Business Advisory Council Meeting Minutes
April 11-12, 2013

Date: Thursday, April 11, 2013
Time: 2:00 PM
Location: NMSU College of Business, Business Complex Room 108

I. Welcome & Introduction of New Members: Travis Melham
   - First time attending a BAC meeting:
     • Eric Powell
     • Margaret Hardin
   - New Members:
     • Mike Drexler
     • Kevin Merhege
     • Craig Buchanan

II. A Few Words from Dean Carruthers: Garrey Carruthers
   - Presentation of third business building renderings
   - Presidential search update
   - 3% tuition increase
   - NMSU received 4% appropriation
   - Update: Domenici Public Policy Conference Sept. 18-19, 2013
     (See attached agenda)

III. BAC & AACSB Participation: Travis Melham
   - Recognition of BAC members who attended AACSB dinner
     • Laura Conniff
     • Adolpho Telles
     • Jerean Hutchinson
     • Travis Melham
   - Recognition of BAC class speakers

IV. Wells Fargo Sponsored Activities: Berna Holzman
   - Value of partnership with the College of Business
   - Economic Outlook Conference
     “Financial contribution is not enough. Ask – what can I do?”

V. US Bank Domenici Conference Panelist Program: Craig Buchanan
   - Student interaction in the Domenici Conference is key
     “Well worth the investment.”

VI. Alumni & Fundraising Update: Andrea Tawney
   - We had over 20 visiting mentors and Bobby Lutz as our executive in residence 2012-2013
   - Aggie Pride Call Center
     • Reached 32,000 alumni this year – previously NMSU only reached 12,000
     • Gifts totaling over $200,000
• Collected 5,000 email addresses – importance of electronic communication
  - New College of Business Facebook page-Like Us
  - College of Business Fundraising Report
  - Estimated Return on Investment of fundraising trips this year
    • Upward of $700,000
  - Internships
    • COO Munchkin – first time offered to NMSU MBA students
  - Active BAC Members
    • 2 year commitment
    • 41 active members
    • $23,500 raised this year
  - Looking for new BAC members
    • Please send nominations
  - Team Effort
    • Annual Report
    • E-Greeting Card
    • Recommendations for BAC
    • Recommendations for visits from Dean
    • 500 for $500 Campaign – donor markers for new business building
  - Todd Bisio’s alumni event at Qynergy
    - Janet Green, Jerean Hutchinson and Mickey Clute
      • Bobby Lee Lawrence Academy of Wine – Bottomless Wine Glass Sponsorship
      • $500 personalized wine glasses

VII. AACS Reaccreditation: Kathy Brook
- Reviewers travel to campuses to make sure each college’s report makes sense
- Identify:
  • Strengths
  • Areas needing improvement
- Consultative purpose
- Our “Dings”
  • Learning objectives for degree program – want to see more business oriented skills
  • BAC and students involved at earlier stages of strategic planning
  • Faculty should reflect student population
- Our accounting program is separately accredited by AACSB-comments were similar to college’s review

VIII. Strategic Planning Exercise: Garrey Carruthers
- Align our strategic plan to that of the university
- How can we be more aspirational?
  • Increase alumni participation
  • Fundraising
    o Increase alumni giving
- What can we do differently?
  • Student direct involvement with faculty
  • More student recruitment
  • Require internships
• 100% job placement
  o Student comment: Students have to work and can’t afford an unpaid internship.
  o Why are student jobs not considered internships?
“Change can’t happen overnight but it can’t ever happen if we don’t address the issues”
-Aspirational goals:
  • More internships
  • Associate Dean dedicated to internship, job placement, etc.
  • Entrepreneurship
  • Doctor of Economic Development
  • Entrepreneurial vs. Corporate
    -Doesn’t have to be “or” can be “and”
  • Bring excitement to MBA program/advance MBA program
  • Student retention
  -Should we raise admission standards?

IX. **BAC Reception: La Posta de Mesilla**

Date: Friday, April 12, 2013
Time: 8:00 AM
Location: NMSU College of Business, Business Complex Room 108

I. **Continental Breakfast with BAC members, faculty and students**
   -Welcome from Travis Melham

II. **Ambassador Introduction: Cassandra Cooper**

III. **Last Meeting Feedback**
   -Can BAC members be contacted by students?
     • Students need to provide specifics, not just “can you help me get a job”
     • Andrea will put in touch with BAC members
   -Track and measure BAC engagement and outcomes
   -Mock interviews
     • Do in conjunction with placement office
     • Match students with industry
     • Videotape in order to pick up on body language and habits
     • Non-traditional interview process such as Skype and phone
     • Link to those who do the interviewing for BAC members associated company

IV. **BAC Member: Talking about his industry and business careers**
   -Margaret Hardin: COO, Munchkin, Inc.

V. **BAC Member: Talking about his industry and business careers**
   -Christine Aguilera: President, SkyMall

VI. **BAC Member: Talking about his industry and business careers**
   -Travis Melham: Director, Career Evolutions
VII. Q&A with Students (follow-up to speakers)

VIII. Ambassador & Student Interaction (all faculty/staff leave)

IX. BREAK

X. Discussion Session/Feedback on Interaction: Travis Melham
   - Create a blog
     • Videotape meetings (partner with University Communications) so other students have access
     • Link on the College of Business homepage
     • Link on Canvas
     • Post minutes on BAC webpage – archive minutes
   - College of Business homepage is more for faculty/staff
     • Needs to be more student friendly
     • Keep up-to-date
   - More required ethics courses
   - How do you give back to NMSU?
     • What level?
     • What point do you start drilling into the students to give back?
     • Alumni can give at different levels
     • Giving needs to be student driven or recent graduates
     • Market success stories – make it user friendly to give
   - Student Involvement
     - Celebrate success and what has succeeded at NMSU

XI. Next Meeting, Domenici Conference & Homecoming Dates
   - Next Meeting:
     • September 19-20, 2013
   - Domenici Conference
     • September 18-19, 2013
   - Homecoming Dates
     • Scholarship Luncheon: October 25, 2013

XII. Closing Remarks: Travis Melham

XIII. Catered Lunch with BAC members, faculty and students

XIV. Groundbreaking Ceremony: Pete V. Domenici Hall

XV. Hall of Fame Banquet: Las Cruces Convention Center