

MINUTES, BOARD OF VISITORS, SCHOOL OF BUSINESS, UNIVERSITY OF SOUTHERN INDIANA, APRIL 20, 1992, EMBERS ROOM, THE MCCURDY

PRESENT: Roxy Baas, John Bolger, Robert Griffin, David Gunn, James McKinney, Thomas Magan, Allen Mounts, Jerald Newhouse, Richard Stivers, Pamela Schrecker, Richard Strenkowski, William Vieth, Michael Weber, Phil Fisher, Nancy Bizal

ABSENT: J.C. Anderson, Alan Brill, Calvin Dentino, William Fisher, Carolyn Georgette, Michael Hinton, Mark Kerney, John Lippert, Robert Swan

GUESTS IN ATTENDANCE: Associate Dean Emmet Edwards, Assistant Dean William Henderson, MBA Program Director Daniel Wade, Director of Career Services and Placement Marilyn Schmidt who worked with the Community Interaction Committee; and the Faculty Curriculum Committee: Assistant Professor of Business Administration, Chairman Ramadan Hemaida; Assistant Professor of Business Administration John Killough; Assistant Professor of Business Jong Rhim; and Instructor in Business Robert Wuerth who worked with the Board of Visitors' Academic Affairs Committee.

CALL TO ORDER, WELCOME, INTRODUCTIONS

Richard Strenkowski, Chairman, called the meeting to order at 8:10 a.m. He then reviewed the purposes and goals of the Board of Visitors. Purposes: 1) to provide counsel and advice on goals and plans of the School, 2) to encourage communication between the Board, School of Business faculty, and community, 3) to promote faculty and students, 4) to lend support by helping to get speakers for classrooms, 5) to provide counsel in the direction of programs, and 6) to help find financial resources. Goals: 1) formation of a framework for proactive participation, 2) provision of visual support, 3) acquisition of awareness of issues and need for AACSB and 4) development of a financial support system.

MINUTES

The minutes were approved as mailed.

Dean's Report - Phil Fisher

Dean Fisher introduced new board member Allen Mounts, Vice President of Human Resources Keller Crescent and mentioned three new members not in attendance: Alan Brill, President of Brill Media Company; Mike Hinton, Executive Vice President Operations and Chief Executive Officer of Old National Bank, and Suzie Schrecker, Director of Human Resources at Mead Johnson, Nutritional Group International.

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Dean Fisher introduced staff members: Associate Dean Emmet Edwards Assistant Dean Bill Henderson, MBA Director Daniel Wade, Coordinator of External Relations Nancy Bizal, and Administrative Assistant Mary Ann McCulloch.

Enclosed herewith is a copy of the Dean's report.

Additional comments made by Dean Fisher are as follows:

Faculty

- . We must insure that night and day students receive an equal education
- . Qualified adjuncts to teach during the day are hard to find. 20-25% of our classes are taught by adjuncts. In the University as a whole it is 40%.
- . Class loads are high. Our faculty teach 4 courses a semester; the standard is 3. Teaching 12 hours a week restricts time for research and publication which, of course, affects faculty professional mobility.
- . Should we consider dropping low-enrollment programs?

Student Standards

- . Consideration is being given to increase the minimum grade point average required for admission to the School of Business from the present 2.0. The goal would be to eliminate the bottom 10% this year and another 10% next year.

Chairman's Report - Rich Strenkowski

The School of Business is trying to step forward. The School of Business is very important to the business community. We should see more support and involvement. We need to continue to showcase the School of Business. Our future challenges are 1) continue the progress we have made; we have only begun, 2) broaden the role of the Board of Visitors; we have an obligation to make the community more and more aware, and 3) keep sight of our goal of AACSB accreditation which will allow us to compare ourselves with the best - this is the biggest selling point in the community and this area of the country. The business community needs the School of Business to attract employees and for growth. The niche for U.S.I. is the School of Business.

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MBA Report - Dan Wade

Enclosed herewith is a copy of that report. Dan Wade made the following additional comments:

- . The transition of the MBA Program from University of Evansville to U.S.I. has been very exciting to us.
- . Our standards require a minimum 1,000 score to be accepted into the program. This is calculated as follows:

Undergraduate GPA  
X 200  
+ GMAT Score (450 minimum)

- . Our tuition agreement with Kentucky is no longer in effect.
- . 106 applications are pending and may stay in that state for a year.
- . MBA courses are twice as expensive so far as faculty costs are concerned.
- . We have enough classes to handle at this time with the number of faculty we have.
- . Undergraduates show a lot of anxiety about calculus. The value of Calculus is that it teaches one how to approach a problem which is just as important as direct application.
- . Comments from the Board of Visitors are welcome at any time.

Academic Affairs Committee Report - Roxy Baas

Members met last summer and traded ideas. The consensus is students seem to be lacking people-management skills and communication skills. We must thread these skills throughout the curriculum. Perhaps verbal and written communication (grammar, etc.) should be part of the final grade? Should students work together to improve teamwork skills? Would role-playing help? Could we have more presentations by outside speakers? One of the committee's goals was to meet with the School of Business Curriculum Committee and this will take place today.

Community Interaction Committee Report - Mike Weber

Mike welcomed everyone to the McCurdy. The overall goal of the committee is to create a partnership between U.S.I. and the Board of Visitors. The committee is to help develop student internships and co-op programs, help find Executive-in-Residence candidates, help to find outside speakers (a listing of available speakers and topics was distributed), assist in setting up faculty internships (this is a more difficult assignment but the faculty have shown a strong interest), arrange short on-site visits for faculty and students with area businesses.

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Finance Committee Report - Phil Fisher on behalf of John Lippert, Committee Chair

This committee has been concentrating on fund raising. At the present time work is being done on an internal plan to contact alumni. Also, Dean Fisher has, with assistance from the Board of Visitors, been meeting with businesses, mostly banks; substantial assistance has been promised. Help from various Board members has been very helpful...they have provided access and support. Some members of the Board listened to a "dry-run" presentation before the presentations and gave helpful feedback. The committee hoped to raise \$50,000. We haven't done this yet but fund raising has increased over last year.

Membership Committee Report - Nancy Bizal on behalf of Carolyn Georgette, Committee Chair

Since our last meeting we have four new members: 1) Alan R. Brill, President of Brill Media Co., 2) Michael Hinton, Executive Vice President Operations and Chief Executive Officer of Old National Bank, 3) Allen Mounts, Vice President Human Resources of Keller-Crescent, 4) Suzie Schrecker, Director of Human Resources of Mead Johnson, Nutritional Group International. Due to other commitments Robert Leich, our Charter Chairman, found it necessary to resign. We have several prospective members the committee would like to consider with the board's approval: Ron Romain of Romain Buick, someone from American General, and someone from Alcoa. The Board approved consideration of these new members.

Nominating Committee Report - Rich Strenkowski

Mike Weber was nominated and subsequently elected Vice Chair.

Phil Fisher thanked Rich Strenkowski for serving as Chair and presented him with a plaque.

Rich Strenkowski thanked everyone for their assistance over the past year and expressed special thanks to Nancy Bizal, Coordinator of External Relations.

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New Chair's Report - Bob Griffin

- . Rich has set the course; we have the mechanism in the community.
- . We have a lot of good talent in our Board of Visitors.
- . I want to add impetus; I want to increase our sense of urgency to get things done.
- . Our section of the state is undereducated compared to the rest of Indiana and national standards.
- . I Served on the Indiana Development Commission for 6-7 years and saw industry attracted to other parts of the state...partly a result of under-education.
- . The quality of our personal life and our business success depends on the education of the area (Skill levels today are more demanding). College training is a platform on which businesses add training.
- . Toyota Tour (quality of work force, mostly American) 30% are college graduates.
- . I am looking forward to working with all to meet the challenges.
- . I encourage attendance at Board of Visitors. The meeting day will be changed from Monday to Tuesday morning.

Break at 10:10 a.m. Individual Committee Meetings took place.  
Reconvened at 11:50 a.m.

Phil Fisher introduced U.S.I. faculty who came to participate in the committee meetings:

Marilyn Schmidt met with Community Interaction Committee  
Ramadan Hemaida, John Killough, Jong Rhim, and Bob Wuerth  
met with Academic Affairs Committee.

Academic Affairs Progress Report - Roxy Baas

We all want U.S.I. to be the best. We strongly feel that students need to develop leadership skills to be truly successful. New curriculum will start in the Fall of '93. AACSB requires some changes in the curriculum to meet accreditation standards. Killough graded a test allowing 20 points out of 100 for writing skills but found it was not just a question of motivation but that students don't know how to write. Reading books elevates attitude and maybe should be more a part of the curriculum. Presentation from outside speakers of how important communication skills are can be very valuable. Promotions only go to those who can communicate.

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Community Interaction Progress Report - Mike Weber

This committee has been concentrating on outside speakers. Dean Fisher will talk to the faculty about speakers. Another memo is forthcoming from Mike Weber about speakers. Committee will meet again May 5 to continue what was started today. Committee will also focus on internship programs. Some work has already been done on changing internships. (Phil Fisher commented that he is not keen on unpaid internships since 70% of our students work part-time and need the money).

Finance Committee Progress Report - Jim McKinney

Within the next six months we will have meetings with at least six major firms, stake holders who hire our students and have a stake in community development, i.e., Alcoa, American General, Red Spot, Research Systems. If anyone can help in going into seeing them, please let the committee know. The committee wants to raise awareness of smaller firms.

All Board members were reminded of the \$100 minimum membership fee for the Board. Bob Griffin passed out envelopes for this purpose.

ANNOUNCEMENT

Phil Fisher thanked Mike Weber for hosting the meeting at the McCurdy and all of the Board members for their time and support.

PLEASE MARK YOUR CALENDARS....NEXT BOARD OF VISITOR'S MEETING WILL BE TUESDAY, NOVEMBER 17.

Meeting was adjourned at 12:15 p.m.