College of Business  
COLLEGE EXECUTIVE COMMITTEE  
October 8, 2008  
MINUTES

Members:  
Garrey Carruthers, Chair, Dean and Vice President for Economic Development  
Kathy Brook, Assc Dean for Academics; Kevin Boberg, Assc Dean for Research; Sylvia Acosta, Asst Dean for Development and Public Relations; Larry Tunnell, Dept Head, ACCT/IS; Tony Popp, Dept Head, ECON/IB/ESTAT; Liz Ellis, Dept Head, FIN; Bonnie Daily, Dept Head, MGT; Pookie Sautter, Dept Head, MKTG; Bobbie Green, MBA Dir; Mike Hyman, Faculty Council; Janet Green, School of HRTM; Janice Wright, Asst to the Dean

Absent: Garrey Carruthers, Kathy Brook, Janet Green

<table>
<thead>
<tr>
<th>Agenda Item</th>
<th>Description and Follow Up</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Review of the minutes of October 8 and the tracking tool</td>
<td>The minutes of the last meeting and the tracking tool were reviewed with the item on peer institutions’ handling of endowed chairs marked as complete.</td>
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<td>2. Academic and Other Issues – Liz Ellis</td>
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<td>• BA 590 for summer 2009</td>
<td>The following faculty have expressed an interest in teaching BA 590 in the summer: Sankaran, Fortin, Mills, Smith, Nelson, possibly McGuckin. Pookie had not yet had a chance to ask her faculty. Pookie suggested that given that we appear to have more interest in teaching this course than opportunities, we should develop criteria for selection. <strong>We did not make any headway in identifying those criteria.</strong> There was a suggestion that faculty who are already scheduled to teach a course should get lower priority than those who are not.</td>
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<td>• Community College Round-Up, October 10</td>
<td>Ben Taylor will be representing the Finance Dept.</td>
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<td>• Aggie Experience</td>
<td>Larry Tunnell will check to see if Bill Smith is available to make a presentation. <strong>Pookie and Tony will take charge of organizing a student panel.</strong> We will probably use Ambassadors but departments can recommend other students if they wish. Pookie had some ideas for making the student panel more interesting and relevant to this generation (eg Facebook stuff). Although Ken Martin previously indicated he would not be available to do a presentation, Liz spoke with him and he may be able to change his plans to do one. Someone could do Liz’s Successful NMSU Graduates presentation, but that may be repetitive for any students/parents who attended the George Ladd Scholars nights around the state.</td>
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<td>• Scope of Accreditation</td>
<td><strong>Tony will revise his information to fit into the table format used by the group and resubmit.</strong> Liz will assemble all the info into a single table and will highlight the programs that reach the <strong>percentage thresholds</strong> (undergrad programs with 25% or more in Traditional Business Subjects (TBS) and grad programs with 50% or more in TBS. Economics is not a TBS for the purpose of these calculations. Neither is statistics.) Of programs reaching the threshold, we will meet to determine which ones we want to</td>
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### Selection of Peer and Aspirant Schools for Accreditation

**INCLUDE.** We will divide up all others among the DH’s, and each DH will prepare the AACSB “Request for Exclusion” forms (7 criteria to be addressed if applicable) for their assigned programs.

We agreed to follow the process described in the AACSB Maintenance of Accreditation materials. We selected 6 criteria to be considered (listed in no particular order):

- **Mix of Programs** – we only want schools that have both grad and undergrad programs. We should consider schools that have as their graduate programs only Masters level, as well as those that have Masters and Doctoral level programs.
- **Public Institutions**
- **Same balance in terms of Research, Teaching & Service emphasis (“E” on BSQ)**
- **Number of undergrad majors (w/i 25%)**
- **Number of full time faculty (w/i 25%)**
- **Operating Budget (w/I 25%)**

We were also interested in identifying schools with an open admissions policy, or similar average entering ACT but it did not appear that this particular data was available on the BSQ. We also noted that being a land grant institution might be a favorable factor. We discussed the fact that we might want to request a list of schools that are “matches” on only 5 or more (or even 4 or more) of the listed criteria so that we are starting with a broader list of schools to consider and choose from.

### 3. MBA - Bobbie Green

- **All Things Military Summit**

  Bobbie reported on the All Things Military Summit at Corbett Center on Oct. 22. She asked Department heads to plan to come to the event to “meet and greet” sometime during that day. **Liz will work on developing a schedule for department heads to go help Bobbie (wo)man the table so that we don’t have everyone there at once.** Department Heads are to provide Bobbie with brochures on our programs and any “give aways” we might have available.

- **Time Warner Survey**

  Bobbie reported that she is planning to do a survey of the Time-Warner employees to determine who might be interested in our MBA onsite there. The model we plan to propose is a 50% online/50% face to face program. We discussed what delivery model for the F2F portion would be most easily staffed with faculty, and our conclusion was the WSMR model (F2F classes offered one evening per week every week of the semester) would probably work best. We agreed that the survey should specify something like “would you be interested if one course each semester was offered in the evening on a weekday evening?” so that we can be sure that students understand that they are committing to give up at least one evening each week during the 2 year program.

### 4. Development and Public Relations – Sylvia Acosta

- **Financial Crisis**

  Sylvia reported that with the current financial crisis she is moving into “stewardship mode” and that she will do the research to
• Thank You’s
reevaluate the top 25 prospects for each department and will provide each department with that list.

She also mentioned that thank you notes from gift recipients to departments become more important now that the Foundation has decided to not send immediate acknowledgement and thank you’s for gifts of $100 or less.

• Assistant Development Officer
She is currently interviewing applicants for the Assistant Development Officer position in the College and has some promising leads.

7. Other
We did not talk about internship classes or requirements for academic credits, but will add that to the agenda at a later meeting at Liz’s request.

We did not talk about the Regent’s Professorship nominee selection process at the meeting, but Liz met with department heads individually and has reported the results of those meetings by separate email.

Action/follow-up items are in bold.