

MINUTES
BOARD OF VISITORS, SCHOOL OF BUSINESS
APRIL 26, 2000
HILLIARD LYONS BUILDING

PRESENT: David Abbott, John Bolger, Alan Brill, James Dodd, Keith Emge, Carolyn Georgette, Thomas Magan, Donald Minton, Alan Newman, Ronald Romain, Daniel Schenk, Marjorie Soyugenc, Richard Stivers, Robert Swan, Roy Templin, Michael Weber, Phil Fisher, and Nancy Bizal.

ABSENT: Roxy Baas, Adrian Brooks, Kay Forbes-Smith, Richard Geissinger, Andrew Goebel, Robert Griffin, David Gunn, Patrick Harvey, Daniel Hermann, Michael Hinton, Jay Kasey, Mark Lemond, James McKinney, Allen Mounts, James Muehlbauer, Daniel Norman, J.C. Ruthenberg, Susie Schrecker, Kenneth Sendelweck, John Shekell, Tom Suter, William Thomas, Albert Umbach, and Vince Vawter.

SCHOOL OF BUSINESS FACULTY PRESENT: Larry Arp, Sang Choe, Craig Ehlen, Michael Goldsby, Eva Jermakowicz, Mohammed Khayum, Brian McGuire, Jeanette Maier-Lytle, Mehmet Kocakulah, Dane Partridge, Dan Wade, and Marwan Wafa.

CALL TO ORDER:

Alan Newman called the Board of Visitors Meeting to order at 3:15 p.m.

WELCOME AND INTRODUCTIONS:

Newman thanked everyone for coming to his office for the Board of Visitors meeting
Newman asked those present to introduce themselves.

APPROVAL OF MINUTES:

The minutes of the November 16, 1999 were approved as distributed.

COMMITTEE REPORTS:

Executive Committee/Nominating Report

Recommended Jim Muehlbauer for Chair-elect of the Board of Visitors
for 2000-2001 year.

Recommendation approved.

Recommended these members be extended an additional regular three-year term:

Alan Brill, Dan Hermann, Allen Mounts,
Ron Romain, and Vince Vawter

Recommendation approved.

Recommended Ken Sendelweck serve an associate member one-year term.

Recommendation approved.

Recommended three individuals be invited to membership and to serve a regular three-year term:

Ron Bonger, Bill Greubel, and John Schultz

Recommendation approved.

Finance Committee Report

John Bolger reported the finances from July 1999 through April 2000 were very good:

Unrestricted funds - \$65,775

Restricted funds - \$25,000

March 1 balance - \$59,342

Community Interaction Committee Report

No Report

Academic Affairs Committee Report

No Report

DEAN'S REPORT:

Phil Fisher gave the Dean's Report. The report is included in the folder distributed at the meeting.

Fisher and Nancy Bizal presented tokens of appreciation to members of the Board of Visitors who did not receive them at the BOV 10th Anniversary Dinner on April 17th.

BREAK – OUT SESSIONS:

Academic Affairs Committee

Topic: Partnering: School/Company

Community Interaction Committee

Topic: Marketing the School

COMMITTEE REPORTS:

Academic Affairs Committee Dane Partridge presented an update of a proposal developed by Partridge and Peggy Shields on how the School of Business could partner with a local company. Partridge requested feedback from the committee to refine the concept.

Benefits for Company:

- access to faculty expertise
- access to talented students
- opportunities to explain virtues of company to students
- opportunities for employment of top students

Benefits for School of Business:

- improve quality of education SOB students receive
- integrate core curriculum
- build on existing relationships

The BOV expressed continued support for the partnering concept; however, a concern for the extent of the company commitment remains.

Community Interaction Committee The committee discussed how to market the school and the MBA program: 1) Our school including the MBA program is AACSB accredited – one of 11 schools in the state of Indiana. 2) Student evaluations are being tracked every year and student satisfaction has improved. 3) Oakland City College offers a Masters of Science degree in 18 months; their enrollment is growing while our admission rate is declining. The School of Business Graduate Committee has designed a new program that can be completed in two years. This program will be implemented fall 2001.

Suggestions on how to market the MBA program:

- develop T.V. ads
- initiate direct mail to employers
- inform USI seniors about the program
- develop relationships with corporate people

Suggestions on how to market the undergraduate business program:

- work with high school counselors to recruit top students
- market the quality of our undergraduate programs (AACSB accredited)
- host a high school counselors' day at USI
- set high expectations in the classroom
- remove the perception that students are taught by part-time faculty
- promote campus as a selling feature

RECOGNITION OF 1999-2000 CHAIR:

Phil Fisher presented Alan Newman with a plaque in appreciation of his leadership as chair of the BOV for the past year.

NEW CHAIR'S REMARKS:

Keith Emge, chair for 2000-01 year, noted that Bill Burleigh's (President and Chief Executive Office of the E.W. Scripps Company of Cincinnati, Ohio) message at the BOV 10th Anniversary Celebration was tremendous. He referred to these two points: 1) You cannot stay the same; change is inevitable – the dean and faculty know this. 2) Regionalism – The University and the School of Business are poised to move into regionalism and practice it. Emge stated he is a big believer in goal setting and supports the School's goal of becoming nationally recognized as a premier regional school and looks forward to working with the Board and School in the coming year. He complimented Dean Fisher and the School of Business faculty for listening and responding to the BOV's suggestions.

ADJOURNMENT:

The meeting was adjourned at 5:00 p.m.