Running an Effective Meeting Exercise

Purpose: To apply the principles for running an effective meeting to one of the business situations described below. For the meeting, team members should be assigned the roles of team leader and recorder.

Agenda: Run a meeting to develop a plan to deal with the business situation assigned to your team (described below). Your meeting should do three things:

1. Evaluate the Current Situation—what is the problem, what are the goals the team wants to achieve, and what resources are available to achieve the strategic goal?
2. Develop a Plan—develop an action plan to achieve your strategic goal.
3. Measure Success – how you will determine whether your plan was successful?

Limit: 15 minutes

St. Clair: Web Courses in SBA
Strategic Goals
1. Discuss a proposal to offer some SBA courses as web courses, where students get all of the course materials on the web, and communicate with each other and the instructor by e-mail, instant messaging, electronic bulletin boards, etc.
2. Decide which courses to offer as Web courses, based on the content of the course, and list possible problems that may be encountered.
3. Determine how you would measure whether the new web courses were successful.

Superior: Develop a Parking Plan for Oakland University
Strategic Goals
1. Discuss the current availability of parking at Oakland University, and complaints about parking.
2. Develop a plan to provide a sufficient number of parking spaces to accommodate increases in enrollment (and faculty, staff) to 20,000 by 2010.
3. Determine how you would measure the success of the parking plan.

Michigan: Development of MGT101: Introduction to Business Course
Strategic Goals
1. Discuss the content and teaching methods for a new SBA course, MGT101: Introduction to Business, for students who might be SBA majors.
2. Develop a course outline for the 14 weeks of the course.
3. Determine how you would measure the success of this new course.
**Erie: Develop a List of Commencement Speakers**

**Strategic Goals**
1. Generate a list of possible speakers for the upcoming commencement ceremony at Oakland University.
2. Develop a set of “talking points” to persuade the speaker to attend the OU commencement.
3. Determine how you would measure the success of your commencement speaker choice.

**Ontario: Choose a Location for the new Medical School**

**Strategic Goals**
1. Develop a list of possible locations for the new Medical School, and possible problems associated with each location, e.g., traffic, parking, ecology, etc.
2. Decide on the two best locations, and make a recommendation as to which is the better location.
3. Determine how you would measure whether the success of the chosen location.

**Huron: Design Elliott Hall addition**

**Strategic Goals**
1. Generate a list of uses and users for the proposed new wing of Elliott Hall.
2. Decide how the space will be divided up into offices, classrooms, common areas, and other areas.
3. Determine how you would measure the success of your plan for the Elliott Hall addition.