

MINUTES, BOARD OF VISITORS, SCHOOL OF BUSINESS, UNIVERSITY OF SOUTHERN INDIANA, APRIL 30, 1990

PRESENT: Roxy Baas, Nancy Bizal - Coordinator of External Relations, John Bolger, Brian Derry, Carolyn Georgette, Robert Griffin, Mark Hubbard, Ray Keller, John Kopacz, Robert Leich - Chairman, John Lippert, Paul Nolan, Glenn Pitman - Dean, Phillip Schoffstall, Charles Schulties, Richard Strenkowski - Vice Chairman, Robert Swan, Irwin Teich, and Michael Weber.

ABSENT: Victor Davis, Calvin Dentino, David Gunn, James Minarik, and William Vieth.

ALSO IN ATTENDANCE: Steven Cox, Chair, Economics and Finance; Emmet Edwards, Acting Chair, Management and Marketing; Craig Ehlen, Accounting Faculty; William Henderson, Assistant Dean; Kwangok Kim, Director of Resource Management; Dan Wade, Chair, Accounting and Business Law; and Crayton Walker, Chair, Administrative and Decision Sciences and Business Education.

Robert Leich, Jr., Chairman, called the meeting to order at 8:00 a.m. in Room OC 2025. Leich introduced new board members Roxy Baas, John Bolger, Bob Griffin, Mark Hubbard, Ray Keller, Paul Nolan, and Mike Weber.

Minutes from the first Board of Visitors meeting held November 28, 1989 were approved.

Leich explained the mission of the Board of Visitors including the following roles:

- . Improving interaction with the business community
- . Turning a political key, leading the way to important politicians on behalf of the School of Business
- . Influencing University administration on behalf of the business community and Business School
- . Reaching someone important in the business community who may be helpful to the School
- . Improving communications between the business community and the Business School faculty and students

Glenn A. Pitman, Dean of the School of Business, welcomed everyone. He thanked Nancy Bizal, Coordinator of External Relations, for the orientation dinner held the evening of April 29, 1990, at her home.

Pitman introduced his secretary, Mary Ann McCulloch.

The Dean's report followed. He commented on the beautiful new Orr Center, the new home of the School of Business, and noted that the School of Business faculty has an improved self-image and the students are proud of the new structure. Pitman commended Dr. Kwangok Kim for the smoothness of the move to the new quarters. Pitman commented on steps being taken to enhance the academic atmosphere:

Dr. Steven Cox is editor of a journal, Review of Industrial Organization. The first issue completed at USI was published in the fall.

Dr. Walter Jermakowicz published a book on Poland. He had been asked to take a position in the new government but will probably remain with us.

To address the major deficiencies in the library, an internal Library Committee, which included the University librarian, was set up and has identified areas of greatest need. Since acquiring the M.B.A. Program, USI now has funds available (\$20,000) which will be used to improve the library and will double book holdings in the next twenty-four months. Pitman indicated that the business collection will then be competitive with any regional university library.

To address the problem of a lack of computers in faculty offices, plans are to add half a dozen computers each year to upgrade our laboratory equipment and enable us to recycle computers into faculty offices. Student and faculty usage of computers is currently deemed inadequate.

Pitman indicated that globalization or international business must be introduced into both bachelor's and master's curricula and that management information systems is also a deficiency in the M.B.A. curriculum.

In the academic area, USI has been granted the right to offer an M.B.A. Program. The joint program we have offered in conjunction with the University of Evansville was explained. Pitman mentioned the strong working relationship which developed between Dean Dale Hockstra of the University of Evansville and himself as a result of their operation of the joint program. He noted that we have obtained a "divorce" from the U of E. The M.B.A. Program will bring funds of approximately \$400,000 to the School which will enable us to add faculty, give us the ability to upgrade faculty quality, and position USI for public leadership in business education in the region.

The School has been organized into four departments. Three of the School's department chairmen were present and were introduced: Dr. Steven Cox, Chairman, Department of Economics

and Finance; Dr. Crayton Walker, Chairman, Department of Administrative Decision Sciences and Business Education (ADSBE); and Dr. Dan Wade, Chairman, Department of Accounting and Business Law. He also reported that we have hired a new Marketing Professor, John Killough who will be joining us in late July from the University of South Carolina Ph.D. Program.

Pitman announced that two new awards will be given in the School of Business each year, one for excellence in teaching and the other for excellence in research.

The School of Business faculty has adopted a new promotion and tenure policy which changes the process of evaluating our faculty by involving the faculty members and department chairs in addition to the dean.

A self-study process was initiated to move the School toward its goal of achieving accreditation. Six committees put the self-study together. We have contacted a consultant, Bob Taylor, Dean at the University of Louisville, to assist us in reaching the goal. He will visit us on May 8 to tell us where we are and what we need to do to obtain accreditation. The Board of Visitors Academic Committee will also further address this goal. Pitman explained the differences between accreditation through the AACSB and the ACBSP.

Pitman painted a vision of where the School of Business is going which includes: (1) achieving accreditation; (2) serving the regional community through the bachelor's program; (3) serving the regional community through the M.B.A. Program; and (4) offering Executive Education for current managers. He stated that the job of the Board of Visitors was to help the School of Business attain these goals.

The meeting was interrupted at 8:35 a.m. so that the various committees could meet separately to begin their discussions.

The meeting was reconvened at 10:30 a.m. Reports of individual committees follow.

Community Interaction - Chairman, Phillip Schoffstall

A general discussion was held pertaining to where the University was and where it is going. From these discussions four basic proposals were made:

1. Curriculum strengthening is needed.
2. Foundation - The School of Business must prepare its students for life after graduation.

3. The University should be a visible resource to the community.
4. The University must be pro-active in enhancing interaction between the University and the community.

Covered in the discussion were ideas such as limited student internships, faculty internships, and faculty consulting opportunities.

Phillip Schoffstall asked what the next step should be. Pitman asked if there was one priority that the School could begin working on. A general discussion followed. Crayton Walker said he felt we should work on USI's image. Perhaps we could increase the idea of interaction with School of Business faculty by developing a publication showing services available. Pitman requested that some businesses send guest speakers into our classrooms to begin the interaction process.

Executive Education - Paul Nolan, Chairman

The only programs now are several classes in computer literacy. A set of internal purposes for Executive Education was established:

1. Increase faculty compensation.
2. Provide funds for faculty research which will aid the accreditation process.
3. Provide funds for new equipment and data bases.
4. Improve morale and retention of faculty.
5. Increase faculty interaction with and understanding of the business community.

Feelings:

The Committee felt that Executive Education would be a valuable product offering that the market is in need of. They feel the following steps are necessary:

1. Sort out the competition - Who is doing what regionally? What are they doing? What niche could USI serve?
2. Assessment of USI faculty (3-4 people)
Match faculty strengths to need and determine our niche.
3. Determine how we are going to work with Continuing Education.

4. Proceed in a start-up mode, including market analysis, and product introduction.

Academic Affairs - In the absence of Victor Davis, Chairman, Bill Henderson gave the report.

Several types of innovative activities were discussed such as Task Force-Technology, Executive in Residence, Visiting Scholars (Marketing, etc.), and Small Business Institute. Computer usage in classes was discussed as well as the issue of mechanisms for evaluating teaching. Faculty are required to submit evaluations. Other methods include peer, department chair, and dean observation of classes. The Faculty Activity Report, which includes an evaluation of teaching, serves as a basis for raises.

Dr. Sang Choe talked to the Academic Affairs Committee about the library. We have half the number of books required for accreditation. AACSB requires 60% of the Harvard Business Library Core. He noted that the M.B.A. Program provided a cash infusion which will help in this area. The Library Committee presented a plan for acquiring the periodicals and journals.

The Academic Affairs Committee also noted facts regarding the M.B.A. Program: thirty-six graduate hours are required. There is much work to do in setting up this program. Changes in the curriculum will be made after the first year. The phase-out of University of Evansville involvement and faculty usage was discussed.

The Committee also discussed the bachelor's program. Applicants to the program must have a GPA of at least 2.0 and at least 800 on SAT scores. The standards were increased three years ago requiring that all students take a calculus course. If we become accredited, it will mean our students will be branded as students coming from a "quality" School of Business.

Recommendations:

1. Admission to the School of Business could be separate from admission to the University.
2. The Committee favors AACSB accreditation. Quality over quantity must be stressed. If you have quality, the quantity follows.

General discussion followed the report.

Steve Cox noted we have some students on probation who can't do algebra or read above 8-9th grade level and that some classes are too large. We must accelerate learning in the first year by

determining what our market is and at what educational level we are to function.

Dan Wade stated that some of our majors are top-notch students. Others may take 5-6 years to graduate which is okay; they can still graduate as top-notch students.

Rich Strenkowski asked, "Are standards of students and student quality from USI going to meet the needs of the business community in Evansville?"

He also asked what open admissions schools have achieved accreditation. Pitman is to get this information for the Committee. Pitman stated that over 50% of applicants from outside Evansville turn down jobs in Evansville because of location according to discussions he has had with Board of Visitors members who recruit nationally.

Finance - John Lippert, Chairman

The School of Business only receives 10% of the budget of the University, but it provides service to over 30% of the total student body of the University.

Many things were discussed, but the Committee felt that they must meet again prior to the next Board of Visitors meeting. There is a definite need to raise funds.

Following the committee reports, Pitman introduced Dr. Robert L. Reid, Vice President for Academic Affairs. Vice President Reid stated that he is proud of the School of Business and the role it plays. The School of Business is the strongest academic unit in terms of numbers. He said 2/3 of its graduates end up working in the Evansville area. There are always a large number of students from the School of Business who receive awards on Honors Day. He noted the Presidential Scholar Program which is in its third year.

He thanked the community for the support they've given for the library and the faculty through the vehicle of the USI Foundation. He noted specifically:

1. The Faculty Development Fund of \$20,000, \$5,500 of which went to the School of Business
2. The Faculty Research Fund of \$10,000, which experienced a large increase in demand from the School of Business
3. The Student Research Fund

He also mentioned the establishment of the Technical Assistance Center whose role is funding and nurturing new business ventures in Evansville.

He also discussed the \$240,000 Lilly Grant (\$80,000 x three years) and noted that the School of Business is a very active participant.

Reid discussed the USI M.B.A. Program:

On April 13, 1990 we received approval from the Commission for Higher Education for the M.B.A. Program at the University of Southern Indiana. He gave a history of USI and the M.B.A. Program. In January of 1987 a cooperative program was established between USI and U of E which permitted only U of E degrees be granted, but USI shared the management and teaching responsibilities. Now we have our own program and degree-granting authority.

Lunch break began at 12:30 p.m. The meeting reconvened at 1:30 p.m.

Accreditation was again discussed. The Board of Visitors encouraged the School to become accredited by the AACSB not the ACBSP.

The bylaws were approved as amended (see Attachment).

The next meeting will be November 13, 1990.

The meeting was adjourned at 2:12 p.m.