November 17, 2003

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

From: Garrey Carruthers

Subject: Activities Report for November 14, 2003

Another good week at the plant but “so little time, so many projects!”

ADMINISTRATION

• I met with Dean Bob Moulton and some of his colleagues who are strategizing on how to successfully fund the renovation of O’Donnell Hall. I have committed to contacting a number of legislators to brief them on the project prior to the session. Bob and I may make a short trip around the State to contact key capital outlay folks like Senator Joe Fidel and Senator Benny Altamarano as well as members of the LFC staff. Once we have successfully assisted the College of Education, we can move on to a 2006 campaign for a new CBAE building!

• Dr. Flores has agreed to assist the College (financially) in hiring an excellent female minority faculty member for the spring semester. We will have to get “our ducks in a row” to retain her for fall, 2004 and beyond. My thanks to Dr. Flores for helping with this emergency hire and for his continued support of diversity in the faculty.

• I met with David Boje and Kevin Boberg regarding a requested MOU with a University in France. We agreed to sign the MOU and to encourage faculty and student exchanges with this University. (I am doing this from a remote site and do not recall the name of the University but David Boje can fill you in.)

• At the request of Steve Salway of student placement, the Interim Dean of Engineering and I met with representatives of the Ford Motor Company. As the economy improves, they wish to arrange for more internships with Engineering and CBAE as well as employ more of our students. My sense was that they have not been on campus for some time. As an aside, I didn’t know that Ford owned Volvo.

• Kevin and I met with officials of PSL regarding internships for our students. I have already recommended one student to PSL and we may have slots for 5 or 6 more students beginning in the Spring, 2004. It is great to see the interest in giving our students some directed learning experiences.

• I attended the Administrative Council and Provost Council meetings. One issue, which has been floating around for some time, has been the offering of benefits to domestic partners. While I do not profess to know what the next steps are, the Provost Council approved offering such benefits to domestic partners. According to Ben Woods, the additional cost of doing so was somewhere south of $200,000 in a $24,000,000 budget. (Forgive me if those numbers are a little off. I am an economist so I am comfortable with estimates.)

• I had a very good meeting with officials of MVEDA. They are appreciative of the help they have received from members of the College and are eager to expand our role in economic development. We need to take an inventory of our databases and
report back to them on what we currently have that may be of interest to them. I believe they would like for some of us to be available to visit with businesses they are recruiting.

- I participated in the fund raising event with the Model United Nations group. The Ambassador in Residence at UNM also spoke to the group. Very sharp group of students!
- I met with Secretary of Economic Development Rick Homans, Dr. Flores, Dr. Don Birx and others regarding our continued collaboration with the State on job creation. The Arrowhead Center will play a pivotal role in the University’s contribution to economic development. Homans is still pursuing the possibility of hooking the Universities up to a pre-seed and seed venture capital fund.
- The biggest kick of the week came when I met with students in Beth Mott’s marketing class. They had been tasked to develop a program for marketing/advertising the CBAE to the rest of the University. They had some great ideas. I will ask Kevin Boberg and Kathy Brook to join me when they make their final proposals. As one student put it, I thought it was “cool”.
- I was elected to the Board of Directors of the Las Cruces Country Club, which can, according to those who served before me, be a religious experience.
- The New Mexico First Committee met Friday afternoon to scope out the background paper for the Town Hall meeting, which is tentatively scheduled for early April. My commendations to the faculty committee (Tony Popp, Ed Schribner, Judy Weisinger, Ken Martin, Robin Peterson, and Kevin Boberg) who developed the outline. The outline proposed by the faculty committee was accepted with very little change. The New Mexico First Research committee, chaired by Dr. Dan Lopez of NM Tech, will now review it. Regent Jim Manatt is the principal of this Town Hall meeting and has been instrumental in involving the College in developing the background paper. Also in attendance at this meeting were Paul Shirley, an Albuquerque businessman and Chairman of the Board of the Next Generation Corporation, and John Strand, the City Manager of Deming.
- I met with the Advisory Committee for the Department of Accounting/Business Computer Systems. When I ambled in they were in a dialogue with the Advisory Committee about “what the customer” – the firms hiring our graduates- were looking for in graduates. A great conversation. Kudos to Pete Dillaway and his gang for asking the customer and for having such a good Advisory Committee.
- I will be in Santa Fe on November 17th to Chair the Medicaid Advisory Committee and in Albuquerque on Friday, the 21st, for consulting.
- Kathy Brook attended part of the last of the Noel-Levitz consultant visits to NMSU focusing on enrollment management. The consultant has been working with us to develop plans to increase undergraduate enrollments of new freshmen and transfer students.
- Kevin Boberg met with Kathy Hansen, Marie Haaland Burchett, and Benjamin Furlow to discuss Innoventure. Participation is already up three-fold from last year’s inaugural competition among student entrepreneur teams. The next phase is to secure prizes, mentors, and judges for the competition to be held in Spring 2004. The success reflects the work of Ms. Haaland-Burchett and Mr. Furlow.
ACCOUNTING AND BUSINESS COMPUTER SYSTEMS

- Carlo Mora’s coauthored paper “Determining the Importance of the Supplier Selection Process in Manufacturing: A Case Study” has been accepted for publication in the *International Journal of Physical Distribution and Logistics Management* (forthcoming).

- The Department of Accounting and BCS held an Accounting Advisory council meeting in the Farm and Ranch Museum on November 14, 9:00 a.m. to 4:00 p.m. There are 20 council members from a wide range of accounting practice. Included in the proceedings were an overview of IT facilities, evolutionary changes in the Master of Accountancy program, proposed changes in the Accounting Mission Statement, an overview of recent curriculum developments, requests for advice on curriculum, and breakout sessions dealing with retention, internships, and graduate education.

ECONOMICS/INTERNATIONAL BUSINESS

- Dean Carruthers, Michael Ellis, Rich Hills, Octavio Ramirez, and Dean Schickedanz met to discuss placing the joint proposal from Agricultural Economics and Economics regarding modeling the impacts of new trade legislation, on the list for Federal initiatives.

- Michael Ellis is scheduled to attend the final meeting regarding the proposal to construct an Honors College at New Mexico State University.

- It’s advising time. Michael Ellis advises our Economics majors in both the CBAE as well as A&S, and Rick Adkisson and Herb Ortega do the lions share of advising for the International Business students. Other faculty members also advise when asked by students. It tends to be a busy week just before registration.

- Tom McGuckin successfully went from Las Cruces to Austin and back with members of his Restaurant Economics class. They conducted research there on the economics of food and beverage services.

FINANCE

- On Tuesday Barry Smith was the featured speaker at the monthly luncheon meeting of the Albuquerque CPCU Society. He spoke about the new Insurance and Financial Services program and then recruited some potential employers for internships for next summer.

- On Tuesday Barry Smith also met with Thom Turbett, Executive Director of the Independent Insurance Agents of New Mexico. Barry will be writing a regular article in their monthly newsletter, *La Voz*, in order to publicize the new Insurance and Financial Services program at NMSU. In particular, most of the internships involved in the program will be developed through independent insurance agents located throughout the state, so the monthly newsletter will be an important component for exchanging information about internships and other employment opportunities for our students.

MANAGEMENT

- A paper by Janice Black and doctoral student Esther Thomas, “Land Grant Universities: Maintaining Academic Balance in an Era of continual Change,” has been accepted for presentation at the management education track of American Society of Business and Behavioral Sciences.
MARKETING
• Beth Mott, a Ph.D. student in marketing, and her advertising class in Spring 2004 were selected to participate in a program sponsored by the US State Department and funded by General Motors. The class project is: develop a promotion program for the campus that encourages students to apply for jobs with the State Department. The class will have a budget of $2,500.00 for the campaign and $500.00 will be awarded to the department.
• Pookie Sautter, Mike Hymann, Beth Mott and Harry Taute attended the annual Society of Marketing Advances conference in New Orleans. They all attended a presentation by a recent graduate, Dr. Kevin Shanahan, who presented a paper on consumers’ piracy of music and software posted online.

MBA PROGRAM
• Based on his discussions with the CIMBA staff in Asolo, Italy, Wayne Headrick has developed a concept paper proposing a Specialization in International Business for the MBA degree program in which the students would be required to take the specialization courses at the CIMBA (Asolo) campus during their summer sessions. The College Executive Council has given Wayne the go ahead to continue development of the concept. Rick Adkisson, a member of our International Business faculty, is working with Wayne to develop the details of the proposal that will be submitted to the College faculty and Graduate Council for their consideration.
• Work continues on the development of the MBA Specialization in Agribusiness. The MBA Policy Committee has nearly completed the process of matching the Student Learning Outcomes for each of the MBA courses with the list of Skills, Knowledge and Capacities that AACSB International requires of all accredited MBA programs – thus smoothing the process of identifying the optimal set of Agricultural Economics and Agricultural Business substitution courses to include in the Specialization. The Committee hopes to have the Specialization courses identified within two weeks so Wayne can finalize the proposal that must be submitted to the College faculty and Graduate Council for their consideration.