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<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>8:00</td>
<td>Welcome</td>
<td>Maria Thompson, Provost</td>
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<tr>
<td>8:00 – 8:50</td>
<td>Breakfast and Social Gathering</td>
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<tr>
<td>9:00 - 9:10</td>
<td>University Status and Updates</td>
<td>Maria Thompson, Provost</td>
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<tr>
<td>9:15 – 9:25</td>
<td>Report of the results for December meeting</td>
<td>David C. Yen, Dean SEB</td>
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<td>9:30 – 10:30</td>
<td>Building a Strong Partnership with Local Community: Strengths and Weaknesses,</td>
<td>SEB Faculty:</td>
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<td>Future Strategies and Directions</td>
<td>Barbara Durkin, MMIS</td>
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<td>Paul Bauer, EFA</td>
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<td>Jamie Reynolds, Senior VP, NBT Bank</td>
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<td>10:35-10:45</td>
<td>Break</td>
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<td>10:50-11:50</td>
<td>Business Schools: Fostering Innovation and Making an Impact</td>
<td>SEB Faculty:</td>
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<td>Mine Ozer, MMIS</td>
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<td>Andrew Schwenk, Executive Director, JP Morgan</td>
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<td>12:00 -12:50</td>
<td>Lunch</td>
<td>Maria Thompson, Provost and David C. Yen, Dean – SEB</td>
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<td>1:00-2:00</td>
<td>Innovative Ways to Engage Alumni and Enhancing a Better Collaboration With SEB</td>
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<td>Steve Walsh, MMIS</td>
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<td>Jason Hecht, Professor, Ramapo College of New Jersey</td>
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<td>Grace Tsao, Emeritus Faculty</td>
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<td>2:10- 2:25</td>
<td>Break</td>
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<td>2:30- 3:30</td>
<td>New Teaching Pedagogies, Directions, and Opportunities of Business Educations...</td>
<td>SEB Faculty:</td>
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<td>Dona Siregar, EFA</td>
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<td>Michael McAvoy, EFA</td>
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<td>Jing Yang, MMIS</td>
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<td>BAC Members:</td>
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Attendees:

BAC Members:

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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<tbody>
<tr>
<td>Zel Bianco</td>
<td>President/CEO</td>
<td>Interactive EDGE</td>
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<tr>
<td>Jason Hecht</td>
<td>Professor of Finance</td>
<td>Ramapo Coll of New Jersey</td>
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<tr>
<td>Margaret Maguire</td>
<td>Faculty Emeritus</td>
<td>SUNY Oneonta</td>
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<td>Johna Peachin</td>
<td>Owner</td>
<td>Peachin and Associates</td>
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<tr>
<td>Michael Pentaris</td>
<td>President/CEO</td>
<td>Custom Electronics, Inc.</td>
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<td>Jamie Reynolds</td>
<td>SVP/Regional Executive</td>
<td>NBT Bank</td>
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<td>Andrew Schwenk</td>
<td>Executive Director</td>
<td>J.P. Morgan</td>
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<tr>
<td>Grace T'sao</td>
<td>Faculty Emeritus</td>
<td>SUNY Oneonta</td>
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College & SEB Faculty:

Maria Thompson, Provost/Vice President of Academic Affairs
Ellen Blaisdell, Director of Gift Planning, College Advancement
Tim Hayes, Sr. Advancement Officer, College Advancement
David Yen, Dean, SEB
William O'Dea, Chair, EFA
Izabella Lokshina, Chair, MMI
Paul Bauer
Barbara Durkin
Jie Feng
Michael McAvoy
Mine Ozer
Donia Siregar
Philip Sirianni
Trang Tran
Stephen Walsh
William Weinell
Qun Wu
Jing Yang
Hua Zhong

SAC:

Angelica Aldana
Philip Chieco
Marlaena LeMaitre
Nick Moore
Natalia Poljak
Abigail Renneman
Erin Ruth

Student Athlete:

Colleen Clark
Meeting Notes for April 26th BAC meeting

Panel Session I:

<table>
<thead>
<tr>
<th>Time</th>
<th>Presentation Title</th>
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Experiences

- Internship → branches
  → headquarters → projects (Economic development)
- Interaction w/businesses in community
- Business development/Entrepreneurship
  “Seeing the future”
  Excitement

Learning experiences

- Opportunities, challenges
- Varied
- More connections w/businesses
- Tour of local businesses
- Guest speakers – bring in
- Business owners
- Giving back
- Need stronger computer skills – Quickbooks, SAGE software
- Business bookkeeping not just acct – look at a picture – not just a number
- Practical & theories
  Concepts & practical application
  Collaboration on problems on real problem w/real companies – present to executives
  Growing fields → data analytics
  → social media
- Simulations → integration – business processes
- Case study
- Application development
- Collaboration → job opportunities
  o Recognized skills of students at end of project
  o Internships as job interviews → job offers
  o Students need to start early in career planning (before junior year)
Use alumni to identify opportunities
National simulation competition
1:1 meetings w/key decision makers
Projects
Case studies

What skills → our students
Where is demand for our students? How dynamic is that demand?
   Attitude
   Degree
   Technical skills
   <summer job cohorts
   <job rotation training programs
Retention
Extracurricular experiences

Expectations of SEB

Interaction w/Economic Development
With the community <w/school
   <w/faculty
Startup NY
Improved
More activity – research business creation
   Investments from financial institutions
1success → another
More creativity
Pair business group w/science group
1 representation – Chamber of Commerce
Global perspective & how affects business
Need big picture/real world <dealer.com>
   <how to get students to think> farm:table
Enterpreneurial & local
**Panel Session II:**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Faculty Members</th>
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<tbody>
<tr>
<td>10:50-11:50</td>
<td>Business Schools: Fostering Innovation and Making an Impact</td>
<td>Mine Ozer, MMIS&lt;br&gt;Philip Sirianni, EFA&lt;br&gt;Jeff Weinell, MMIS&lt;br&gt;&lt;br&gt;BAC Members:&lt;br&gt;Johna Peachin, Owner, Peachin Associate&lt;br&gt;Andrew Schwenk, Executive Director, JP Morgan</td>
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Mine (Women in business):
How can we promote networking among women in business?
Invite local women (like Johna) to address current organizational/personal challenges, stress management, other challenges from women’s perspectives in classes.
How to help female business owners from that perspective?
We can build relationships with them; help each other in that regard. Our main goal is to inspire others, especially our female students.
Perhaps we could have an annual event for this: A “Women in Business Event” in which career advice is provided. The event could be conducted by one or more of the student clubs.
Mine has observed fewer female students in our majors and in her classes in particular. What can we do to address this?

Johna:
More women have been brought into accounting, and we need to strive to keep women in this field.

Jeff:
Has also observed changes in this regard over the last few years. Keeping it up is a priority for us.

Andrew:
Diversity is a major issue at JPM. They are always looking for the best candidate, but a diversity candidate is great. They have an organization within JPM called “Women that trade”. There are also initiatives to help women move up (for example, from the VP level to SVP level).

Abby:
We should bring more women alumni to campus to get their perspective on women’s issues in business.

Erin:
B2B was very important --- she met alumni (women) in prominent positions and found it inspiring. She believes a “Women in business” event would be beneficial to our female students.

Andrew (Oneonta competitiveness):
Problems with respect to downtown areas are not unique to Oneonta. Can we have students become incorporated into the discussion by being on the Chamber of Commerce? Also: It can work the other way around too (Grace) by having have city/town members on our councils.

Philip (Non-credit certificate programs):
An Entrepreneurship certificate could be a revenue-generating possibility for the School. It could be geared toward those individuals who want to have a business background such as students from other majors or community members. There could be a “Global engagement certificate” that is tied to the study abroad program. We could consider having target numbers for SEB students in the program.

Jeff (Risk management/insurance program certificate):
Oswego offers a B.A. in risk management and insurance with an Investment track and a Marketing track within it. The related fields must be learned (much like what we offer here). We do have two insurance programs on the books here (ECON 235, 236) as well as quantitative courses like stats and econometrics. We could easily compete with the Utica School of Commerce on this. Local companies (such as Mang and Gordon B. Roberts) are constantly recruiting for positions. Students will need licensing and continuing education.

Steve:
He will provide a course description for Life Insurance class which was previously developed. We have the faculty base (Durkin, Walsh, Weinell) to make this happen.

Jeff:
Considering what we want to do with finance, this seems like a natural extension of that.

Barbara:
She points out that the cost of healthcare and employee benefits is rising, and that the strength of our program is strong quantitative background.

Jason:
We need to ask where is the demand coming from? He ties it into Business Analytics brought up by Zel in an earlier session. Direct writers have made huge end roads over the years (rate quotes are online, etc.) We need to think strategically if we’re going to consider it. In particular, we should tie the analytical courses into it because that’s where the value added will be. We should push students to do more than sales calls; a strong analytical background is needed in today’s environment. Barriers to entry are higher than ever for students. He does not necessarily mean actuarial studies, but data mining (e.g. linking social media).

Ellen:
She addressed a previous point about the study abroad program: There are work opportunities overseas now for students. The College has signed agreements with overseas organizations to do internships during study abroad.
David:
The International Concentration requires 4 different areas: Money & banking/finance issues, marketing strategies, international operations (staffing), and International accounting.
We do not have stable faculty in these areas for this (a key component) and have failed to offer this for a while, so students lost interest.
In the 2013-2018 strategic plan, we will re-examine this concentration.
On Jason’s points:
For Business analytics, students need knowledge from statistics. A practical problem is that the basic stats course is not offered by the SEB.
Any such program needs to be supported by MIS. Students will need to know how to move from database/warehouse to data mining. Also, they need to know how to conduct analyses of social media/networking.
Bottom line: We’ll need to add statistics and data mining as courses (he will talk to Bill about this later on.)

Bella:
Before we do these new programs and courses, we need to make sure we have faculty lines to cover them.

Dave:
He wants to share the good news about new faculty. Accounting faculty was hired as well as someone to teach strategic management and information management.
This should relieve some pressure, especially on accounting courses.
Jeff will move from part-time to full-time.
The College will have 7 new lines, and hopefully some will be allocated to us if we have new undergraduate/graduate programs approved.

Margaret:
Back to the issues on Oneonta competitiveness:
Businesses don’t always know the college calendar and sometimes are unaware that is the reason why business is slow.
Do businesses see themselves as student businesses? She doesn’t see a lot of businesses viewing students as critical.

Jamie:
A lot of work has been done to create a community calendar (Sweet Home Oneonta).
How the students utilize that he’s not sure. There’s a Main Street Oneonta organization that coordinates downtown events in addition to the Chamber. Students could get involved with that.

Tim:
If there are industries/areas/companies of interest in particular, we would want to know more about that. For new initiatives outside of our current expertise, there are alumni out there who could be advisors to us.

David:
Currently we have a finance concentration. This is a very important area that we want to upgrade to a major. Also, we would like to add supply chain management as a concentration.
Panel Session III:

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<tr>
<th>Time</th>
<th>Topic</th>
<th>Participants</th>
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| 1:00-2:00  | Innovative Ways to Engage Alumni and Enhancing a Better Collaboration With SEB | SEB Faculty: Steve Walsh, MMIS  
Qun Wu, EFA  
Trang Tran, MMIS  
BAC Members:  
Zel Bianco, President/CEO, Interactive Edge  
Jason Hecht, Professor, Ramapo College of New Jersey  
Grace T’sao, Emeritus Faculty |

Steve starts the section with updates on outstanding performance of OnMark’s student members in the contest that took in New Orleans a couple of days before. Then he continued with the panel discussion section by asking a number of questions as follows.

Question 1: How to develop relationship with alumni?

Answer (By Zel): Zel answers by referring to the DePaul University where Sales Leadership Center was established to connect students with business executives. Through the center, students have a good opportunity to learn hands-on experiences from business people, and be exposed to real world examples.

Additionally, business executives have a chance to get involved in supporting students and participating in school’s activities, which help them be more engaged and responsible.

Zel also brings up a new topic called “Category Management Software” to discussion. This software, if taught in classes, will be a useful tool for students to gain new skills, in addition to the knowledge they learn from business classes, such as accounting, marketing, or information technology.

Benefits of the software: it’s more relevant to business, especially to retailing where category management concept has been used frequently.

Answer (by Jason): A good way of promoting relationship with alumni is to encourage faculty to contact their former students since they are ones who might have contact.

Alternatively, home coming event would be a wonderful way that helps school establish strong relationship with alumni – a good opportunity for former students to visit back their school and meet their former professor, through which the connection between school and alumni would be reinforced.

Answer (by Grace): She proposes that SEB develop its own event called “SEB’s Alumni Day” which can be a picnic or gathering. Through this event, former students come back and see what is going on at SEB.
Answer (from Students): Alumni are willing to donate to the school, however, it would be better if they are able to know how this donation will be used (i.e., providing scholarship, building a lab, etc.) They also note that it’s important to strengthen the ties as soon as possible. Social media (i.e., Facebook) can be the tool that helps alumni stay connected.

Answer (by Zel): It would not be a problem if alumni are contacted by the school where they get updated on new things taking place at school. They’re also willing to contribute. However, it is a good idea to establish a scholarship or donation in the name of donor to recognize their effort.

Meetings with alumni could be held in New York City where many alumni are living. The good thing is that the name of school could be known in this big city.

Answer (by Barbara): She also discusses possibilities that enable the school to contact alumni. LinkedIn is also an effective way. Location for the event could be NYC, Albany, Syracuse. To find more contact information of alumni, alumni directory (kept by the school) can be used for searching.

A new program called Leadership Program is considered to strengthen connection with a goal to open more opportunities for alumni to help students in writing CV or preparing interviews.

Question 2: What are strengths and weaknesses of SEB?

Answer (by Johna): One of the weaknesses of SEB now is the school is not reaching out to alumni.

Answer by (Natalia, a SAC student): Although little attempt has been created to reach out to alumni, a few initiatives have been developed, such as Dean’s newsletter, or student newsletter. She comments that networking events are a great way for that purpose. Alumni will get more involved through different activities: resume workshop, donation, email communications.

Answer (by Dr. Yen): Dean’s Newsletter is under the final round of review. After it’s completed, it’ll be sent out to AACSB, alumni, and all BAC members.

The Dean also note that there is something that SEB can adapt from the Miami University in creating what is called Endowed Professorship or Scholarship where companies provide funding to faculty to do research to find solutions for a business issue, or forming a Career Day where companies organize recruitment events and interview students for job or internship opportunities.

Question 3: Where and how often should the BAC meetings be held?

Answer (by BAC members): It should be maintained twice a year at Oneonta. Another option for fall semester would be around October – a great time to see the beautiful foliage of trees.
**Answer (by Dr. Yen):** There’s an option that the BAC meeting can be organized on Saturday, one day after the Career Day is held. It might be more convenient for alumni to take part in both events.

Submitted by

Trang Tran
Panel Session IV:

| 2:30- 3:30 | New Teaching Pedagogies, Directions, and Opportunities of Business Educations... Distance Learning, Life-long Learning, Ubiquitous Computing Advancement | SEB Faculty:  
Dona Siregar, EFA  
Michael McAvoy, EFA  
Jing Yang, MMIS  
BAC Members:  
Zel Bianco, President/CEO, Interactive Edge  
Jason Hecht, Professor, Ramapo College of New Jersey  
Margaret Maguire, Emeritus Faculty  
Andrew Schwenk, Executive Director, JP Morgan |

Panel was introduced and distance learning definition given from College policy.

Opportunities: This generation of college students is familiar with using technology, equipment, software, and cloud services. Graduates may be interested in continuing education. The distance learning classroom is good for those learning styles and courses for which in person connections are less important. Distance learning may be lower priced so more attractive, especially for those with limited means or lacking access to financing. For those who have time requirements in their schedules, distance learning may be attractive since the courses may be completed at any time and at any hour. Distance learning is diverse, any student may be enrolled from any location, any country, may complete from home, without travel. Webinars are a high valued experience.

Risks: 18-22 year olds often lack time management skills and may be immature. They may lack the discipline to complete distance learning courses.

Potential niches: Current students. They know Oneonta, and they know our professors. They may be low cost to recruit. Graduates may be interested in a graduate curriculum, especially if they have employment out of the area; graduate tuition is double. Similarly, professionals with degrees may be interested in courses, refreshers, or curriculum offered that lead to certifications. Undergraduate courses may not be an opportunity. Offer courses that are current bottlenecks, or have higher failure rates, during the summer, so students may graduate in time. Another potential source of customers is current high school students from the surrounding area. Local school districts are stressed, and Oneonta may be a large distance learning center for them. Offer for credit courses in subjects that the school districts can no longer staff, and such a program may prove to be a pipeline into the SEB. Professional certificate programs or online
credentials may be a potential market for busy and employed professionals. Online insurance programs are an opportunity that Oneonta may take part in.

Risks: Oneonta has had distance learning before. Middle states is beginning to enforce regulations for for-credit online courses. How will AACSB evaluate distance learning offerings?

Challenges: Need to identify the program(s) first. Considering competitors – many institutions private, public, for profit – offer distance learning formats for their courses, so why complete distance learning courses at Oneonta? How do we ensure academic integrity in our distance learning programs? Technology is expensive. Faculty incur large fixed costs, even if provided a stipend. A high quality product must be delivered. Student-student and faculty-student interaction is often difficult. Additional expenses may be in form of rights fees and bonds. Does the distance learning format fit the mission of the smaller liberal arts college?

Suggestions: Review Learning Evolution, a training company for professionals who need additional courses (analytics, category mgmt); they get experts to create the modules and then offer testing for the credential. Look at Brain Shark, another used by many corporations. The presentation is narrated via phone, so student sees on screen as well as hears voice, so becomes a video and engages the user. Methods may be of interest. Analytics are offered on completion (# slides viewed); Brain shark could be something for either a course or a refresher. Focus. Where do we want to go?

Suggestions for part 2 of the distance learning topic: Have a conversation with the SUCO continuing education office. All of the aspects of distance learning and its structure highly depend on target audience and the kind of programs offered. Night or day time should not be a constraint for distance learning education. A combined method can be implemented. For example, a class in which textbook is online and class time is used to focus on specific materials. Courses that can help students to graduate on time could be desirable online courses to offer. Summer courses may not have the same quality as regular semester courses.
Dear Provost, dear Dean, dear colleagues,

If you allow me, then I would like to raise the following two points ‘remotely’ at the BAC spring meeting.

But before discussing the points, let me apologise for not being able to join you at the April 26 meeting, and let me wish you an excellent and productive meeting.

With my best regards,
Cees

---

**Business support for healthcare**

Agenda point: New Teaching Pedagogies, Directions, and . . .

It is given for consideration to add, integrally or as a choice in the curriculum, a topic:

Business support for healthcare

Reasoning:

- Independent of the structure of the healthcare financing system, healthcare could be considered as principally a resource limited activity, where priority and cost/benefit based decisions are inevitable. This however, requires carefully prepared, dynamic cost models and business models, that correctly take into consideration the interactions between direct, indirect, societal costs elements, and qualified and where possible quantified quality of life parameters.

- It is foreseen that there will be an increased need for qualified Business Masters with knowledge and experience in this specific domain, to follow trends, prepare decisions and follow their implementation. This will then also be an additional highly qualified job opportunity for Students.

It is understood that Dr Lokshina is already undertaking preparational work in this important domain.

**Invited Speaker**

Agenda point: Any other Business . . .

My attention was drawn by news items regarding a speaker recently invited at SUNY, Jack Abramoff.
I must admit that, after some research on the person, I found the invitation difficult to understand.

I would see two major issues with ethical principles, and a further issue with principles of ethics and democracy: an invitation for a relatively high fee of a person condemned for a serious crime, seemingly not showing remorse, and still undermining democracy.

- an invitation against a relatively high fee of a person with a condemnation for a serious crime, unquestioned and undisputed and under US jurisdiction, may ethically not be the best choice
- an invitation for the purpose of discussing ethics with a person that, seemingly is not showing remorse for his serious crimes, seems somehow a contradiction in terminis
- It serves to make a distinction between corrupt politicians and corruptibility of politicians: the latter is a weakness of any political system, and requires us to protect our politicians and our democracy against persons, such as Jack Abramoff, who are actively pursuing to corrupt our politicians to achieve their goals against public interest, against democratic principles and rules

It could be an idea to ask the student organisation to ‘compensate’ this speaker invitation with an undisputable ethical activity at the next occasion.