College of Business  
COLLEGE EXECUTIVE COMMITTEE  
October 10, 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/Rick Adkisson, 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; Pookie Sautter, Faculty Council; Janet Green, School of HRTM; Janice Wright, Assistant to the Dean  

Absent: Garrey Carruthers  

**Agenda Item**  
**Description and Follow Up**  

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<th>I. Review of the minutes and Tracking Tool</th>
<th>Minutes of the meeting of September 26 were reviewed and approved by majority vote although not everyone present agreed that the minutes were accurate with respect to the discussion of BUSA 421.</th>
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<td>• BUSA 421</td>
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| II. Academic and Other Issues | After considerable discussion, the following motion was approved by majority vote: CEC recommends that the review of BUSA 421 be postponed until the Assurance of Learning Committee decides whether to retain the learning objective on integration.  
CEC discussed the apparent tensions in the college over various issues and how the level of grumpiness might be reduced by encouraging more face to face discussions of points of contention rather than the use of email. Ed Scribner’s suggestion that obscure words be sprinkled throughout the minutes of our various committees was noted as a good effort to interject humor into the situation.  
Deadlines were established for P&T recommendations this fall. Department heads and department P&T committees are expected to complete their recommendations by October 31, 2007, and the college committee by November 30, 2007.  
Department heads will establish deadlines for faculty to complete their annual faculty review and conflict of interest forms and department heads are to deliver their ratings of faculty to the dean no later than February 15, 2008.  
Department head evaluations are due to Dean Carruthers by February 15 as well.  
At the last meeting concerns were expressed about our ability to cover the large numbers of students wanting to take MGT 590 and BA 590 in the summer. The MGT 590 situation appears to be under control with on-campus students who are close to |
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<td>• BUSA 421 Review</td>
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<td>• P&amp;T and Annual Faculty Review Deadlines</td>
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<td>• BA 590/MGT 590</td>
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graduation being encouraged to take the course in the spring rather than the summer.

BA 590 poses special problems in the amount of time required to meet with students in groups. WSMR students especially want to meet weekly face to face and this is difficult in the summer. Kevin Boberg also noted that the faculty and the graduate school may need to become comfortable with final presentations being done at a distance if we want to maintain the current model. 

**Department heads will work with Kevin to ensure that we have sufficient faculty involved in BA 590 this summer and CEC will discuss how we can compensate faculty appropriately for providing this assistance in the summer.**

Kevin would like to meet with students in the spring (perhaps in MGT 590) so that they will be prepared for what they will encounter in BA 590.

In the course of the discussion it was suggested that more faculty might be willing to participate in the delivery of this course if they were given copies of the evaluation form used in the oral presentation. Copies were distributed to CEC members. The course description is: “Paper written in close coordination with a sponsoring professor and presented near the end of the student’s final semester in the MBA program. The paper will consist of a professional business report, a case study of a business or organization or a research report.” It was also noted that working with students in this capacity might be counted as research activity under the new P&T guidelines.

(Note: we need to clean up the catalog. Instead of succeeding in changing the course number from BA 502 to BA 590 we have a new BA 590 without a course description. K. Brook will follow up on this.)

Pookie Sautter reported on her recent trip to NMSU-Alamogordo where she met with the chief academic officer and business faculty as well as one student. NMSU-A recently studied its decline in business SCH and began offering online lower division business courses so their students would be well prepared in terms of the technology to take our online classes. However, those participating at the meeting were unaware of the existence of our online degree completion program. **They would like to have the information in our DE flyer on the College of Business web page.** Our flyer, however, says that we (main campus) do not offer the lower division courses online. **We could modify this to make clear what courses are being offered online at the NMSU community colleges.** We may lose SCH at the lower division while gaining upper division SCH. We may also find ourselves taking more lower division credits for courses such as BLAW 316 and MKTG 303. Questions were raised about the comparability of the community college and main campus courses and Kathy Brook briefly discussed the work of the New Mexico Collegiate Business Articulation Consortium to develop core competencies for each of the transfer courses. Assessment of those core competencies is the next step in the process. **Pookie recommends that we expand**
- **Recruitment and Retention**

  our DE degree completion program by focusing initially on the NMSU community colleges as a source of students.

  Recruitment and retention issues were discussed briefly with Kathy Brook providing data on headcounts received from Bernadette Montoya in Student Success. These counts indicate that our freshmen enrollments increased about 20% between fall 2006 and fall 2007 while the undergraduate headcount increased by one student. The graduate figures show a decrease of four students.

  Data on new freshmen headcounts at our peers were also circulated for the period fall 2004 to fall 2006. The pattern of change over that period, especially fall 2005 to fall 2006 was mixed.

  Pookie Sautter provided a preliminary report on some work she is doing for the university. She found that a major factor in the conversion of inquiries to applications at NMSU is a personalized letter. A major factor in converting admissions into enrollments is contact with NMSU students. Peers and parents are leading influences in the choice of college/university and websites are also important. Pookie suggested web page development and portals for prospective students.

  The possibility of hiring a recruiter was also discussed. The Colleges of Agriculture and Home Economics and Engineering have recently hired recruiters and Education is sharing the cost of a recruiter with Admissions. Engineering has reported spending $198,000 on recruiting in the past year, including a recruiter and a full time marketing person. It was suggested that we might combine recruiting and retention or recruiting and placement responsibilities in one position. This topic needs further discussion and Kathy Brook will try to arrange a follow up meeting next week.

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<th>III. Research – K. Boberg</th>
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  A topic on which Kevin Boberg is currently exploring funding possibilities is branding of the state of New Mexico with respect to agricultural products. This might provide support for some graduate students and faculty in the summer.

  Kevin also reminded the group of two co-op opportunities, one involving the development of the research park and one involving a plan for use of the rodeo arena at the fair grounds.

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<th>IV. Development – Sylvia Acosta</th>
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  Sylvia Acosta reported that Mike Cheney from Wells Fargo is interested in identifying two students to serve on his bank advisory board. **She asked the department to nominate two people who would be available to serve at least two years.** Sylvia was asked to find out what kind of time commitment would be involved for the students.

  Sylvia also reminded CEC members of the homecoming events next week, including a reunion for ambassadors.
V. MBA – Bobbie Green

Bobbie Green asked for a discussion of class size given that she has at least 40 applicants for cohort 3 at WSMR. A motion to cap enrollment in the cohort at 40 was approved.

Action/follow up items are in **bold**.