

MINUTES
BOARD OF VISITORS, SCHOOL OF BUSINESS
TUESDAY, APRIL 22, 1997
CARTER HALL
UNIVERSITY OF SOUTHERN INDIANA

Present: Roxy Bass, John Bolger, Dean Bosler, Alan Brill, Mike Copeland, James Dodd, Carolyn Georgette, Robert Griffin, David Gunn, William Koch, James McKinney, Thomas Magan, Allen Mounts, Jim Muehlbauer, Ronald Romain, Richard Stivers, Robert Swan, Michael Weber, Phil Fisher, and Nancy Bizal.

Absent: Allen Adams, David Carson, Kevin Clancy, Michael Elliott, Keith Emge, John Flock, Rick Geissinger, Patrick Harvey, Michael Hinton, John Lippert, Jerald Newhouse, Alan Newman, J. Steven Rudolph, Pete Ruthenburg, David Russell, Kenneth Sendelweck, Suzie Schrecker, John Shekell, Marjorie Soyugenc, and Albert Umbach.

Guests: Larry Arp, Sang Choe, Bill Henderson, Mohammed Khayum, Mehmet Kocakulah, Tim Mahoney, Ernie Nolan, Dane Partridge, Joy Peluchette, Munir Quddus, Dan Wade, Marwan Wafa, and Jennifer Williams.

Welcome and Introductions

Chairman David Gunn called the meeting to order at 8:15 a.m. Gunn welcomed everyone to the meeting and announced three new members have joined the Board of Visitors. They are Michael Copeland, William Koch, and James Muehlbauer.

Approval of Minutes

The minutes of November 21, 1996 were approved as mailed.

Dean's Report: Phil Fisher

Dean Fisher's report was included in the meeting folders.

Questions and Answers followed.

Question: What is the official name for the Center for Business and Economic Research?

Answer: No decision has been made on the name. Most business schools have such a center.

Question: What are we doing to promote the pass rate on CPA exam?

Answer: We have put out a press release. Michelle Schroeder who scored #2 in Indiana is working for Kimball International. She was our first intern for Kimball. Prior to that time, Indiana and Purdue Universities had been their source of interns. Michelle broke the barrier; we now have our third intern at Kimball.

Chairman's Report: David Gunn

From being a BOV charter member to its Chair has been rewarding and interesting; it has been a wonderful experience. The School of Business can be proud of the pass rate on CPA exam (five of top ten are USI students). We are close to AACSB accreditation and should get through the last steps. Success in master's degree programs is just the beginning. We have come to a crossroads in our youthfulness and have experienced significant successes in a number of areas. As John Lippert said last year continuous realignment is necessary, an important part of constant change, i.e. Accounting 201 cannot be taught the same as it was when I was in school.

Challenges facing us for the future:

1. AACSB accreditation
2. Keeping accreditation and advancing it
3. Growth in our future - projections are high but we will reach some level of maturation
4. Life-time education and improvement (more interaction with business community - faculty will have to reach out and business will have to reach in)
5. The need to set up to manage change

Gunn closed by saying, remember it's still about people and have fun.

Committee Reports

Finance: John Bolger

The goal for 96-97 is \$64,000. Currently we have \$59,000. The goal of 97-98 is \$86,000; the Research Center makes the difference. Bolger reminded members of the BOV resolution that each member (or their organization) is expected to contribute a minimum of \$100/per year to the School of Business Foundation. Donating to the Capital Campaign does count toward SOB contribution if you designate it to the SOB. SOB designated money makes a big difference in faculty development and recruiting.

Carolyn Georgette asked, where is the USI budget going and where does the SOB fit in the long-haul?

Fisher answered, the School of Business has been treated very well by USI. We have 20% more faculty growth (six new faculty) and \$700,000 in technology since 1990 (the year Fisher came to USI). SOB will have to have an enrollment growth if the SOB is to get more resources; we expect enrollment growth over last year.

Membership

Membership Committee Report is attached. All recommendations were passed. John Lippert declined because he will be retiring from National City at year's end. Thanks were expressed to Lippert for all his support to the Board of Visitors and School of Business.

Community Interaction: No Report

Academic Affairs: No Report

Nomination and Election of Vice Chair: David Gunn

The Nominating Committee recommended Tom Magan for Vice-Chair for 1997-98. Motion passed.

New Chair's Remarks: Jim McKinney

Jim McKinney called on Phil Fisher who presented David Gunn with a plaque of appreciation for serving as Chair of the BOV for 1996-97. Jim McKinney thanked all BOV members for attending the meeting. He said he wants to draw all BOV members into a more active and effective role of advising faculty and administration. McKinney also recognized the resources made available by the SOB - students that are employed in the area and new businesses attracted to the area. He listed three critical issues facing us in the next 12 months.

1. Accreditation by AACSB
2. Center for Business Research
3. Capital Campaign

Chairs for the coming year are John Bolger - Finance, Mike Hinton - Membership, Keith Emge - Community Interaction. McKinney will appoint a chair for the Academic Affairs Committee.

Reports from Break-out Sessions

Academic Affairs: Rick Stivers (Acting Chair)

Rick Stivers reported the Academic Affairs meeting was very informative. Members of the faculty discussed issues raised by the AACSB Review Team. Dr. Jennifer Williams, Chair of Curriculum Committee, reviewed issues such as syllabi areas of coverage, syllabi objectives and test consistency, and core curriculum integration and cohesion. The Curriculum Committee has drafted guidelines that will go to all SOB faculty soon. Field test, senior survey, employer survey, alumni survey and Dean's Advisory Board of students are some of the assessment tools that are used by the Curriculum Committee, Williams reported.

Dr. Joy Peluchette reported on issues concerning the Graduate Committee such as courses defined as combined 400/500 level, quality of graduate courses, and composition of graduate committee. A curriculum revision of the MBA program will take place this fall.

Mr. Ernie Nolan reported on issues of concern to the Faculty Affairs Committee. These issues involve School of Business mission statement, advising dean on budget matters, and research productivity in the areas of accounting and computer information services. Issues that are being reviewed by the Personnel Committee are developing a formal statement of responsibility of department chairs and developing a procedure for the committee itself.

Community Interaction: Tom Magan

The Center for Business Research presents an opportunity to serve in several ways:

1. Community service (i.e. Leadership Evansville or United Way)
2. Applied research
3. Impact studies
4. Feasibility studies
5. Data collection

Committee members remarks concerned the following:

- A. Motivation of people doing research
- B. Set up a business calendar not an academic calendar
- C. Management of Center critical to its success
- D. Quality control issue
- E. Director of Center
 - business community as well as academic community must view this person as credible
 - director must be a skillful co-ordinator, have the ability to oversee projects, and have high performance standards
- F. Think about using academic and independent resources to
- G. Forge relationships with small consulting firms
- H. Form independent Board of Directors made up of business faculty and community people
- I. Need to develop a business plan as well as an impact study

Finance Committee: John Bolger

We have a healthy increase in our budget next year. I am confident we will reach this goal. The Capital Campaign will help; we have a family that is interested in the Center for Business; and we will be making other calls. We will ask for your help if we need it.

Next Steps

Fisher said our time and energy in the next few months will be spent meeting AACSB requirements. The follow-up visit will be limited to the eight items cited by the review team. He will continue to stay in communication with Joe Domitrz, Chair of our AACSB Peer Review Team. Fisher feels it is within our power to complete all the requirements for accreditation. There is a strong motivation by the faculty to get accredited.

The Research Center is a logical next step and can be a valuable service to the community. Some of the ideas we discussed this morning were

- the Center may be a separate corporate entity
- the Center can raise funds rather than just donation from the community; a market test will define this
- we must meet expectations of the business community
- we heard many good ideas about the criteria for the director
- we will ask interaction community committee to meet with us as we go forth

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The State Legislature has increased the budget for USI. Freshman applications are up 19% from last year. Conditional students are advised to attend Ivy Tech or Vincennes University. The per cent of conditional admits is going down as we develop a better learning environment.

NEXT MEETING

The next meeting of Board of Visitors will be Wednesday, November 19, 1997. Location to be announced.

ADJOURNMENT

Meeting was adjourned at 12:00 noon.