At the request of the Provost and Deans, a small band of strategic planners have developed what we hope is a simpler version of NMSU Strategic Directions 2004-2005. We have boiled the whole enchilada down to 6 goals, each with a limited number of objectives. It is a start. If the University elects to simplify their document, then we will add this to our August 18th Convocation Agenda. I would really like to have something that is more useable by faculty, staff, and administrators.

ADMINISTRATION, Garrey Carruthers

- Sylvia Acosta and I met with J.W. Bowman, one of our alums, who is dedicated to helping the College. He gave us several names of Aggies or Aggie supporters that we should be in touch with to support scholarships, endowed chairs, mentorship, or even construction of a new building. Sylvia is making the initial contacts with several. We may need some faculty help with some because J.W. believes they identify closely with their mentors from the College.
- I met with Dr. Dan Lopez, President of New Mexico Tech, regarding their support of the Arrowhead Center. We have asked them for $50,000 support per year initially and increasing if Arrowhead is useful to them. We have included their Vice President for Research on the Board of Directors. Dr. Lopez is committed to the affiliation and will get back to us on the level of funding. Dr. Dan is first rate guy!
- The Department of Human Services has approached the College to undertake a study of how to better integrate their long term care recipients into managed care. The study would be undertaken jointly with the University of Maryland (Chuck Milligan, a noted authority on Medicaid) and the College. I am asking Kathy Brook, given her background as former Chair of the Medicaid Advisory Committee, to serve as our principal investigator. We may also include a graduate assistant on the project if HSD has enough funding.
- I attended my first Board of Directors meeting with the New Mexico Tax Policy Institute. The Institute is an independent think tank designed to develop and recommend sound tax policy to the legislature and other governments. They will meet at the College in October. I will be asking a couple of their tax experts to consider lecturing in some of our classes. If you are teaching a class that could use one of the State’s top tax experts, give me a jingle and I will see if I can line one of the experts up for you.
- We are aggressively seeking funding for endowed chairs from the real estate industry and from banking. We met with representatives of commercial real estate this past Monday and made some progress in spelling out a program. I will meet with the Independent Bankers Association later this month to ascertain their willingness to help us fund a $1,000,000 chair.

ASSOCIATE DEAN OF ACADEMICS, Kathy Brook

- Update on office space: Judy Weisinger is moving to BC 328, Larry Blank to GU 401, and Michelle Jasso, the newest member of the Marketing Department, to GU 316. GU 305, which was formerly occupied by Erin Ward, will be used for Experimental Statistics consulting.
- A summary of results of the faculty survey conducted last spring has been posted on the college’s web page.
- Many thanks to Beth Mott-Stenerson, doctoral student in Marketing, who was kind enough to assist with advising at the new student orientation last Saturday.
• Tammie Camp took delivery on new chairs for the computer lab. This should eliminate the problem of 20 year old chairs collapsing as well as improving the appearance of the lab.
• As of July 10, CBAE freshman headcount for fall 2004 is up 31.1% from last year and transfer headcount is up 13.8%. The corresponding figures for the university are 13.6% and 15.1% respectively. Total headcount for the college is up 5.5% and total university headcount is up 5.0%

ASSOCIATE DEAN OF RESEARCH AND ECONOMIC DEVELOPMENT, Kevin Boberg – No Report

DIRECTOR OF DEVELOPMENT AND PUBLIC RELATIONS, Sylvia Acosta – No Report

ACCOUNTING AND BUSINESS COMPUTER SYSTEMS, Pete Dillaway
• Bill Foster, Professor of Accounting, attended the Governmental Accounting and Financial Reporting Seminar, July 12-14, in Santa Fe. The seminar is sponsored by Texas Tech University’s Center for Professional Development and taught by Robert Freeman; perhaps the country’s most widely known author and teacher of governmental accounting.
• Kevin McNelis, Assistant Professor of Accounting, has been invited to join the American Planning Association, the nation’s largest association of regional and urban planners. Kevin will accept.
• Sherry Mills, Associate Professor of Accounting, attended the New Mexico Higher Education Assessment Association’s annual retreat in Ruidoso, July 6-8. Sherry was a facilitator working with a team of NMSU branch campus administrators on an integrated process for assessing General Education courses and transfer courses. This work is intended to assist the University Assessment Committee and the General Education Committee in preparation for the next North Central accreditation visit.

ECONOMICS AND INTERNATIONAL BUSINESS, Mike Ellis
• Michael Ellis and Tony Popp met with Kevin Boberg regarding involving the Department of Economics in an economic impact study of health care expenditures in New Mexico. They also contacted Raul Burciaga, Assistant Director of Drafting Services at the Legislative Council Service, who is coordinating the efforts at the State level.

FINANCE, Liz Ellis
• Barry Smith was the featured luncheon speaker on Thursday, July 15, at the Southern New Mexico Education Seminar held by the Independent Insurance Agents and Brokers of New Mexico. He spoke about the new Insurance and Financial Services program at NMSU.
• Through Barry Smith’s efforts the Department received a $500 scholarship check from the CPCU Society of Albuquerque. This will be matched by the CPCU-Loman Foundation to create a $1,000 scholarship for a student in the Insurance and Financial Services program.

MANAGEMENT, Peter Dorfman
• Dr. Boje’s symposium: The Arts and Liberal Arts in Management Education: Beyond the Rational Functionalist Model has won the MED Division Best Symposium in Management Education and Development Award sponsored by McGraw-Hill/Irwin. Award to be received at the National Academy of Management meeting in New Orleans, August 2004.

MARKETING, Jerry Hampton
• Dr. Hampton and the office staff attended a week long session on WebCT 4.1.
• Dr. Mike Hyman completed a review of a manuscript for the Journal of Marketing Science. Dr. Hyman serves as an editorial review board member to this top marketing publication.
• Dr. Kelly Tian completed a second revision [third submission] of a manuscript for the Journal of Consumer Research. Dr. Tian also completed reviews of two manuscripts for journals. She is also developing a new project in the product innovation course that requires students to develop a physical prototype of a new product.
• Drs. McQuitty and Peterson received notification that one of their manuscripts was accepted for publication in the Journal of Entrepreneurship Education.

MBA, Wayne Headrick – No Report