College of Business | ACTIVITY REPORT

February 15th – February 19th, 2010

Dean, College of Business - Dr. Garrey Carruthers

- NMSU continues to play the waiting game with respect to next year’s budget. The failure of the Legislature to pass a budget bill leaves folks guessing, but not too much. It is still reasonably clear NMSU will need to reduce its budget, possibly by up to $15.6 million in what I consider to be the worst case scenario. Dr. Corture has circulated an I & G Budget Recommendation Process to Administrative Council and to faculty and staff. There may be some opportunities for hearings if budget cuts are substantial but she will elaborate on the process at tomorrow’s Admin Council meeting.

- I spoke to the Fellows of the Center for Public Policy and Higher Education in Santa Fe over the weekend. From listening to these folks, the budget crunch we are facing is replicated all over the country, with many states facing even more severe cuts than we are. One person indicated that Louisiana may have to lay off as many as 600 faculty members in their two and four year programs. One of the presenters indicated that Higher Education usually ends up with proportionally deeper cuts than other items in state government, in part because we have the independent revenue stream called tuition. State assistance to universities has declined steadily for years all over the country. Many state assisted universities are now below 10% of total budget from state sources. NMSU is still in the low to mid 30% range.

- At the invitation of Dr. Jim Wetherbee, one of our Hall of Fame honorees, I spoke to a couple of classes and to his business advisory group at Texas Tech. Jim is a Chair Holder in the Rawls College of Business at Tech. It was great fun for me to share how we connect our College of Business to our state and to economic development. Lubbock is on a very flat plain so I showed them a picture of the Organ Mountains so they would know what they are missing.

- I have asked Dr. Bruce Huhmann to serve as the Daniels Fund Ethics Program Chair for this year. Bruce will lead our development efforts beginning next week and will spend considerable time this summer developing our work plan for the next 4 years. Thanks to all who expressed an interest in working on this project. One of Bruce’s tasks will be to define the Daniels Fellows job description and to solicit applications from the faculty interested in working on the Daniels Initiative. Our first event is this Friday when O.C. and Linda Ferrell present their seminar to our faculty and staff. They will also lecture in two classes.
• Kevin Boberg has been invited by Secretary of Economic Development Fred Mondragon to join a working group to plot how New Mexico can expand, develop, and commercialize clean technology. This effort is part of Governor Richardson’s green jobs initiative. It is great to have Kevin’s expertise in development and commercialization recognized by our State leaders. The Arrowhead Center, under Kevin’s guidance, is also undertaking a major benchmarking study on green jobs.

**Associate Dean of Academics - Dr. Kathy Brook**

• Thanks to all who attended the faculty forum on “closing the loop” on assessment, to Sherry Mills and Randy McFerrin for the presentation, and to the AoL, Graduate and Undergraduate Committees for their work in helping us use assessment results to improve learning outcomes. We are making progress.

• I have been working with department heads and with Paul Hamilton to develop a forecast of our year end balances so that we are prepared to make adjustments in spending as needed. We are assessing the availability of funding to support summer teaching and upgrades of equipment for faculty and for classrooms, in particular.

• Justine Adkisson and Debra Cardinali attended the annual conference of the New Mexico Academic Advisement Association held at NMSU.

**Associate Dean, Research & Economic Development - Dr. K. Boberg**

(Nothing to report at this time)

**Assistant Dean, Development & Public Relations - Sylvia Acosta**

• Worked on a stewardship plan with the Colleges of Education, Arts and Sciences and the Center for the Arts for donors that give to all three programs.

• Worked on several endowment agreements with the foundation. We are revising to meet the needs of the donors.

• Putting together the packet for major asks that will be coming up this week and in the coming months.

• Developing the revised case statements for the Domenici Institute.

• Finalizing the pledge agreement for a professorship in Accounting.

**Accounting & Information Systems Department - Dr. Ed Scribner**

• Cindy Seipel (ACCT), Master of Accountancy student Jeremy McBurney, and Bachelor of Accountancy student Jose Rosales attended a continuing education program entitled “Auditing with Statistical Inferences…a Mathematical Approach to Collecting and Interpreting Data.” The sponsor of the event was the El Paso Chapter of the Institute of Internal Auditors.

• Jim Nelson (IS) participated in the Internationalization Forum to prioritize NMSU's short- and long-term goals for International and Border Programs.
• Larry Tunnell (ACCT) attended a meeting of the Board of Directors of the Federation of Schools of Accountancy on February 14. He was named to the FSA Officer Nomination Committee and agreed to help coordinate the renovation and update of the FSA web site.

• Dean Carruthers reappointed Richard Oliver (IS) to a three-year term on the Faculty Advisory Committee on Technology (FACT), a committee of faculty members representing the various campuses and colleges of NMSU to identify appropriate technologies to advance the mission of the University.

• Josh Trujillo (ACCT alum) of REDW LLC, The Rogoff Firm, made a presentation on the Single Audit Act to the NMSU chapter of Beta Alpha Psi, the accounting fraternity.

Economics/International Business Department - Dr. Tony Popp
• Chris Erickson was interviewed by Gary Sandler on the Gary Sandler Real Estate Connection Show on KSNM AM 570, February 15. Chris is a regular guest appearing on Gary’s show the third Monday of each month.

Finance Department - Dr. Liz Ellis
• Gamma Iota Sigma (GIS) hosted Melissa Nowalk, Actuary at Scottsdale Insurance, for their meeting this week. Melissa described career opportunities, day-to-day responsibilities, and provided information about the Actuarial Science examinations. She is a 2007 graduate of NMSU. Tim Query is the faculty advisor for GIS and was instrumental in arranging her visit.

• Ken Martin conducted a Stock Market Game teacher workshop at Chaparral High School.

• Liz Ellis conducted a Teaching Academy presentation on “Time Management Tips and Tricks” on Thursday, February 18, 2010.

Management Department - Dr. Bonnie Daily
• Mgt doctoral student Joe Gladstone and his co-authors had their proposal entitled 'Hidden Elephants: A Dialogue To Engage Difference & Create Connection Through American Indian Values' accepted as a session at the 37th OBTC: Teaching Conference for Management Educators, to be held June 16-19, 2010 at the University of New Mexico, Albuquerque.

• Dr. Boje was the focus of a feature article published in Las Cruces Magazine for Fall of 2009 that described his research and work in the areas of narrative, storytelling, postmodern theory and critical ethics of answerability.

• Drs. Dorfman and Howell published a chapter in the Harvard “Handbook of Leadership theory and Practice” (2010). The chapter was based on a presentation at the HBS Centennial Colloquium on Advancing Leadership. The title is “Leadership and Cultural Context: A theoretical and Empirical Examination Based on Project GLOBE (Mansour Javidan and Paul Hanges are co-authors).

• Mgt doctoral student Yasanthi Perera and former Mktg doctoral student Pia Albinsson had their paper ”Life is Good: An Exploration of Compassion in Marketing,” accepted for the Academy of Marketing Science Conference, Portland, OR, 2010.
Marketing Department - Dr. Pookie Sautter

- Dr. Kelly Tian submitted two manuscripts to *Journal of Consumer Research*, one co-authored with doctoral student Miguel Zuniga, and one co-authored with doctoral student Temo Luna-Nevarez.

- Dr. Mike Hyman completed an editorial review for the 2010 AMA Educators' Summer Conference. One of Dr. Hyman's articles was also referenced as an iconic work in an article in the most recent issue of *Journal of Marketing*.

- Dr. Robin Peterson completed an editorial review for *Industrial Marketing Management*.

- Thanks to the department members that contributed their insights and ideas to improve assessment at the faculty forum last week.

- The Marketing Department would like to Congratulate Dr. Bruce Huhmann on his appointment to serve as the Daniels Fund Ethics Program Chair for this year.

School of Hotel, Restaurant & Tourism Management - Dr. Janet Green

- Dr. Don Pepion, Associate Professor, Anthropology, was a guest at the February 16 faculty meeting. Dr. Pepion has a summer project to promote global awareness and learning and to study the indigenous people and their culture in the areas of Mexico and/or Canada. The program is May 16-30, 2010 (includes pre and post orientation), with 6 credits available. There are 5 student slots, with a $750 scholarship per student available to help with expenses. This is a grant through FIPSE (Fund for the Improvement of Postsecondary Education) which has 2 years left. Dr. David Hansen, NMSU Outreach and Engagement Officer, may apply for a 2nd round of this grant. If so, a tourism component may be included. Dr. Pepion is encouraging faculty to inform students of this opportunity. Students should see Dr. Pepion to apply.

- Mr. Michael Zaragoza, Vice President, United Way of Southwest New Mexico is also a graduate of the School of HRTM. Michael has become, on a volunteer basis, the HRTM alumni coordinator. He will produce a newsletter with goals, current events and alumni/industry updates.

- Dr. Green will be teaching a “business and dining etiquette” course for the 2nd mini semester to begin March 10. HRTM 450 section M31 (CRN 18013) is a one credit course on Tuesday evenings, 6pm – 8pm, and will be held in Gerald Thomas room 142. Please feel free to encourage your students to enroll. There are currently 15 open seats.

Domenici Institute – Ann Morgan

(No report at this time)