

MINUTES  
BOARD OF ADVISORS, USI COLLEGE OF BUSINESS  
NOVEMBER 15, 2006  
UNIVERSITY CONFERENCE CENTER

MEMBERS PRESENT: Thomas Austerman, Roxy Baas, Alan Brill, Mark Cox, James Derk, Kay Forbes-Smith, Patrick Harvey, Kerry Jackson Alan Jones, Alan Julian, Terry Keating, Philip Lieberman, Thomas Magan, Matthew Meadows, Donald Minton, David Papariella, Michelle Schroeder, Michael Sutton, Robert Swan, William Theby, Todd Tucker, Cheryl Wathen, Michael Weber, Connie Wellmeyer, Mohammed Khayum and Nancy Bizal.

MEMBERS ABSENT: David Abbott, Evan Beck, Ronald Bonger, Donald Breivogel, Adrian Brooks, James Brown, Carl Chapman, Kelly Dillon, Keith Emge, Tim Flesch, Michael Head, Daniel Hermann, Lucy Himstedt, Frank McDonald, James McKinney, Allen Mounts, James Muehlbauer, Al Ritz, Ronald Romain, Sharon Sartore, Daniel Schenk, Kenneth Sendelweck, Laurence Steenberg, David Winenger, and Linda White

FACULTY PRESENT: Gary Black, Kevin Celuch, Sang Choe, Craig Ehlen, Khaled Elkhal, Abbey Foroughi, Eva Jermakowicz, Jane Johansen, Mehmet Kocakulah, Jeanette Maier-Lytle, Brian McGuire, Mark McKnight, Beth Mott-Stenerson, Sudesh Mujumdar, Gregory Murphy, Katherine Sauer and Carl Saxby.

GUESTS PRESENT: Sue Ellsperman, Director of the Center for Applied Research and Economic Development.

WELCOME: Chair Kay Forbes-Smith welcomed everyone, noted the new set up and the plan of involvement, and requested feedback about the new set up and involvement plan.

MINUTES: The minutes were approved with one correction noted when they were distributed; Carl Chapman was in attendance on July 12.

CHAIR'S REMARKS: Forbes-Smith summarized the "exciting and fun" things that have happened since the last meeting and noted the real work takes place between BOA meetings:

- New-building focus group (This incredible facility which will house the College of Business and the Department of Engineering represents an exciting prototype.)
- New-member orientation lunch (New members are eager to be involved.)
- Accounting Circle and IT Alliance (Both groups have good things to report.)
- Entrepreneurial Committee's fascinating road trip to Ball State (Forbes-Smith passed the chair to Tom Magan.)
- Fundraising brochure (Forbes-Smith and Mohammed Khayum signed annual appeal letter sent out by the College of Business.)

Forbes-Smith announced her goal is to have a BOA blog which should be ready to go live in a few days where members can be involved in what is going on and register their thoughts and recommendations.

INTRODUCITONS: All present introduced themselves. New faculty members gave brief biographical sketches.

DEAN'S REMARKS: Khayum made the following two announcements: Dr. Eva Jermakowicz will become the Chair of the Accounting Department at Tennessee State University in January. He wished her well and recognized her as a real contributor to the College. Her recent paper, "The Value Relevance of Accounting Income Reported by DAX-30 German Companies" was recognized as the best paper at the 10<sup>th</sup> World Congress of Accounting Educators Conference in Istanbul, Turkey. Dr. Joy Peluchette stepped down in June as the Chair of the Management, Management Information Systems, and Applied Computer Science Department. The new chair is Dr. Abbas Foroughi who has a ton of teaching experience and relevant research and is well connected in the community.

**Progress Report:** Khayum then turned to the progress report in the meeting packet and announced this would be the structure he would follow in subsequent meetings as this structure is the value chain of higher education. In regard to Section II, Content Development, he noted that the goal is for 100% of terminally qualified faculty to have three journal articles in the last five years. The faculty development activities noted in this section have a cost to them which may be something the BOA can advise and support in the future.

In Section IV, Learning Delivery, Khayum expanded the New Building section: The broad building design will be finished in December; the micro planning will come after we have gained legislature approval, hopefully in the spring; and ground breaking then would be in early 2008. In the new building, we will have room to do more than we can do now. It is here that the BOA can have valuable input on what we need for our graduates to prepare them to be the most effective employees.

Khayum referred to Section VI, Credentialing, by asking the BOA members to list five best practices they see the College possesses; the College will also do this internally. When the visitation team comes in February 2008, all of us will be prepared to tell our story.

Discussion followed the progress report: Bob Swan asked about the funding of faculty development. Khayum responded that we do get some funds for faculty to attend conferences through the annual appeal. The University travel policy is primarily available for faculty who are presenting or playing a leadership role at conferences; an additional stream is needed to provide faculty development such as the Ball State and Syracuse trips (noted in Section II). Swan, a member of the Foundation Board, mentioned the many solicitations; Khayum said the College only asks when a particular goal/need arises and the Foundation is always the first step. Swan also asked if the

College has considered cross-over courses with the Medical School as physicians need to know how to handle their finances; Khayum responded by saying, “we will be imperialistic.”

**Accounting Circle:** Chair Connie Wellmeyer thanked the faculty and staff for their support in the activities of the Circle. She reviewed the fall activities of the Circle: 1. High School Accounting Day—a function to educate high school students about the accounting profession through the “Start Here Go Places” program and to promote the USI Accounting program, 120 registrants this year. 2. Accounting Extravaganza—a function to acquaint USI business students with the accounting profession, this year’s presentation was on forensic accounting, and to provide networking between students and accounting professionals. 3. Golf Outing—a fundraiser/ networking event which raised \$3600 this year for accounting scholarships and an accounting student was included in every foursome. 4. Accountants in the Classroom—a program to bring accountants into the classroom to discuss how a particular day’s topic relates to the actual practice, three pairs have participated this fall.

**IT Alliance:** Chair Jim Derk reported the Alliance has established an IT Alliance Scholarship for which it is soliciting donations. The scholarship is designed to become endowed; however, \$500 will be awarded each year. Keller Schroeder has also established a \$1000 annual scholarship. These scholarships represent the first scholarships especially for IT students. The Alliance kicked off IT Professionals in the Classroom this summer and has continued this fall to give students an idea of what the career really is—amazing stuff. Revitalization of the AITP Chapter and site visits for faculty and students are also on the agenda.

INDUSTRY/EDUCATION INTERACTION: Chair Kerry Jackson reported no new activity since the last meeting.

ENTREPRENEURIAL ENDEAVORS:

**Ball State Visit:** Committee Chair Tom Magan reported on the road trip to visit Ball State’s Entrepreneurial program. He noted it is a nice program with a tremendous reputation which begins by teaching creativity, the importance of imagination and openness to new ideas and ends with the presentation of a business plan on a pass/fail basis, thus creating the real risk factor of an entrepreneur. Sue Ellsperman added the ending course is called Spine Sweating and is the cap for a logical nine-course sequence; 25% of the students fail. She also added the student population is primarily male, an Entrepreneur-in-Residence program attracts “big” names that come in for free, and the program has not yet included commercialization. Forbes-Smith noted the spirit is for more than business starters; only 10% of the Ball State program graduates have started their own businesses, and corporate America values this mindset. Nancy Bizal noted a great deal of money has been devoted to the Ball State program. Greg Murphy added that Ball State markets the program in big ways. Phil Lieberman confirmed the program is part of Ball State’s business school.

**Syracuse Seminar:** Associate Dean Greg Murphy reported on the seminar he, Les Nunn, and Harry Lukens attended. A report is in the meeting packet.

**EDUCATIONAL OBJECTIVES:** Chair Alan Julian stated the committee has been in a holding pattern and now has progress to show in three areas: critical thinking, ethical decision making, and oral communications—three areas the BOA has deemed important.

**Critical Thinking and Ethical Decision Making:** Kevin Celuch reported that data has been collected from senior students from Nancy Bizal’s Career Planning and Professional classes. The committee looked for and developed scenarios to administer to students to evaluate their ability to apply critical thinking and ethical decision making. The next step is to do the same with sophomore students so we can do thought-mapping and see what changes have taken place between the sophomore and senior years. We will calibrate and test the validity of our measure and will report on that in the spring.

**Oral Communication Effectiveness:** Jane Johansen said “This process is a transformation from teaching to learning objectives and that changes what we do in the classroom. In other words, ‘What will I teach is not helpful?’” This approach will transfer from one course to another when faculty come to an agreement on what constitutes effective oral communication. We have created a rubric, a scoring system, to evaluate effective oral communication, two copies of which are in the meeting packet. This also gives students a guide for expectations. Bizal introduced Amy Ogelsby whose before-and-after video clips the BOA was invited to watch and apply the rubrics. Sue Ellsperman facilitated the engaged and useful feedback regarding how well the rubric measures the effectiveness of an oral presentation. The most significant advice was that the rubric needs to include audience appropriateness. Khayum noted the struggle to come up with the right set of courses to make evaluations as data from every student would be overwhelming; the process is a continuous improvement document and thus the three categories of “does not meet, meets, and exceeds expectations.” He pronounced the feedback very insightful.

**Indiana CPA Threepart Case Competition Team:** For the third time in a row a University of Southern Indiana Case Competition Team has won first place in the Indiana CPA Society competition. Khayum introduced and congratulated Jeanette Maier-Lytle, the advisor of the teams since 2001. Maier-Lytle reflected on her role as the advisor starting with selecting the team; serving as the coach, role model, and motivator; and setting the standard for excellence higher and higher. She expressed devotion and pride in the team as she introduced the three members present: Amy Oglesby, May Flores, and Adam Knepp (the fourth team member, John Hayden had another commitment). Each of the students told of their experience and what they learned. All spoke of the necessary commitment, the teamanship, the hard concentrated work, the required communication skills, the time management skills, the networking, and the thrill of being recognized for a high standard of excellence and for winning over larger schools and, of course, for the third consecutive time.

They also thanked Maier-Lytle, Craig Ehlen who served as a consultant, members of previous teams who coached, the faculty who listened and suggested, and Kemper CPA Group who served as mock judges before the team went to Indianapolis to compete.

NEXT STEPS: Forbes-Smith announced the next meeting will be in March or April. The meeting was adjourned to the Joe Coslett Sales Lab where Beth Mott-Stenerson gave the BOA a tour and explanation of the capabilities of the lab and how it is being used.