

Executive Advisory Council (EAC)
College of Business and Public Administration
Old Dominion University

MEETING SUMMARY
April 2, 2008

EAC Chair Bob Boyd called the meeting to order and introduced the new members present.

Mr. Boyd welcomed ODU football coach Bobby Wilder, who addressed the process of building an ODU football team that will compete in the Colonial Athletic Association beginning in September 2009. Coach Wilder described the recruiting efforts aimed at potential players and their families, which are already underway with NCAA sanctioned weekend visits to ODU's campus. He thanked Dean Bagranoff for participating in six such sessions by meeting with the students being recruited who planned to major in business. The Coach described the emphasis placed on academics with potential players and the support members of the squad would receive once the team is finalized. He estimates that the final group of athletes devoted to the football would total around 100 students, all of whom would be held accountable for good academic performance. According to the coach, 10,000 season tickets have already been purchased.

In introducing ODU International Business Professor Shaomin Li, Dean Bagranoff told the group that he had been honored as one of 12 outstanding faculty members in the State of Virginia by the State Council of Higher Education (SCHEV) this past January. She said that the pool of candidates for the prestigious award consisted of 15,000 college professors. Dr. Li gave a presentation on the research he conducted which was published in the Harvard Business Review, "Mao – the Unknown Influence on China's Business." Dr Li described Mao's leadership during the Cultural Revolution in China (1966-1976) as "management by chaos," stating that it left an indelible imprint on the culture of the country. Mao was considered a hero and worshiped by the masses, among them many of today's top Chinese CEOs, who admit to incorporating his teachings in managing their companies. He cites Mao's manipulative leadership style combined with his successor Deng's propensity for profit at all costs as having a negative influence on today's business practices. Dr Li warns multinational businesses considering joint ventures with Chinese firms to look for signs of Mao's influence in tactics such as the lack of successor management, secretiveness and vague organizational structures. He credits Mao's lingering influence as a cause for the failure of joint ventures and the production of inferior Chinese products.

Dean Bagranoff then introduced the topic of the MBA Focus Groups, held in February and moderated by EAC member volunteers. EAC Moderators Jim Carroll, Mike LaRock and Nancy Grden summarized the information gathered in their three sessions. They each commented on the openness of the current and former students, and highlighted complimentary areas such as international diversity and high caliber professors along with constructive criticism such as lack of career placement resources dedicated to graduate students. The Dean thanked all for their participation. She told the Council that an internal MBA Task Force has been established and the transcripts of the focus group sessions have been given to the members of this group. She said there would likely be significant changes in ODU's MBA program. Citing current resources as

“lean”, the Dean told EAC members that their participation in an upcoming career fair dedicated to graduate students would be valuable to the college.

The Dean then gave an overview of the College of Business and Public Administration, reviewing its seven Centers, six Departments and array of Undergraduate and Graduate Degrees. She emphasized the value of AACSB accreditation for the Business Administration area and NASPAA for the Public Administration area of the college. In reviewing the six advisory councils, the Dean said the Executive Advisory Council (EAC) was the senior group with the chair of each of the other councils serving on that Council as an ex officio member. She spoke of the importance of EAC members’ feedback on programs and participation in giving presentations to students and serving on ad hoc committees such as strategic planning and the annual student focus groups.

Dean Bagranoff announced that a special event has been added to the College’s Executive in Residence Program. A seven-member panel of ODU alumni and EAC members will discuss entrepreneurship at the event, scheduled for April 17.

EAC Chair Bob Boyd then discussed the Constant Hall Partners (CHP) Program, which he referred to as a good investment for both EAC members and Corporations. The Corporate program requires an annual \$2,500 contribution, with members recognized in several ways, including having their company name and corporate logo on plaques which line the main entrance of Constant Hall. Member companies are also listed in the college’s annual report and on its web site and are invited to send up to three representatives to an annual “Recruiting Night” to meet Dean’s List students. Individual EAC members are asked to contribute from \$100 to \$1000 annually to an EAC Constant Hall Partners program.

Funds raised through the Constant Hall Partners program supplement the University’s allowance for faculty travel (\$700 per annum) to programs such as an upcoming AACSB conference on Ethics, fund student travel to competitions, practical teaching training for PhD students, and student club events. The state does not underwrite marketing for the College, so any marketing efforts for college programs must be paid for by local College funds. Chairman Boyd asked all members to encourage their company as well as others to become CHP members and for EAC members to make individual contributions to the effort.

Before closing the meeting, Chairman Boyd asked for comment on adding a third meeting to the annual schedule for the EAC. He proposed continuing the morning meetings in September and April and adding a late afternoon meeting followed by a reception in January. The annual EAC Appreciation Reception held at the Dean’s home would be scheduled during the late summer. Noting a consensus of agreement, he stated that the schedule for EAC meetings in the 2008/2009 academic year would be adjusted to this arrangement. Specific meeting dates will be sent to all EAC members in the summer.

The meeting was adjourned at 9:45 a.m.