Advisory Council

MSU E-Mentoring Program

Facilitates Valuable Exchange

The College of Business Advisory Council is a great group of people. They not only excel at what they do on the job, but they care actively about the kinds of contributions our students will make when they leave the campus environment for the business world. Thus, they believe, is accomplished not only in the classroom, but through the personal contact students have with those who have grown and learned on the job. At the October 1999 Advisory Council meeting, the group expressed an interest in more diverse personal involvement with students. In response to this, the College of Business Advisory Council partnered with the Office of Alumni Relations to participate in the MSU E-Mentoring Program in spring semester 2000.

This E-Mentoring Program is one way that the Advisory Council members can personally interact directly with a student in a meaningful way by developing a structured mentoring relationship at a time when the students are making important decisions in their academic careers.

E-mentoring involves an extended relationship between a student and a businessperson. Questions and answers are exchanged via e-mail.

Many students and Council members chose to participate in the spring E-Mentoring program, which proved to be helpful for students and satisfying for mentors. One student wrote, “I want you to know that the E-Mentoring Program has been outstanding... (My mentor) is an extraordinary individual and has given me incredible insight into many different topics... not only do I consider (my mentor) to be a successful professional, but also I consider him as a friend that I can turn to for honest, knowledgeable advice.”

Mentors had positive experiences and warm compliments for the students they came to know through the program. One mentor shared his impressions this way, “Had lunch with (student) today. I think he should be the mentor and I should be the student. He is very focused. Went over his resume and it looks good. His father is a very successful businessman and has given him very good advice. If (student) is a typical student, you guys are doing a great job!”

The program formally took place during ten weeks in the spring with weekly, suggested topics provided by the College. Face-to-face meetings occurred at the beginning and conclusion of the program. Participants said the flexible format of the program contributed to its success. In response to suggestions made by both e-mentors and students, the program has been expanded from ten weeks to the academic year (October to April) for 2000-2001.

Advisory Council Student Appreciation Day

The Advisory Council contributes to learning and the development of opportunities in the College of Business in a multitude of ways. Their involvement has a positive influence on academic planning, development, technical advancements, recruitment and student activities. But most often what they truly enjoy is contact with students. Many Advisory Council Members are active in the E-Mentoring Program.

Others become part of the Executive Lecture Series sponsored by the College, or they facilitate internships. Looking for more ways to get to know students and share the business acumen they’ve developed, the Advisory Council conducted its first Student Appreciation Day in April, 2000. It was a huge success, much appreciated by students who had the opportunity to exchange ideas and questions with Council members in the classroom, at student club meetings and during a celebration that brought students and their mentors together as a finale for the E-Mentoring Program.

Thanks, Advisory Council members!