February 16, 2004

To: William Flores, Interim President
   Waded Cruzado-Salas, Dean, College of Arts & Science
   Rebecca Dukes, Vice President University Advancement
   Jill Grammer, University Major Gifts Officer, University Advancement
   Jeany Llorente, Specialist, University Communications
   College of Business Administration & Economics Faculty and Staff
   College of Business Administration & Economics Emeritus

From: Garrey Carruthers and Colleagues

Subject: College of Business & Economics Activities Report for week of February 13, 2004

I attended the AACSB Deans meeting in Newport Beach early in the week. Some tidbits of interest:

- Mega trends at B Schools, according to one speaker, include:
  1. More study abroad programs,
  2. Everyone should recruit students from California,
  3. Specialized MBA degrees,
  4. More joint programs with other colleges,
  5. Building relationships with your communities, and
  6. Finding your niche.
- “Like aging generals, many academic leaders appear to be planning for the previous war, not the next one.”
- The branding of the University and the branding of the College must be consistent. (There goes the use of the Traders as an emblem!)
- Within 3 years, all professional programs in California must be on an enterprise basis, paying their own way. U.C. Berkeley must increase the tuition of its MBA program from $15,000 to $35,000 within three years (which is the tariff for a Stanford MBA). See earlier comment on recruiting from California.
- Quote from retiring President of Duke, “one of our trustees said if the end of the world was at hand, he would rush to Duke University, where everything takes an extra year.”

ADMINISTRATION

- I visited with Bob Gallagher regarding the Arrowhead Center. He believes that the Regents are generally supportive and ready to move affirmatively. The issues seem to be with some of those currently affiliated with Arrowhead Research Park and the Tech Transfer Corporation. (See Kevin’s notes regarding the Summit on this issue Friday.)
- We met with representatives of Sandia Corporation regarding the prospects of some joint work with Ag Econ and Sandia. They are really looking for funding sources for evaluating a rather dramatic change in the way forage is produced for cattle. The hook is the new system saves a considerable amount of water. We will have a scoping meeting later this month, to include some of our faculty.
- Mike Ellis and I met with Dean Jeff Brandon and Susan Cardenas regarding collaboration between colleges on graduate degrees. We have settled on trying to use their Master of Science in Nursing degree as a base for developing a specialization in administration. The ball is in their court. It does appear to have some market appeal.
- I have formed a budget/finance committee which includes Kathy Brook, Kevin Boberg, Sylvia Acosta, Lorna Davis and Kathy Crawford. The purpose of the group is to monitor our expenditures, establish budgets and to reflect upon opportunities to move resources to priority areas.
- I will be in Santa Fe Monday and Tuesday for legislative matters, then back to Albuquerque for two New Mexico First functions, a meeting with SIPI (along with Kathy Brook and Celina Talamantes), and a meeting with Regent Steve Anaya regarding the Arrowhead Center. I should return to my post by Wednesday noon.
- Kevin Boberg, Associate Dean of Business Research and Economic Development, along with Dr. Bill Gould, met with The Greater Las Cruces Chamber of Commerce to develop a sampling plan for surveying its current and former members. Attempts are still under way to link Dr. Boje and/or Dr. Peterson to the Chamber for focus group interviews.
• Dr. Boberg, Dean Carruthers and Professor Liz Ellis met with Bruce Kite (twice), Vice President Jim McDonough (twice), Vice Provost for Research Rich Hills, Maureen Camunez, and Dr. Don Birx. After much discussion, at the suggestion of representatives from University Administration, it was resolved that PSI, RPC, and TTI would remain separate entities. The latter will be renamed the Arrowhead Center with a newly reconstituted Board of Directors. The plan will be presented to the Board of Regents on 8 March 2004, and to Regents individually between now and the upcoming scheduled meeting.

• Dr. Boberg met with Peter Ibarbo and Jerry Pacheco to identify areas of collaboration between the Bureau and the International Business Assistance (IBA) program of the statewide Small Business Development Center (SBDC) network. We tentatively agreed on the following: (1) compiling and electronically disseminating a monthly report on NM’s international business, (2) undertaking project specific research for IBA clients, (3) offering workshops on the mechanics of international trade through the SBDC network of offices, and (4) co-sponsoring an intern (physically located in the CBAE) to assist the IBA in its and our efforts.

• Dean Kathy Brook, Assoc. Dean of Academics, has been working to finalize an articulation plan with NMIMI that would deliver a management major to their students at the Roswell campus. The upper division courses would be delivered partly through the internet and partly on-site.

• Dean Brook met with Carmen Gonzales and the other distance education directors to receive an update on funding for next year. Some funds will be available for program expansion so we will submit a request aimed at providing courses for PGM students who are on co-op and for the delivery of courses on the NMMI campus.

• Dean Brook met with a group from the colleges and various student services offices to discuss a program to recruit honors high school students. This would involve bringing honors students to campus and would replace the honors nights previously supported by the Alumni Association.

• Sylvia Acosta, Director of Development and Public Relations, picked up a $4,000 check from Brenda and Joe Alvarez for HBBA.

• Ms. Acosta visited with Ed Lujan regarding his profile in Philanthropy World magazine. She will be meeting in Albuquerque on Feb. 27, 2004 with him and the President of the magazine to discuss his profile. Jeany Llorente, University Communications, will also join her on that day.

• Ms. Acosta confirmed Dino Camunez visit to NMSU on Feb. 25, 2004. He will be visiting with VP Rebecca Dukes, Dean Carruthers and students. He will be presenting the Dean with $10,000 check towards the mentorship program.

• Ms. Acosta will be traveling with Jill Grammer to Albuquerque on February 19 and 20. Visits have been set up with Ken Garrett, Brad Preber, Shelly McQuire, Jim Wetherbe, Paul and Marcy Boushelle. Tentative meetings have been set up with Loris Gamlen, Henry Willis, Douglas Nordquist, Sheila Merson, and Jo Ann Hart.

ACCOUNTING AND BUSINESS COMPUTER SYSTEMS
• The NMSU student chapter of the Association of Information Technology Professionals (AITP) is offering four sessions on Web page design and creation. These will be held in Guthrie 100 on February 16, 19, 23, and 26, between 6:00 and 7:00 p.m. BCS students Felipe Scobell and Jeremy McBurney will be teaching. Donations will be accepted to fund AITP’s organizational activities.

• Mary Jo Billiot participated in a NM Society of CPAs task force, on Thursday, studying small business alternatives to generally accepted accounting principles in compliance with the Sarbanes-Oxley Act.

• Cindy Seipel, Director of the Master of Accountancy program, has formed an Accounting curriculum study group. Starting on February 20, meetings will be held from 1:30 to 3:00 p.m., in BC 247, to discuss implementing an undergraduate capstone course in Accounting, 150-hour program issues, curriculum changes necessitated by the online CPA exam, and assessment of Accounting program effectiveness.

ECONOMICS/INTERNATIONAL BUSINESS – NO REPORT

FINANCE
• Barry Smith has received commitments from the following people to be members of the new Advisory Council for the Insurance and Financial Services program: Nestor Romero, Mark Menicucci, Joe Lujan, Bob Kysar, Thom Turbett, Kerry Hixon, Randy Perkins and Chris Krahling.
Their first meeting will be held on Friday, March 19 at 2:00 at the Mountain States Insurance Group boardroom in Albuquerque.

**MANAGEMENT**

- Bonnie Daily met with student representatives of Alpha Tau Omega, on Thursday and agreed to be the faculty sponsor for a proposal to ASNMSU to begin aluminum can recycling program at campus fraternities and sororities. Monies resulting from such a program would be donated to community and campus environmental projects.
- Minjoon Jun had a paper accepted for publication: "Customers' Perceptions of Online Retailing Service Quality and Their Satisfaction," in the International Journal of Quality and Reliability Management.
- Terry Adler was selected again for second year in a row in *Who's Who Among America's Teachers*. As a note, less than 2% of nation's teachers are included in more than one edition.

**MARKETING**

- Dr. Bruce Huhmann was interviewed by Jeany Llorente of University Communications regarding marketing to Hispanics for an upcoming story from NMSU public radio station.
- Dr. Hyman completed a review of a manuscript for a proposed marketing research textbook to be published by Irwin/McGraw-Hill.
- Dr. Kelly Tian had her book, “Customer Fraud and Business Responses”, translated into Chinese for distribution in that market.

**MBA**

- Along with representatives from Computer Science, Wayne Headrick, Jennifer Kreie, Carlo Mora, and Bobbie Green met with Enrique Gomez, Jim Dillinger, Lois Berggren and Jessica Murillo, IBM representatives to NMSU, to discuss the relationship between NMSU and IBM and to explore ways to enhance that relationship. It should be noted that Enrique Gomez, now the IBM Executive for NMSU, is originally from El Paso.
- Wayne Headrick and Allen Torell, from the Department of Agricultural Economics and Agricultural Business, have completed the development of a draft MOU between the College of Agriculture and Home Economics and the College of Business Administration and Economics relating to the proposed MBA degree Specialization in Agribusiness. They are now incorporating recommended changes/additions/deletions to the document that have come from the CBAE and AEAB Graduate Committees.