

# **Dean's Leadership Circle Board Meeting Minutes**

12.10.19

**Location:** Urban Alchemy  
403 E Main St  
Arlington, TX 76010

**Time:** 5:00 pm

**Date:** December 10, 2019

**Presiding:** James Sellers

**Board Members Present:**

James Sellers, President  
Rob Comer, Vice President  
Kim Crawford, Treasurer  
Sarah Caldwell, Secretary  
Kristin Chatila, Scholarship Chair  
Darien George, Development Chair

**Staff Present:**

Harry Dombroski, COB Dean  
Becky Neilson, Assistant Dean

**Board Members Absent:**

## **I. Call to order**

Mr. Sellers called to order the regular meeting of the Dean's Leadership Circle Board (DLCB) at 5:05 pm on 12.10.19 at Urban Alchemy.

## **II. Approval of minutes from last meeting**

This is the inaugural meeting of the DLCB.

## **III. New Business/Summary of Discussion**

### a) Introductions

#### i) Ms. Caldwell

- (1) Ms. Caldwell is a CPA in Fort Worth. She received her Bachelors in Accounting and Masters in Taxation from UTA.

#### ii) Ms. Neilson

- (1) Ms. Neilson is also an alumni. She is the DLCB's main point of contact.

#### iii) Mr. George

- (1) From Fort Worth. Ended up at UTA after trying to go to TCU and pay for it himself. Two years out of college he started his own business. UTA was a great experience... then there is nothing after that. There's no community.

iv) Mr. Comer

- (1) Graduated 7 years ago. Born in Amarillo. He's been in DFW for 10 years. He works at Geico and manages a claims team. He loved the college but didn't have a way to express his support. The DLC will be a great benefit to alumni.

v) Ms. Chatila

- (1) Ms. Chatila has 3 degrees from UTA. She loved the opportunities UTA provided. She's very knowledgeable about the operations of the College of Business because of her involvement with the Marketing department. She works in the healthcare industry. She is excited to give back to something bigger.

vi) Ms. Crawford

- (1) Ms. Crawford is a CPA in Arlington for Sutton Frost Carey. Most of her firms' partners are UTA Alumni and they recruit heavily from UTA. She went to UTA and received a combined bachelors and masters on an academic scholarship and did not have to pay any tuition. She is happy for the opportunity to give back and make that possible for others.

vii) Mr. Sellers

- (1) Mr. Sellers stated that UTA is the biggest university in the UTA system and 4<sup>th</sup> largest in Texas. It will propel business economics in the metro area.
- (2) Mr. Sellers was pre-law at SMU and received his MBA from UTA. He started his business after graduation.

b) Roles and Discussion

- (1) Secretary:
  - (a) Will keep minutes, send notice of meetings and events.

- (b) Ms. Caldwell requested an email list of members and if someone in the Dean's department could help make attractive invitations. Ms. Neilson said that Marybeth Findley can assist.

(2) Vice President:

- (a) Mr. Sellers suggested that the Vice President should handle vacancies on any committees while Chairs are sought. We are currently seeking an Events Chair. Identified candidates will be brought before the DLC Board.

(3) Development Chair:

- (a) Mr. Sellers stated that we all share the responsibility of Outreach and Development. The Committee can be as big as Mr. George wants it to be. Mr. Sellers suggested talking to people if they are currently a donor, picking 2 or 3 people to come out to events such as basketball, etc.
- (b) Mr. George asked what we expect to get out of this Committee. Mr. Sellers stated that we want to identify Alumni and bring them together. Information is currently disjointed. Mr. George can get some people to help bring the various pockets of information together. One of the goals would be to make people feel welcome.
- (c) Mr. Sellers stated we will need a point person for communications. Ms. Neilson stated we can use Marybeth as a point person.
- (d) Mr. Sellers suggested more people get involved, send ideas to Mr. George, and someone can research what it will take to accomplish an idea. Just start thinking about nodes.
- (e) Mr. Dombroski will connect Mr. George with Kristen Box, the Sr. Development Director, and Kris Wood

(4) Scholarship Chair:

- (a) Mr. George asked if this Committee was tasked with coming up with the scholarship parameters. Mr. Dombroski stated we cannot award the scholarships to individual students.
- (b) Ms. Neilson explained that Shelly Parker is the Director of Undergrad Advisory and Lis Hooks is with Undergrad Outreach. They have been working on scholarship details such as processes and applications and

can assist. Ms. Chatila wants to do her homework and meet with Shelly and Lisa to understand what has been done so far.

- (c) Mr. Sellers asked if these scholarships could potentially go to local high school students. If so, outreach may be needed.
- (d) Mr. Sellers asked how many people would be needed for this Committee. Ms. Neilson thought 2 to 3. Ms. Chatila stated that she needs to get her informational gathering process done before she will know the number.
- (e) Ms. Chatila asked if there was a timetable to distribute current scholarship dollars. Ms. Neilson stated that identification would occur in March or April for the Fall semester.

(5) Treasurer:

- (a) Will work with Ms. Neilson to track expenses.
- (b) All expenses of events are being covered by the Dean's office rather than donations.

(6) Events Chair:

- (a) This role is currently vacant.
- (b) Mr. Sellers mentioned we need to consider what people would be excited about. It can be awkward to go to an event when you haven't been around alumni in years. It's easier to come with a friend.
- (c) Mr. Dombroski stated that we'll have a suite at the basketball games. There are also other venues for the DLC. Think of other events. Mr. Dombroski is willing to throw whatever is needed at this to get the DLC started.

c) By Laws

- (1) Mr. Sellers requested a motion to approve the DLCB Charter and By-Laws previously distributed to the DLCB members. Mr. George so moved. Ms. Crawford seconded. With all those in favor and none opposed the DLCB Charter and By-Laws were approved.

d) Upcoming Events

- (1) Mr. Dombroski stated that DLCB members do not need to feel pressured to attend all events.

- (2) 02/13/2020 Business Rocks the CPC (Basketball game)
    - (a) Ms. Neilson stated that everyone can attend this event: alumni, students, faculty, etc. Some events will be just the DLC. Chris Wood wanted to challenge another college. There will be food, a drink or two, and watching the basketball game. There are conference rooms at the facility if the DLCB needs to meet.
  - (3) 02/18/2020 Macroeconomics Talk with Robert Kaplan at the Dallas Petroleum Club
    - (a) Ms. Neilson stated that we are trying to get 150 attendees. You can bring your spouse to this event.
    - (b) Mr. Dombroski stated that Mr. Kaplan prefers to do bigger events. We will need to bring a lot of people. The COB is putting on the Macroeconomics series to promote what the College is doing and give back to the alumni. It's not necessary to be a DLC member to attend these. In the future, they will charge but DLC members will not need to pay. DLC members will get preferred seating (up front) at these events.
  - (4) 3/23 thru 3/27/2020 Business Week
    - (a) Ms. Neilson said that Marybeth sent an email to those who had spoken in the past. Ms. Crawford, Mr. Sellers, Mr. Comer, and Mr. George had participated in the past but did not recall seeing the email.
  - (5) Roadshows
    - (a) Ms. Neilson and Mr. Dombroski explained that they would be doing Roadshows to promote the value of the DLC around DFW, Austin, Houston, and San Antonio. They will have lunches similar to what was done around DFW to kick off the group.
- e) Fund Raising
- (1) Ms. Caldwell expressed interest in learning how to more effectively convince people to join the DLC and donate. Mr. Dombroski stated you have to keep trying, keep asking. Your age group is the most excited to show pride and give back. If you hear about an event that someone else had, we should consider it. It will be tough to always have a venue that everyone can get to. You really shouldn't have to ask, or say "can I sign you up"? The people who want to give will.

- (2) Ms. Neilson mentioned that they started out wanting big donations but now they are thinking the "go fund me" approach of a higher volume of lower dollar donations will be how the scholarship fund grows.
- (3) Ms. Neilson said she will help us set up a meeting with UTA's Development Team to train us.

f) Alumni email addresses

- (1) Mr. Dombroski acknowledged that the email list of alumni is an issue. They may have 17k emails. Ms. Neilson said they do use a service to help them determine if physical addresses are "good" or not but it does not validate email addresses.
- (2) LinkedIn
  - (a) Mr. George sees 103k UTA alumni on his view in LinkedIn. Mr. George stated something should designate the College of Business. He clarified that we are not restricting membership to COB alumni. Ms. Neilson mentioned members do not have to be UTA alumni at all, they can be Friends of the College.
  - (b) Mr. Sellers believes he is connected to the College of Business on LinkedIn.
- (3) Graduating students
  - (a) Mr. George asked if UTA students get an email address for life. Ms. Chatila explained that the answer is supposed to be yes, but it will be deactivated if it's not consistently used.
  - (b) Mr. George asked if we capture personal email after graduations. Ms. Neilson said they do send out a questionnaire.
- (4) Ms. Chatila: Some program directors have their own email lists.
- (5) Ms. Neilson suggested collecting addresses at special events on campus and having a forced opt-out.
- (6) Marybeth Findley will be the maintain the email contact list for the DLC. Everyone should send her contact information for those interested in the DLC.
- (7) Rebecca Neilson provided an email template with an embeded link to the DLC website that can be used to forward to prospective members.

The College of Business is committed to transforming the lives our students through knowledge. *Dean's Leadership Circle* members have the opportunity to impact the future direction of the College by directly engaging with College leadership. Your membership in the *DLC* provides current use scholarships to students with 100% of *DLC* contributions going toward these scholarships.

*DLC* members will have access to special events, exclusive networking and professional development opportunities as well. Please consider helping us make an impact on students' lives today.

[JOIN TODAY](#)

**Made your gift already?**

*Thank you for your support!*

Spread the LOVE and share your story on our [Facebook](#) Page. Help encourage participation from your peers by sharing our [giving pages](#).

g) Social Media

- i) Mr. Sellers asked if we can make a LinkedIn Group. Mr. Comer asked if we can create an official Facebook account. Mr. George asked what official things have been done. Mr. Sellers explained that the Administration team at UTA or the COB should create the official LinkedIn and Facebook accounts. Ms. Neilson said that Myalinda works for Ms. Neilson and she can help with LinkedIn.

h) General Membership

- i) Ms. Chatila stated we need to develop processes, an easy standard email to send to potential members, and other material to promote the DLC. Ms. Neilson said she would draft a push email that outlines the DLC, specifies that donations are tax deductible, and you can give in multiple ways.
- ii) Mr. Sellers suggested thinking in "pockets and nodes" for recruiting members (ex. Plano/Dallas). Think about how to bring value to alumni.
- iii) Ms. Chatila suggested looking for someone that worked in a communication role to provide feedback and information.

i) Upcoming DLCCB meetings

- (1) Mr. Sellers stated that if something needs to get done, feel free to call or grab coffee. The entire Board will not need to meet for every decision. Committees will need to work more closely together than the Board. Ideally, Board meetings will be scheduled to coincide with events.
- (2) January: TBD teleconference will be scheduled by Ms. Caldwell.
  - (a) Mr. Sellers would like the Committee Chairs to think about what resources and people they need to get involved prior to this meeting.

- (3) February: 2/18/2020 meeting will convene at the Petroleum Club an hour before the Robert Kaplan presentation.

#### **IV. Adjournment**

Mr. Sellers adjourned the meeting at 6:00 pm.

Minutes submitted by: Sarah Caldwell

Minutes approved by: