College of Business  
COLLEGE EXECUTIVE COMMITTEE  
February 28, 2007  
MINUTES  

Members:  
Garrey Carruthers, Chair, Dean and Vice President for Economic Development  
Kathy Brook, Associate Dean for Academics; Kevin Boberg, Associate Dean for Research; Sylvia Acosta, Assistant Dean for Public Relations; Larry Tunnell, Department Head, Accounting and Information Systems; Tony Popp, Department Head, Economics and International Business/Experimental Statistics; Liz Ellis, Department Head, Finance; Bonnie Daily, Department Head, Management; Jerry Hampton, Department Head, Marketing; Bobbie Green, MBA Director; Maria DeBoyrie, Faculty Council; Janet Green, School of HRTM; Janice Wright, Assistant to the Dean  

Guests: John Hamilton, Crimson Scholar Residential Mentor for Business LLC  

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<th>Agenda Item</th>
<th>Description and Follow Up</th>
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<td>I. Business Living Learning Community – J. Hamilton</td>
<td>John Hamilton reported on his experience as a Crimson Scholar residential mentor in the Business LLC this year. Areas for improvement include better defining the admission process to the community so that it involves a conscious decision and understanding on the part of the student, adding a tutor to the PGM LLC and using the LLC in recruiting business students. The development of the LLC came late in the recruiting process last year; as a result, some non-business students were placed in the LLC.</td>
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<td>II. Review of Minutes (2/14/07) and CEC Tracking Tool</td>
<td>K. Brook will distribute results of data collection on undergraduate learning objectives to CEC and the Assurance of Learning Committee by March 5.</td>
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<td>III. Academic and Other Issues</td>
<td>The college’s nominee for the Carnegie Professor of the Year award is Sam Gray. Next January the College will need to submit a report to AACSB indicating how we have responded to the team’s 2002 recommendations on opportunities for improvement. (1) Prerequisite enforcement and tracking of progress through programs are being addressed through the implementation of Banner and the STAR degree audit. <strong>K. Brook will write this up.</strong> (2) Jerry Hampton and Bonnie Daily will summarize the status of “greater emphasis and incentives for higher quality research, especially in the marketing and management departments” and the definitions of academically qualified faculty for doctoral programs. Dean Carruthers noted that one of the schools represented at a recent deans meeting is using merit pay as an incentive for research and that another is increasing salaries by 4% as long as academically qualified status is maintained by faculty. (3) <strong>G. Carruthers and the Strategic Planning Committee will take responsibility for revising the College’s strategic plan to be consistent with AACSB standards.</strong> Liz Ellis suggested that we might increase the visibility of our mission and strategic plan on the web. The strategic plan may be a topic for the fall convocation. (4) <strong>Larry Tunnell will summarize developments that have led to a</strong></td>
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better match of faculty resources and SCH in the information systems major. (5) With respect to MBA admissions, Bobbie Green will compare admission of disconforming students at the time of the visit with the current situation. It was also suggested that we document performance of WSMR MBA students compared with other MBA students. Drafts of each section are to be circulated to CEC members by May 1.

The report to AACSB will be a focal point of CEC discussions in the summer and of the fall convocation.

K. Brook will set up a meeting soon to discuss faculty qualification criteria under AACSB standards. She has distributed some information on this topic as has Liz Ellis.

Three faculty members in Economics have expressed some interest in working with Engineering and Agriculture faculty on a course titled Introduction to the Food Industry. Tony Popp will identify someone to work on this project.

Dean Carruthers has been asked to participate in discussions of the creation of a school of creative media. This is an outgrowth of the proposal for a bachelor’s program in creative media and concerns about housing an academic program in the College of Extended Learning. College of Business involvement would be limited to enrollment of CMI students in existing business classes. New classes are not envisioned.

III. Announcements and Updates – G. Carruthers

On behalf of Sylvia Acosta Dean Carruthers asked for input concerning recipients of the Traders Award at the next Hall of Fame. He also reported that S. Acosta is trying to identify a day for Business Advisory Council members to serve as guest speakers in classes during each semester. This will be done far enough in advance for faculty to plan their syllabi.

IV. MBA – B. Green

Bobbie Green asked for input on two forms, one for departments requesting MBA GA’s and another for departments to accept GA’s assigned to them. The response was favorable to the use of the forms.

K. Brook also asked for feedback on the existing process establishing priorities for the assignment of MBA students to departments -- in particular, items 1-3.

V. Other

Flyers relating to Blackboard and ITAL were distributed.

Janet Green reported on the success of the recent HRTM career fair, in which business students were invited to participate. She also told us that the HRTM dinners are sold out for March and that HRTM will host a speaker on the third Friday in April.

Staff and faculty surveys were discussed with the conclusion not to conduct surveys this spring since faculty and staff have recently completed evaluations of the dean and associate deans.

Next CEC meeting: March 14, 8:30 am

Action/follow up items are in bold.