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Crummer Graduate School of Business Minutes  
and Reports

Faculty Minutes and Reports

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10-19-2023

### Minutes, Crummer Graduate School Faculty Meeting, Thursday, October 19, 2023

Crummer Graduate School of Business Faculty

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**Roy E. Crummer Graduate School of Business**  
**Rollins College**  
**Crummer Faculty/Senior Staff Meeting Notes**  
**October 19, 2023**  
**10am-11:30am**

**Attendees:** Michael Blackburn, Teisa Brown, Lovelyn Findley, Kim Jentsch, Jim Johnson, Elissa Jovita, Vanessa Kannemeyer, Mike Kazazis, Ginger Killian, Misty Loughry, Greg Marshall, Anil Menon, Kyle Meyer, Renee Quintanilla, Koray Simsek, Bill Seyfried, Carolyn Turner, Syntyche Walker, Brian Walkup, Keith Whittingham, Keenan Yoho, Ann Hughes

**Updates from the Dean.....Anil Menon**

- Making progress on the reinstatement of Zoom
- Traveling to meet with donors and others interested in Crummer/Rollins. Based on the feedback we need to engage with alumni much more – Crummer engagement, stewardship.
  - Where are you going? How can we be of help?
  - Collectively what can we do. Let’s stay engaged.
- Forming Crummer strategy
  - 1. Value Creation (growth mindset MBA)
  - 2. Integrated with mothership Rollins (Importance of Liberal Education)
    - Global Mindset (Create Center for Global Thinking)
  - 3. Executive Focus on practice
    - Strongly grounded in intellectual leadership and practice
    - Co-taught with industry leader
    - YPO – Young President Organization – started as family-owned businesses (multi-generational); founder of YPO is a Rollins grad/interested in EDDBA
    - Broader definition of knowledge
- September Summit – Crummer will lead the summit (Betsy Gardner)
  - Build greater presence – increase faculty size
    - Focus on Textbooks and Cases
    - IMD – leveraging Brown Forman/Masseys (Big hidden giants; help build their legacy)
    - Center on Global Thinking; Center for Sustainability
  - Big kickoff in January – Crummer is back
    - Panel sessions
    - Get engaged in the community; increase visibility
- Innovation Triangle update
- Grant toured the building last week; Bill and Anil are working on a business plan for the current building.
- Misty will be interim director of the EDDBA during Greg Marshall’s sabbatical.
- Ginger Killian is the new Director of Program Portfolio Innovation and Accreditation.

**Crummer Building Refresh.....Anil Menon/Michael Blackburn**

- Multiple walk throughs in the building; want to brighten and refresh the building
- Improved Classrooms and technology are a priority
- Invited to share feedback with Michael, Brian, Ginger, Mike K., Keenan (Tech Committee)

- FAU, Wharton, Florida were used as examples
- Add studio room – Room 221– flexible room; space to engage virtual environment and a space to create podcast (virtual room – samples Harvard, wave room)
  - Opportunity to Think Big: How do we keep evolving with the state of the art?
  - Wholistic view – Let’s collectively own this -
    - Starting immediately with refreshing entrance, hallways
    - Classrooms will likely be done next Summer 2024
    - Revisit our history and also stay abreast of our culture
- Grant is very supportive of the refreshing of the Crummer building.

**Curriculum Committee.....Koray Simsek**

1. Syllabus revision – Marketing Analytics (led by Ginger)
  - a. Broaden and focus more on software; what does output tell you and how do you make decisions using it.
  - b. Brian Walkup made a motion to approve the minor syllabus revision; Keith Whittingham seconded. The motion was unanimously approved.
2. Graduate Certificate in Entrepreneurship
  - a. Minor revision – additional required set of courses offered
  - b. Brian Walkup made a motion to approve the minor revision; Kim Jentsch seconded. The motion was unanimously approved.
3. Curriculum Committee meetings scheduled for November 13 and December 11

**EAMBA/FlexMBA Proposals.....Bill Seyfried**

- Discussion about curriculum proposal for students entering in Fall 2024
  - What should be in the core?
  - Proposed change in focus to summer 2 (proposed changes impact FIN502 and INTL501)
  - Discussion primarily involved INTL501
  - Globalization taught across the curriculum
  - Need to break from functional approach; divestiture across the curriculum
  - Recommendation to do an audit of global across the curriculum; further discussion and consideration at the November meeting.

**Admission Update.....Elissa Jovita**

- Spring 2024 Numbers
  - Up in apps started, but mostly from international bloat (unlikely to matriculate to Crummer)
  - Sluggish but not unusual – most activity happens in November and December
  - Flat in deposits versus 2023 (6 versus 6) but behind compared to 2022 and 2021 (but AMP students likely came through earlier)
  - Anticipating a smaller AMP incoming class this spring – currently 12 in the pool if we yield at 100%
- Recruitment Initiatives
  - Recruitment travel on college campuses – Kennedi has been in and out this fall
    - University of Miami, Flagler, Bethune Cookman, UF, UCF, FAU, GA Tech, New College, Ringling, Rollins tabling events, Career & Internship Expo, FSU, FAMU, virtual fairs

- Events
  - Preview Crummer 10/18 – in-depth 2-hour event (Welcome from Anil, MBA info session, mock classroom by Brian Walkup, faculty/staff panel with Sabrina, Renee, Lovelyn and Keith and alumni panel representing all 3 programs)
  - Virtual Information Sessions
    - 10/4 – graduate certificates info session for alumni – not successful but will try again on 11/2
    - 10/31 – virtual app workshop
    - 11/1 EDDBA virtual information session with alumni and Greg Marshall
    - 11/15 – MBA virtual info session
  - In-Person Information Sessions
    - 11/7 – MBA in person info session with alumni
  - Out in the community
    - Leadership Orlando – exploring a partnership with the VA
    - Young Professionals Networking Event
    - Pride Chamber networking events
- Partnerships
  - Early stages, but Van made intros for Mike and Elissa and we have gotten a couple responses. More to come on this.
- Going GMAT/GRE optional for Fall 2024 and Fall 2025 cycles.

**EDBA update.....Greg Marshall**

- Highlighted Dissertation candidates
- High quality EDDBA is important to the program
- Joe Hair – visit September 14-15, 2023; Optimistic that Joe will engage with Crummer on a regular basis

**Other Business.....Bill Seyfried**

Motion to adjourn and seconded. Meeting adjourned at 11:50 a.m.