

MINUTES, BOARD OF VISITORS, SCHOOL OF BUSINESS, UNIVERSITY OF SOUTHERN INDIANA, NOVEMBER 17, 1992, DEACONESS HOSPITAL MEDICAL COMPLEX

PRESENT: Roxy Baas, Alan Brill, Carolyn Georgette, Robert Griffin, David Gunn, John Lippert, James McKinney, Thomas Magan, Allen Mounts, Jerald Newhouse, Ronald Romain, William Schmits, Richard Strenkowski, Michael Weber, Phil Fisher, Nancy Bizal

ABSENT: J.C. Anderson, John Bolger, Calvin Dentino, William Fisher, John Flock, Michael Hinton, Mark Kerney, Pamela Schrecker, Richard Stivers, Robert Swan, William Vieth

GUESTS IN ATTENDANCE: Vice President for University Relations Sherrienne Standley, Associate Dean Emmet Edwards, Assistant Dean William Henderson, MBA Program Director Daniel Wade, Chairperson of Administrative and Decision Sciences and Business Education Department Larry Arp, Chairperson of Economics and Finance Department Steven Cox, Chairperson of Accounting and Business Law Department Mehmet Kocakulah, Chairperson of Management and Marketing Department Barbara Marting

CALL TO ORDER, WELCOME

Bob Griffin, Chairman, called the meeting to order at 8:00 a.m.

MINUTES

The minutes were approved as mailed.

Dean's Report - Phil Fisher

The "Dean's Report" and the "Plan for Accreditation" was included in the folders distributed at the meeting. Phil Fisher "walked" board members through the report and entertained questions on the report or accreditation plan. He also told the members the Total Quality Management Team (consisting of Team Leader Bill Henderson, several School of Business people, our Registrar, and representatives from Admissions Office and University Relations Office) have met five or six times and are making recommendations for more efficient student advising.

Chairman's Report - Bob Griffin

Bob Griffin asked faculty members to introduce themselves and tell what they teach/do.

He announced that dues envelopes were included with each board member's packet.

Bob Griffin distributed a chart showing statistics on adults completing college in this area as compared to the state of Indiana and the United States. The chart shows that we are undereducated in this area but U.S.I. has been helping to reduce this problem. Bob Griffin talked about these implications and said he hoped the statistics would help stimulate the Board's vigor in supporting U.S.I.

#### Finance Committee Report - John Lippert

On behalf of Rick Stivers, who was called out of town at the last minute, John Lippert welcomed everyone to Deaconess. (John Lippert serves on the Deaconess Hospital Board). He commented on all the remodeling and explained how the board was scheduled for a larger room but the room came up for remodeling and we were relocated.

John Lippert reported: Contributions to the School of Business total \$48,500. (Gifts from individuals - \$13,133, from Board of Visitors - \$2,000, and from businesses - \$33,367). Additional funds were raised as follows: Give-a-Book - \$1,635, Wanda Hibbitts Scholarship - \$6,987, Malcolm Koch Scholarship - \$5,000, and Malcolm Koch Research Fellowship - \$5,500. All accounts receivable total \$67,622.

A breakdown of the business gifts solicited from the various businesses and the amounts given were read. John Lippert elaborated on the employee matching gifts program. He also mentioned plans for contacting other businesses in the area to solicit additional funds for our School of Business.

Phil Fisher discussed preliminary plans to begin a Center for Advertising Research and indicated interest shown by research systems corporation.

Phil Fisher mentioned our guest lecture program and encouraged board members to participate. John Lippert is planning to speak to Barbara Marting's class.

#### MEMBERSHIP COMMITTEE REPORT - CAROLYN GEORGETTE

The Membership Committee recommended the following:

1. Approve reappointment of John Lippert for another 3-year term.
2. Approve reappointment of Allen Mounts for another 3-year term.
3. Approve for membership consideration Russell Sherlock of Acordia Benefits.
4. Approve for membership consideration Steve Rudolph of Rudolph Construction.

The motion carried to approve the above.

## COMMUNITY INTERACTION REPORT - MIKE WEBER

The committee met three times over the past year and the committee has been working on several projects. The main focus was on Internships and Cooperative Programs; the committee worked with Marilyn Schmidt-Director of Career Services and Placement, Phil Fisher, Bill Henderson and Nancy Bizal on developing two brochures, one for the employer and one for the student employee. The committee is hoping to develop a stronger partnership between the business community and U.S.I. and will continue to help get classroom speakers and help make arrangements for students to visit area businesses. The next focus will be to promote faculty internships and consulting by faculty in local businesses.

## ACADEMIC AFFAIRS REPORT - ROXY BAAS

The overall committee goal selected in the summer of 1991 was the "enhancement of people management and communication skills within the School of Business curriculum." The following five steps were suggested to accomplish this goal: 1) include "development of people management and communication skills" in the School's mission statement...(this has been done). 2) emphasize the importance of these skills by requiring the use of people management and communication skills in every course, from accounting to economics to marketing. Verbal and written communication will be a part of course content and the use of correct grammar and rules of composition will be a component of the grade. Students should work together on projects in teacher-assigned groups which will build people management and teamwork skills...(we are working toward this). 3) require evidence of having met minimum English and composition skills before students may enroll in the School's business courses. This could be handled by enrollment testing of evidence of achieving, say, a 75 percent average in certain "general studies" English and composition courses at the undergraduate "100" level...(still under consideration). 4) include in several of the courses experiential learning techniques such as role playing and video taping or team projects where one student takes on the task of "team manager" and other students are assigned specific roles...(some of this is being done and we are working toward this). 5) presentations by outside businessmen and women to deliver the message that written and oral communication, interpersonal and leadership skills are an important part of a student's education and vital to his/her ultimate success in the work-place...(this is being done).

Some Board of Visitors members attended an informal School of Business Faculty meeting where AACSB meeting attendees gave reports. The encouraging news seems to be that if we continue to build toward excellence, accreditation will naturally come.

## Discussion

Jim McKinney asked how we were going to get quality and quantity to come together.

Phil Fisher said "We turn out quality people who may not have succeeded anywhere else". We have many success stories and in many cases we are "making gold out of straw". Per Sandy Hermann, Director of the University Division, we do not have the resources to do the job adequately. On a per student basis we get less money than other universities as you can see reported in the papers.

Vice President Sherianne Standley said the legislature is beginning to listen. It recently asked of Dr. Rice "What formulae would you propose"? She also stated that entering freshmen are tested so if skill-sharpening is needed they can get it before going on...80% require remediation and U.S.I. is not alone.

Assistant Dean Bill Henderson said that companies that pay less can count on getting the lower one-third of our CIS graduates.

Associate Dean Emmet Edwards said we are continuously raising our quality. Our mission is to create a good product; some are first generation college students, and we have the cream of the crop in the School of Business.

Mike Weber said he is a first generation college graduate himself. This generation is not as focused. Parents tell the kids they are going to college; but if the students are not focused, they drop out. Hopefully they will learn something out in the world and decide to come back to school.

Dan Wade - Students work 30-40 hours a week and are motivated to go to school. Most are very focused. Our job is to hone their desires.

Nancy Bizal - Some have been good students always. Now they are trying to work, too, and are having a hard time trying to do everything at once.

Roxy Baas - Perhaps students should be advised to take 5 or 6 years to get through school and work less. Bill Henderson and Dan Wade said "we do tell them that."

Bob Griffin - Remediation seems to be a role of U.S.I.

Rich Strenkowski - Our High School system is flawed. The bottom one third has major problems. Perhaps we can get Sandy Hermann to address our group at the next Board of Visitors meeting.

## Spring Meeting

Our spring Board of Visitors meeting will be Tuesday, April 27, 1993 on the USI campus.

## Break for Committee Meetings

### Finance Committee Report - Phil Fisher

Last year's accomplishments were reviewed. We talked about ways to let donors know what we've done. We need continued support from our present donors and we need to expand our major donors. We discussed the Board of Visitors lobbying for the School of Business. "We need a meeting in the short future when the Dean is more ready."

### Community Interaction Committee Report - Mike Weber

There are three major issues:

- 1) Student Internships - We have developed brochures and the committee is trying to absorb the comments made today.
- 2) Faculty Internships - We are trying to develop a direction and a timetable. A selected faculty group will be identified...Nancy Bizal and Dan Wade will work on this. We must determine what the faculty member is expecting as well as what the businesses will be expecting.
- 3) Phil Fisher requested feelings regarding a recognitions banquet for business leaders, alumni, and faculty. The committee discussed the advantages of such.

### Academic Affairs Committee Report - Roxy Baas

Bill Henderson explained to the committee the curriculum programs and changes being made. The Accounting major will become a 5-year program in 1995. Many changes must occur so that students can attain half their credits in business and half in non-business courses. The committee needs to meet in the next month or two. We will spend more time on the content of what will be covered in the classes.

### Closing Comments and Adjournment - Bob Griffin

As we close this meeting please carry these two thoughts with you: 1) ramifications of under-education, and 2) ramifications of under-funding from the State...we are not getting our fair share. We must all be lobbyists for U.S.I.

The meeting adjourned at noon and lunch was served in Johnson Hall.