January 19, 2004

To: Dr. William Flores  
CBAE Faculty and Staff  
Dean Waded Cruzado-Salas

From: Garrey Carruthers and Colleagues

Subject: Activities Report for January 16, 2004

Buckle up! The legislature is about to meet. I will be attending the opening day festivities at the invitation of the Speaker of the House. It is traditional for Used Governors to show up and be introduced. I try to make the event every five or six years so they won’t think less of me.

ADMINISTRATION

- I have posted the “streamlining the college” memo and flow chart on our web site. The link is [http://cbae.nmsu.edu/MainPage/Administration/streamlining.htm](http://cbae.nmsu.edu/MainPage/Administration/streamlining.htm). The memo summarizes my comments on reorganization and there should be a flowchart of the College administration. We are now aggressively adding job descriptions for administrators and will complete that task by March 1. If you have any questions, just whistle.

- The Board of Directors of Think New Mexico, of which I am a member, is considering taking on a higher education issue. This is the group that successfully advocated for full day kindergarten and is now pursuing abolition of the gross receipts tax on food. Their newest topic, to go before the legislature this year, is the foundation of a water trust fund to conserve and better distribute our scarce water resources. If you have any suggestions regarding issues facing higher education, let me know and I will pass them on.

- The Arrowhead Center was unanimously approved by the Deans Council and is now on the way, as an informational item, to the Board of Regents. Dean McCarthy of Engineering moved approval and Dean Schickedanz of Agriculture and Home Economics seconded the motion. They represent two of the big three research Colleges so I was pleased with their support.

- Kevin Boberg, Assoc. Dean of Research and Economic Development, and I met with Representative Joseph Cervantes regarding his support for a $250,000 appropriation for the Arrowhead Center. He will be the principal sponsor and will seek the support of Senator Roman Maes on the Senate side. Additionally, I have been assisting Anthony Hyde of M Tec with the politics of garnering support for his center in the legislature. I directed him to Cervantes and will pursue assisting him when I drift through Santa Fe.

- Everett Eggington and Armando Cordova dropped by, seeking our support for an intern to work in the trade office. They believe that they have a commitment from NMSU to include an intern as part of our support for the Chihuahua office. Kevin, I will need your help on this one!

- I spoke to the Mesilla Valley Rotary Club regarding the “Role of the College in Promoting Economic Development in New Mexico.” A very responsive group.

- Dr. Gerald Thomas was very complimentary about the CBAE faculty who are participating in the Academy program recently reported on by Mike Ellis. He said the faculty did an outstanding job!

- I met with Rich Hills (interim Vice Provost for Research), Don Birx (Director of PSL), and Fred Owensby (Director of the Small Business Development Center) regarding incubator space. They have asked that the Arrowhead Center develop a business plan for incubator operations at NMSU. More work, Kevin.

- I met with Mike Orshan of the Economic Development Department and Dan Howard of the Biology Department regarding strategies to support cluster development in New Mexico. I suggested we use some of our investment capital to create a competitive research grant program around the four clusters instead of devoting money to venture capital. Without great ideas, we don’t need venture capital. The clusters include home land security, which we are obviously interested in. Others are hydrogen fuel cells, digital cinema, and biotech monitoring.

- I have accepted appointment to the Board of Directors of the New Mexico Tax Institute on the condition that each year they meet at the College of Business Administration and Economics. I have also agreed to help the College of Education (Educational Psychology) regarding their education program for implementing the new law allowing psychologist to prescribe drugs. My assistance was requested because of my background in health insurance.
• Dr. McShannon of Engineering has pitched her GRASP program for improving student performance and retention to Kathy Brook and me. We will invest in two faculty wishing to give this a go. Joyce Yearly has been through the program and felt it was a good one. Let me know if you wish to give this a try.

• The Dean and Sylvia Acosta, Director of Development & Public Relations, visited with Linda Volk and Anthony Berrett of KPMG to inquire as to the request for a 1 million dollar professorship in accounting. We were not successful in that request but were guided in the direction of scholarships for Masters level students wanting to pursue a doctoral degree in accounting or finance. Anthony Berrett will be sending Sylvia information on that for follow up. Additionally we visited with Linda Volk and asked her to serve on the Business Advisory Council. She is thinking about it but is interested in developing an Alpha chapter at the business school which would provide scholarships to students and would also engage our students in a national competition which KPMG would sponsor.

• The Dan L. Costley Endowed Memorial Scholarship has been established in the Department of Management by a gift from Lavida Costley.

• The Dean and Sylvia Acosta will be visiting and touring EMI with Joe and Brenda Alvarez. Brenda and Joe Alvarez have agreed to entertain a proposal from the Hispanic Business Student Association for the funding of their trip to the national conference in February.

• A $20,000 proposal was submitted to Ernst & Young for the establishment of a minority undergraduate scholarship and $5,000 to support the Hispanic Business Student Association.

• The web site for the University is being completely revamped. University Communications is taking the lead with this project and a major firm has been hired to assist in the branding of the university through this web site and other public relations materials. The College of Business will be receiving templates in late spring to assist in maintaining and updating the information in the web site. Departments will also be given user-friendly templates for their use.

• Sylvia Acosta will be traveling to Phoenix on the 27th to meet with 4 major gift prospects. Jill Grammer and Sylvia are setting up meetings. Sylvia will also be attending the alumni reconnect in the Phoenix area. She is working on setting an additional 2 meetings in that area.

ACCOUNTING & BUSINESS COMPUTER SYSTEMS

• Jennifer Kreie has been notified of the acceptance of her paper, coauthored with Paul Cronin of the University of Arkansas, “What Influences IT Ethical Behavior Intentions—Planned Behavior, Reasoned Action, Perceived Importance, or Individual Characteristics?” This paper will be forthcoming in Information & Management.

• After a brief absence, and a taste of retirement, Jim Shannon has returned to the Department of Accounting and BCS to teach BCS 110G, 122, and 322. Jim was employed during this absence as a programmer for a local defense contractor. So far, Jim says he’s delighted to be back in the classroom.

• Tutoring labs for both Accounting and BCS classes are in the process of opening. The Accounting lab will be working out of GU 305A. It is supervised by Tara Roybal and staffed by John Coon, Candace Gutierrez, and Adeel Manzoor. All are Master of Accountancy GAs. The BCS lab is organized by Jennifer Kreie and meets in BC 227 (the Christmore Room). This lab will be instructed by Jeremiah Johnson, Stephanie Brown, and Joe Clayton.

ECONOMICS/INTERNATIONAL BUSINESS

• Michael Ellis presented the first of four Department of Economics lectures to the Academy for Learning in Retirement. This is an enthusiastic group of retired folks with the energy, time and intelligence to learn more about the world around them. His topic was “Airbus VS Boeing, An Explanation of Globalization”. The audience numbered about 110 in the auditorium of the Good Samaritan facility.

• Doug Gegax addressed the same group on Wednesday. His topic was “Utility Rates Under Regulation and Deregulation.” Nothing catches the interest of retired individuals quicker than either health care or utility rates. Initial reports are that the presentation found a receptive audience.

• Doug Gegax was also active this week trying to save the university some money. Using his expertise in electrical utility rate setting, he accompanied the university attorney to El Paso to renegotiate a contested “overcharge” by El Paso Electric on the university’s power bill.

• Larry Blank returned from his utilities consulting work in the Philippines. While there he met with the Provost of the University of the Philippines to discuss possible involvement of our Center for
Public Utilities and our faculty members for consulting, and a “longer term” short visit relationship. This all might involve outside support (also being sought by Professor Blank) as well as possible graduate student involvement.

MANAGEMENT
- Dr. Minjoon Jun had two papers accepted for publication: "Obstacles To TQM Implementation In Mexico’s Maquiladora Industry," in Total Quality Management & Business Excellence; "Internet Users’ Perceptions Of Online Service Quality: A Comparison Of Online Buyers And Information Searchers," in Managing Service Quality.
- Dr. Manning has begun his sabbatical and will continue his multi-year organizational development research program in Mexico. In addition, he will travel to Malaysia and Finland to complete additional research projects.

MARKETING
- Mr. Mike Rogers has agreed to visit faculty members’ classes this Spring Semester. To date, we have two faculty members requesting he visit their classes.
- Bruce Huhmann had a paper published in the Journal of the Academy of Marketing Science entitled, “Information Content and Consumer Readership of Print Ads: A Comparison of Search and Experience Products.” The Journal of the Academy of Marketing Science is one of the top five journals in the field of marketing.
- Dr. Kelly Tian received a letter from the Journal of Consumer Research encouraging a revision of the paper that she submitted on work place possessions. This is one of the top three journals in the field of marketing.
- Dr. Shaun McQuitty and Jeremy Sierra, a Ph.D. student, published in the latest edition of New Mexico Business Outlook.
- MKTG 314 (Advertising Strategy) is participating in a marketing internship program with EdVenture Partners and the U.S. State Department. The advertising campaign will be for recruiting NMSU students to take the State Department Foreign Service Exam, in order to qualify for a job in the state department as a Foreign Service officer. They are looking to hire from the NMSU campus, so the gist of the campaign is job recruitment. During the course of the semester, the entire class of students will form a real, cross-functional marketing agency. Based upon specific client objectives, students research the target market, create a marketing campaign, present it to their client, actually execute their strategy utilizing a real budget, and analyze their marketing campaign effectiveness. According to EdVenture Partners, "with a real budget provided by the client, students execute their marketing strategy by incorporating research, advertising, public relations, event marketing, sales promotion and any other means they believe will deliver results. Participation in an EdVenture Partners program helps your students learn skills, build their résumés and portfolios, and gives them an unprecedented way to learn how to execute a real-world marketing campaign for a real client."

Roster of Partner Campuses. The following schools listed below in alphabetical order have confirmed participation in this program.
- Florida A&M University
- New Mexico State University
- San Francisco State University
- University of Texas, Austin

Part of the advertising campaign will be to get some public relations coverage in the Round Up, focusing on what we are doing in the class, and furthering our communication objective of telling other students about the Foreign Service Exam. I believe this will also meet Dr. Carruther's objective of repositioning NMSU CBAE as a "premier" institution, given that UT Austin is one of the other schools participating in this program.

ASSOC. DEAN KEVIN BOBERG – NO REPORT
ASSOC. DEAN KATHY BROOK – NO REPORT
FINANCE – NO REPORT
MBA – NO REPORT