

Draft 7/6/05

**Annotated Agenda  
Fisher College of Business  
Leadership Retreat**

7:30 a.m. Continental Breakfast

8:00 a.m. **Setting the stage: The Agenda for Action** (The dean will set the stage for the day's discussions. Morning topics are areas of strategic emphasis, and aligning our activities in support of these areas. But everyone must also be reminded of the importance of undergraduate and doctoral programs, special masters programs, etc., despite the attention being given to a smaller number of issues. Late morning and afternoon topics are key supporting initiatives.)

8:30 a.m. – 11:00 a.m. **Areas of strategic emphasis**

8:30 a.m. *The MBA Program: Developing College-wide strategies to increase the national and international impacts of the program.*

Participants will receive in advance a summary of ideas on how units propose to support the MBA Program. Karen will respond to the ideas and/or build on them to begin the discussion. Goals: develop a plan focused on a limited set of initiatives that will have maximum impact and develop a College-wide commitment to supporting activities for the coming year.

9:15 a.m. *The EMBA: Developing College-wide strategies to increase the national and international impacts of the program.*

Participants will receive in advance a summary of ideas on how units propose to support the EMBA Program. Anil/Leslie/Carol will respond to the ideas and/or build on them to begin the discussion. Goals: develop a plan focused on a limited set of initiatives and develop a College-wide commitment to supporting activities for the coming year.

10:00 a.m. Break

10:15 a.m. *Executive Education: Developing College-wide strategies to strengthen company specific programs and raise the profile of such activities.*

Participants will receive in advance a summary of ideas on how units propose to support Executive Education. Anil/Carol will respond to the ideas and/or build on them to begin the discussion. Goal: develop a plan focused on a limited set of initiatives and develop a commitment to supporting activities for the coming year.

11:00 a.m. – 4:00 p.m. **Key initiatives supporting The Agenda for Action**

11:00 a.m. *Development: supporting the Agenda for Action financially*

Participants will receive in advance a summary of ideas on how units propose to support Development's efforts. Jim and Brian will briefly respond to the ideas and/or build on them to begin the discussion. Goals: develop an awareness of the importance of these fundraising efforts and what an aggressive overall goal will mean in terms of resource commitments. Develop an understanding of what it will take from each unit to raise this money and a commitment to support these activities.

12:00 noon Lunch

1:00 p.m. *Company Strategy: next steps*

Participants have received information about our top 50 companies. Dick Dietrich will make a presentation on his experience as the relationship manager for Deloitte including the process, results to date, etc. Goal: To identify a small number of target companies for College-wide focus and a relationship manager for each.

2:00 p.m. *Rankings Initiative: a focus on recruiter and academic perceptions*

Participants will receive some ideas in advance. Jeff will respond to ideas about recruiter perception to begin the first discussion. Steve/Gail will respond to ideas about perception in the academy to begin the second discussion. Goal: to develop a strategy for raising the Fisher profile with recruiters and academia in particular.

3:00 p.m. Break

3:15 p.m. *Culture Initiative: update and next steps*

We will summarize and discuss what has been done on the culture initiative since our last retreat, and what we have learned at the Fisher Experience meetings. Are we ready to make our value "words" more public? Goals: determine which of our efforts in the last year were successful and should be continued. What progress are we making? Are there new goals we should set for the coming year that will support the Agenda for Action?

4:00 p.m. Development of follow-up activities.

4:30 pm Adjourn

**Assignments for the Fisher College of Business Leadership Retreat, Summer, 2005**  
**(Due Friday, August 12, 2005)**

1. **Read the Agenda for Action and use it as a template for preparing summaries/proposals.** The purpose of each summary identified below is not to enumerate all possible activities but to get a sense from each department/unit of activities believed to have the greatest impact.
  
2. **Each department chair, program chair, and unit head should prepare a two page summary of departmental/program/unit goals for the coming year.** This should include both ongoing and new initiatives, with a focus on how your department/program/unit supports the Agenda for Action. This summary should include numbers of faculty and staff, and a sense of how you are deploying faculty, staff and other resources. In particular, any significant initiatives to be more supportive of particular parts of the Agenda should be identified. Summaries will be distributed in advance.

Goals in this exercise:

- to give each of us a better understanding of what others in the College are trying to accomplish
- to facilitate a discussion of tradeoffs, if necessary, as we develop College-wide strategies
- to ensure that all departments/programs/unit activities are aligned around the College's needs and priorities

3. **Each department chair, program chair and unit head should prepare a one page summary of ways they support or could support our areas of strategic emphasis: the MBA program, the EMBA program, and Executive Education. In particular, your comments should focus on how your area can help increase the national and international impact of these programs.** Comments will be distributed prior to the retreat, and will form the basis of our discussion. (Note: not every department/program/unit will be able to participate at the same level, but everyone's ideas are important to the discussion and the plan.)

Goals in this exercise:

- to generate thought and discussion about increasing the national and international impact of these programs
- to develop a plan for each area that will move this commitment forward in the coming year

4. **Each department chair, program chair and unit head should provide one or two paragraphs about ways your unit or others in the College might support Development's efforts to raise the new funds required to support the Agenda for Action.**

Goals in this exercise:

- to develop an awareness of the critical nature of these fundraising efforts
  - to develop an understanding of what it will take from each unit to raise these funds, and a commitment to supporting the necessary activities
5. **Each department chair, program chair and unit head should provide some thoughts about ways your unit or others at the College, might heighten Fisher's reputation with all constituent groups, but especially among recruiters and other business schools and their faculty.** Our rankings priority for the coming year is to improve Fisher's perceptual scores—especially with recruiters and the academy—in the major rankings. Ideas will be used in our discussion on rankings.

Goals in this exercise:

- to generate thoughts about enhancing the perception of Fisher College among recruiters and academia
  - to develop a plan for this rankings initiative
6. **Material that was distributed earlier on our Top 50 companies will be used as the basis for our company strategy discussion.**
7. **An update on our culture initiative will be provided prior to the retreat.**

Please provide all information to Joe Alutto by Friday, August 12.

7/5/05