

# **Clayton State University**

## **COLLEGE OF BUSINESS**

### **COLLEGE OF BUSINESS ADVISORY BOARD CHARTER**

#### **I. Purpose**

The College of Business (COB) at the Clayton State University is relaunching the College of Business Advisory Board (COBAB) in 2020 to establish, enhance, and reinforce relationships between the COB and the business community. The COBAB exists to help the College of Business achieve its mission and gain regional prominence by providing advice to COB Leadership and faculty as they strive toward the continuous improvement of quality education. The COBAB assists COB in the achievement of its goals through board members' actions and expertise and via the members' linkages with businesses. The COBAB advises, promotes, and supports the College of Business by fulfilling the following responsibilities:

- Providing input, guidance, and advice for current and proposed COB programs, curricula, and activities.
- Establishing, maintaining, and nurturing important linkages between COB and the business community.
- Functioning as enthusiastic advocates and ambassadors of COB, its faculty, and especially its students.
- Suggesting and identifying opportunities for students to enrich their education through internships and related service-learning experiences, and to aid COB students in their pursuit of their academic, professional, and career goals.
- Assisting with the development and revision of the College of Business strategic plan and objectives.
- Identifying management development educational needs within the business community and suggesting opportunities for faculty development activities.
- Enhancing the reputation of the College of Business and actively engaging in the identification, cultivation and solicitation of new sources of funding to enhance opportunities for students and faculty in coordination with the College of Business Dean.
- Making an annual leadership and financial commitment to support the College of Business
- Attending meetings, serving on committees, and assisting with special assignments as needed.
- Providing or promoting third-party endorsements, making introductions, etc.
- Attend meetings when appropriate.
- Help recruit students.

#### **II. Membership**

Membership on the College of Business Advisory Board provides: 1) member recognition as an important part of the College of Business strategic team; 2) opportunities to interact and network

with business peers, associates, and industry representatives; 3) a sense of achievement and accomplishment by assisting students in the fulfillment of their educational, professional, and personal objectives, as well as continuing contact with COB students, faculty, and alumni; and 4) the opportunity to help the Clayton State University.

COBAB membership will consist of business/community leaders and College of Business alumni – proportional composition will be primarily determined by ability and willingness to add value. Member representation will consist of executives from large corporations, entrepreneurial small businesses (especially family-owned enterprises), and not-for-profit organizations. All COBAB members are expected to possess applicable expertise, display enthusiastic willingness to contribute advice and counsel, and the ability to attend meetings (i.e., no proxy representation is permitted) and remain proactively involved with COB concerns and issues. Candidates for the COBAB are not required to possess specific knowledge or job titles; rather, the COBAB seeks individuals who bring unique experience, independent judgment, an external perspective, and a desire to enhance the reputation of COB and Clayton State University. Members are expected to serve on committees and undertake special assignments, be available for individual consultation on strategic concerns, and assist in identifying external resources to accomplish COB's mission.

Member qualifications include:

- A strong belief in and commitment to higher education and enthusiastic support for the College of Business and the Clayton State University.
- High standing within the community and a wide network of contacts.
- Time, energy, and the willingness to be part of the COB strategic team.
- Organizational skills and the ability to interact persuasively with others.

### **III. Structure**

The COBAB will consist of at least ten (10) members nominated by the College of Business Leadership Team and approved by the Dean. Appointment will be staggered three-year renewable terms; one- and two-year memberships may be utilized to ensure COBAB continuity on an as-needed basis. All members will be asked to complete an annual COBAB review as part of their responsibilities.

The Dean will appoint a Chair of the COBAB who will serve a term mutually agreeable with the Dean. The Chair will have a range of responsibilities including:

1. Assist the Dean in recruiting new members to the COBAB.
2. Assist the Dean in producing meeting materials and agendas.
3. Convene and conduct all COBAB meetings.
4. Meet regularly with the Dean regarding COBAB member concerns and ideas.
5. Provide input regarding strategic and tactical issues confronting the Dean and COB.
6. Organize, focus, and coordinate the activities of the COBAB to fulfill the Council's stated purposes, engage and involve all members, and meet the needs of COB.
7. Other assistance as appropriate.

### **IV. Meetings**

The COBAB will meet at least twice per academic year – once during the Fall semester and once during the Spring semester. A Summer semester meeting may be convened if required and ad hoc meetings may be scheduled on an as-needed basis. Attendance at meetings is for COBAB members only. Members may not send proxies to represent them during absences – no exceptions. The Chair will contact any member of the COBAB missing two consecutive meetings to discuss the member's future involvement in the COBAB. Based on this discussion, the Chair, in consultation with the Dean, will determine the member's future membership status.

## **V. Disclaimer**

It is important to note that the College of Business Advisory Board is not an official component of the governance structure of the College of Business Administration at Clayton State University. It is not a Board of Directors responsible for overseeing the performance of the COBA and its management team. For example, the COBAB does not vote on management decisions, personnel issues, budgets, etc., and the members of the COBAB do not owe any fiduciary duty to any other party. Rather, the COBAB exists to provide informal feedback to the COBA and to promote the visibility and reputation of the COBA at Clayton State University. All decisions regarding College of Business Administration initiatives are the sole responsibility of the Dean and other COBA leaders.

Advisory Board members do not receive compensation for their participation on the COBAB.