Minutes
College of Business Convocation
August 23, 2006

The meeting was called to order at 9:00 a.m. by Dean Garrey Carruthers who made opening remarks referencing NMSU’s ranking at 44 in a list of universities published by *Washington Monthly*.

**Introductions of new faculty and staff:** The following new faculty were introduced: Tim Query (Finance), Meghan Starbuck (Economics/IB) and Ben Widner (Economics/IB). New staff include: Dave Reiff (MBA); Jason White (PGM); Nate Whitten, Rose Clark and Justine Adkisson (Advising); Vickie Taggart (*Journal of Economic Issues*); Janice Wright (Dean’s Office); and Sharon Jones (Vice President for Economic Development).

**President Martin’s Remarks:** President Martin began his remarks by describing the College of Business as one of the more innovative colleges on campus and noted that the College has served NMSU in helping it determine how to operate better. He also said that NMSU takes pride in being a value-added university, as reflected in the *Washington Monthly* rankings. He suggested that if the legislature would stop taking the tuition credit that the available funds could be used for pay increases; he reported that he has reviewed a draft of the Spellings Commission report and that NMSU is already making progress on many of its recommendations; and he described the challenge of replacing large numbers of retiring faculty in the next ten years and the need to increase graduate enrollments.

**State of the College:** Dean Carruthers highlighted achievements of faculty, staff and students over the past year (see attached presentation). Challenges include increasing the yield rate (the percent of admitted students who enroll) and fund-raising for a new business building which will provide space for Arrowhead Center and for graduate assistants.

**Committee Reports**

Doug Gegax presented the report of the **Assurance of Learning Committee**, distributing an updated copy of the matrix of learning objectives and assessment tools for the undergraduate program. Data collection will begin this fall. (See attached description of learning objectives and assessment procedures.)

Rick Adkisson, reporting for the **Graduate Committee** indicated that the committee will be evaluating feedback on the experimental online and ITV classes in the MBA program. (See attached report.)

For the **Undergraduate Committee** Bruce Huhmann reported that the math issue has been resolved after several years of discussion. (See attached report.)

David Daniel, reporting for the **Faculty Council**, discussed the role of the Council in distributing faculty development and research funding and encouraged proposals similar to the one which has brought SAP training to the college this week.

Larry Tunnell reported for the **Budget, By laws and Policy Review Committee** describing the procedures of the committee and a planned discussion of merit pay increases. (See attached report.)

In the report of the **Promotion and Tenure Committee**, Carl Enomoto reported that we will need to elect members from Accounting/IS, Finance and Management. The ballot for the P&T election is to be distributed next week.
For the **Strategic Planning Committee** Robin Peterson discussed the need for data to compare the College of Business with business colleges at our peer institutions and Dean Carruthers encouraged involvement on the committee by younger faculty members.

Pat Gavin reported for the **Student Recruitment and Retention Committee** noting that the use of MATRIX software by the university will allow timed emails to be distributed to students who inquire about the college or to students whose names have been purchased. He also indicated that the Living Learning Communities should help with recruitment and retention and described the PGM programs sponsorship of a pizza party at a golfing event during the summer. The report resulted in considerable discussion about aspects of recruiting including UNM’s concerted recruiting campaign after Pell Grant information comes in. Other suggestions included using scholarships to recruit students, eliminating out of state tuition, and doing a better job of recruiting at DACC. In addition, Sylvia Acosta noted that the Business Advisory Council is interested in send-off receptions for new students from their areas and indicated that she would like to focus on transfer scholarships and freshman-sophomore scholarships.

In her report for the **Quality Committee**, Bonnie Daily indicated that we should hear about the Piñon Award in March and Dean Carruthers expressed a goal of applying for a quality award at the college level and ultimately at the university level.

Issues to be discussed by the committees in 2006-07 were reviewed. The revised list of issues is attached.

**University Wide Extension**: Paul Gutierrez, vice provost for university outreach services, discussed his new responsibility for university wide extension and his recent efforts to build relationships across the university. He sees extension as involving on-going relationships with communities. University wide extension is more than the sum of the independent activities of the individual colleges. He hopes to see faculty from all colleges with extension appointments and wants to build the constituent bases of the colleges.

**MBA Update**: Bobbie Green indicated that the enrollment of the MBA program has about doubled in the last year with the advent of the programs at LANL and WSMR. She particularly noted the ITV class that will be taught by Kevin McNelis this fall and was applauded for her role in getting Eisenhower Fellowships for three business students including two in the MBA program. (See attached report.)

**Open Doors Program**: Janice Black summarized the history of this outreach program for high school students which allows BCIS 110 to be waived for those students with a B or better who come to the College of Business. Enrollment in summer 2006 was 35, up from 3 the previous year. Janice is hoping to obtain grant funding to support the program in the future.

**Athlete Academic Improvement Plan**: McKinley Boston, Director of Athletics, shared material previously presented to the Board of Regents. With respect to student success he noted that freshmen athletes participate in a Living Learning Community, register for UNIV 150 and provide community service. He also described partnerships with faculty in an early warning system to promote persistence and graduation by using playing time to encourage academic performance. Faculty with academic concerns relating to athletes can contact Troy Franklin or James Hall.

**Clickers**: Pookie Sautter provided a demonstration of the use of clickers in class and reminded all that a set of 32 clickers can be checked out from Kathy Brook’s office.

**Development Update**: Sylvia Acosta presented data on the college’s fund-raising success over the past three years with a grand total of $5.4 million in donations since July 2003. The faculty lounges in BC and Guthrie are currently being renovated with donated funds and BC 115 will receive new computers and windows in the late fall. In addition, Jerean Hutchison, vice chair of
the Business Advisory Council (BAC) has agreed to work on career and placement issues and B.G. Clark, also a vice chair, will assist with fund raising. Topics of interest to BAC include career placement, internships, alumni giving and recruitment in their local areas. Dean Carruthers added that if state matching funds are forthcoming, we will have two more endowed chairs (Robin Peterson and Stan Fulton).

**Research at NMSU:** Vimal Desai, new vice president for research was introduced. He identified a number of problems in the research area including lack of communication, lack of centralization of effort, and the need for more interdisciplinary efforts. His priorities include working with other research entities in the state such as UNM, NM Tech, LANL and Sandia to improve collaboration, increasing the flow of federal funding to the universities, and diversifying the research portfolios of the colleges to include projects funded by the military. In response to a question about the research clusters, he noted that he will be handling the cluster assistantships and that we need to focus resources on a small number of clusters.

**Arrowhead Center:** Kevin Boberg began his presentation noting that Arrowhead is not a part of the Business College but that the Business College (as well as the other colleges) is part of Arrowhead. Activities of Arrowhead have included 38 faculty, 118 NMSU students, and 150 K-12 students. A new area of responsibility for Arrowhead is social entrepreneurship such as providing incubator services for organic farmers and artists.

Following a discussion of positive and negative aspects of the meeting, the group adjourned to a wine tasting with hors d’oeuvres provided by St.Clair winery and HRTM.

Positive aspects of the meeting: wine tasting, guest speakers, opportunities to provide input

Negative aspects: length of the meeting. It was suggested that written reports be circulated and that presenters for the committees take questions on the written reports when there are no action items.