

MINUTES
BOARD OF ADVISORS, COLLEGE OF BUSINESS
FEBRUARY 20, 2006
UNIVERSITY CONFERENCE CENTER, CARTER HALL
UNIVERSITY OF SOUTHERN INDIANA

MEMBERS PRESENT: Alan Brill, Carl Chapman, Mark Cox, Kay Forbes-Smith, Pat Harvey, Lucy Himstedt, Kerry Jackson, Phil Lieberman, Jim McKinney, Don Minton, Al Ritz, Michelle Schroeder, Cheryl Wathen. Ex-officio: Nancy Bizal, Mohammed Khayum

MEMBERS ABSENT:

Dave Abbott, Roxy Baas, Evan Beck, Ron Bonger, Don Breivogel, Adrian Brooks, Marsha Ellenstein, Keith Emge, Tim Flesch, Mike Head, Dan Hermann, Alan Jones, Alan Julian, Terry Keating, Tom Magan, Frank McDonald, Matt Meadors, Allen Mounts, Jim Muehlbauer, Dave Papariella, Ron Romain, Dan Schenk, Ken Sendelweck, Larry Steenberg, Mike Sutton, Bob Swan, Mike Weber, Linda White, and Dave Winenger
Ex-officio: Larry May, Marv Wright

FACULTY PRESENT: Gary Black, Kevin Celuch, Sang Choe, Abbey Foroughi, Eva Jermakowicz, Jane Johansen, Greg Murphy, Brain McGuire, Joy Peluchette, Carl Saxby, Jennifer Williams

GUEST PRESENT: Julie Mehringer

WECOME: Chairman Al Ritz welcomed everyone and thanked all for coming and for participating in the committee structure. He stated that June 30 will be the end of the first year of the five-year strategic plan and we want to have accomplished some things by then.

MINUTES: The minutes were approved as corrected: Lucy Himstedt was present at the October 20, 2005, meeting.

INTRODUCTION OF THE DEAN: Jim McKinney stated that he was fortunate to serve on the dean's search committee to solicit applicants to a wonderful college, an excellent university, and a fine town and that we were fortunate to have someone already here to serve as dean. He distributed Mohammed Khayum's vita (Included in the meeting packet). McKinney noted feedback from a prior student who now works for Regency, Ryan Deeg, who said "That's fantastic!" Deeg indicated that the line of students outside Khayum's door was an indication of students' regard for Khayum's advice. McKinney went on to say that when he told Bob Jones, CEO of Old National Bancorp and the College of Business Fall 2005 Executive in Residence, they decided this was a wonderful opportunity to hold an event to introduce Khayum to business community members who do not already know him. The event will be a luncheon on March 23.

DEAN'S REMARKS: Mohammed Khayum said he is deeply touched by the confidence of this organization. He promised to take this responsibility seriously and to do his utmost to deliver and to make a difference for the students, faculty, and community at large. He expressed

appreciation for Ritz's coordinating the activities of the BOA with the College of Business Strategic Plan.

Khayum provided a handout entitled "Key Issues and Initiatives—Spring 2006" which he briefly discussed (The handout is in the meeting packet.).

He called attention to an article in the February 27, 2006 BUSINESSWEEK (Included in the meeting packet) pertaining to social networking, a topic he discussed at the Fall BOA meeting. A section of the BOA web page <http://business.usi.edu/board/index.asp> is devoted to this and an MBA student is available to help any member who is interested in this mapping. Khayum stated he is looking for ways the College can be useful to BOA members.

Khayum announced that by March 16 architectural firms will have visited campus and submitted proposals for our new building, and by May a firm will have been selected. The next step will be for the Legislature to approve being the guarantor so the University can issue bonds. Now we need to start deciding what we want in the building for the next ten-to-twenty years.

He closed by saying the College of Business is doing fine, the faculty is relatively happy, classes are being held, and lots of good feedback has come from the community with many requests for engagement.

CHAIR'S REMARKS: Ritz congratulated Khayum on becoming the College of Business Dean.

Ritz referred to the vision statement listed on the front of the Strategic Plan Brochure provided at the last meeting: "Our vision is to provide a premier learning experience in business that emphasizes an entrepreneurial mindset which involves innovative thought and openness to new ideas." and the guiding principles listed within the brochure. He noted that the BOA committee structure was devised to follow that plan. The Academic Affairs Committee was divided into two sub committees, Educational Objectives and Entrepreneurial Endeavors, to address how we can provide the premier learning experience envisioned by the College of Business. The Finance Committee/ Review of the Board will look at how the BOA can help with the new building, and the Industry/Education Interaction and Membership Committee will address interaction between the College and the business community, including membership.

ACADEMIC AFFAIRS—EDUCATIONAL OBJECTIVES COMMITTEE REPORT: (Alan Julian is the contact for this committee.) Kevin Celuch addressed two topics: assessment and a study. (1)AACSB requires a well-documented systematic process to monitor what students have learned—not what faculty have taught, but what students have learned. He provided a handout with the matrix the College of Business Teaching Learning Assessment Committee has developed to measure the following skills: critical thinking, oral communication, written communication, use of technology, and ethical decision making. These five areas were chosen from information gathered from various constituencies including the BOA (The handout is in the meeting packet.). The rubric for each skill provides a common language and mindset for what the identified skills mean and what the expectations are and a means by which to tell where in our curriculum we are doing it and where we are not. Discussion followed: The primary points were that this is a total business core responsibility, not necessarily the responsibility of every

single course; that most faculty have bought into this; that if we figure out how to do this well we have an opportunity to gain prominence as no school seems to have figured out very well how to devise a systematic process and measurement.

(2)Preliminary research has been conducted regarding how students can improve their critical thinking—are they committed to critical thinking and will they continue to do it. Preliminary results show that attitude strength is a predictor of long-term commitment and self confidence results through practicing and getting better at it.

ACADEMIC AFFAIRS—ENTREPRENUERIAL ENDEAVORS COMMITTEE REPORT: Committee Chair Kay Forbes-Smith introduced Greg Murphy who reported on the activities of this BOA committee and the faculty Entrepreneurial Endeavors Task Force (A summary sheet is provided in the meeting packet.).

FINANCE COMMITTEE REPORT: Ritz reported that Jim McKinney will chair this committee which will focus on the new building and the opportunities of involvement and contributions it brings.

INDUSTRY/EDUCATION AND MEMBERSHIP COMMITTEE REPORT: Ritz announced that Kerry Jackson will chair this committee. The Industry/ Education Interactions and Membership renewal and new members will be the responsibility of this committee; Ritz asked members to let Jackson know of strategic nominees from growing industries and companies.

BURNING ISSUES: Khayum noted that faculty are trained to be researchers and to deal with ideas and that he has always felt the community should have a say in what is important. This is the idea behind the “burning issues.” He noted the BOA responded well. Faculty were then asked to consider the “burning issues” as research topics; two proposals have resulted. Khayum will award two summer community engagement fellowships for 2006. The BOA will be asked to continuously update the “burning issues.” Expecting good results from this first round of fellowships—we can claim we are using our expertise for the betterment of the community—the College will come back to the BOA for support on future community engagement fellowships. A suggestion was to categorize the issues. Khayum closed by explaining that he will always try to say why he/the College is doing something.

NEXT STEPS: Ritz stated that he was encouraged by the faithful attendance and that he looked forward to the mid July meeting when an evaluation of our accomplishments will be measured against the strategic plan.

ADJOURNMENT: Ritz adjourned the meeting at 5:32.