SMAC MINUTES of Meeting of Monday October 3rd, 2011

SMAC met 11AM to noon in BC Faculty Lounge. Present: Dean Kathy Brook, Dean Kevin Boberg, Renee Brown-staff representative, faculty representing departments: Kenneth Martin, David Daniel, David Boje, Cindy Seipel Tunnell, and Patrick Gavin.

The (SMAC) committee members are:
David Daniel
Ken Martin
David Boje
Pat Gavin
Kathy Brook
Garrey Carruthers
Kevin Boberg
And Cindy Seipel
Rick Adkisson is the department head liaison

Items of business:

1. **Minutes of two prior meetings were approved** for distribution to the College. Reports in process not to be distributed until reviews complete by next meeting date. See addendum for web addresses of those and prior meeting minutes of SMAC.

2. **Review Strategic Management section of 5th year maintenance report** using AACSB template as a guide for review http://business.nmsu.edu/administration/accreditation/fifth-year-report. This interim report will take comment and additions from SMAC members given the feedback from Danny Arnold on Sep 19th- see appendix A for compilation of feedback from Arnold. Send comments to dboje@nmsu.edu before Oct 17th

3. **Review Strategic Management Action Plan Implementation Report for 2010-2011 and suggest revisions/additions** - (This was rescheduled to be completed by Oct 15th). Results of review to date: Review will continue, but at this juncture it appears that CEC has done a most excellent job in producing a report of the year’s activities. Faculty and staff are invited to give additional feedback to what SMAC provides See these documents: Strategic Plan Action/Priority Items - PDF documents:

- [Strategic Plan Priority Items 2010-2011: March 9, 2011](http://business.nmsu.edu/administration/accreditation/fifth-year-report)
- [Strategic Plan Action Items 2008-2009: Approved April 11, 2008](http://business.nmsu.edu/administration/accreditation/fifth-year-report)
- Also see CEC minutes and department head meeting notes are posted on the Minutes and Reports section of the web page at http://business.nmsu.edu/administration for any additional items needed

Send comments to dboje@nmsu.edu before Oct 15th

Comments received:

Ken Martin comments: On the Strategic Plan Action Items report, my only correction is on Page 7, the last bullet point: "FIN 335, Investments" should be "FIN 355, Investments".

Cindy Seipel comments: Under the item listed below, we should add the Accounting Dept to those who require proctored classes (my impression is that Acct requires it more frequently than the listed depts.). Also the Acct Dept has also actually provided simple calculators for student use for MANY years. We have boxes of them purchased by the dept for use in entry level classes.

4. Meeting adjourned

5. **Next Meeting: October 17th 10-11:15** in Dean’s conference room, to develop the visual map College mission, strategic plan, accomplishments, and future course of action items for AACSB visit. We will insert items into a template developed by Renee Brown, some items are available from this website [http://business.nmsu.edu/administration/strategic-plan/](http://business.nmsu.edu/administration/strategic-plan/)
ADDENDUM: Previous SMAC Minutes by Academic Year Can be Found on the College of Business Website.
The minutes/reports listed below can be accessed at [http://business.nmsu.edu/administration/minutes](http://business.nmsu.edu/administration/minutes)

2011-2012
- SMAC Minutes: September 12, 2011
- SMAC Minutes: September 6, 2011
- SMAC Report Fall 2011 Convocation: July 7, 2011

2010-2011
- 2011 Spring Convocation SMAC-Strategy Plan (Jan. 9, 2011)
  - 2011 Spring Convocation SMAC Feedback Form
- Strategic Mgt Adv Committee with Addendum: Dec. 2, 2010
- Strategic Management Advisory Committee: Sept. 2, 2010
- Strategic Planning Committee Report Fall 2011 Convocation

2009-2010
- Strategic Planning Committee Report Spring 2010 Convocation
- Budget Bylaws and Policy Committee: Fall 2009 Summary Report with Proposed Changes
- Budget, Bylaws and Policy Committee Meeting: Sept. 4, 2009

2008-2009
- Strategic Planning Committee Report: 2008-2009
- Budget, Bylaws, Policy Report: Fall 2008

2007-2008

Appendix A: Feedback from Danny Arnold relevant to Strategic Planning and Budgeting:

General
  1. The report is a marketing document. Be honest but provide a positive spin. Blunt/soften negative statements by explaining what we have done to address the problem. Provide a solution or coping strategy.
  2. Consider changing rules on committees to allow existing committees to carry through the visit.
  3. Invite Finley Graves to visit in the spring.
  4. Progress on items cited in the last report: provide a brief summary of concerns and explain how they have been addressed.
  5. Team will let us know if they want brief presentations.
  6. 6th year reviews generally involve deficiencies on multiple standards.
  7. Don’t make the team dig for information.
  8. Be honest but blunt/soften negative issues with an explanation of what we are doing to address the issue.
  9. Add titles to tables.

Strategic Management
  1. Provide more of the flavor of the NMSU CoB (Arrowhead, dean’s connection to Arrowhead, greater external focus, remote site MBA). External focus matches new president’s focus on building and strengthening partnerships. For Arrowhead, initial funding came from the college, now support is provided by the university and the VPED responsibilities may eventually be separated from the CoB dean.
  2. Report/reflect on about 10 big things from the past and plans for 6-10 items in the future
3. Move old financial strategies to appendix and incorporate strategies for the new things in the text of the report.
4. Develop a visual description of the links between the strategic plan and the action items (the 10 major ones?).
   In general, put masses of data into a simple table if possible.
5. Financial strategies section needs a more positive spin.
6. Prepare executive summary of implementation reports (back-up document).
7. Clarify the role of the DED – how it is connected to the CoB? Emphasize its uniqueness. Make clear that it is
   excluded from the review.
8. Separate the discussion of the strategic planning process into a different section from the discussion of
   outcomes.
9. GC, section 3, page 3: Add numbers concerning online degree completion program.
10. Find correct measure of state appropriation to NMSU relative to total budget.
11. DA, section 3, page 3: Probably should list current action items.
12. DA, section 3, page 8: Reference to improved rates of giving should indicate from what rate to what rate.

Faculty
1. Provide a brief explanation of AQ/PQ in the text with details in appendix. Indicate different criteria for
   administrators.
2. Prepare to explain AQ/PQ for those which are not so obvious (lacking PRJs). Can a person be AQ without PRJ?
   DHs and deans need to be able to respond on AQ/PQ issues.
3. Be prepared with historical tables for 10-1 (they might want to see 2-5 yrs of tables).
4. Remove subscripts from AQ/PQ tables. The team will only need to know about extremes.
5. Danny supports the same publication standard across departments.
7. We might want to look at a table that includes only faculty teaching graduate courses with respect to AQ/PQ.
8. If faculty are both AQ and PQ, list them as AQ only – not both.
9. DA, section 4, page 12: Conclusion on evolving policy is too negative.

Students
1. DA, section 4, page 1: Reference to many first generation students. Provide %

AoL and Curriculum
1. AoL: show how we used the data to make decisions either directly or indirectly, how we closed the loop and
   how we plan to do more. Suggestion for a table linking learning objectives to decisions to modify the
   curriculum. Don’t put details of assessment results in the body of the report.
2. Get the items in the green highlighting done (or something similar).
3. Changing the rubric, changing where the data are collected, and modifying the syllabus can be considered
   closing the loop – though these changes carry less weight than more fundamental curriculum change. Gathering
   data in a different course can also be closing the loop.
4. Add to the discussion of oral presentation to explain how the curriculum changed with the addition of the cover
   letter.
5. Committees/faculty should be able to describe the last big curriculum change.
6. We need to be prepared to talk about how topics are covered in the curriculum – e.g., ethics, global perspective.
   Actual discussion of curriculum varies with the team. How does our curriculum fulfill the MBA standard on
   curriculum?
7. AoL: Undergraduate and Graduate Committees should be able to explain how they relate to one another.
8. MBA: it is presupposed that MBA students have the same background. Can we explain how we do this? Web based materials can be an alternative to taking a class as preparation. Include the MBA checklist (with prerequisite courses listed) in our documentation (not part of the report)
9. Have course syllabi available for the visit.
10. MBA: Can we make a case that the MBA focuses on business plans and entrepreneurship? BA 590 has such a focus as does about 1/3 of ACCT 503.
11. AoL is only one input to curriculum change but we must show some curriculum/pedagogical changes based on AoL
12. AoL: make sure that AoL is part of the culture.
13. If a learning objective is covered in a course, make sure it is in the syllabus by January. On a topic like ethics, there is a heavier burden on syllabus documentation if there is no course on the topic.
14. Consider adding a business content learning goal – this would cover core course content, not majors. (Most schools have such a learning objective.) A test over business content could be used to address swirling concerns. Test could be given in capstone course or questions could be used from exams in core courses. It is not sufficient to look at overall grades in core courses. Don’t make a big deal out of swirling.
15. GC, section 5, page 7: reference to lack of quality in the MBA might better be expressed as lack of preparation of students.
16. GC, section 5, page 8: emphasize that we offer the only PhD in business in New Mexico
17. DA, section 5, page 3, Survival Kit “very important”; critical thinking green highlighting – “good section”
18. DA, section 5, page 4: marked “good!” next to discussion of ENGL 203 and ethics. However, we don’t know if anything is happening here.
19. DA, section 5, page 5: Don’t need more detail on integration in BCIS 110 and 338.
20. DA, section 5, page 6: marked green highlighting “good”