Dean, College of Business - Dr. Garrey Carruthers

- I had a very enjoyable and productive trip to Malvern, PA. for an AACSB evaluation of the Penn State Great Valley graduate programs. Danny Arnold was the review team leader. The Penn State program has 25 faculty members and over 500 students in one of four Masters programs. They have great facilities located in the middle of a very active business park. Their program received our recommendation for a 5 year reaffirmation. Key elements in an AACSB review, according to my experience there include:

  1. Making sure the curriculum and the program match the mission of the University and the Division. Penn State had a very nice simple vision statement as well, which was actually recommended by the students.
  2. AOL (assurance of learning) and “completing the loop” are absolutely essential, according to the guidelines we used.
  3. PQ/AQ is very important and, in Penn State’s case, was an area of needed improvement.
  4. It is important to document processes and procedures. It isn’t necessary to overwhelm review team with data (50 page maximum for the report but you can have appendices) but much trend information is important. In this case, there had been a considerable decline in enrollment, requiring the explanation that this was caused by the recession and companies moving away from paying tuition (from over 80% contributing to less than 50% this year) for students.
  5. Penn State has a lot of competition in the area; hence, they spend a considerable amount on marketing. Until the recession, the Division also gave each faculty member $2,500 for faculty development, such as travel to conferences or paying for paper submissions.
  6. The faculty wanted the Chancellor to be more active in the business community.

- Dennis Prescott, the new VP for Advancement, and I have agreed to commission a search firm to assist us in finding a new Assistant Dean for Development in the college. Our earlier advertisement did not yield many candidates.

- According to administration sources, the fate of higher education in the legislature is apparently about settled. House Bill 2, the funding bill for most of government, was sent to the floor and then returned to committee when the Governor objected to the level of expenditures for the movie incentive. The tweaking that occurred then in the committee seemed to hold higher education harmless from further damage. The pundits expect a 3.1% tuition credit charge. Given budget trimming programs of the past year and the prospects of some tuition increase, it may be possible to slide by this year without a lot more damage to programs and expenditures.

- Ann Morgan, the program director for the Domenici Institute will be leaving this Friday to join her husband in Germany. Ann has done a wonderful job of guiding the Institute for the past couple of years. She has an outstanding array of speakers already lined up for
this fall’s conference. Please drop by the Dean’s office this Friday from 3:30 to 5:00 pm for some cake and to wish her well.

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

- With my ECON 490 class, I attended a Board of Directors meeting for the El Paso branch of the Dallas Federal Reserve Bank. The meeting included a presentation by Harvey Rosenblum, economist for the Dallas Fed who also teaches at the Cox School at SMU. With students present, he noted that 2011 would be a much better time to graduate from college than the past few years.

- I met with Michelle Bernstein, assistant director of Housing and Residential Life, and Wei Tang, the peer advisor for the business Living Learning Community, concerning ways the College might be supportive of the LLC. Several faculty members will be speaking to the residents this semester about topics such as interviewing and professional behavior.

- Roberto Coronado, economist at the El Paso branch of the Federal Reserve Bank of Dallas, met with NMSU’s Collegiate Advisory Board (CAB) on February 18. Roberto talked to the six COB students serving on the board about tools for regional economic analysis. (The students will be monitoring the following industries this semester: Spaceport America, health care, not-for-profit, international trade, real estate, and tourism.) Regent Laura Coniff also talked with the students about her experiences as a member of the El Paso branch board of directors.

- Deb Cardinali represented the CoB at Santa Fe Community College spring transfer day where she met with counselors and advisors from various institutions across the state as well as with some prospective students.

- At Winnie Lee’s suggestion I met with Joelle Nisolle, Director of International Development at La Rochelle Business School in France. The school is interested in developing relationships with NMSU including programs allowing students from France to receive a degree from NMSU and LaRochelle, faculty exchanges, joint research, visits by NMSU faculty to LaRochelle for short courses.

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

- The Arrowhead Center, under the direction Vickie Galindo and assisted by Leo Delgado, is participating in another survey of the green jobs in New Mexico with the New Mexico Department of Workforce Solutions. Final analysis of all three surveys is expected to be released in May, 2011.

- Innoverventure competition on Friday.

- StudioG, student incubator, now accepting applications.

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

- The NMSU Chapter of the Association of Latino Professionals in Finance and Accounting (ALPFA) hosted Christine Wright, a partner at Beasley Mitchell & Co. Her presentation was on professional development and success in public accounting. ALPFA members also participated in the Audubon New Mexico willow-tree-planting event along the Rio Grande.
• Bob Schoener, Certified Public Accountant and Certified Fraud Examiner, provided the accounting systems students with a dynamic look at fraud in businesses, government, and not-for-profit organizations.

• Bill Smith’s paper, “Storytelling in Accounting.” was selected for inclusion in the Standing Conference for Management and Organizational Inquiry’s conference to be held in Philadelphia.

• Kevin McNelis and Rusty Calk were in Austin touching bases with accounting professionals and viewing enhancements of CengageNow student homework and grading software.

• Jim Nelson spoke to a half-dozen classes in the Gadsden school district about careers in information systems.

• Ed Scribner participated in a workshop of the Association to Advance Collegiate Schools of Business International (AACSB) and meetings of the Accounting Programs Leadership Group of the American Accounting Association and the Federation of Schools of Accountancy. All three groups are working on quality and continuous improvement of business and accounting education.

• On Wednesday the NMSU Chapter of the Association of Latino Professionals in Finance and Accounting (ALPFA) hosted Christine Wright, a partner at Beasley Mitchell & Co. Her presentation was on professional development and success in public accounting.

• Ed Scribner participated in a workshop of the Association to Advance Collegiate Schools of Business (AACSB) International and meetings of the Accounting Programs Leadership Group of the American Accounting Association and the Federation of Schools of Accountancy. All three groups are vitally interested in quality and continuous improvement of business and accounting education.

• Bob Schoener, Certified Public Accountant and Certified Fraud Examiner, provided the accounting systems students this week with a dynamic look at fraud in businesses, government, and not-for-profit organizations.

**Economics/International Business Department - Dr. Rick Adkisson**

• Doug Gegax and Larry Blank travelled to Washington D.C. to meet with the Subcommittee on Research and Education for the National Association of Regulatory Utility Commissioners (NARUC). Topics discussed included possible NARUC endorsement of a national professional certification process. NARUC already endorses the training programs and conferences of the NMSU Center for Public Utilities.

• Jeanette Walter attended the NARUC Winter Committee Meetings to meet with sponsors, Advisory Council members, and to continue promotion of the programs delivered by the NMSU Center for Public Utilities.

• Robert Steiner met with the search committee for the biostatistician position in the College of Health and Social Sciences.

• Winnie Lee participated in the semi-annual Study Abroad Fair at the Corbett Center, hosted by the Center of International Program and the Study-Abroad Program. The Dept
of ECON/IB info table was set up in the Fair, and Winnie advised students who are interested in the ECON/IB programs (majors) and those who would like to study abroad.

- Winnie Lee met with Dr. Joelle Nisolle, International Development Director of the La Rochelle Business School, France, to discuss the NMSU faculty-led business program in France this summer. NMSU students who are interested in this program also attended the meeting.

**Finance Department - Dr. Liz Ellis**

- Actuaries Gordon Thompson of Mountain States Insurance Group and Melissa Nowalk of Scottsdale Insurance (and NMSU alum) visited campus to share their views and experience in the profession with students and faculty at a Monday evening event co-sponsored by Gamma Iota Sigma and the Finance FMA Club. Earlier that day they also gave presentations to the risk and insurance classes. Melissa and fellow NMSU graduate Anna Krylova, who is also at Mountain States, are both "flying" through the nine rigorous actuarial exams. Thank you to Tim Query who organized the visit and played host.

- On February 24, Liz Ellis provided a “mock” business law college class for visiting students from Gadsden High School.

**Marketing Department - Dr. Pookie Sautter**

- Dr. Hyman and two British co-authors submitted a manuscript, entitled "Understanding the Effects of Ad Believability on Viewer Self-Esteem and Anti-Child-Abuse Myths," to *Journal of Public Policy and Marketing*.

- Doctoral student Miguel Zuniga, Dr. Jasso and Dr. Niculescu received an acceptance for presentation of their paper "Central and Peripheral Routes to A_{ad} and A_{brand}; Moderating Effects of Ethnic Identification and Slogan Meaning" at the Association of Consumer Research's Transformative Consumer Research Conference.

- Dr. Sautter drew together a team of marketing colleagues (Dr. Kelly Tian, Dr. Kevin Boberg, doctoral students Temo Luna and Sarah Fischbach) to develop a research agenda for the use of graphic novels in brand promotions. She also attended the Teaching Academy workshop entitled Academically Adrift.

- Dr. Robin Peterson, with co-authors Drs. Bing Xu and Yam Limbu (both PhD alum), received a conditional acceptance for the manuscript "An Assessment of the Effectiveness of MBA Training in Nonverbal Communication Methods and Empathy: Educational Implications," to the *Journal of Management Education*.

- Dr. Kelly Tian attended two workshops on instructions including "Let's Talk Teaching on Synchronous Learning" and a session on podcasting. She has also agreed to serve as instructor/advisor for an independent student for a management student working on a marketing plan for a local business endeavor. Dr. Tian also stepped up as Secretary for the work of the college Assessment committee this semester. Last but certainly not least, she has prepared a proposal for the Sundt Honors Seminar on "Sustainability Practice and Progress in China." The proposal includes invited guest speakers from China and the U.S. who are corporate leaders in areas of sustainability and corporate responsibility.
Management Department - Dr. John Loveland

- Mandy Lara will be leaving the Department of Management as of February 25th, 2011 to join her family in Albuquerque. She has accepted a position at the University of New Mexico.

- Terry Adler advised five College of Business undergraduate students.

- Terry Adler reviewed two articles for the Journal of Social Psychology.

- Terry Adler completed over 10 hours of Editorial Board duties for the International Journal of Project Organization & Management.

- Terry Adler served as Graduate Representative on the master examination committee for computer engineering student Ms. Eugenia Munoz.

- Terry Adler conducted a project management seminar at Sandia National Laboratories in Albuquerque, NM.

- Dr. Steven Elias and Ms. Catherine Helmuth (1st year management doctoral student) have had a paper accepted for presentation at the next meeting of the Rocky Mountain Psychological Association. The title of the paper is “Promotive control as a moderator of the relationship between transformational leadership and student-athlete satisfaction.”

- Doctoral student Rakesh Mittal served as a paper reviewer for the annual conference of the Academy of Management.


- Doctoral Student Long Pham and his co-author (Dawn VanLeeuwen) have a manuscript titled “Exploratory and Publication-Ready Graphs Easily Obtained Using SAS Version 9.2” under review.

- Doctoral Student Long Pham has a manuscript titled “A Conceptual Framework for Organizational Learning” under review.

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

- Daren Bloomquist attended the Transfer Fair held in Alamogordo Wednesday, February 23. He had several students stop by the HRTM booth and spoke specifically with four students who are interested in attending NMSU.

- Pappas Restaurants will be on campus March 28 and 29 to interview for internships and permanent placements.

- Steve Loring, Associate Director, Agricultural Experiment Station, College of ACES, will be attending the next faculty meeting, March 15th, to give an overview of Digital
Measures, the on-line system to assist faculty in collecting academic and professional data

- Janet Green and Professor Elizabeth Albin, along with 8 students from the student club National Society of Minorities in Hospitality (NSMH) attended the 22\textsuperscript{nd} Annual National Conference held in Atlanta, GA February 10-13. Ms. Albin is the faculty advisor to the NSMH club. Students attended workshops, visited booths and talked to industry leaders. Four students interviewed with major companies for employment; one was offered a job by Sodexo, and three were given 2\textsuperscript{nd} interviews by Disney, Hyatt and the MGM Grand of Las Vegas.

- The HRTM Career Fair was held at the Las Cruces Convention Center Feb 24-25. It was a great success. The following companies attended, gave information sessions on their properties, and interviewed students for permanent, summer and internship employment:
  - Alto Lakes Golf & Country Club
  - Aramark
  - Club at Las Campanas
  - Darden Restaurants
  - Drury Hotels
  - El Monte Sagrado
  - Enchantment Resort
  - Enterprise Holdings LLC
  - Four Seasons - Dallas
  - Heritage Hotels/Hotel Encanto
  - Hyatt Regency Tamaya
  - Jason’s Deli
  - Lodging Host Hotel
  - Marriott International
  - National Distributing Co.
  - Pizza Properties/Peter Piper Pizza
  - Sodexo
  - Southwest Expeditions
  - Sweet Tomatoes
  - The Baldpate Inn
  - Xanterra South Rim (Grand Canyon)

**Daniels Ethics Program Chair – Dr. Bruce Huhmann**

- The Undergraduate Committee has approved a new elective in Corporate Responsibility and Ethics at the request of NMSU’s Daniels Fund Ethics Initiative. If you have an interest in teaching as a summer overload or fall/spring in-load course, please contact Bruce Huhmann.

- Bruce Huhmann will be giving a presentation on ethics next week to the Dona Ana Chapter of the New Mexico Society of CPAs.

- Applications for the prestigious 2011 Bill Daniels Fellowships will be coming out in about 2 weeks. This is an excellent opportunity to receive some summer support while advancing ethics education and outreach as part of the college’s Daniels Fund Ethics Initiative. New applicants and 2010 Fellows are welcome to apply.
• Bruce Huhmann spoke with Kathy Kelly about EthicsGame. It is a web-based simulation that confronts students with various ethical dilemmas chosen by the instructor, teaches students techniques to resolve the dilemmas and how to write business memos to present their solution to the dilemma. This simulation is being used at other universities for AACSB assessment of ethics and could be used for writing assessment as well.

Domenici Institute – Ann Morgan
(Nothing to report at this time)