May 7, 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 7, 2004

I spent a good share of last week in the search process for the Vice Provost for Research and Economic Development. We interviewed 5 candidates during the week. The veterans of this search believe this is a very good pool of candidates. The committee will meet on Wednesday to reflect upon our good fortune and to develop our report to Dr. Flores. An editorial note: It has occurred to me that we take a lot of folks off line to go through one of these searches. I may have a graduate student calculate the cost of this search in anticipation that the process can be streamlined.

ADMINISTRATION

- I spoke to a group of Las Cruces High School students, all who had achieved a 3.5 grade point average or above. It looked like good recruiting grounds to me. One of the faculty thought that 2 of the 3 Merit Scholars in Las Cruces were headed to NMSU.
- I represented the College at the initiation ceremony for Phi Kappa Phi. It seems that students are not as enthusiastic about these resume building activities as they were in the good old days. We inducted less than 20 folks. My memory is we once inducted 50 or 60 students at one time.
- I spoke at the “24 Hours of Politics”, a program put together by student leaders to inspire young people to participate in the political process. It was reasonably well attended. Apparently the struggle continues to get young people to vote. It probably wouldn’t hurt for the faculty to lace in a few non-partisan comments in classes reminding students of the importance of voting and/or participation during the political seasons.
- I met with Jim McDonough, Bruce Kite, and Dr. Flores to finally shape the By-laws for the Arrowhead Center. The new By-laws will be presented to the Board of Regents this Friday. It was the pleasure of the Regents that the President of NMSU and the Provost both be added to the Board. I have asked that the Board be less than 20 members so that we can name out side directors. Thanks to Liz Ellis for her good work on the By-laws.
- I just know I am in the right job when I witness the successes of some of our students and faculty at the end of a semester. I was so pleased with Beth Mott's class and their work on developing a campaign for the State Department. I spoke to Ambassador Shippey regarding her take on the project. She was very pleased. In addition, I caught parts of presentations by some of Kevin’s graduate students who were involved with developing market analyses or business plans for companies. Again, the customers were very happy. In both cases the students were professional, well prepared, and very engaged. Directed learning has my vote.
- Bruce Kohl of the New Mexico Securities Department dropped by for a chat. His group has been financially and spiritually supportive of the Stock Market game managed by Dorothy Hughes. As the result of several court settlements, Bruce believes he can provide even more funding for financial educational activities. I have obligated the College to a meeting with Bruce this summer to hear his ideas on financial literacy.
- I participated in the Innoventure project at Corbett Center. From a start of 20 plus teams, participation dwindled to only 3 – but they were dynamite teams. It is a very worthy project that needs a little more planning and support to be successful. Two of our students, Ben Furlow and Michelle Garcia, worked with the students and were the principal organizers of the event. Both received praise from students and teachers for their work. Dr. Janice Black, Al Vickers and Kathy Hansen were the judges. I thought it was very productive in that the judges critiqued the students work and gave them recommendations for improvements.
ASSOCIATE DEAN OF ACADEMICS

- Kathy Brook met with Kate Carter, the new distance education coordinator for NMSU-Grants. She is very enthusiastic about promoting our distance education program in the Grants area and among the Native American population.
- The last of three early registration sessions for new freshmen was held in Albuquerque on Saturday, May 1. At that time we registered about 50 students for the fall semester. This session provides students from the northern part of the state an opportunity to register without traveling to Las Cruces.
- On May 6, twenty-two students were inducted into Beta Gamma Sigma honor society with the able assistance of Pete Dillaway and Peter Wichert. Also inducted were Kevin Boberg and Garrey Carruthers.

ASSOCIATE DEAN OF RESEARCH AND ECONOMIC DEVELOPMENT

- Drs. Peterson and Boje conducted focus group interviews with members of the community to assess their views on the Greater Las Cruces Chamber of Commerce.
- Dr. Boberg accepted two new Arrowhead Center clients for this upcoming summer session. Both clients will need business plans. One for a database focused to meet the needs of first responders. The other for maintaining electronic log books.
- The Stock Market Game concluded its twentieth year at NMSU with a luncheon to recognize teams participating in spring semester. Congratulations to Dorothy Hughes and the staff of SMG for another great year.
- Drs. Popp, Martin, McQuitty, Peach, and Ellis (Liz) met to begin defining the scope of a business plan for the Arrowhead Research Park. At its March meeting, the NMSU Board of Regents invited and approved a preliminary proposal from the group. Over the course of the summer, the team will work with others across campus, visit other universities, and use secondary information in developing a plan that more fully utilizes the research park, including incubator space.
- Cynthia Madden and Dennis Clason worked on the SOW and contractual language from an MOU between CBAE and the NM Human Services Dept. The purpose of which is to research and analyze a number of key initiatives that have been offered as potential solutions for fostering inclusive health care coverage and access to the people of New Mexico. This agreement specifically coordinates the roles between HSD and the Contractor in implementing a health care coverage study of the uninsured population throughout New Mexico. (pending; $300,000)
- Four student groups working with Arrowhead Center clients completed their work, making presentations to clients.

DIRECTOR OF DEVELOPMENT AND PUBLIC RELATIONS – NO REPORT

ACCOUNTING AND BUSINESS COMPUTER SYSTEMS

- Tara Rose, Ernst & Young’s National Minority Recruiting Coordinator spent two days on campus, May 6 and 7. Tara visited numerous accounting classes as a guest lecturer and spoke to the Beta Alpha Psi chapter on Thursday evening. A major theme in Tara’s message was about the needs of the accounting profession for dedicated employees to carry out the recent reforms enumerated in the Sarbanes-Oxley Act.
- The Beta Alpha Psi spring banquet, under the direction of Executive Vice President, Tara Roybal, was held Friday evening at Dickerson's Special Events Center. Sam Felix, a 1984 Bachelor of Accountancy graduate and Manager of Sandia Labs’ Strategic Business Unit Business Services, was the featured speaker. He recounted his career challenges and gave advice to our students about how to prepare themselves for the rigors of an accounting career. Sandy Lawson, the spring semester chapter president gave her farewell address and, after installing new officers, turned the chapter over to incoming president, Rana Razza.
- Larry Tunnell has been tapped by the AICPA to coauthor three partnership taxation continuing professional education courses. Last year, a prior version of these courses attracted over 1,500 CPAs, nationwide.
- Kevin McNelis was one of three Las Cruces area umpires calling the state regional baseball playoffs, in Tularosa, on May 4 and 5.

ECONOMICS AND INTERNATIONAL BUSINESS – NO REPORT
FINANCE

- New Mexico State finance professor Nancy Oretskin received a Fulbright Grant to study and teach at the University of Haifa in Israel in Spring 2005. She will study the different aspects of water mediation between Israelis and Palestinians and will also teach a 40-hour seminar on mediation and environmental disputes.
- On Thursday, May 6, Barry Smith met with the Board of Directors of the New Mexico Title Association at their State Convention in Las Cruces to discuss the development of a licensing preparation course for their members.
- Liz Ellis again met with the General Education Task Force on May 3. The committee continued to debate both the overarching purpose of the "Viewing a Wider World" portion of general education and the specific requirements that will be imposed upon courses for which VWW certification is sought. The proposal currently on the table would drastically reduce if not eliminate the courses offered by the College of Business which can be taken to satisfy the Viewing a Wider World requirement and would eliminate the requirement that VWW classes be taken "outside the college" and in lieu thereof would require a student to take VWW courses "outside the student's discipline".
- On April 30, Ken Martin and Kevin Boberg toured Los Alamos National Laboratory. They viewed demonstrations in the Superconductivity Center and the Re-configurable Advanced Visualization Environment and visited the new Emergency Operations Center. They also discussed possible future initiatives between the CBAE and the LANL Technology Transfer Division.
- On Wednesday, May 5, Ken Martin and Rich Fortin were honored by the Teaching Academy for attaining Membership Status during the Academy's first year.

MANAGEMENT

- Phil Benson was elected Vice Chair of the NMSU Graduate Council for the 2004-2005 academic year.
- Janice Black and Carolyn Chavez attended the "Qualities of a Leader" simulcast jointly sponsored by DABCC and CBAE on Friday, April 30, 2004 at PSL.
- Janice Black conferred with Fernando Cadena of Civil Engineering regarding a potential project for either the Arrowhead Center or for BA 502 for this summer.
- Jim Bishop met with the Chief of Police (Chief John Calender) in Silver City this past Friday to explore the possibility of doing some survey work for his department. This is an expansion of the ongoing project Bonnie Daily and Dr. Bishop are doing with the Las Cruces Police Department.

MARKETING

- Dr. Sautter was inducted as a Distinguished Member of the Teaching Academy on May 5. This is the highest level of honor and requires participation in at least 40 hours of instructional improvement activities offered by the Teaching Academy in the last year.
- Dr. Sautter’s Consumer Behavior class presented their recommendations for the design of PSAs and a website, which focus on communicating with middle school aged kids regarding the reduction of teen pregnancy in our state. Judges for the class presentations included area high school counselors, former teen mothers, Mayor Mattiace and a representative from Senator Bingaman’s office.
- Dr. Sautter met with Maureen Howard of University Communications to discuss results of online surveys she completed gathering input from faculty, staff, and students about the university web page. She summarized results of 178 faculty/staff surveys and 580 student surveys, to assist in future design decisions about the university's web page.
- Pookie Sautter and Sherry Mills received faculty development funds and support from the dean’s office to purchase and participate in training for the Einstruction classroom performance system. They will share what they learn with other faculty who want to use the remote control assessment devices in their own classes.
- Dr. Peterson had a manuscript accepted for publication in *Psychology and Marketing*. The paper, "Customer Perceived Value, Satisfaction and Loyalty: The Role of Switching Costs," was written with Dr. Zhilin Yang, a former PH.D. Student in marketing.
- Beth Mott’s Marketing 314 class presented their project, "Integrated Communications Proposal for the U.S. Department of State, to an audience in the PSL Auditorium. The students in this class formed a cross-functional advertising agency that conducted an advertising campaign for the U.S. Department of State. The campaign focused on increasing awareness among NMSU students about careers as
foreign service officers. The campaign was planned and executed with an operational budget of $2,500.

- Dr. Kelly Tian had a paper invited for a third revision by the Journal of Consumer Research.
- Dr. Kelly Tian was informed by Russell Belk, who is on the editorial board of JCR, that he nominated a paper of hers that has already appeared in JCR for a “Best Article Award.” The Award is given every year to an article appearing in three years prior. Nominations are made by the editorial board who evaluate all articles appearing in that year based on their contribution and impact on the field. The policy board then selects from the nominees. The paper is “Consumers’ Need for Uniqueness: Scale Development and Validation,” and is co-authored with William O. Bearden and Gary Hunter.
- Dr. Peterson has accepted an invitation to serve as short-term visitor and advisor to the entrepreneurship program at National Chung Hsing University in Taiwan.