



GUSTAVUS ADOLPHUS COLLEGE

**Economics and Management Department National Advisory Board
2017 Crown Council Report**

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There are six active Engagement Teams within this NAB. Highlights include:

- A new Team this year, **the Marketing Team**, is dedicated to promoting admission acceptances to Gustavus, including those interested in a Business career. Some compelling work has been done by a small group of students supported by team member Adam Toppin to establish a Financial Trading room in the Economics and Management facility, complete with an electronic ticker tape. Pending funding and some further approvals, this initiative would help encourage programs which provide students with valuable financial experiences and decision making skills. The room would be a visible promotion tool for future students as well as serve as a hub for student learning.
- **The Mentoring Team** has faced into an important challenge of uncovering why, after steep growth, the number of mentees and mentors has dropped. The committee conducted a survey and identified three areas for improvement with recommendations: A stronger matching process, better training to further engage and equip mentees, and including more structure to the mentor/mentee interactions and relationships.

- Under the **Entrepreneurship Team**: Work has been underway all year to prepare for the Gustie Entrepreneur Cup event on May 13 at which judges will allocate \$10,000 in prizes and the first-place winner will progress to the semi-finals of the Minnesota Cup. There are now three courses related to entrepreneurship, including a January study-away course. In addition, this fall there was a Gustie Tank competition with ten teams and in January and this spring, there is a series of workshops. Lastly, an alumni coaching program was established this year to better assist teams.
- **Finance Team**: The Gustavus Finance Club is active with up of 15-25 student members annually who are very engaged in promoting financial wellbeing on campus. The fourth annual banquet is scheduled for Wednesday, April 12th which is also an appreciation dinner for our alumni who have supported our finance program over the years.
- **Investing and Understanding Markets Team**: Alumni have been tapped to support the Investment Club student organization and their stock market game.
- We also have two Teams which are undergoing some transition due to faculty/leader changes e.g. the Career and Internships and Accounting Engagement Teams. Due to the graduation of the students active with the successful Doc E's salsa initiative and its spin-off to an independent company from Gustavus, the student group, and subsequently the engagement team have not regrouped to determine the next project or path forward.