Interim Dean—Dr. Kathy Brook

Due to the Thanksgiving holiday, this activity report covers November 25-December 6, 2013.

Reminder: The COB Holiday Luncheon will be held on Wednesday, December 11, 11:30 a.m.-1:00 p.m.

Bruce Huhmann and I attended the semi-annual meeting of the Daniels Fund Ethics Initiative Consortium. The meeting was held in Fort Collins at Colorado State University, just in advance of the storm. The agenda included reports from the eight university members, providing an opportunity to hear about what they are doing with ethics. Several are incorporating ethics in a “boot camp” for new students – something we may want to consider as NMSU introduces Aggie Discovery Days, an orientation for new students the week before classes begin.

The Business Council held its last meeting of the semester, focusing on the possibilities for replacing a COB senator who will be on an internship early in the spring semester, and on ways to ensure that student organizations’ display cases are kept up to date. Currently about nine of the sixteen groups who are members of the Business Council are active participants.

I attended the first meeting of the International Enrollment Management Committee to include college representatives. Cornell Menking noted that international student recruiting is new to NMSU. Currently we have about 1,200 international students of whom 800-900 are degree-seeking. Roughly half of the international students are graduate students.

I also attended the dinner recognizing faculty and staff members who brought in $500,000 or more in funding during the 2012-2013 fiscal year. Kathy Hansen (CEO, Arrowhead Center) was among the group as was Julie Maitland, a former student in the COB.

Phi Kappa Phi held its initiation of qualifying juniors and seniors. The only student from COB who accepted membership in the organization was Vicki Dallas.

Interim Associate Dean of Academics—Dr. Liz Ellis

Liz Ellis

• Dec. 2: Represented Dean Brook at the President’s PAC meeting. Among other topics the following issues were discussed: the new “KPI’s” (key performance indicators) under Vision 2020, linearization of tuition per credit (rather than single tuition for 12-18 credits), proposal to fund summer sessions in part with a tuition sharing arrangements with the colleges.
• Dec. 2: Participated in the Graduate School’s Associate Dean meeting where the primary topics were efforts to get more Graduate Programs set up with Star Degree Audits in anticipation of the new U-Direct degree planning software (and to increase compliance with catalog rules for having Programs of Study on file) and a summary of the Grad School’s Internationalization Strategy compiled from the discussion at the previous meeting.
• Dec. 3: Was a guest lecturer in Comfort Rickett’s Health Care Economics course. The topic of the presentation was the role of Medical Malpractice litigation in the health care system.
• Dec. 6: Attended the Advancing Leaders Program Mentors Luncheon.
COB Committees

- Dec. 2: The Undergraduate Committee met to wind up activities for the semester. Foremost on the agenda was continued efforts on full scale curriculum mapping project that was undertaken this semester, as well as continued development of initiatives that might improve critical thinking outcomes.
- Dec. 4: The Graduate Committee met and wrapped up activities for this semester including discussion of the convocation report, and continuing efforts to finalize a spreadsheet comparison of MBA programs at peer institutions.
- Dec. 4: The AOL Committee met and made plans to finalize assessments, tabulate data and complete data report sheets for Fall 2013 assessments. The committee plans to have all assessments and reports ready for delivery to the curriculum committees by mid-February 2014.

Advising Center

The Advising Center continued to be busy helping students with registration issues for the Spring semester.

- Angie Salido completed all final degree applications.
- Nate Whitten provided the College’s response to a data request from the Office of the Provost relating to the State-by-State authorization project, and spent much time processing BA minor applications and working on degree audit exceptions.
- Deb Cardinali completed the final mandatory group advising session for freshmen with a total of 151 students having attended a session.
- Justine Adkisson was on annual leave most of the week taking a much deserved break, but we question her good sense on having chosen to spend it in frozen Nebraska.
- Karen Melendrez continues to improve traffic flow in the Center and assists and supervises at the three student registration stations in the office.

Economics/Applied Statistics/International Business Department—Dr. Rick Adkisson

Songjie (Tim) Gao, a graduate student of Applied Statistics, successfully defended his MS research project on December 3. Tim conducted a series of simulation studies to evaluate the use of Markov modeling to model a woman’s mammographic breast density over time and to evaluate the use of survival modeling to model the relationship between a woman’s breast density and her risk of developing breast cancer. Tim was advised by Charlotte Gard. Robert Steiner and Harikumar Sankaran also served on Tim’s committee.

Chris Erickson:

- Nov. 15: Spoke to Leadership New Mexico on the topic of the role of the federal government in New Mexico.
- Nov. 19: Chris gave the same speech to the Rio Grande Rotary Club.
- Was interviewed on Speak Up—Las Cruces on KOBE 1450 about the local, state and national economy.

Two recruiters (a Sales Associate and the Operation Manager) of PepsiCo-Frito-Lay visited Winnie Lee’s classes (ECON/IB 450 and ECON 449) on December 4 to talk about job and internship opportunities at Frito-Lay. Related recruiting/internship information/materials are available upon request at Lee’s office. (This visit was coordinated by Interim Associate Dean, Steven Elias.)

Bill Gould participated in the capture of Sandhill Cranes at Bosque del Apache National Wildlife Refuge as part of a research study by Scott Carleton.

Finance Department—Dr. Kenneth Martin

The Finance Department hosted three candidates for our vacant faculty position: Shofiqur Rahman (UTEP) on November 18, Ying-Chou Lin (Missouri University of Science and Technology) on December 2, and Philip Gibson (University of the Incarnate Word) on December 6.
Students in the Native American Business Students Association (NABSA) and in Gavin Clarkson’s BA 105 class presented the results of their successful project at the Mesilla Valley Bosque State Park on November 16. The students conducted the 1st annual Native American market that included Indian taco sales, as well as Native American performers. Two members of the board of the Friends of the Bosque attended the presentation, were very impressed with the results, and look forward to having the students do it again next year. They even mentioned having the students conduct the market twice a year. Great job by NABSA!

Marketing Department—Pat Gavin

Collin Payne and Mihai Niculescu

- Collin, Mihai, David Just (Cornell University) and Michael Kelly (Paso del Norte Health Foundation) submitted an invited article on Shopper Marketing Health Interventions to a behavioral science journal.
- Mihai and Collin received word of acceptance of a presentation titled *Using Social Norm Theory to Improve Mexican American Family Fruit and Vegetable Purchases--Results of a Grocery Store Intervention* at the March 2014 Society for Consumer Psychology conference in Miami, FL.

The article *Larger Bowl Size Increases the Amount of Cereal Children Request, Consume, and Waste* was published with Brian Wansink (Cornell University) and Koert van Ittersum (University of Groningen) in the Journal of Pediatrics. The article has been featured in the following:

- Parent Herald
- Chicago Tribune
- myHealth, under the title *Smaller bowls could help curb kids' eating, study suggests*

Daniels Fund Ethics Initiative, Program Chair—Dr. Bruce Huhmann

Dean Brook and Bruce Huhmann attended the Daniels Fund Ethics Consortium’s winter meeting in Ft. Collins, CO, December 1-3.

Thanks to everyone who helped measure differences in attitudes toward ethics using the Daniels Fund post-test ethics measure in their classes.