

MINUTES  
BOARD OF VISITORS, SCHOOL OF BUSINESS  
APRIL 23, 2002  
UNIVERSITY CONFERENCE CENTER  
UNIVERSITY OF SOUTHERN INDIANA

**PRESENT:** Roxy Baas, John Bolger, Ronald Bonger, James Dodd, Keith Emge, Kay Forbes-Smith, Patrick Harvey, Steven Heim, Mark Lemond, Thomas Magan, Donald Minton, James Muehlbauer, Alan Newman, Daniel Schenk, Kenneth Sendelweck, Marjorie Soyugenc, Lawrence Steenberg, Richard Stivers, Robert Swan, Phil Fisher, and Nancy Bizal

**ABSENT:** David Abbott, Alan Brill, Adrian Brooks, Frederick Geissinger, Carolyn Georgette, Andrew Goebel, William Greubel, Robert Griffin, David Gunn, Daniel Hermann, Philip Lieberman, Frank McDonald, James McKinney, Allen Mounts, Daniel Norman, Ronald Romain, John Schultz, John Shekell, Bruce Stallings, Roy Templin, Vince Vawter, and Michael Weber.

**FACULTY PRESENT:** Marvin Albin, Kevin Celuch, Abbas Foroughi, Ernest Hall, William Henderson, Eva Jermakowicz, Mohammed Khayum, Mehmet Kocakulah, Bruce Mabis, Brian McGuire, Les Nunn, James Odom, Dane Partridge, Holly Payne, Joy Peluchette, and Daniel Wade.

**Welcome and Introductions: Jim Muehlbauer**

Jim Muehlbauer, Chair of the Board of Visitors, welcomed everyone to the meeting and asked if each Board member and faculty member would introduce himself or herself.

**Approval of Minutes:**

The minutes of December 6, 2001 were approved as mailed.

**Chair's Remarks: Jim Muehlbauer**

Muehlbauer thanked everyone for coming. He noted we have a full agenda today and some important brain storming to do.

**Accounting AACSB Accreditation Status – Dan Wade**

Wade reported the AACSB accreditation process for the accounting program is coming to a conclusion soon. This year was the self-study year and the formal self-study report is to be submitted by June 1, 2002. The AACSB Accreditation Team will be on campus November 17-19, 2002. The team will make its recommendation for accreditation or deferral. One member of the team met with the faculty, the dean, and the Accounting Circle this spring. His feedback was very positive. He said he did not know of ten other schools that has an advisory board as involved as our Accounting Circle.

Internationally over 400 Schools of Business are AACSB accredited. Of these about 150 accounting programs are separately accredited. Indiana has 12 accredited Schools of Business; two have the additional accounting accreditation. The benchmarked quality of the accounting programs at USI will be helpful in recruiting students and faculty.

### **Dean's Report – Phil Fisher:**

The Dean's Report is included in the folders distributed at the meeting.

### **Committee Reports:**

#### **1. Executive Committee Report**

By-law changes were distributed at the meeting. A motion was made and seconded to accept the changes. Motion passed.

#### **2. Finance Committee Report**

Fisher reported prior to the Capital Campaign School of Business alumni and business donated to the School of Business Development Fund. Many donors rolled their contributions into the Capital Campaign. Now that the campaign is over, we have to inform our donors the need is still there. Faculty development money is very important. The money is used to keep faculty current in their field, for research projects, and to attend at least one conference per year. It can also be a factor in hiring and retaining School of Business faculty. Fisher noted we are in pretty good shape this year.

#### **3. Membership Committee Report**

A motion to accept the Membership Committee's Report was made and seconded. Motion passed. The report is included in the folders distributed at the meeting.

#### **4. Nominating Committee Report**

The Nominating Committee recommends Bob Swan serve as Chair of the Board of Visitors for 2002-2003 year and Ken Sendelweck serve as Chair-elect for the same time period. Recommendations were accepted unanimously.

### **Brainstorming: Regional Economic Development Projects**

Fisher reported the School of Business would like to create a Center for Business and Economic Research. The Center would be a resource to assist the local community with research projects. Some money is available from the Capital Campaign and we could secure some state funds. We do not have enough funding to hire a full-time person to run the Center at this time. Thirteen projects have been identified and were narrowed down by a volunteer group of School of Business faculty to the following four projects.

### 1. New Harmony Bridge Project – Eva Jermakowicz

The New Harmony Bridge was built in 1930 across the Wabash River. Last July INDOT warned a segment of the bridge is in danger of collapsing. The bridge was scheduled to close at the end of 2001, but the state of Illinois donated \$120,000 to pay for upgrades. Officials estimate it would cost \$2.2 million to bring the bridge up to federal standards. To rebuild the bridge it would take \$25 million. Closing the bridge would be a hardship on the farmers who transport heavy farm equipment from Indiana to Illinois and back. The Carmi hospital is not equipped to handle emergency patients and the New Harmony Bridge is the quickest way to get to an Evansville hospital. The traffic flow is heavy, about 1,600 vehicles per day, with people driving for work and pleasure. If the bridge does close, motorists would have to use the Bypass to Interstate 64.

### 2. E-Business Center Project – Abbas Foroughi

The E-Business Center is a long-term commitment to the community. Establishing an E-Business Center would enable USI to play a leadership role in fostering economic development in Southwest Indiana by preparing a workforce with the skills needed to be competitive in today's global economy. The E-Business Center would provide executive, and faculty development as well as research and community service. Key strategies to make the E-Business Center a reality are

- Determine the amount of interest in an E-Business Center
- Gain commitment and support of top administrators at USI
- Develop an E-Business Advisory Board
- Raise faculty awareness of the nature and importance of an E-Business Center
- Facilitate the continuous flow of information about the Center among business leaders, faculty, administrators, students, and Board of Visitors

### 3. Benchmarking Project – Mohammed Khayum

Potential benefits from the Benchmarking project would be to effectively identify where the local area excels and under-performs, gauge performance against goals, provide assessment of the area's business and innovation environment, and provide insights useful for developing a regional agenda. A list of benchmarking categories could include

- Economic Progress
- Quality of Jobs
- Business Vitality
- Business Climate
- Global Trade & Investment
- Fiscal Features
- Environment
- Education
- Quality of Life
- Infrastructure
- Income & Equity
- Technology

Comparison groups could be all Indiana counties, tri-state counties, and/or other MSA's.

#### 4. Online Surveys – Phil Fisher

Why Online Surveys – they are faster, cheaper, better. USI School of Business could do online surveys because we have experts on questionnaire design, question development, and data analysis. We also have the hardware and statistical software to analyze the data. Another important factor is credibility – USI has credibility with respondents.

The Board of Visitors and School of Business faculty divided into groups to discuss the four projects. All four projects had merit but the E-Business Center, Benchmarking, and New Harmony Bridge were the three voted the most viable.

#### **Wrap-up – Jim Muehlbauer and Phil Fisher:**

Fisher presented Muehlbauer with a plaque as Out-going Chair. Fisher mentioned how important it is for the School of Business to have the support of the business community with their time commitment and leadership skills. Muehlbauer said he enjoyed serving as Chair this past year. He was impressed with the way the faculty listened and acted on suggestions made by the Board.

#### **New Chair's Remarks and Next Steps – Bob Swan:**

Swan thanked the members for the opportunity to serve as Chair. He remarked that he has been involved with the School of Business for a long time (even back when it was just a division) and that he has been involved with the Board of Visitors since its inception. He noted that the School has always been working on continuous improvement. He expressed his satisfaction with how well the School listens to the advisory groups. He encouraged all Board members to be active participants.

Swan distributed a questionnaire to the members and faculty to solicit their ideas for Board of Visitors meetings and involvement. The questionnaire is included in the folders distributed at the meeting.

The next Board of Visitors Meeting will take place on November 6, 2002, in Carter Hall.

#### **Adjournment:**

The meeting was adjourned at 5:30 p.m.