter
 - Two students placed second in international competition with the biometric eye tracking and facial expression analysis of social media platforms
- Accounting has gone up this year.
 - Nationwide task force to get more students into the accounting profession
- Management enrollment has decreased
 - National wide MBA enrollment is dropping, USI is going against the trend.

Academic quality of incoming students has been sustained.

National high school graduate cliff coming is coming in 2025 or 2026.

Additional largely untapped market is in degree completion for students that have some college but have not finished their degrees.

Mapping Assets:

Neurosciences - Biometrics Lab

Natural Language Processing – TAP Lab

Cybersecurity Lab

Two Marketing Competencies – Chad Milewicz

What RCOB is currently doing to leverage technology in unique ways

- Students have access from day one
- Students in all majors benefit

Introduce and hear from team

Curt Gilstrap – Textual Analysis and Publishing (TAP) Lab

- Thematic analysis of text as data
- Gain business insights
- allow graduates to leave with unique skill set

Srishti Srivastava – Neuro Blue Mental Health Data Platform

- Develop natural language processing algorithms
- Beyond the classroom, able to experience the technology



- Opportunities for students to publish research with Holomusk

Nick Rhew – Co-created learning experiences

- Embedded in courses
- Co-curricular experience
- Free to implement
- Scale plans to engage every student with market leading competencies

Chad Milewicz – Biometrics Lab

- First to test a web-based platform that can be accessed through an email link
- Can be accessed by inperson and online course
- Business partnerships recognized by Inside Higher Ed national online publication for worldwide higher education

Seven Steps to the Summit – The Center for Applied Technologies in Business

- Architectural Renderings
- AI Café – Business and Engineering Atrium
- Computers with pre-set technology
- Flexible Lab Space with Smart Glass
- Project based learning
- Collaborative work - classroom space is connected

Andrea Gentry – USI Foundation

- Potential \$2M fundraising goal
- Fits into the technology component of a larger capital campaign
- Gift Pyramid
- State support will cover about 50%
- Foundation will fill the gaps
- Naming Opportunities for business and individuals
 - \$1M – Center
 - \$100K – Labs
 - \$50K – technology/equipment
- Engage networks to open the door for Development to invite personal commitment.
- Move aggressively at the front end of the capital campaign
- Make a commitment to endowed funds for the future

Closing Comments – David Conner

Value proposition that will move the Romain College of Business into the next decade.
Building lifetime relationships that will bring dividends to students later in life.
Creates a cycle that is sustainable.

David Conner adjourned the meeting at 9:35 a.m.