

**Economics and Management National Advisory Board
2016 Crown Council Report**

Members

Jim Vos – Chair	Krista Cook	Patrick Lutter	Ari Silkey
Jeff Owen – Campus Facilitator	Jan Dick	Francis Nketia	Kent Stuart
Erik Allen	Karen Dye	Caroline Nelson	Adam Toppin
Steve Andres	Bruce Ensrud	Jeff Owen	Laura Vannelli
Suzanne Boda	Brent Harms	Julie Quello	Scott Ziegler
Steven Carlson	Brian Holcomb	Patrick Riordan	
Jared Chester	Hailey Hollenhorst	Ed Rudberg	
	Randy Lee	Paul Schiminsky	

The fall meeting was focused on the College strategic planning discussion.

The group created a new structure designed to provide more engagement among the department faculty, to better utilize the skills and interests of the NAB members, to provide more mission-focused work for NAB members, and to further advance more department objectives.

The group divided into engagement teams based on interest. Each team is led by a faculty member in the department. The faculty coordinate phone calls or meetings to move forward specific needs for each area.

Mentoring: To deliver the working power to implement the E/M Department Mentoring program by providing direct support in the recruitment of participants and the planning and implementation of the department specific event.

Gustie Cup: Work with the students and faculty on developing and administering the Gustie Entrepreneur Cup, an event that culminates in a judged competition in the spring.

Gustavus Social Entrepreneurs: Provide guidance and mentorship from board members who have experience or interest in entrepreneurship. The main project of this group has been Doc E's Life Changing Salsa.

Investment Club: Provide guidance and mentorship to the students in the Investment Club who manage a fund of real money, with proceeds donated to student scholarships.

Accounting Club: Provide guidance on the skills and knowledge accounting students should possess upon graduation, provide ideas and contacts for employers to attend the Accounting Career Fair, and provide ideas and contacts for employers to visit the Accounting Club for presentations.

E/M Department Marketing: To work with the EM Department chair to provide guidance on overall key messages to use on the department website and other materials.

Career: Create an initiative to help E/M majors gain an understanding of different industries, to help them find their passion for a career, and to understand and be able to articulate the value of a liberal arts education as a foundation for any career.

With this new structure, the whole NAB will only meet in November to discuss the College strategic plan and at the end of April to discuss improving the international management major.