



**Economics and Management Department National Advisory Board
Crown Council Report
April 2019**

Members

Steve Andres	Ashley Hendrickson	Ari Silkey
Jenny Broman Moreland	Cathy Harms	Tony Spain
Jared Chester	Brian Holcomb	Kent Stone
Rick Clevette	Annie Jackson	John Tengwall
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Mike Dueber	Marcia O'Brien	Laura Vannelli
Karen Dye	Jeff Owen - campus facilitator	Damon Whelchel
Del Ehrich	Todd Popham	
Alissa Fahrenz	Patrick Riordan	
Jess Franta	Amy Schroeder	
Luther Hagen		

Purpose of the Economics and Management Department National Advisory Board:

- a) Provide value and input to faculty to ensure relevancy of student curriculum in relation to current business needs.
- b) Help faculty and staff plan and execute key programs which differentiate Gustavus' Economics and Management department and which provide enriching experiences and learning for students.
- c) Help build and promote the Department's reputation, helpful with prospective students and alumni.

Curriculum update

Each year, the group discusses gaps young graduates demonstrate in their first jobs and how the EM Department can close these gaps. This was a motivator for the EM Department to make changes that will be implemented in the management major. The biggest change is to add a data analytics course instead of requiring calculus.

Engagement Teams

The group gathers twice yearly and then conducts its work during the year through engagement teams. Faculty and staff collaborate with alumni to utilize their skills and real-time organizational input to help advance the work of the department and support students. Highlights from these teams include:

Career Team

- This team is led by Jess Franta from the Career Development Office.
- Focus for the year in the Career Development Office was building external relationships, several of which the engagement team members help facilitate.
- The engagement team provided input from recruiters on what undergraduates are lacking and how they could be better prepared for the interview process and onboarding.
- This led to the creation of programs in career development to address these gaps.

- The engagement team also helps identify and recruit alumni to participate in career week in September and mock interviews in October.

Entrepreneurship Team

- This team is led by Professor Tom Clement.
- The team met for a visioning meeting about the future of entrepreneurship at Gustavus.
- It was decided that focus will be in teaching an entrepreneurial mind-set that can be used in a start-up or an established company and on social entrepreneurship and underrepresented populations.
- The team will look to help create a certificate in entrepreneurial thinking. The certificate will be open to students outside the EM major since entrepreneurship is naturally interdisciplinary.
- The team also supports the annual Gustie Cup entrepreneurship competition.

Marketing

- This team is led by Professor and Gustie alum Cathy Harms.
- Following intensive input gathering and surveys last year, the group is providing inputs to update the EM Department website to be a stronger recruiting tool for those interested in an EM major.