

Unit: **COBA Corporate Relations Office**
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COBA Corporate Relations Office

Vision: Where corporations meets education in COBA.

Mission: To network with corporate representatives, alumni, and the community to form partnerships in producing co-ops, internships, career placement, scholarships and research opportunities within COBA.

Goals: To promote the services, programs, curriculum and research that COBA provides to North Texas corporations and communities as well as the students, staff, faculty and the UNT campus.

Distinguish Lecture Series

Mission: To link COBA students, faculty and friends with top leaders with business savvy and community service experience.

Previous Evaluations:

The lecture series was formalized in the spring semester of 1999 which incorporates a formal luncheon with the COBA dean, faculty, UNT dignitaries, two or more Professional Leadership Program students and staff.

1. Verbal request for more speakers resulted in going from 2 speakers to 3 speakers in the fall and spring semester.
2. Advance notice request resulted in brochures being created and mailed out to COBA faculty, alumni, centers, the dean's advisory board and other UNT supporters before the fall semester begins.
3. Advance notice request was also addressed by having a showcase of all speakers all year long with full information that welcomes all UNT students, faculty and staff to the lecture.
4. Consistency in location achieved securing a guaranteed lecture hall for each semester.

Statement of Expected Outcomes:

1. Inform students, faculty and guests about business, community and social events in a top executive's professional and personal life that gives insight into real goal setting, problem solving and application of education and training that extends education beyond the classroom.
2. Inspire audiences whose perspective into the lecturer's career and outreach widens his or her perspective of service beyond the job while magnifying the importance of a good educational background.
3. Provide direct access to top executive for questions, answers and a short informal personal interview, which develops student's ability to talk with all levels of individuals in the business world.
4. Applied hospitality skills will be used by two or more Professional Leadership Program (PLP) students as they act as host for the lecture for the whole day, adding to the student's confidence through experience.
5. Prepared PLP students ask leading questions at the end of the lecture through information gained during personal interviews or during the luncheon table topics.

Measuring Expected Outcomes:

1. Follow up class discussions between class instructors and students in the following class period.
2. Instructors, students and guest comments compiled by support staff following the lecture or within 5 days.
3. PLP student's hospitality and host skills are measured through observation of protocol and etiquette by the COBA dean, faculty, staff and guests.
4. Quality and quantity of PLP student's questions during the question and answer period in the lecture.

Use of Assessment Results:

1. Staff is informed verbally about the summary of the class discussions by faculty within 5 class days, resulting in consistency and future objectives to meet the DL mission.
2. All verbal input is processed in staff meetings for updated services, facilities and speaker search after each event.
3. PLP students are given immediate feed back on use (or lack) of use of etiquette and protocol skills.

Changes Made:

1. No changes will be made to the basic formula. New speakers are secured each summer for the following fall and spring semesters.

Co-op, Internship and Career Placement

Mission: To network and build relationships with corporations and organizations that result in directing job opportunities for COBA students through a partnership with the UNT Co-op and Placement Centers.

Previous Evaluations:

1. Requests for a partnership between the Co-op and Placement offices in order to obtain placement opportunities for COBA students without the redundancy of staff, procedures, forms and services while producing an enterprise in shared services and information.
2. Magnify the relationships for students to see that the joint efforts between the Co-op, Placement and COBA offices were attained as they participate in the COBA career fair each spring semester.
3. Expand services between the three offices were also seen in the program exchanges resulting in all UNT students having added value workshops to improve their soft skills.
4. Shared information of corporate contacts and mailing lists allowed for COBA's first career fair to have 66 corporations in the halls of the business building.
5. Continuous shared corporate contacts continue to grow all three areas to better serve more UNT students.

Statement of Expected Outcomes:

1. Co-op and internship placement opportunities for the COBA students.
2. 45% of COBA student population is signed up with the Co-op office.
3. Career placement opportunities for the COBA students.
4. 45% of COBA student population is signed up with the Placement office.
5. COBA students are actively involved with on-campus interviews through both offices

Measuring Expected Outcomes:

1. Co-op office evaluation forms from supervisor, company and co-op consultants.
2. Placement office forms.

Use of Assessment Results:

1. Staff directs new corporate contacts to both co-op and placement centers to extend networking for greater opportunities for UNT students.
2. Continuous relationship building between centers to ensure communications that produce jobs for UNT students.

Changes Made:

1. Professional Leadership Program students are required to sign-up with both the co-op and placement centers to insure student's involvement with each center.

Council of Business Students

Mission: To team the officers of business organizations in mutual projects for COBA students, alumni functions, community business enterprise, and special events.

Previous Evaluations:

1. Expanding community service projects for diversity.
2. Focus on multi-projects to insure flexible schedules to meet student's needs to maintain focal points on class and work schedules.
3. Focus on growing organization's membership.

Changes:

1. Unifying COBA organizations as a solid focused force by bringing together presidents and vice presidents of each COBA organization.
2. COBA dean gives seed money each year for the COBS students to evaluate need and disperse funds to a COBA organization that proves warrants and grounds for student education beyond the classroom in areas such as conferences or other service/learning events.
3. COBS students organize, promotes, develops and man's a career fair once a year in the halls of the business building.
4. COBS host two-day business organization fair providing tables for organizations to solicit new members.

Statement of Expected Outcomes:

1. Students will be self governed with a majority vote rules as a means to apply business practices, principles and ethics in a non-threatening environment to build confidence and experience by raising funds for non-profit organizations.
2. COBS students will receive requests for funding from COBA organizations for conferences, special events or operational needs which they will evaluate needs and warrants of request before granting or rejecting request resulting in board room group decision making experience.
3. Staff advisory will be dutifully involved with meetings, projects and overseeing management of funding account, as an observer and mentor who empowers students with the discussion making process.
4. Students on the COBS board are officers in their own organization, which will advance communications between the dean's office and other COBA organizations to maintain and network information and opportunities.

Measuring Expected Outcomes:

1. Surveillance by advisor and other members of the dean's office to ensure a positive and productive leading and learning experience.
2. Examination of written request by requesting party and COBS minutes of discussions for vote tally as well as oral report from advisor showing a conservative dispersing of funds.
3. Staff advisor's time sheet matches meetings that reflect attendance at meetings to insure support and guidance upon request.
4. Inspection of offices listed in all COBA organizations with a comparison to active COBS members.

Use of Assessment Results:

1. Advisor expresses satisfaction with COBS officers' performance in running meetings in a timely and organized manner with strong communications and interaction between organizations.
2. Resume book of COBS officers and COBA students who host a corporate table for two or more hours that is given to all participating corporations at the career fair.

Changes Made:

1. Removal of resume if a student does not meet the agreed upon requirements.
2. Adding an ice cream social for all new officers in each organization to develop a positive and active networking event build a new relationship in a friendly environment.

Council of Business Students Career Fair

Mission: To connect students and faculty with corporate representatives in a non-threatening environment for opportunities in co-op, internships and career placement as well as research services.

Previous Evaluations:

1. Participation from companies was less than half on the third day offered at the career fair, resulting in fewer students having an opportunity to interact with representatives for internships, co-ops or career placement.
2. COBS students offered added-value programs for corporate representatives and COBA students create additional opportunity for interaction with business personnel besides giving human resource representatives a learning experience as an immediate value for participating in the COBS career fair.
3. Per corporate representative's surveys, COBA students lacked interview skills and communication skills.

Changes:

1. COBS students voted to offer a two-day career fair versus a three-day career fair in order to produce higher profits with less expended hours of time.
2. COBS students discussed providing added value programs for corporate representatives and students voted to add speaker's fee to career fair expenses.
3. Two free workshops were sponsored by COBS two weeks before each career fair for all UNT students to on how to work a career fair and how to sell your self in a two minute commercial.

Statement of Expected Outcomes:

1. COBS students will manage a two-day career fair in an organized manner that creates an environment of exceptional customer service by meeting each corporate representative in the parking lot to help carry supplies into the business building, set up displays, provide coverage at the tables for breaks, serve breakfast and lunch to guests followed by assisting in taking down displays, escorting guests to added value programs or to their cars resulting in applied customer service skills, time management and event coordination.
2. COBA students who signed up to be a host for two or more hours for corporate participates will attend a one hour workshop on professional dress and expectations of services set by the COBS counsel producing an environment of consistency, professionalism and uniformity.
3. Students will gain confidence in interacting with corporate representatives by providing exceptional customer service that requires each host to know the companies mission statement, location and positions available in order to cover display when the representative needs a break.

Measuring Expected Outcomes:

1. Corporate representative survey.
2. Observation and monitoring by staff and COBS officers of student's dress and serve.
3. COBS hosts a debriefing event for all active participants with focused questions concerning experience and interaction gained with corporate representatives through applying customer service protocol.

Use of Assessment Results:

1. Create better map for locating COBA building.
2. Continue serving hot lunches.
3. Continuation of pre-training programs for all students.
4. Continuation of added value programs.

Changes Made:

1. New map.
2. Opening added value programs to more students.
3. Extend an invitation to all faculty and staff to join in the added value programs.

Professional Leadership Program

Mission: To create a leadership of program with a focus on professionalism, ethics, values and volunteerism.

(Please see Professional Leadership Program detail assessment form.)

Prospecting Corporate Relations

Mission: To reach out into the workplace and network with businesses for funding, research, and placement opportunities.

Previous Evaluations:

1. Continuous need for growth by making calls with the dean of COBA.
2. Corporate representative tours on campus with PLP and COBS students as co-hosts.

Changes:

1. Hosting corporate round table teas and coffees in Corporate Relations Office with two or three PLP students and corporate representatives with a focus on funding issues for PLP programs, student scholarships and other COBA services.
2. Including students in the COBA advisory board meetings.
3. Including two or more PLP students in the distinguish lecture series luncheon.

Statement of Expected Outcomes:

1. Staff will be activity involved with the corporate community in order to network and make new contacts for the dean, faculty, and students with a targeted growth of 20% each year.
2. Students will be professionally dressed.
3. Students will apply etiquette and protocol manners.

Measuring Expected Outcomes:

1. The number of new business relations formed in each year.
2. Staff will monitor student's appropriate dress.
3. Staff will observe student's application of etiquette and protocol.

Use of Assessment Results:

1. Staff members continue reach out and build relationships.
2. Praise or retraining for deserving students.

Changes Made:

1. More corporate luncheons which includes one or more students which gives corporate representatives direct assess to students in a professional setting to gain students perspective of their university experience.
2. Company name is posted outside the Corporate Relations Office for guests, students and faculty to know who is visiting the office on a given day.

Special Events:

Mission: To connect students, alumni, community, faculty and administration through COBA with UNT.

Previous Evaluations:

1. Need for more events to create opportunities for alumni, corporations, community and faculty to interact in a social setting.
2. Request to see students attend more events.
3. Student's presence was highly received by guests and the dean's office.
4. Need for interaction with master's students and students attending evening classes.

Changes:

1. New events:
 - a. Hall of Honor
 - b. Distinguish Lecture Series and luncheon
 - c. Career Fair
 - d. Hot dog and soda evening under the tent
2. Students from PLP and COBS were included at more events.
3. Providing students with more active roles at events to enrich their learning experience beyond the classroom.

Statement of Expected Outcomes:

1. Staff will fashion events that will bring guests, alumni and faculty together for the good of the business college and the reputation of the university by creating a friendly and welcoming environment.
2. Attending students will be professionally dresses.
3. Attending students will use etiquette and protocol with confidence and ease.
4. Attending students will handle assignments with promptness and proficiency.

Measuring Expected Outcomes:

1. Validation will be seen in the number of attendees to each given event.
2. Appraisal will be observed by written notes, guest quotes and reflection on each event.
3. Surveillance of student's dress, conduct and competency in job assignments.

Use of Assessment Results:

1. Staff will maintain areas of success while making readjustments in areas of weakness.
2. Students will be praised and retrained in areas of need and warrents.

Changes Made:

1. COBA bought a tent, hot dog and pop corn machine for creating additional opportunities to bring together alumni, community, corporations, students and faculty.

COBA Tent

Mission: To sustain an active presence in serving the COBA and UNT community by providing shelter, food, fun and a consistent place to connect at the MeanGreen home games and special events.

Previous Evaluations:

1. The last four years COBA manned a homecoming tent each year which COBS and PLP students managed with mixed reviews depending on the weather.

Changes:

1. Using less tents and smaller tent size.
2. Adding activities in tent.

Statement of Expected Outcomes:

1. Students to manage tent activities greet guests and network.
2. Guests would have a meeting place for connecting and networking.

Measuring Expected Outcomes:

1. Observation of performance in team work and team management.
2. Close scrutiny of guest participation.

Use of Assessment Results:

1. Staff observes area of weakness in team work to evaluate what type of program would be of benefit for student's education beyond the classroom.
- 2.

Changes Made:

1. A tent was purchased to be used for additional activities that would include activities outside of football games.

2. Hot dogs, sodas and apple dessert was added resulting in the highest volume of alumni stopping at the COBA tent.
3. More table and chairs were added to give guest a place to rest.