I. Provide all students, but especially those from New Mexico, access to high quality professional education programs at the bachelor’s, master’s, and doctoral levels.

Enrollment growth
Leading action items for 2007-08 related to attracting increasing numbers of students, especially well qualified students for our graduate and undergraduate programs. A focus on increasing numbers of students derives from the funding formula for public universities in the state of New Mexico and NMSU’s use of enrollment growth over the preceding three years in making decisions about filling vacant faculty positions and awarding new ones.

The college benefited from growth in the number of new freshmen in fall 2007 by about 20% relative to the preceding year as well as expansion in the number of graduate students, especially in the MBA program. The increased number of MBA students reflected the beginning of a cohort of students in Carlsbad, the beginning of a large cohort (the third) at White Sands Missile Range in spring 2008, and replacement of a graduating cohort at Los Alamos National Laboratories.

Recruiting activities
Recruiting efforts included a presentation on “Successful NMSU Graduates” by a department head at George Ladd Junior Scholars night events in Gallup, Alamogordo, and Las Cruces in 2007 and in Albuquerque in 2008. She also presented at Aggie Welcome Week, where the College organized its own “Let’s Make a Deal” activity to acquaint new business students with the college.

Continuing a tradition of college work with the Native American Dream-makers group, Bill Smith, Tony Popp and Ken Martin made presentations in June 2008 to Native American middle school students. Topics were “So You Really Want to Be a Millionaire”, careers in accounting and production economics (economies of scale). This activity supports the college’s and university’s effort to bring more Native American students to NMSU.

Working with the Admissions Office, the college developed a new communications program coordinated through NMSU’s Hobson’s Connect software. This system provides responses to inquiries by prospective students as well as communications with newly admitted students. All letters were revised, email versions of all correspondence were created and the college’s student ambassadors created a web presence which is integrated in the new contact information.

Accounting and Information Systems students have called all newly admitted students in those majors and faculty mentors were assigned to all new freshmen.
College alumnus Kevin Johnson, was featured in university ads seeking to attract new students. At the time he was serving as President of the Platform and Services Division at Microsoft.

Retention Activities
The college provided continued support for the second year of Living Learning Communities (LLC) for Professional Golf Management (now PGA Golf Management) and Business, including the hiring of a peer advisor for the business LLC.

Program Development and Curriculum Changes
BBA Degree: The Undergraduate Committee recommended and the faculty approved a requirement that all students complete ENGL 203G. Non-business writing courses will not be acceptable substitutes.

Accounting: An Accounting faculty meeting focused on inclusion of International Financial Reporting Standards (IFRS) in the accounting curriculum and it was decided to compare these standards to GAAP in ACCT 301 and 302. The Accounting faculty also decided to advise accounting students to take BCIS 485 and to advise better accounting students to take ACCT 251 in the freshman year.

Marketing: The undergraduate Marketing major received approval for online implementation in fall 2008, joining the General Business major. In anticipation of an expansion in the number of undergraduates in the distance education program GA support was obtained from the Office of Distance Education for the undergraduate advising center. Contact was also established with representatives of the NMSU-Alamogordo campus to provide information and receive input concerning the program, which will allow Alamogordo students to complete a degree without coming to Las Cruces. The Marketing PhD program made some sequencing changes to its course of study for implementation with the next cohort of students in fall 2009.

Economic Development: Funding was sought from the legislature to assist in the implementation of the doctorate in economic development program in fall 2008. While there was considerable support, the funding was not forthcoming, so efforts will be renewed in 2008-09. At least 15 students from a variety of backgrounds have been admitted to begin the program in fall 2008.

Economics: The Economics Department began a major review of its undergraduate programs in spring 2008.

Finance: The Finance faculty members met twice to discuss curriculum issues and are developing a proposal for a financial planning track for finance majors. The faculty worked with the Math Department to develop a graduate degree in financial mathematics and a degree in actuarial science. Both of these applied mathematics degrees have been approved.

Management: The Management Department is reviewing research methods courses and considering collaboration with other doctoral programs in the delivery of this course to PhD students. At the lower division level work is underway to incorporate material on tribal issues into a section of MGT 309, including Native American guest speakers,
filmed interviews with Native American entrepreneurs, and readings and assignments on tribal issues and management.

**High Performing Students**

While numbers are important the quality of students brought into our program and the quality of instruction provided are also crucial to the enterprise. The College of Business was able to attract its fourth National Merit Semifinalist in fall 2007.

The college participated in the National Scholars Visitors Day, November 30, 2007, which brought to the campus students designated as National Merit Semifinalists, National Hispanic Scholars, or National Achievement Scholars.

The application of an accounting student to the New Mexico Minoritity Doctoral Loan program was supported with the result that she may return to NMSU as a faculty member.

The Beta Gamma Sigma Chapter was reactivated with 51 new initiates in spring 2008.

The Professional Golf Management Program continues to have the highest pass rates on the PGA mandated assessments of all PGM programs nationwide (20).

**Student Support**

During 2007-08, an entering MBA student received a diversity scholarship and the college provided funding for two PhD students who had previously received diversity funding from the Graduate School.

Faculty members teaching BUSA 111 and BCIS 110G, courses commonly taken by new business students, participated in the university’s early alert program. The program is designed to identify students having academic problems early enough to assist them in improving their grades.

The college awarded a total of at least $118,207 to 77 students during 2007-08.

Faculty Council developed a statement of expectations of ethical behavior for faculty, administrators and students. The statement was adopted by the faculty in spring 2008.

Delta Sigma Pi’s “Cream the Dean” event received significant publicity including a large photograph on the front of the Las Cruces Sun News.

**Faculty Preparation and Support**

College of Business faculty spent 298.25 hours in training in the Teaching Academy, with two faculty members in the Finance Department reaching honor roll recognition with 59 and 50 hours respectively.

A workshop on classroom technologies was offered to faculty in the college in Spring 2008. One outcome was the purchase of Camtasia licenses for about seventeen faculty members.

The college’s distance education compensation policy was modified to pay remote site differentials to all faculty traveling to deliver courses at remote locations. Previously this funding was available only to faculty teaching courses in-load. A compensation policy
was also developed to recognize the efforts of faculty teaching ITV courses for the first time, as needed to deliver college programs.

Funds were provided to junior faculty wishing to attend a workshop on teaching economics.

Following tradition, the Faculty Council selected outstanding faculty in the areas of teaching, research and service to be recognized at the fall 2008 convocation.

Student Learning Experiences
Experiential learning was a component of MGT 309, 345G, 388G, 454 and 448.

Some accounting students received independent study credit for working with the District Attorney’s office on fraud cases while others taking a summer class worked on problems provided by CPA firms and then presented their solutions to the partners and received feedback.

Academic credit was awarded to 18 students by the Finance Department for internship experiences and an internship network is being created in the region for students interested in careers in banking.

Fourteen students in the Master of Economics program worked with Arrowhead Center.

MKTG 489 and AMA student group incorporated client driven projects for First Light Credit Union and the Dona Ana Community College construction management program.

II. Produce intellectual contributions which enhance faculty teaching effectiveness and advance the knowledge and practice of business and management.

In addition, to the funding available from the academic departments, the Faculty Council awarded $8,985 from the dean’s office for faculty development.

Four faculty members were nominated for awards from the University Research Council.

The college and department Promotion and Tenure guidelines were revised to reflect changes in requirements at the university level.

Progress was made in implementing Digital Measures to compile data on intellectual contributions by the faculty.

The college and the Departments of Management and Economics/International Business continued their support for the *Tamara Journal* and the *Journal of Economic Issues*.

III. Provide leadership, service, outreach, and expertise for public policy, economic, social, educational, and community development with a focus on New Mexico

With the announcement of Senator Domenici’s retirement from the US Senate, planning for the Domenici Legacy Project accelerated including the development of a public policy
conference and plans for a building to house the Domenici institute. While this project involved representatives from across the campus and from the community, the College of Business has played a major role since the new building may house Arrowhead Center, which is physically located in the College of Business and directed by the research associate dean in the college. The policy analysis component of Arrowhead may become a major element in the Domenici Institute.

The Western States School of Banking met on the NMSU campus for the second time and three NMSU faculty members were invited to be instructors in the program.

Changes have been implemented in the Stock Market Game to improve learning outcomes and the college has provided support for the Innoventure competition.

The Insurance Center faculty provided an analysis to a legislative task force regarding a proposed extension of worker’s compensation to farm workers and worked with the NM Department of Insurance on a study of uninsured motorists.

Faculty and graduate students in the college contributed articles to the *New Mexico Business Outlook* each month on a wide range of topics including auto leasing contracts, medical malpractice, selection of sales staff, worker’s compensation, environmental justice, the economic stimulus package, state economic output, and arts and culture in Las Cruces.

The policy analysis unit of Arrowhead Center, staffed by faculty from the College of Business, produced an economic impact study of the uranium industry in New Mexico, economic base studies for the state and each of the counties in New Mexico, and for the New Mexico Legislative Finance Committee analyses of health care reform and the film industry. Much of this material, along with answers to Frequently Asked Questions, appears on the web page for the Arrowhead Center.

College faculty provided assistance to the university through an admissions survey and analysis and a non-resident tuition study.

**IV. Provide excellent stewardship of all financial, human, physical and technology resources of the College.**

**Financial:** Major gifts include $250,000 pledged to the Insurance and Financial Service Center endowment; $125,000 to create an endowed professorship in Quality Management.

**Technology:** With funds previously donated, a stock ticker and financial market displays were added outside room 115 of the Business Complex. Computers in the lab were also upgraded.

**Physical:** New chairs were purchased for BC 204 and 247 and new table for BC 247 and the color scheme in the dean’s office area was updated.
Priorities for 2008-09

Expand the MBA program with a new site at Sandia National Labs

Expand the distance education degree completion program, adding a major in marketing

Start the first cohort of the Doctorate in Economic Development program

Update the tribal management program at the undergraduate level

Update the College of Business web page

Fully implement outcomes assessment for the BBA and MBA, focusing on closing the loop

Identify peer institutions for accreditation purposes

Improve the college infrastructure, physical and technological

Develop the Domenici Institute