College of Business  
COLLEGE EXECUTIVE COMMITTEE  
September 26, 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; Kelly Tian, Faculty Council; Janet Green, School of HRTM; Janice Wright, Assistant to the Dean

Absent: Janet Green

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<tr>
<th>Agenda Item</th>
<th>Description and Follow Up</th>
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<td><strong>I. Review of the minutes and Tracking Tool</strong></td>
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<td>• Podcasts</td>
<td>IS faculty have talked with CMI about a Podcast. Theirs will be done for free and it may be possible to get a free one for another department but the cost is generally about $2000.</td>
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<td>• VPR Website</td>
<td>E ST needs to follow up on getting information to Wynn Egginton for the VPR website.</td>
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<td>• Recruitment</td>
<td>Dean Carruthers wants to arrange a meeting with Bernadette Montoya to discuss the possibility of sharing the expense of a recruiter. The meeting will involve associate deans and department heads as well.</td>
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<td>• Enrollments</td>
<td>Actions that could be taken quickly with respect to enrollments include getting more of our students into BCIS 110G. Liz Ellis’ students in UNIV 150 were advised to take only CS 110G. (These students are in a special program and are being advised by Arts and Sciences.)</td>
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<td>• Statistics courses</td>
<td>The proliferation of statistics courses across the campus was also discussed. Dean Carruthers may follow up on this with ADC.</td>
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<td><strong>II. Announcements and Updates – G. Carruthers</strong></td>
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<td>• Visit to Auburn</td>
<td>Dean Carruthers reported on his breakfast meeting with President Martin to discuss the creation of a bank on campus to be run by business students. He also reported on his visit to Auburn, including a meeting with the business dean and NMSU’s former president Jay Gouge. Auburn’s college board room is apparently somewhat spiffier than what we have to offer.</td>
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<td>• Marketing Department Head</td>
<td>Dean Carruthers thanked Jerry Hampton for his years of service as department head and congratulated him on his return to the faculty. <strong>Plans to fill the position will need to be developed soon, including a meeting with the Marketing Department.</strong></td>
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**Assurance of Learning**

The assessment workshop by Peggy Maki two weeks ago was discussed with the conclusion that the information had been more pertinent to HLC and was not sufficiently focused for our purposes. Tony Popp also reported on his participation in the general education assessment workshops with Peggy Maki. Several options were discussed for proceeding with assurance of learning, including bringing in a consultant and/or someone to speak to the faculty. However, after some exchange of ideas it was agreed that we have more faculty awareness of the issue as a result of the convocation and that we ought to proceed with a meeting between the Assurance of Learning Committee and the department heads. K. Brook asked department heads to let her know their availability on October 3-5 and she will set up a meeting. Liz Ellis also agreed to attend an AACSB applied assessment conference.

**III. Academic and Other Issues – Kathy Brook**

- **Review of BUSA 421**

  The Undergraduate Committee is proposing to review BUSA 421, following up on discussion last year about integration across business disciplines. Several issues have been raised: (1) If BUSA 421 is going to be reviewed, must this be completed prior to the start of the spring semester? (2) Should integration be retained as a learning objective in the BBA curriculum? With respect to the first issue, concern was expressed that course reviews be conducted in a way that is sensitive to the faculty most involved in teaching the course and that there be no rush to make a decision. That is, it is not necessary to complete the review by the spring convocation. At the same time it was agreed that the curriculum is the purview of the faculty and, in this case, the Undergraduate Committee. With respect to the second issue, the learning objectives for the BBA program are the domain of the Assurance of Learning Committee and the question of whether to retain the integration objective will be referred to them.

- **Assurance of Learning Notebooks**

  Kathy Brook reported that she is assembling assurance of learning notebooks for each year of our maintenance of accreditation process. She provided a list of the materials that she has on-hand and asked department heads to provide supplementary materials such as copies of the assignments used in assessing students and samples of student work.

- **Proctored Exams for MBA DE Courses**

  There is a disagreement about the proper interpretation of the Graduate Committee minutes on the subject of proctoring exams for internet and ITV MBA courses. K. Brook will follow up with the committee. There was some discussion of whether it was appropriate to mandate that a faculty member give a proctored exam and whether it made sense to require a student to be at a particular place at a particular time to take an exam for an asynchronous course. (We don’t have such a requirement for our undergraduate internet courses.) On the other hand, the college should be prepared to assist a faculty member who wants to give a proctored exam.
• Recruitment

Dean Carruthers noted that we are seeking information on our yield rate (% of admitted students who enroll) and that we may want to focus more resources on increasing our yield.

K. Brook distributed copies of the college JOBS brochure and asked CEC members to provide recommendations on improvements, including adding or deleting job titles and possibly rearranging to list jobs by major rather than alphabetically.

A copy of an Engineering brochure was also circulated with a request for input on whether the college should use such a piece for recruiting tables and make less use of the one page flyers on each of the majors.

• Preparing Future Faculty

K. Brook reminded department heads and program directors of the availability of 10 hour assistantships for one semester for students interested in teaching careers. The deadline for applications for the spring is October 25.

IV. Research – Kevin Boberg

Kevin Boberg reported on two internship possibilities, one with Arrowhead LLC for a business student to work on development of the research park and one to assist Dona Ana County in developing a strategic plan for the rodeo arena.

V. Development Sylvia Acosta

Sylvia Acosta reported that 19 of the 26 living Hall of Fame members will be here for the 10th anniversary Hall of Fame. In addition, Kevin Johnson will be involved in filming a video for NMSU as well as participating in the Carruthers seminar series. Finally, the Business Advisory Council will meet on Friday with CEC participation in the morning. At the BAC meeting, offering placement services within the college will be a topic.

VI. MBA – Bobbie Green

• MGT 590/BA 590

Since we will have three groups of students graduating in summer 2008, there will be a strain on our current model for delivering MGT 590 and BA 590 (previously 502). We will need to consider alternatives for dealing with increasing numbers of students, especially in BA 590. This is a major priority.

Bobbie Green recommends that MGT 590 and BA 590 both be set up as summer long courses. This has already been done with BA 590.

• Time Warner

B. Green reported that there are about 14 potential students at Time Warner in El Paso and one at Fort Bliss. It was agreed that there would be a follow up meeting with that group and Dean Carruthers, K. Brook, B. Green and available department heads. Time Warner has classroom space for up to 30 students and is receptive to inclusion of non-Time Warner students.

The MBA program participated in a community wide event at Holloman last week and received expressions of interest in an MBA program there.

VII. Other

Kevin Boberg suggested that we invite the new general at WSMR
for a briefing soon. He also encouraged participation in the Kevin Johnson presentation on Friday and asked for students to participate in the student session on Friday (all slots are now full).

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