

MINUTES
BOARD OF VISITORS, SCHOOL OF BUSINESS
NOVEMBER 12, 1998
CARTER HALL
UNIVERSITY OF SOUTHERN INDIANA

PRESENT: David Abbott, Keith Emge, Carolyn Georgette, Robert Griffin, David Gunn, Patrick Harvey, Jay Kasey, Thomas Magan, James Muehlbauer, Ronald Romain, Susie Schrecker, Albert Umbach, Vince Vawter, Phil Fisher, and Nancy Bizal.

ABSENT: Roxy Baas, John Bolger, Alan Brill, David Carson, Rino Caruccio, James Dodd, Michael Elloitt, Rick Geissinger, Daniel Hermann, Michael Hinton, Will Koch, James McKinney, Allen Mounts, Alan Newman, J. Steven Rudolph, Pete Ruthenburg, Ken Sendelweck, John Shekell, Marjorie Soyugenc, Richard Stivers, Thomas Suter, Robert Swan, and Michael Weber.

FACULTY PRESENT: Larry Arp, Sang Choe, Steve Cox, Michael Goldsby, William Henderson, Mark Hofmann, Mohammed Khayum, Mehmet Kocakulah, Tim Koski, Jeanette Maier-Lytle, Brian McGuire, Jill Padgett, Munir Quddus, Carl Saxby, Dan Wade, and Marwan Wafa.

I. WELCOME AND INTRODUCTION – Tom Magan, Chair

Tom Magan welcomed everyone to the Board of Visitors meeting. Magan introduced three new members of the Board of Visitors: David Abbott, Heston Insurance Agency; Jay Kasey, St. Mary's Medical Center; and Vince Vawter, Evansville Courier Company. Dean Fisher introduced new members of the School of Business faculty: Tim Koski, Assistant Professor of Accounting and Michael Goldsby, Assistant Professor of Management.

II. APPROVAL OF MINUTES

The minutes of April 16, 1998 were approved as mailed.

III. STATE OF THE BOARD AND SCHOOL

A. Activity since BOV Business Leaders Forum – Phil Fisher, Dean

The Business Leaders Forum started with these questions: (1) With respect to skills, knowledge, and attitudes, what attributes in a business school graduate are most important for accomplishing the goals of your company? (2) What does the USI School of Business need to do to be the preferred source of professionally trained employees for your firm?" Four primary items were identified: (1) communication skills, (2) logic-and-problem solving skills, (3) high performance standards and expectations and (4) more bridges between theory and practice.

At the Fall Faculty Retreat, faculty discussed the above issues and other items of concern that surfaced from faculty and employer surveys. The faculty selected the following five issues to address: 1) communication skills, 2) technology, 3) problem-solving skills, 4) setting high-performance standards, and 5) faculty evaluations.

B. Accounting Circle Formation – Dan Wade, Director of Accounting Programs

Dan Wade reported 133 schools in the United States including two schools in the state of Indiana have accountancy accreditation from AACSB – The International Association for Management Education. The two schools in Indiana are Notre Dame and Ball State. USI School of Business has entered the candidacy process with a self-evaluation study. To help with this process and to advise in other areas, an Accounting Advisory Group called The Accounting Circle has been formed. Several members of the Board of Visitors are members of the Accounting Circle. Two committees were established at the first meeting: the Curriculum and Community Interaction committees. The Accounting Circle will sponsor a student chapter of the Toastmasters Club starting spring 1999. Wade hopes the accounting faculty will be able to hold a session with each company represented on the Accounting Circle to discuss accounting program issues. Wade requested the Board of Visitors by-laws be amended to allow the Accounting Circle Chair and Chair-elect to serve as ex officio members of the Board.

C. MBA Advisory Board Formation – Marwan Wafa, Associate Dean and
Director of MBA Program

The MBA Advisory Board had its first meeting on October 12, 1998. Andrew Hubbard, Vice President of Evansville Sheet Metal, was elected Chair and Rebecca Englert, President of R.J. Englert and Associates, Inc., was elected Chair-elect. Of the seventeen members on the charter advisory board, five are Board of Visitors members and ten are USI MBA graduates. The critical role of the MBAAB is to help revise the current program. The Advisory Board will also provide a channel of communication between the MBA program and the business community and will advise the MBA faculty. Wafa requested the Board of Visitors by-laws be amended to allow the Chair of the MBA Advisory Board to serve as an ex officio member of the Board.

D. Executive Briefing – Phil Fisher

On November 5, 1998 the School of Business held its first Executive Briefing. Vince Vawter from the Evansville Courier was our first speaker. The underlying purpose of the Executive Briefings is to increase business faculty/practitioner exposure and to enhance faculty's knowledge and awareness of area businesses. The format includes an area businessperson speaking for about thirty minutes followed by a question-and-answer session.

E. School Highlights – Phil Fisher

Fisher reported the following highlights:

1. School of Business raised \$86, 000, about \$20,000 more than usual - \$61,000 in unrestricted gifts and \$25,000 for the Center for Business and Economic Research. The Capital Campaign made fund-raising easier this year. The alumni response to our annual mailing was better than ever. The school had two substantial pledges – William Fisher pledged \$100,000 in unrestricted gifts and Margaret Blair pledged \$500,000 to establish the Blair Marketing Chair in the School of Business.
2. The Center for Business and Economic Research completed its first project: Dr. Quddus and Dr. Khayum did a cost benefits project for a small rural hospital. Additionally, Dr. Quddus is updating the Evansville Fact Book; also three members of the accounting faculty are team-teaching a review of accounting topics to Mead Johnson Nutritionals Inc. employees.
3. Ernie Nolan, CIS professor, was elected national president of AITP for 1998. The national collegiate competition of AITP was held at USI last spring.
4. Alpha Kappa Psi held a series of Professional Events Speakers Programs that included such individuals as Mayor Frank McDonald, Rep. John Hostettler, and Old National Bank CEO Michael Hinton.
5. The enrollment in the School of Business increased 19% over the last two years, and we are expecting a significant increase next year.

IV. BY-LAWS – Tom Magan

A motion to amend the Board of Visitors by-laws to include the Accounting Circle Chair and Chair-elect and the MBA Advisory Board Chair as ex officio members of the Board of Visitors was seconded and passed.

V. COMMITTEE ACTIVITY

The Interaction Committee focused on two topics – Focus Groups and Executive Briefings. Dean Fisher led the discussion. The committee brought up the subject of economic development in the region and how the School of Business could contribute. Fisher said the school hasn't done very much because of faculty workload. He also mentioned the lack of readiness of the community to accept the research, consulting, and training we are able to do. There is interest but some skepticism to meet the needs of the client. In time this will change as we complete projects. Fisher said the school has resources, well-qualified faculty, and some university funding to do projects.

Dean Fisher would like the Focus Groups to start in January 1999. The purpose is to bring together employees of an area business and members of the School of Business faculty to discuss how the faculty's expertise could benefit that business. He proposed a couple of focus groups a month with seven to ten people attending. The group could meet at the Petroleum Club, the downtown learning center, or at the business itself. The meetings would last one to one-and-a-half hours. Challenges to the faculty would be to provide examples of what they have done and a list of projects they can do. Jay Kasey volunteered to host a focus group after the first of the year.

The Executive Briefings is an opportunity for the School of Business faculty to find out about businesses which are doing interesting things in the community. Fisher would like to have a briefing once a month -- January – April. Speakers will be able to discuss their business cultures with people other than their peer groups. Dean Fisher requested BOV members to provide suggestions for speakers or volunteer to be a speaker.

The Academic Affairs Committee focused on communication and high standards issues to prepare School of Business graduates to enter the work force. Communication skills were discussed at great length. Area businesses place high value on good communication skills. A suggestion was made to invite some members of the Board of Visitors to attend business communication classes. The committee also suggested raising communication standards in all business classes. Other issues will be discussed at a future meeting.

VI. NEXT STEPS – Tom Magan

The Annual Spring Meeting is scheduled for April 22, 1999 at 3:00 p.m. Place to be announced.

VII. ADJOURNMENT

The meeting was adjourned at 5:25 p.m.