

**NOVEMBER 18, 2008 MINUTES
BOARD OF ADVISORS, USI COLLEGE OF BUSINESS
VECTREN HEADQUARTERS**

MEMBERS PRESENT: David Abbott, Tom L. Austerman, Evan L. Beck, Donald R. Breivogel, Alan R. Brill, Adrian M. Brooks, Carl L. Chapman, Mark F. Cox, Robert DiNardo, John DiTullio, Patrick C. Harvey, Michael H. Head, W. Kerry Jackson, Alan D. Jones, Alan R. Julian, Robert J. Keller, Thomas O. Magan, James R. McKinney, Matthew T. Meadors, Donald W. Minton, Allen R. Mounts, James H. Muehlbauer, Donald R. Neel, David S. Papariella, Ronald D. Romain, Daniel L. Schenk, Michelle R. Schroeder, Michael Sutton, William L. Theby, Todd A. Tucker, Michael L. Walsh, Linda C. White, David Winenger

EX-OFFICIO MEMBERS PRESENT: Nancy Bizal, Mohammed Khayum, David Yoak

MEMBERS ABSENT: Kelly Dillon, Tim Flesch, Kay Forbes-Smith, Daniel S. Hermann, Terrance J. "Terry" Keating, Philip Lieberman, Al Ritz, Sharon Shartore, Kenneth L. Sendelweck, Cheryl A. Wathen, Michael J. Weber

FACULTY PRESENT: Marvin Albin, Bryan Bordeau, Abbas Foroughi, Debra Hunter, Connell Jones, Jeanette Maier-Lytle, Leslie Nunn, Dane Partridge, Curtis Price, Carl Saxby

STUDENTS PRESENT: Courtney Cantrell, Brad Greene, Ryan Greenlee, Ashley Hancock, D.J. Horstman, Chad Lamb, Amy Oglesby, Scott Roberts, Brett Shipley, David Ubelhor

GUESTS: Sue Ellspermann, Stephen Lucas, Nicole Murello

WELCOME: Carl Chapman welcomed all in attendance.

MINUTES: The Spring 2008 minutes were approved as distributed via e-mail and in the meeting packet.

BOA CHAIR'S REMARKS:

Self Introductions and Committee Roster: Chapman asked all in attendance to introduce themselves. Newcomers were encouraged to give brief biographical sketches. He asked members to check the committee roster and asked those who have not chosen a committee to do so.

Small-Group Dinners Initiative: Chapman explained the purpose of the dinners is to help Board members and business faculty become better acquainted. The first dinner is scheduled for Monday, December 1, at Ma T Chinese Bistro. Newly hired economics

assistant professor **Curtis Price** will briefly discuss his interest in experimental economics. The second dinner is planned for January 28 when assistant professor of economics Katie Sauer will discuss medical tourism. The third dinner will be in April. **Chapman** circulated a sign-up sheet for Board members to select one of the three dinners.

CIS Senior Projects Cameos: **Chapman** called on **Marv Albin**, CIS professor, who reported the senior projects are live projects; **Sue Ellspermann**, Director of the Center of Applied Research, assists in finding appropriate projects. He then introduced the leaders of two of the Fall 2008 Senior Projects. **Ryan Greenlee** summarized his group's project—to synchronize data between QuickBooks and Skype to avoid having to enter the data manually twice. The client is a non-profit. **Chad Lamb's** group developed a website for a small municipality in Southwestern Indiana. Both team leaders were pleased with what they and their teammates have learned.

ENTREPRENEURIAL ENDEAVORS:

BOA Days at the COB: **Chair Tom Magan** announced the first BOA Days at the COB will be February 25 and 26. The theme will be success. **Magan** circulated sign-up sheets for this new initiative which will bring board members to classes on those two days. Prior to the meeting, faculty interested in the initiative selected which of their classes will participate. **Magan** circulated sign-up sheets for board members to choose which classes they wish to visit.

Cameo of Ideation Competition: New management faculty member **Bryan Bourdeau** reported he has continued with the Ideation Competition which **Greg Murphy** started a couple of years ago. This year fifty-one ideas were submitted from all over the campus. Members of SCORE were the judges. **Bourdeau** outlined his plans for 2009: competing in the Indiana Boot Camp in Indianapolis and holding events on campus during the national entrepreneurial week. He then introduced this year's Ideation Competition winners: **Courtney Cantrell** from the College of Business, **Brett Shipley** from the College of Nursing and Health Professions, and **D. J. Horstman** from the College of Science and Engineering. The winners gave a quick overview of their winning entries.

Business and Art Entrepreneurial Endeavors: **Bourdeau** introduced artist **Stephen Lucas** with whom **Bourdeau** is working to bring Lucas' art to commercialization. They believe the target market is in New Orleans, but the production facility will be in New Harmony. A sample of **Lucas'** art was on display in the meeting room.

EDUCATIONAL ENDEAVORS: **Chair Alan Julian** reported a meeting with Marketing Professor **Dr. Kevin Celuch** regarding measuring critical thinking skills. Board members were asked to respond to a survey related to critical thinking so employer views could be incorporated. **Dr. Celuch** reported the collection of data from undergraduates is complete for all of the identified skills that a College of Business graduate should possess and only teamwork remains to be assessed.

Introduction/Cameo of First Place IMA and Indiana CPA Case Study Teams:

Jeanette Maier Lytle, coach for both teams, noted this is the third year an IMA team has been among the four finalists and the first year a USI team has won. She introduced team members **Brad Greene** and **Amy Ogelsby**, who told about the topic: how the balanced scorecard and activity-based budgeting could be used as performance measurement tools in a not-for-profit organization and the thrill of the first-place win.

Maier-Lytle then introduced the first-place team who competed in the Indiana CPA Society Competition: **Brad Greene, Ashley Hancock, Scott Roberts, and David Ubelhor**. This is the fifth consecutive year a USI team has won this competition. Team members told of the process, the topic, the preparation, the pride, and the win. **Roberts** said, “This {win} represents what I can give back to USI.” **Maier-Lytle** announced that the process is in progress to compete internationally next year. **Chapman** led the congratulations to the teams.

Strategic Plan Update: **Dane Partridge**, business faculty chair, referred to the Strategic Plan found in the meeting packet and invited input from the board. He expects the updates will be in place by the time the board meets in the spring.

Industry/Education Committee:

Intern/Co-op Report: **Chair Kerry Jackson** referred to the Internship/Co-op report in the meeting packet. He encouraged board members to consider participating and recalled the reports from three companies and their interns or co-ops at the previous meeting: ALCOA, TJ Maxx, and Northwestern Mutual Financial Network.

Business and Engineering Co-op Opportunities: Lilly Endowment Inc. has awarded the University of Southern Indiana a five-year \$500,000 sustaining grant for the Initiative to Promote Opportunities through Educational Collaborations. The grant will support curriculum development, career and professional training initiatives, service learning projects, and entrepreneurial projects that promote collaboration between USI’s College of Business and the Department of Engineering within the Pott College of Science and Engineering.

REGIONAL ECONOMIC SUMMIT: **Jim McKinney** announced the November 21-22 Economic Summit and referred to three years ago when **McKinney** from Regency Properties and **Bob Jones** and **Allen Mounts** from Old National Bancorp introduced **Mohammed Khayum** as the Dean of the College of Business to the business community. **Khayum’s** remarks about this region’s economic situation and apparent lack of entrepreneurial spirit contributed to the idea of a regional economic summit. **McKinney** acknowledged the many people in the room for their support of the 26-county summit. The keynote speakers will be **Rich Karlguard**, Publisher of Forbes magazine, and **James Bullard**, President of the Federal Reserve Bank of St. Louis, and **Khayum** from USI’s College of Business.

DEAN' S REMARKS:

Key Facts: **Khayum** announced the organizational changes that have taken place in the College: **Greg Murphy** has left the College, **Brian McGuire** is the new associate dean, **Les Nunn** is the new chair of the Accounting and Business Law Department, and **Carl Saxby** is the chair of the Marketing and Business Communication Department.

Khayum elaborated on the purpose of the Small-Group Dinners. In addition to getting acquainted, one goal is to introduce new faculty members and to learn what their expertise is and how that expertise can be used in our community.

Khayum reported on faculty searches. Four searches have been successfully concluded: one in marketing, two in management, and one in finance. Active searches are in process for accounting, economics, and management. A search for an entrepreneurial faculty will soon be underway.

Funding from the state to the University is dependent on enrollment. State funding through the University to the College is dependent on credit hours generated: For 2005, state funding to the College represented 13.3%; in 2008, 12.7%.

The College is moving in an expanded direction. An example is a team made up of multiple disciplines—accounting, marketing, and finance—is investigating the process to compete in an international competition in Canada.

Khayum discussed the AACSB conference scheduled for December 3-6 regarding skills assessment. AACSB has accepted our proposal to present our skills assessment process which is somewhat different from what other colleges are doing. We are assessing selected skills identified by the faculty teaching each class; most other schools are doing it by program or by sampling. This is the first time the USI College of Business has presented at an AACSB conference; this will increase our visibility among business schools.

IT Alliance Overview: **Chair David Yoak** reported the five-year-old IT Alliance is made up of 20 senior IT leaders from the area. The Alliance is following the Accounting Circle model to some degree. One of the four committees is a scholarship committee. The Alliance has established an IT Alliance Scholarship and Keller Schroeder and Atlas Van Lines have established scholarships for CIS or CS students. Prior to these scholarships, no scholarships were designated especially for CIS and CS students. The Alliance has established, along with the faculty, a program named Professionals in the Classroom. The Alliance has worked with the faculty to ensure the curriculum addresses the needs of employers.

NEXT STEPS: **Chapman** encouraged members to sign up for the Small-Group Dinners and for the BOA Days at the COB and to make contributions before year end.

ADJOURNED