

**Economics and Management Department
National Advisory Board
Crown Council Report
April 22, 2015**

Focus: “What does the world expect of a Gustie grad?”

The E/M NAB board members committed themselves at the start of this year to ask this consistent question as we came to each meeting. While we all bring a variety of technical expertise and range of experiences and passions, none of us are expert in curriculum or classroom pedagogies. Our greatest contribution to the faculty and the students is the perspective we bring as future employers. As we discuss internships or mentoring experiences or entrepreneurship programs, this question influences how we as a board best contribute to the department. It’s been very helpful in unifying our approach.

2014-2015 Meetings:

Fall 2014 – Met on campus to discuss current programs, enrollment, internship/mentoring programs and new staff members. President Bergman joined us for a very informative hour-long session.

Winter 2014 – Met at ASI with emphasis on Entrepreneurship program and a brief discussion of international programs. Also began discussion of future NAB structure and governance matters.

Spring 2015 – (April 30) Scheduled to meet at a NAB member’s Eden Prairie office – emphasis of meeting will be further discussion of Entrepreneurship competition (see below) evolution of NAB structure.

Major initiatives:

Mentorship/internship – This continues to be a critical component to the experiential learning we hope students in the department. The overall mentoring program now has over 300 pairs, a new record number participating each year and we anticipate (with the help of CSL) that this will continue to be true.

Gustie Cup - As noted above Entrepreneurship has become a major focus for the department this year. Led by Prof. Marta Podemski Michelaska, and supported by Russ Michaletz, we are hosting the first-ever Gustie Cup on the afternoon of May 9 (Please come!) This is a competition set up to emulate the Ole Cup or the Minnesota Cup, in which students will present their best entrepreneurial ideas and a winner will be chosen. Teams have been forming through the spring with NAB members and others acting as advisors to each business, and NAB members or other Alumni acting as judges for the final competition.

GSE – In a similar vein, Prof. Paul Estenson has been building a Gustavus Social Entrepreneurship program looking at ways to both do well and do good with a business model of some kind that can market his “Doc E’s Life Changing Salsa.” Involving students in all aspects of the start-up venture, GSE is now one of the first Minnesota Benefit Corporations (incorporated outside the school to avoid liability issues) and we have created a hands-on business for student involvement. Some NAB members have provided loans to GSE to generate start-up funding. Profits will go to charitable causes. Experience will go to some amazing student resumes!

Future Structure:

Subcommittees –See the attached graphic which begins to imagine the possible expansion of the NAB’s reach, and the acceleration of our impact. At our NAB meeting late this month, we’ll begin to be spending time exploring more specific places NAB members can connect – and ways we can expand the recruiting potential, inviting additional alumni to be very targeted in how/when they participate.

Economics and Management Department NAB Members

Amy Abercrombie '95
Erik Allen '92
Suzanne Boda '82
Jared Chester '99
Krista Cook '98
Michelle Courtright '99
Sarah Cuthill '85
Jan Dick '78
Karen Dye '89
Sara Dziuk '02

Bruce Ensrud '90
Aaron Flohrs '05
Randy Halter '84
Brent Harms '82
Hailey Hollenhorst '07
Randy Lee '84
Patrick Lutter '90
Jason Mischel '96
Mark Morse '89
Francis Nketia '83

Rod Olson '76
Julie Quello '02
Kent Stuart '87
Kathi Tunheim, Campus
Facilitator
Scott Turner '83
Laura Vannelli '08
Jim Vos '84, Chair
Trish Wheaton '72
Scott Ziegler '98