May 14, 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 May 14, 2004

For those who are off for the summer, have a great time. Thanks for a job well done. I am particularly proud of the comments I have heard from students about the excellence of our faculty. Our outstanding senior, Chris McDermott, was effusive at the awards ceremony about his education and the mentorship provided in the College. My casual conversations with graduating seniors and observations of the directed learning activities assures me we are on the road to “being recognized as one of the premier business programs in the southwest”.

The Board of Regents approved the By Laws for the Arrowhead Center, Inc. during their meeting on Friday. The By Laws now permit from 3 to 20 Board members, 16 of the members are established by position, such as the 6 academic deans. The Board also heard from Ben Woods that the two priority building projects that NMSU will promote in the coming legislative session are a $16,000,000 expansion and renovation of Gardiner Hall and a $12,000,000 new Business Complex II building, to be situated between Guthrie Hall and the current ROTC building (the old English department building, you know, the ugly brick one).

ADMINISTRATION

- I will be meeting with members of the real estate industry this Sunday in Albuquerque regarding support for our current or perhaps expanded real estate offerings. The Albuquerque commercial realtors have had some difficulty connecting with UNM so they want to give us a look. They are very interested in the insurance model that Barry Smith has developed and may be willing to contribute to his Center for Insurance and Financial Services.
- The Naming Committee and, one hour later the Administrative Council, approved the naming of the Lobby of Business Complex I in honor of Mrs. Henry Willis. Mrs. Willis passed away last year and her husband Hank, a graduate in accounting, has contributed $137,000 to the college. About $30,000 will be used to refurbish the lobby area as a student lounge and the remainder will be in an endowment for the Dean’s discretionary fund.
- The Administrative Council summarily and overwhelming rejected the compressed summer work schedule proposal. There was considerable concern expressed about our ability to serve our customers with this compressed schedule. Under the proposal, most departments would have been closed on Friday afternoon, prime time for parents and potential students who may be out kicking our tires.
- Kathy Brook is putting together some guidelines for how we support those who are asked to serve as editors of professional publications. If you have ideas, call Kathy.
- Marshall Goodman, Provost of San Jose State University, drifted through town with one of his Department Heads to extol the virtues of the Western Athletic Conference academic alliances. The WAC, which NMSU will join in 2005, borrowed the idea from the Big Ten. Provost, Deans, Department Heads from member schools form alliances for research, academic and administrative programs. I think it speaks well of the WAC to have an enthusiasm for academics and research alliances.
- Several of we chickens met with Hal Schultz of the Santa Fe Indian School to begin the process of assisting them in developing some of their property. A team from the College will visit the Indian School in early June to meet with their Board of Directors and to develop a proposal of how we might be helpful. Kevin Boberg/Arrowhead Center will be the sponsoring entity.
- Due principally to funding and resource allocation issues and following discussions with Rebecca Dukes, Dr. Flores and several members of the Regents, I have decided to integrate the Entrepreneurship Center into the Arrowhead Center. I had wanted to do this earlier to reduce the number of Centers and to recognize that most of the directed learning by our students will occur in the Arrowhead program. We will be using our
limited funding from the Barham contribution to entrepreneurship to buy faculty time from those interested in participating in research and education programs.

- I attended the PSI Board meeting (the PSL private not for profit counterpart to the Arrowhead Center) on Friday and was taken by the tension that has been created over audit findings. My take away is to make sure we do it right the first time and make sure we are connected with Jim McDonough’s shop so we don’t go through a similar situation with Arrowhead.

ASSOCIATE DEAN OF ACADEMICS

- Distance education and its funding continue to raise questions. The most recent dilemmas are created by the new distance ed fee of $15 per credit hour. In CBAE we have some slots in web-based classes that are subject to the fee (because the section number is between 70 and 79) and others which are not subject to the fee.
- The controversial ash tray on the east second floor landing outside the Business Complex has returned after disappearing briefly. There is no specification in the university’s smoking policy designating a nonsmoking area around doorways and no specification that ashtrays must be placed away from the building so it is legally placed. However, no one should use the ashtray to prop open the door, especially if they are smoking.

ASSOCIATE DEAN OF RESEARCH AND ECONOMIC DEVELOPMENT

- Arrowhead Research Park planning committee (Popp, McQuitty, Scribner, Martin, and Peach) met to develop scope of work. The plan, authorized by the Board of Regents, will be the first business plan developed for the R&D real estate assets of NMSU.
- Carruthers, Hansen, Dillaway, and Ellis met with the Superintendent of the Santa Fe Indian School. It was agreed that NMSU would assist the School with developing a business plan for its land holdings in Santa Fe. The first follow up will be a discussion with the Board of the School in Santa Fe on either 2 or 3 June 2004.
- Along with Dean Carruthers, Dr. Boberg met with those directly involved with the Genetic Testing Laboratory on how best to commercialize its technology. Based upon the discussion, we agreed that the commercializing GTL services will best be done through PSI, with some assistance provided by the Arrowhead Center.
- Completed and submitted proposal to the Economic Development Administration for the continued funding of the university center at NMSU (Center for Economic Development Research and Assistance). If the proposal is accepted, the university center would be funded at $150,000 per year for three years to support the activities of the Arrowhead Center. Cynthia Madden, Kathy Hansen, and Lynne Mijarez significantly contributed to this effort.
- Dean Carruthers and Sylvia Acosta held a conference call with Joseph Semprevivo. Joseph proposed a new R&D venture to be organized through the Arrowhead Center, a program to fund up to four internship positions in the company, a project for analysis by student teams in BA 502 this summer through the Arrowhead Center.

DIRECTOR OF DEVELOPMENT AND PUBLIC RELATIONS – NO REPORT

ACCOUNTING AND BUSINESS COMPUTER SYSTEMS

- Mary Jo Billiot and Rusty Calk report three acceptances. “The Effect of Returns History on the Current Period Relation Between Earnings and Returns” (with Paul Haensly, UTPB) and “Creating a Value-Added Learning Environment in the First Accounting Course: Assessing Student Perceptions” are accepted for presentation at the American Accounting Association Annual Meeting in August. “The Use of Supplemental Learning Materials in the First Accounting Course (Management Accounting)”, is accepted for publication in the Southwestern Business Administration Journal.
- Jim Nelson attended the Independent Community Bankers Association meeting in Albuquerque during the past week, where he served in a panel discussion with Federal regulators. Jim also received a New Mexico teaching Excellence Grant as mentor for Picacho Middle School. The grant, entitled “Shades of Gray,” will be for teaching digital photographic techniques and website design to behavioral development middle school students.

ECONOMICS AND INTERNATIONAL BUSINESS

- Jim Peach addressed the University of Denver Economics Department annual awards ceremony gathering.
• Chris Erickson left for Taiwan to present a paper. Unfortunately he left his laptop at the El Paso Airport. Luckily the police retrieved it after a panicked phone call from the LA Airport and via the internet his paper will await him in Taiwan.
• Rick Adkisson leaves today for Antwerp, Belgium to attend a faculty development seminar on the economics of the European Union sponsored by the University of Memphis.
• Tony Popp leaves today for Ireland to conduct sampling techniques on Irish beer.
• The Ellis clan will leave on the 20th for Bahia de Kino, Mexico, to conduct research in the Sea of Cortez.
• The Peach/Brook axis will leave around the 21st to visit Peach’s brother's dog…..in Oklahoma.

FINANCE
• Chris McDermott, a Finance Major from Alamogordo, has been honored as the Alumni Association's Outstanding Graduating Senior this spring from the College of Business Administration and Economics.
• Barry Smith, Editor of the CPU eJournal, has resigned effective at the end of the calendar year. When he steps down, he will have completed his tenth year as editor, the longest tenure of any editor in the journal’s 57-year history.
• Liz Ellis (and Wayne Headrick) participated in still another meeting of the General Education Task Force on Monday, May 10. The committee accepted the proposal to add the business relationships content area to the menu of content areas that VWW courses will be required to meet. The proposal to drop VWW in favor of just requiring two upper division courses outside the college was met with more than a little hostility and was tabled until the May 17 meeting which has since been cancelled. The proposal will now be considered in committee on May 24, a date on which both Wayne and Liz will be out of town. If there is anyone in the college who would like to represent the college and argue in favor of the proposal, contact Liz or Wayne ASAP.

MANAGEMENT
• Jim Bishop met with the Chief of Police (Chief John Calender) in Silver City this past Friday to explore the possibility of doing some questionnaire survey work for his department. This is an expansion of the ongoing project Bonnie Daily and Dr. Dorfman are doing with the Las Cruces Police Department. We plan to follow up this initial contact with further interaction with both departments.
• David Boje has been accepted as a member of the Scientific Committee of RSDG- “Revue Sciences de Gestion” (a Management Science Journal published in English, French, and Spanish)

MARKETING
• The PGM Program held an end of the semester Golf Tournament and luncheon. On Wednesday of this week, the PGM Program had a fun tournament for the PGM students, including long putt, long drive, closest to the pin, skins, or and yes low score. It was a great way to cap off a very successful semester.
• Over 150 PGM students will be leaving today on their way to their PGM required co-op (internship) site. These students will be working at golf courses all over the country completing 3 months of their required 16 months of co-op.
• 5 PGM students will be graduating tomorrow; all have great jobs waiting for them.
• Beth Mott will attend the AMA Doctoral Consortium in June. She will have to opportunity to speak with the "experts" in the marketing field. She is excited about attending the consortium and representing the NMSU Marketing department. She thanks everyone in the department for all of their guidance, kind words, and rigorous training provided during the course of her education.
• Bob Heiser and Beth Mott began their activities as Assistant Co-Editors of the MER journal with Dr. Sautter. Today they launched the first wave of surveys to 190 AACSB accredited U.S. business colleges who offer marketing degrees. The purpose of the survey is to introduce Dr. Sautter as the new editor, reposition the journal, build a larger subscription base, and generate submissions of "scholarship of teaching" articles. These schools are also being invited to join the MER database, which will provide new PhDs a resource to locate schools that focus on instructional excellence. These schools are also being asked to state their teaching load requirement, so the findings should be of interest to all doctoral students, or any PhD looking to relocate.
• 30 students presented their business plans for new market opportunities in the restaurant industry in Bruce Huhmann, David Wieters and Sherry Mills’ BUSA 365 Product Design and Deliver course.
MBA

- Along with a number of other NMSU faculty and administrators, Dr. Headrick met with Dr. Ta-Jung Lu and Dr. Jong-Wenn Wann of the National Chung Hsing University in Taiwan to discuss possible collaborative efforts between our MBA Programs. We agreed that a collaboration in which NCHU students would complete a “joint” degree program and receive an MBA degree from both Universities would be possible. As Dr. Chris Erickson of our Department of Economics is going to be in residence at NCHU this summer, he will undertake a review of the NCHU MBA curriculum to determine how we might develop this joint program. In addition, we are working on a mechanism for funding graduate research assistantships for NCHU students who would participate in the program.

- Dr. Headrick still hasn’t heard from the Graduate School on the proposal to allow, under limited circumstances, up to six credits of graduate coursework taken for undergraduate credit to also be counted for graduate credit. During the next few weeks, he is scheduled to talk to individual academic advisors in the College of Engineering to design specific advising guidelines for students who are accepted into the Program. As soon as he hears from the Graduate School on our proposal, he will give you an update along with recommendations for future actions.

- Because of the work being done on the BS/MBA degree program concept for Engineering, little progress was made on the development of a similar concept for Physics students. Work should begin on it within the next couple of weeks.

- Liz Ellis and Dr. Headrick took part in the regularly scheduled General Education Task Force meeting at which we stirred up a real hornets’ nest when Liz brought forward a proposal to change the Viewing a Wider World coursework requirements in such a way as to give the students much more flexibility (while, at the same time, eliminating a significant part of the bureaucracy associated with the certification of those particular courses). In the view of several members of the General Education Task Force, any action in this direction would (based on a number of generally illogical, flaming responses) be akin to gutting the entire General Education program and possibly destroying the intellectual integrity of the entire University. The next few meetings should be “interesting.”

- Although we have received a positive review of the concept paper for bringing selected Nirma University Institute of Management MBA students to NMSU to complete their MBA degrees from Anup Singh, Director of the Institute of Management, Nirma University, we are still waiting to hear from Mr. Vasani, Vice Chancellor of Nirma University, for his feedback on the proposal. As soon as we receive his input, we will begin the process of turning the concept paper into a proposed contract between NMSU and Nirma University.