

**Minutes**  
**New Mexico Collegiate Business Articulation Consortium**  
**CNM Workforce Training Center**  
**April 17-18, 2009**

**Present:** Dawn Addington (CNM), Tom Ahern (ENMU, Roswell), Peter Anselmo (NM Tech), Joan Arnold (ENMU, Roswell), Michelle Arthur (UNM), Jeff Brady (ENMU, Roswell), Kathy Brook (NMSU, Las Cruces), Ann Brooks (UNM), Bill Brunsen (ENMU), Chris Burns (CNM), Becky Carruthers (Clovis), Garrey Carruthers (NMSU, Las Cruces), Steve Castillo (UNM, Valencia), Terri Castillo (NMMI), Wally Cates (CNM), Loyola Chastain (UNM), Susan Cook (NMSU, Alamogordo), Susie Cutler (CNM), Terry Davis (Clovis), Renee Garcia (Luna), Robert Guthrie (NMJC), Chris Harrington (SIPI), Chris Howell (NMJC), Jon Juarez (Dona Ana), Connie Kelt (San Juan), Robin Kuykendall (Clovis), Paul Lucero (CNM), Murdoch Maloney (San Juan), Marian Matthews (CNM), Ron McFarland (WNMU), King Mike (Dine), Lorie Mitchell (NMSU, Carlsbad), Jim Nelson (NMSU, Las Cruces), Emmanuel Nkwenti (NM Highlands), Ted Nothom (Dona Ana), Jack Kant (San Juan), Veena Parboteeah (ENMU), Cindy Rooney (UNM, Los Alamos), Monica Sanchez (Clovis), Pookie Sautter (NMSU), Laurie Schatzberg (UNM), Angila Shook (NMJC), Kim Seifert (Dona Ana), Dale Spencer (NMSU, Las Cruces), Jon Strahan (NMSU, Carlsbad), Ben Taylor (NMSU, Las Cruces), Doug Thomas (UNM), Larry Tunnell (NMSU, Las Cruces), Carlos Ulibarri (NM Tech)

**Not represented:** Mesalands, Northern New Mexico, Santa Fe, and UNM-Gallup

The meeting was called to order at 1:00 p.m. by Robert Guthrie, co-chair. Robert extended the thanks of the group to Central New Mexico Community College for providing a meeting space for the consortium. He then introduced Kathy Winograd, president of CNM, who welcomed the group and expressed appreciation of the group's collaboration over the years in addressing articulation issues for the benefit of students.

On behalf of the consortium, Robert thanked publishers Cengage, McGraw Hill, Pearson, and Wiley for providing lunch, breakfast and snacks for the meeting and he encouraged participants to visit the publisher tables at the breaks in the meeting.

Participants introduced themselves, providing Jim Nelson an opportunity to note that he had constructed the first computerized version of the transfer matrix about 1986.

**Agenda** The agenda was reviewed with Robert Guthrie asking that it be revised to defer the meeting of the Finance subcommittee to Saturday morning and to move the discussion of a meeting location for fall to Friday afternoon. This proposal was accepted by the group.

**Minutes of Fall 2008 Meeting** Kathy Brook noted that she had modified the minutes after they were circulated by email to include a list of the new learning objectives for BCIS 1113 that were approved at the last meeting. She also included the website for articulation materials on the last page of the minutes. A motion by Jon Strahan to accept the minutes as circulated at the meeting was seconded by Ann Brooks and approved unanimously.

**Transfer Matrix** A number of changes were proposed for the transfer matrix .

- No changes: ENMU, NMHU, WNMU, Clovis, Dine, ENMU-R, NMMI, SIPI, CNM
- NMSU: Drop the "G" from BCIS 110, CS 110, MGT 201.
- UNM: drop footnote (b). Remaining footnotes will be re-lettered.
- Luna: Change CIS 100 to CSA 150 (under BCIS 1113)

- NMJC: drop CS 123A (under BCIS 1113)
- NMSU-Alamogordo: drop the “G” from CS 110 (under BCIS 1113) and MGT 201 (under MGMT 2113)
- NMSU-Carlsbad: drop the “G” from BCIS 110, CS 110 and MGT 201 as noted above.
- NMSU-Dona Ana: Drop the G from BCIS 110, CS 110 as noted above. The OEBU prefix has also been changed to BMGT.
- San Juan: Change ACCT 251 to FINA 251 (under BFIN 2113) and list BADM 212 before MATH 251 (under MATH 2313)
- UNM –Los Alamos: add STAT 145 under (MATH 2313) to parallel UNM. There is also interest in adding a Marketing course. Syllabus and learning objectives can be brought to the next meeting.

None of the above changes involve new courses, only changes in prefixes or course numbers or changes to make courses consistent across NMSU or UNM campuses.

No report was available from NMTech (see Saturday session for changes), Mesalands, Northern NM, SFCC and UNM, Gallup.

A motion to approve the transfer matrix as amended was offered by Dawn Addington , seconded by Steve Castillo, and approved unanimously.

**Status of Assessment Activities** Kathy Brook placed this item on the agenda to see if anyone is aware of a timeline for the business articulation consortium to provide data to HED concerning assessment of the courses in the matrix. The legislation that was passed in 2005 requires that HED ensure that the courses in the matrix in a particular column cover substantially the same material and provide students with appropriate preparation for upper division work. Robin Kuykendall, who serves on the NM Articulation Task Force, indicated that the first general education reports had been required for 2007-08, with HED seeking reports that each institution has an assessment plan in place for general education and that each institution is making progress in following the plan. Robin indicates that there are no deadlines in place for the transfer modules but she is anticipating that something will come soon. Since Robin participates in the Business Articulation Consortium as well as being a member of the articulation task force, she is serving as the business representative on the task force. She also indicated that she does not anticipate that a group plan for assessment will be required but rather institutional level plans.

**Assessment Training for Faculty** As the assessment director at Clovis Community College, Robin Kuykendall has developed presentations for faculty to simplify the assessment process. Her goal has been to convert faculty to a more positive view of assessment . While we do assessment because it is required by HED and by accreditation agencies, we **should** do it as a way to reach our students and find out what they know. Robin provided an extensive hand-out with copies of her presentation slides and examples of assessment reports and templates that she uses in recording data. She strongly recommends planning ahead to make sure that data can be collected and analyzed efficiently and she generously offered to share her templates with others. She also noted that she could travel to other campuses to help with presentations to faculty.

**Plans for Fall 2009 Meeting** The possibility of meeting electronically was discussed in light of limited budgets and it was agreed that we should attempt such an approach. Plan A for fall 2009 was an electronic meeting and Plan B was a meeting hosted at Portales. It was recommended that subcommittee break-out sessions be scheduled earlier on Friday to allow for more meeting time. (The

plan for the fall meeting was modified during the Saturday morning session.) CNM offered to assist in coordination of an electronic meeting.

With respect to agenda items, the proposal that schools begin to bring their assessment plans to the meetings was well received and it was suggested that the macroeconomics subcommittee and the management subcommittee meet in the fall.

Other ideas were to have one hour subcommittee meetings electronically throughout the year (this may require some strong committee chairs), to provide professional development sessions once per year (at the beginning or end of the main meeting), and that we share ideas about teaching beyond addressing the core competencies.

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The meeting adjourned at 3:30 p.m. on Friday, April 17, and reconvened at 8:40 a.m. on Saturday.

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The Saturday session was called to order at 8:45 a.m. by Garrey Carruthers, co-chair. On behalf of UNM, the co-host institution for the meeting, Amy Wohler, interim dean of the Anderson Schools, provided a welcome and noted that articulation is an on-going effort .

**Subcommittee Reports** Jack Kant provided a report from the Introduction to Business subcommittee which suggested minor changes in the competencies. In the fourth bullet item, “and use of common business terminology was added so that the item reads: “Demonstrate knowledge of the various dimensions of the business environment including political and legal, socio-cultural, environment issues, diversity, financial and economic, and use of common business terminology.” In the fifth bullet item “including the impact of technology” was added so that it reads: “Describe the purpose and content of the business plan including fundamentals of the financial plan, the operations plan, the marketing plan, and the management plan, including the impact of technology.” A motion to accept these changes was approved. The next step for the group is to look at assessment tools used by the various schools.

Jim Nelson reported on the meeting of the Computer Information Systems subcommittee on Friday, noting that the group proposes to add BCIS 1103 to the matrix. This would be an applications oriented course as compared with BCIS 1113 which includes material on privacy and the social impact of information systems. A subcommittee of three members will develop learning objectives and a syllabus to bring to the fall meeting. At that time we will need to discuss where the new course would fit into the transfer module.

Robert Guthrie reported on the Finance subcommittee which reconfirmed the learning objectives. The group plans to share assessment plans at the fall 2010 meeting of the consortium. The finance group recommends the development of a timeline for the disciplines to meet and share assessment results so that everyone has ample warning. A second recommendation is that the discipline groups have more time to meet at the next meeting, perhaps devoting Friday afternoon to that purpose.

**NM Tech and the matrix:** NM Tech was not represented on Friday when the matrix was discussed. Peter Anselmo asked that BCIS 209 be deleted from the matrix since it is no longer taught. This proposal was accepted.

Separately, it was noted that we need to update the title of BCIS 1113 on the matrix and on the competencies document.

**AACSB Accreditation Issues** Garrey Carruthers described concerns at NMSU and UNM about the potential incompatibility of AACSB accreditation for the two schools with the inclusion of courses taught at the upper division level in the transfer matrix and module. He then asked Kathy Brook to discuss the issues related to assessment and faculty qualifications. Kathy reported that AACSB requires assessment at the program level and that NMSU's recent experience with a consultant indicated that assessment at the lower division level is problematic. NMSU is conducting assessment for the BBA program in its upper division core courses in marketing, business law and finance. This assessment will systematically miss students who bring transfer credits for those courses and so will result in a non-representative sample. (Similarly, the accounting program which is separately accredited conducts assessment in the intermediate accounting course.) In addition, each school must establish criteria for academically and professionally qualified faculty, with those criteria varying depending on whether the business program offers graduate programs or not. Doug Thomas, who is responsible for accreditation at UNM, added that AACSB is concerned if a significant portion of the course work in a program is coming from somewhere other than the business program.

Questions were raised about whether the assessment being done by the two year schools could be a mechanism for addressing these concerns and whether the accreditation standards of ACBSP could be used as documentation by NMSU and UNM. There was also a question about whether AACSB was attempting to eliminate the use of transfer courses. Eliminating 4-5 of the courses from the transfer matrix would have a significant impact on two year institutions. CNM, for example, currently teaches a substantial amount of business law courses and the NMSU community colleges have about 350 declared pre-business students who take the marketing, business law and finance courses at the community colleges.

Garrey agreed that UNM and NMSU should plan to come to the next meeting with information about the four or five classes with which they are concerned and details about the extent of the problem. In addition, they will bring copies of their criteria for academically and professionally qualified faculty.

Robert Guthrie indicated that we need to spend some time on possible solutions and it was agreed that NMSU and UNM would work on a presentation for the next meeting. It was also suggested that more documentation be added to the website (<http://business.nmsu.edu/administration/articulation>) and Kathy will work on this.

**Business Meeting:** Garrey Carruthers noted that it is time to elect the co-chair of the group from among the two year institutions. Robert Guthrie was nominated and approved unanimously to continue as co-chair.

The following people agreed to chair subcommittees:

ACCT: Ann Brooks	Intro: Jack Kant
BLAW: Marian Matthews	CIS: Jim Nelson
ECON: Terri Castillo	FIN: Bill Brunsen
MGT: Chris Howell	MKTG: Pookie Sautter

It was agreed that the fall meeting would be held face-to-face at NM Tech in Socorro and that Friday afternoon would be devoted to subcommittee meetings (Economics, especially macro; Management, Information Systems). NM Tech has distance capabilities that would allow those who cannot attend on

Friday to participate in the subcommittee meetings via computer. It does not have the capacity for the larger meeting on Saturday to be held electronically. CNM volunteered the Workforce Center as an alternative site for the meeting. The subcommittee meetings will be scheduled for 90 minutes each. The tentative dates are October 16-17 or October 23-24.

Robert Guthrie and Garrey Carruthers will work on a time line for the disciplines to meet and share assessment plans.

It was agreed that the co-chairs of the consortium would send a letter to Robin Kuykendall, thanking her for her presentation to the group.

Recorded by Kathy Brook

CONSORTIUM Website: <http://business.nmsu.edu/administration/articulation>