

MINUTES
BOARD OF VISITORS, SCHOOL OF BUSINESS
THURSDAY, NOVEMBER 21, 1996
UNIVERSITY CONFERENCE CENTER

Present: Roxy Bass, John Bolger, Kevin Clancy, James Dodd, Keith Emge, David Gunn, John Lippert, James McKinney, Allen Mounts, Alan Newman, Ronald Romain, Ken Sendelweck, Suzie Schrecker, Al Umbach, John Shekell, Mike Weber, Phil Fisher, and Nancy Bizal.

Absent: Allan Adams, Dean Bosler, Alan Brill, John Flock, Robert Griffin, Patrick Harvey, Michael Hinton, Michael Elliott, Thomas Megan, Jerry Newhouse, Lawrence Prybill, Steven Rudolph, David Russell, Pete Ruthenburg, Richard Stivers, Marjorie Soyugenc, Richard Strenkowski, Robert Swan, Carolyn Georgette, Mike Copeland, William Koch, James Muehlbauer, David Carson, and Rick Geissinger.

Guests: Sang Choe, Larry Arp, Dan Wade, Dane Partridge, Craig Ehlen, Bill Henderson, Jennifer Williams, Mehmet Kocakulah, Munir Quddus, Marwan Wafa, and Bob Hartl.

Welcome and Introductions:

Chairman David Gunn called the meeting to order at 8:05 a.m. Gunn welcomed everyone to the meeting and announced eight new members have joined the Board of Visitors. They are David Carson, Michael Copeland, Michael Elliott, Rick Geissinger, Patrick Harvey, Will Koch, Jim Muehlbauer, and John Shekell.

Resolution:

Jim Dodd made a motion to prepare a resolution in memory of Daniel Leitch, former member of the Board of Visitors. Seconded by Keith Emge. Motion carried. Dave Gunn directed Nancy Bizal to prepare the resolution.

Approval of Minutes

The minutes of April 3, 1996, were approved as mailed.

Dean's Report

Phil Fisher announced a bequest of \$1.1 million to the School of Business by Mrs. Susie Gumberts. This is the third largest donation in the university's history. Half of this gift will establish the Eugene and Anna Wells Scholarship Fund in memory of Mrs. Gumberts' parents and the other half will be used to create a scholarship fund named for Mrs. Gumberts and her late husband, Richard. A Presidential Scholarship providing tuition, room and board for four years to high-school valedictorians and salutatorians has been discussed.

Fisher reviewed the report from Dr. Joseph Domitrz, Chairman of the AACSB Peer Review Team.

The team recommended a one-year deferral of initial accreditation. The report and letter was included in the meeting folders.

Fisher then presented the Dean's Report which was included in the meeting folders.

Dean Fisher assigned for discussion various sections of the AACSB review team's report to two groups--the nucleus of one group was the Academic Affairs Committee led by Suzie Schrecker and the other, Community Interaction Committee led by Jim McKinney in Tom Megan's absence. BOV members on other committees and faculty selected which group they wished to join.

Questions and answers preceded the break-out sessions.

Mike Weber: Did you develop a correction plan?

Phil Fisher: That is one of the things that the team made clear that should be done during the year. We will remain in communication with the review team. We hope to have a plan by next semester so we can build some record, then we will write a report on just those issues. A couple of team members will return next year.

Suzie Schrecker: Please clarify our task today.

Phil Fisher: I would like the Academic Affairs Committee to discuss with faculty members to gain their understanding of what this report means; the faculty had more contact time with the team than I did. We are interested in your thoughts of how to address these recommendations. I would like the Community Interaction Committee to discuss how we can provide more service to the community.

Jim McKinney: Clarify "most serious concern...collective management of the curriculum."

Phil Fisher: We do have syllabus review by department chairs. AACSB felt syllabi were lacking in detail. Faculty will need to adopt minimum requirements of what goes into syllabi. Academic freedom issue is a tradition; people are subject to peer review for promotion and tenure; as we adopt continuous improvement process, it makes it important that we work together.

Roxy Bass: I have the impression it is more than curriculum

Phil Fisher: Yes, for example, the Personnel Committee has not ranked pass/fail on sabbaticals; the Dean has made the decisions. Basically, it is a philosophy that is what the Dean is paid to do. Renewal, promotion, and tenure--faculty committee reluctant to say no; however, we have broken with tradition once. Our school is in transition; our faculty is relatively junior; our senior faculty were promoted when a lower standard was in place.

The Dean has been willing to make the decision and maybe has not done enough to empower the faculty.

Chairman's Report

David Gunn thanked Phil Fisher and Dan Wade for all their efforts in preparing the self-study and getting the School of Business ready for accreditation. Gunn suggested the school respond positively and firmly to deficiencies. The goal is to get accreditation in one year. The report is honest but more critical in some areas than expected.

Phil Fisher: The report is meaningful, and the team was trying to be honest.

Committee Reports

Finance - John Bolger

Fiscal year's (July 1, 1996 - June 30, 1997) goal is \$60,000. So far \$31,131 has been raised, which is on target. \$55,030 was raised last year.

Members were given a record of their giving (personal and/or for the organizations they represent). Members voted at an earlier meeting that a minimum contribution of \$100 would be appropriate.

John Lippert clarified that contributions to the Capitol Campaign may be designated to the School of Business.

No other committees reported.

Reports from Break-out Sessions

Suzie Schrecker - Chair of Academic Affairs Committee reported for this group.

This BOV group became familiar with the faculty's understanding of the AACSB appraisal. We believe this is a wonderful opportunity and are pleased with the report. We see this as an opportunity to get better. We did not expect AACSB accreditation the first time; this is not a major block. We need to find ways to implement the recommendations.

How can we manage a mindset that allows for academic freedom and autonomy and put a process in place to standardize syllabi for integration and cohesion of learning? Faculty community accountability needs some work; faculty needs to feel empowered to take on a decision-making role. We recognize junior faculty lacking tenure is an issue.

There needs to be more linkages with the community to achieve integration and cohesion for alignment with the School's mission and purpose.

Jim McKinney - Acting Chair of Community Interaction Committee reported for this group.

The AACSB team found little evidence of continuing education and economic development, both of which are mentioned in the School's mission statement. Maybe the wording needs to be changed to "service to the community." We should be doing things to do them right, not just for accreditation. We need to document what we do for service. There is no system in place for community interaction and no group in School like the BOV Community Interaction Committee. The team grilled on "what is driving the process."

We need

- to inventory what goes on in the way of community service
- to inventory what resources are available to provide to the community
- to develop a marketing program to tell community what we can do--use marketing department as consultants in this area
- use BOV as resource to broadcast that this is important to us
- determine what is important to BOV

The priorities for the School are #1 educated students, #2 research and development, and #3 community service (#3 needs to enhance roles #1 and #2).

The review team looked at mission statement. We feel that economic development is still appropriate but need to clarify that it means expanding and developing labor force. We need to interpret and define what we mean.

Next Steps

The School will remain in communications during January and February with committee meetings to continue to get feedback from the BOV.

The School will stay in contact with the AACSB Review Team Chair.

We will take BOV recommendations to the faculty.

We will work on sequencing issues; we may do some reconstructing of committees--when and how is undecided.

We will keep BOV informed of what we are doing.

Adjourn

Meeting was adjourned at 12:00