

Engagement Session

Group: Members of the College of Business Advisory Board
Student Leaders from the COB
Students paired with each Advisory Board Member

SPT Partners: Todd Brown, Craig Turnage, and Steve Bullard

Date: Nov. 18, 2014

Participants: 15

1: What makes SFA Special? Unique?

- Home town feel/Prideful Institution/Campus Beauty & Comfort
- AARC offers free tutoring
- Opportunities for involvement

2: What could SFA do or be to encourage you to support the university?

- Strong alumni network
- Raise admissions standards
- Connect Students → Alumni → Jobs
- Alumni door sticker- "Lumberjack Nation"

3: What is one innovative idea SFA should implement?

- Be required to take internet classes
- Connect alumni with current students/Name recognition
- Send current students back home to hometown to help recruit new students
- Network cafes---connecting recruits to students in a more relaxed setting
- How can we be better prepared to be more competitive?

4: What do students need to get from a college education/experience to be successful in life?

- Increase Internships
- Have alumni comeback and give seminars
- Engaging Alumni
- Communicate/Soft Skills

5: What have we not asked you that you would like to discuss?

- Additional money for travel
- Have meeting rooms for students
- Don't 3rd party everything, use our students
- Bring in more speakers to classes
- Utilizing our resources better