Business Advisory Boards – Strategy to Develop Partnership to Maximize their Effectiveness

Rassule Hadidi
Ronald McNeil
University of Illinois Springfield

Bernard Anderson
AGL Resources

Robert Clary
State Farm Insurance

Gary Koppenhaver
Illinois State University
Why create Business Advisory Boards?

- Interaction with the business community
- Curriculum advice
- Identifying emerging business trends
- Identifying potential new certificates or degree programs
- Promoting degree programs
- Internship and employment opportunities for students
- Scholarship for students
- Fund raising opportunities
Typical Advisory Board Members

- Representatives from established larger businesses
- Representatives from smaller businesses
- At least one or two senior executives
- A representative from the local Chamber of Commerce
- A representative from the local Workforce Development Group
- A former student and alumni
- A current student
- A member of local professional organizations
- Retired executives as Advisory Board members
- Other members as appropriate for the programs offered and related to local employment opportunities

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How to best engage Advisory Board members?

- Industry speaker series
- Class presentations
- Student projects (participation in undergraduate and graduate students’ projects that can help advance their business)
- Engagement with faculty on research, publications, and consulting
- Recruiting talents
- Potential employee development in new and emerging leading-edge areas such as Business Analytics and certificate program development
- Internship and scholarship development
- Fund raising
Organizing Events

- Business Advisory Board meetings (two annually)
- Business Career Fair (annually)
- Alumni Council meeting (annually)
- Round tables (one or two annually)
Typical Advisory Board Meetings Agenda

• Introduction
• Breakfast or lunch with top graduates
• College and Departments’ new initiatives and status reports
• Graduate, undergraduate, certificate program updates and new curricula development
• Advisory Board feedback
Why members join Advisory Boards?

- They are former graduates
- They have children who have attended college programs
- They are interested in programs offered by the college
- They are friends with the Dean, Department Chairs, and/or the college faculty
- They are interested in interacting with their peers
REFERENCES

