Progress Update
Cornell College of Business
CCB Committees

• Established in January to provide broad input to CCB structure/policy

• Committees:
  – Steering
  – Faculty Governance
  – Staff Synergy
  – Alumni Engagement
  – Graduate Student Synergy
  – Undergraduate Student Synergy
  – Communications

• All committees had representatives from each School, plus CALS.

• Committees also included Faculty Senate, Employee Assembly, Student Assembly and Graduate and Professional Student Association

• Committee members included 37 Faculty, 32 staff, 14 students, 15 alumni. Many others involved throughout the process.
Faculty Governance

Four unifying Governance Principles reaffirmed by the faculty:

- Continuity of School Missions and Programs
- Continuity of Faculty Expectations
- Cohesion of the College
- Fairness of Process and Outcomes
Faculty Governance

- Organized by School, disciplinary Areas and multidisciplinary Themes.
  - Schools remain tenure homes and the primary academic units of CCB
  - Faculty now affiliating with 7 Areas: Accounting; Applied Economics and Policy; Finance; Management and Organizations; Marketing and Communication; Operations, Technology and Information Management; Strategy and Business Economics
  - Multi-disciplinary/multi-School Themes will emerge soon: entrepreneurship and innovation; sustainability; etc.
Faculty Governance

• Detailed protocols developed for faculty hiring, periodic review, reappointment, promotion and tenure
  – Faculty have been part of the ongoing process throughout deliberations
  – Enhanced transparency clarity regarding processes
  – Greater attention to ‘responsibilities of position’

• An elected CCB Faculty Policy Committee to form in fall to provide policy input/oversight
Student Synergy Groups

• Curriculum and Academic Affairs
  – Retain class size and cohort; explore course coordination; consistency in standards; priority access across Schools
  – Additional majors, minors, dual degree, accelerated MS
  – Scale up student voice in academic and community areas
  – Address future CCB degree portfolio
  – Improve cross-School course coordination and access
  – Improve access to resources including computing, data, library
  – Address financial support for high-quality student body, especially with regard to doctoral programs
Student Synergy Groups

• Student and Career Services
  – High priority; diversity in student body; wide range of employers for recruitment
  – Keep key School touch points while offering broader range of offerings
  – Coordinate international opportunities
  – Develop coordinated long-term approach to career services with wider range of companies recruiting
  – Improve diversity for all degree programs
  – Provide a central calendar for events
  – Create implementation committee moving forward
Student Synergy Groups

• Student Governance
  – Maintain current structure in Schools; keep clubs and orgs
  – Add governance body at College level interacting directly with Dean.
  – Master calendar of events
Alumni Engagement

• Three working groups formed
  – Alumni Communications
    • Addressed ongoing and future communication needs
  – Advisory Councils and Related Alumni Governance
    • Addressed structure for new council and interaction with existing councils
  – Cross-School Engagement
    • Identified programming to engage alumni in CCB and Schools such as networking, student/faculty access, educational or professional development and philanthropy

• Recommended ways to continue engagement and feedback
• Key follow on areas include communication, revenue generation and metrics.
Communications

• Use committee reporting to tell the story of CCB
• Enlist Media Relations to lead outreach to external audiences. Collaborate with School communicators.
• Support Schools in upcoming communications with stakeholders
• Support CCB in branding and marketing efforts across multiple areas: admissions, recruiting, external
• Assist with CCB website transitioning
• Work with Admissions task force in online application
• Continue coverage of CCB process and development
Staff Synergy Group

- Framing principles developed for committee and future use
  - **Vision** – positive shared vision of future CCB and Schools
  - **Culture** – Respect, leverage, value unique School culture in CCB
  - **Mission-driven** – Create a “world-class center of teaching and research for business”
  - **Broad Engagement** – of staff in Schools
  - **Leadership Commitment** – Key priority to retain staff, offer new positions to current employees
  - **Staff Commitment** – Strive to be open to changes
  - **Communication** – Use multiple redundant channels to reach all
  - **Effort** – Building CCB will take time, energy, flexibility and commitment by all
Staff Synergy

• The group explored major topics involving staff functions:
  – Used service intensity matrix approach
  – Covered 18 areas of operations, administrative, support functions
  – Each area researched and classified as:
    • Integrate function at CCB level
    • Keep primary lead in Schools; coordinate at CCB
    • Follow decisions of Academic Governance
    • No change

• Sequencing of next steps established
• Recommendations for additional review and action
• Created process for reviewing vacant positions
CCB Leadership

• Academic Leadership
  – CCB Dean: **Soumitra Dutta**
  – CCB Deputy Dean; Dean of Academic Affairs: **Chris Barrett**
  – CCB Dean of External Relations: **Rohit Verma**
  – Dyson Dean: Dean search to be started
  – SHA Dean: Interim Dean appointment in process
  – Johnson Dean: Permanent Dean appointment in process

• Administrative Leadership
  – Assoc. Dean for Finance & Human Resources: **Laura Syer**
  – Assoc. Dean for IT and Infrastructure: **Tim Durnford**
  – Assoc. Dean for Marketing and Communications: **TBD**
  – Assoc. Dean for AAD: **TBD**
Next Steps

• Town Hall meetings upcoming
  – Students May 11; Alumni May 19

• Update for Board of Trustees: May 27

• Leadership Team:
  – Appoint school Deans
  – Appoint Associate Deans in Communication/Marketing and Alumni Affairs & Development (AA&D)
  – Appoint Area Coordinators

• Key Task Forces forming
  – Admissions; Career Services; AA&D; Faculty Vision, Mission, Values
  – More to be chartered following committee recommendations
Next Steps

• Initiate branding and marketing process
• Ready the website and key landing pages
• Draft and refine business plan for College, including performance metrics and milestones
• Continue to engage broadly across all stakeholder groups via
  – Regular updates to the community
  – Structured periodic meetings and communications
  – Feedback pathways monitored and managed
  – Form advisory councils and governance bodies
Thank you

We are inspired and encouraged by the high level and quality of engagement this semester.

Thank you to:
- Committee participants
- Faculty, staff, students and alumni for many helpful suggestions
QUESTIONS?