

# MINUTES

LEADERSHIP ADVISORY BOARD  
AUG. 25 2016

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## BOARD MEMBERS PRESENT:

Thomas Camy  
Asi Cymbal  
Pablo De Ritis  
Eric Hankin  
Alfred Karram  
Michelle Kucharczyk  
Michael Larkin

## OTHERS PRESENT:

John Stuart, Executive Director of the Miami Beach Urban Studios and Associate Dean of Cultural and Community Engagement in CARTA.

Kristin Bird, Director of Development, CARTA

John Stuart took notes and produced the minutes.

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## 1/ INTRODUCTIONS

John welcomed the new board members, Michelle and Thomas. Pablo and Alfred were thanked for their leadership on the board with the presentation of certificates of appreciation. Tiffany Troxler will be introduced to the board at an upcoming meeting.

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## 2/ CHAIR'S WELCOME

- a. Pablo welcomed everyone and in his very charismatic way spoke about how excited he was to be taking on this role as chair of the board and expressed his enthusiasm in particular for the MBUS LEADS initiative. He was looking forward to finding ways that this opportunity could facilitate connections between students and board members and engage personal mentoring.

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## 3/ DEAN'S OFFICE WELCOME

Krisin thanked everyone for their service to the board, to MBUS, to the College, and to FIU.

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## 4/ MEETING MINUTES OF 6/02/16

Approved unanimously.

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## 5/ BRAINSTORMING WITH THE DIRECTOR

### MBUS LEADS

- a. The discussion about MBUS LEADS dominated the conversation.
- b. What does it mean? Alfred noted the importance of what we've been trying to do all along, which is to offer students with real-world experiences. Pablo thought of this as offering students the potential to shadow MBUS LAB members in the real world. Pablo mentioned that in his case, at least, his company is both a hospitality company and a content company.
- c. How do students apply? Michelle discussed experiences at the NWS and noted that fellows had to write compelling descriptions about why they wanted to be at the NWS. This led to a conversation about how to instill value in the proposition for the students. Alfred emphasized that we have to dangle a carrot. We have seen that in the past, students have not understood the value.
- d. How do we market this opportunity? Eric suggested that students no longer look at their emails and suggested that we post it up on flyers around campus. Pablo emphasized the important role of the Department Chairs. Thomas said that the project needs to have an eye-catching campaign that will make students want to find out more. He promised to help in this regard.
- e. Who is this for? We went back and forth about which students this might be ideally suited for. Germán suggested considering that it just be open to senior and graduate students, those ready to know where they want to go with their careers, making for better matches. Others thought that by opening it to more students, we might have more impact as students follow the program.
- f. How do we match students with MBUS LAB members? Michelle pointed out that the Miami Foundation has a Miami Leaders program that allows participants to provide a ranked list of those programs they wish to participate in.

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## 5/ BRAINSTORMING (CONT.)

### MBUS LEADS (CONT.)

- g. Michelle also thought we should think about how we could market this online.
- h. Pablo noted that we should figure out, in general terms, what each MBUS LAB member wishes to offer to the participating students. We could set up a market strategy around each of the special talents around the table. Faculty recommendations should be important, but not required for an application. He noted that success is in the positioning of the project.
- i. Michelle reminded us that millennials in particular need to have this bridge to the real world and to be disabused of their understandings of the world acquired through their self selected lenses.
- j. Eric pushed to be more inclusive in our positioning of the project and to look for those students who are motivated.
- k. Alfred suggested that some of the things the MBUS LAB might be able to do would be to introduce students to the mayor, bring them to explore the design of a yacht, explore the rich art offerings at Faena, looking at behind the scenes, etc.
- l. There was a discussion of including videos. John thought that there might be too much administrative load if this were the case and the project would not get out to students if there were too many things to do before it happened.
- m. We agreed that board members would provide John with two lines of marketing text about themselves and what they would like to offer along with a photo, not necessarily of them, but of something related to the experience.
- n. Current Student Menthe Models. Adelee and Alfred noted that both Veronica Jaile and Ebehi Ijewere keep in touch with them and could provide testimonials about their experiences as mentees. Eric mentioned the Gio Gallardo keeps in touch with him.
- o. Timeline? 9/9/16 the marketing starts with daily introductions of “featured” MBUS LAB members; 10/28/16 applications are due; 11/1/16 applications are distributed to the board; 11/17/16 selection is made with an announcement before the end of the semester.
- p. MBUS LAB Task Force: Thomas and Germán.

### SEND NOTES

- a. The upcoming director's dinner on 9/7/16. See if any board members wish to attend.
- b. Anniversaries: MBUS 5th Anniversary is on 9/20/16. CARTA Innovation Lab Day anniversary is 9/29/16.

### THINGS WE DID NOT GET A CHANCE TO DISCUSS

- a. String Scholarship Program and how this might get off the ground.
- b. MBUS Architecture Studio and how MBUS LAB members might participate.
- c. Mayor's Institute on City Design. There may be ways to participate. Not sure as of now.

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## 6/ NEW BUSINESS AND 2016-17 BOARD MEETING DATES:

- a. Thursday, November 17, 2016, 5-7PM
- b. Thursday, January 19, 2017, 5-7PM
- c. Thursday, March 30, 2017, 5-7PM
- d. Thursday, June 1, 2017, 5-7PM

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## 7/ NEXT MEETING

THURSDAY, November 17, 5–7PM.