

**BOARD OF ADVISORS MINUTES  
USI COLLEGE OF BUSINESS  
TUCKER PUBLISHING COMPANY  
APRIL 7, 2009**

**MEMBERS PRESENT:** Tom Austerman, Alan Brill, Carl Chapman, Mark Cox, Robert DiNardo, Patrick Harvey, Kerry Jackson, Alan Julian, Bob Keller, Philip Lieberman, Allen Mounts, James Muehlbauer, Donald Neel, Michael Sutton, William Theby, Todd Tucker, Cheryl Wathen, Michael Weber, Linda White

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

**MEMBERS ABSENT:** David Abbott, Evan Beck, Donald Breivogel, Adrian Brooks, Kelly Dillon, John DiTullio, Tim Flesch, Kay Forbes-Smith, Michael Head, Daniel Hermann, Alan Jones, Terry Keating, Thomas Magan, James McKinney, Matthew Meadors, Donald Minton, David Papariella, Al Ritz, Ronald Romain, Sharon Sartore, Daniel Schenk, Michelle Schroeder, Kenneth Sendelweck, Michael Walsh

**FACULTY PRESENT:** Bryan Bourdeau, Abbey Foroughi, Harry Lukens, Kevin Celuch

**STUDENTS PRESENT:** Julie Coburn, Nick Pressley, Christina Seedorf, Matt Youngs

**GUEST PRESENT:** USI President-elect Linda Bennett

**ADMINISTRATIVE ASSOCIATE PRESENT:** Linda Dillbeck

**WELCOME:** Chair Carl Chapman welcomed all to the meeting, thanked Todd Tucker for providing the meeting place, and asked new member J. P. Engelbrecht to introduce himself. Engelbrecht is the President and CEO of South Central Communications, a media enterprise. Chapman then called on Mohammed Khayum to introduce USI President-elect Linda L. M. Bennett.

**REMARKS FROM USI PRESIDENT-ELECT LINDA L. M. BENNETT:** Bennett related this is the fourth university she has had the privilege to serve and said she enjoys administration because she works with people, develops people, and encourages people. She spoke of the importance of the Board of Advisors and told the members USI is waiting to hear their good ideas; USI listens to the community and follows through with community involvement.

**Bennett** said these are challenging times with endless opportunities. She named three challenges for USI:

1. The Economy—USI funding comes from three major sources: the state, student tuition, and private donors. The state provides 60% of the operating budget; USI is in a good position relative to the universities in the five surrounding states. USI had a \$7 million endowment last spring which is good-sized for a university so young, thanks to terrific support. In this down economy, the corpus will not be

spent. Because of USI's frugality, it is in a good position relative to other universities which have thousands of programs; USI has 50 to 60 undergraduate and 10 graduate degree programs.

2. Maintaining Affordable Education and Public Support—Again in comparison, USI is well-positioned with USI's tuition being 4 X \$5,000. The campus believes being the lowest tuition in the surrounding five states; she invited the BOA to take a tour of the campus to see the Rice Library, the Quadrangle, the new Fitness Center, and the now-underway Business and Engineering Center. She noted that the top HOK architect wanted to be involved in designing the Center as it will become a forward-looking example of the dynamic of combining business and engineering.

**Bennett** called on **David Batey**, one of twenty-one USI students who attended and competed in the national Association of Information Technology Professionals (AITP) Collegiate Conference and Competition. **Batey** earned first place in the troubleshooting contest and the second highest score on the ACP Associate Computer Professional certificate exam. Fifty-nine of the six hundred seventy-five students who attended the conference took the ACP exam; fifteen students passed; seven of those fifteen were USI students. **Batey** attributed the success to the classes taught by **Ernie Nolan and Marvin Albin** (the AITP Student Chapter Advisors), and **Bill Henderson, Jennifer Williams, and Abbey Foroughi**; he said the exam seemed like a mid-term or final exam in their classes. He ended by saying the experience was a tremendous preparation for the real world. **Bennett** congratulated the AITP students.

**Bennett** noted the College of Business is leading the way with assessment. College of Business Professors **Kevin Celuch and Sudesh Mujumdar** are helping USI think about what is critical thinking and how to teach and measure it.

3. Increasing International Competition—Asian and the European Union universities are emulating the successful US system and have become more competitive. USI needs to be more focused on being sure students understand the international arena and gain experience in other countries.

**MINUTES:** The November 18, 2008 minutes were **approved** as distributed.

**ELECTION OF CHAIR-ELECT:** **Chapman** reported the Executive Committee nominated **Kerry Jackson** for Chair-elect and called for a voice vote. **Carried.**

**MEMBERSHIP ELECTION—Renewal and New: Jackson**

The Executive and the Industry/Education and Membership Committees nominated the following members whose terms expire in spring 2009 to serve additional three-year terms: Tom Austerman, Alan Brill, Carl Chapman, Mark Cox, Allen Mounts, Dave Papariella, Ron Romain, Sharon Sartore, Bill Theby, and Todd Tucker. **Carried.**

The Executive and the Industry/Education and Membership Committees nominated the following individuals for membership: Vince Bernardin, Vice President of Bernardin Lochmueller & Associates; Debbie Bush, General Manager of WFIE; J. P. Engelbrecht, CEO of South Central Communications; Mark Freeman, Vice President and CIO of Berry Plastics; and Kent Parker, COO of Ariba, Inc. **Carried.**

**BOA CHAIR'S REMARKS:** Chapman reviewed the two new BOA initiatives: BOA Days at the COB and Small-Group Dinners and stated both help the BOA members to understand what goes on at the school.

**NEW BUILDING STATUS:** Khayum reported the Business and Engineering Center is two weeks ahead of schedule and below budget. By September, walk-throughs will be possible. College representatives have traveled to Western Kentucky and Indiana State University to visit their distance education and stock trading rooms and have learned these specialized rooms are very expensive—\$200,000 at Indiana State. Khayum said specialized rooms can be used as an attractor to new students.

**INDUSTRY/EDUCATION INTERACTION/ MEMBERSHIP COMMITTEE:  
Jackson**

**New-member Orientation:** Jackson announced new-member on-campus orientation luncheons will be held soon to truly get acquainted with the new members and to advance their understanding of the BOA and the COB.

**Intern/Co-op Report:** Janet Johnson, Associate Director of Career Services, referred to two reports in the meeting packet: The 2005 to 2009 Internship and Co-op Report which lists internship and co-op position for which academic credit was earned and The Classes of 2007 and 2008 report which lists the employer, position, and description of new positions obtained by graduates. This information was obtained by a survey and represents a 50% return. Johnson encouraged members to explore setting up intern and/or co-op programs and made her business cards available.

**ACADEMIC AFFAIRS COMMITTEE: Alan Julian**

**Critical Thinking:** Celuch gave an overview of what is going on regarding the development of defining and assessing critical thinking across campus and reviewed the Critical Thinking report in the meeting packet.

**Student Team Reports:** Chapman noted the team reports help the BOA understand what is going on at the College.

**Alpha Kappa Psi Business Case Team:** Julie Coburn, president of AKPsi and team member, explained AKPsi is a co-ed business fraternity whose primary goal is to promote professionalism among its members. She reported the case study topic was self-directed work teams; the team became a consulting group to bring about change. The team presented to a panel of judges. The process allowed team members to test their knowledge in relation to the other 16 schools' teams and the professional judges. Team

members **Nick Pressley, Christina Seedorf, and Matt Youngs** told their perspectives of the experience and pride of winning third in the competition against schools who had participated before. **Scott Roberts**, student coach and AKPsi member, used his experience on an Accounting IMA first-place winning team to coach the AKPsi team to success. He is proud to show the education quality of USI.

**International Business Case Team: Coach Jeanette Maier-Lytle** began by saying this is the first team from USI's College of Business to compete outside of the United States and expressed her pride in the team. **Team Observer Courtney Michel** explained that the team did not know the case ahead of time and had three hours to read, analyze, and prepare a 20-minute presentation. The team was made up of two marketing majors, two accounting majors, and one finance major. Team member **Ashley Hancock** declared it was an amazing learning experience and the results of that were demonstrated when they presented the second time; one judge told them she gave them the maximum points because of their outstanding improvement. They learned that some of the schools competing have a greater emphasis on cases in their curricula and have developed a model to help teams compete. **Maier-Lytle** spoke of the need to develop funding for the competing teams and expressed thanks to the dean for funding the team's ability to compete in Vancouver, Canada this year.

**AITP Competitors: Chapter Advisor Ernie Nolan** reported the AITP competition includes ten competitions including a paper and oral presentations. To fund the 21 USI students who competed in Oklahoma City, a lot of candy bars and pizzas were sold to supplement the funding from the College. Student competitors **David Batey and Drew Helfert** agreed the USI competitors have the talent and the professionalism to compete effectively and referred to the amazing pass rate on the ACP—of the fifty-nine students who took the ACP test, seven of the passing students out of fifteen ACP certification test-takers were USI students.

#### **ENTREPRENEURIAL ENDEAVORS:**

**Entrepreneurial Minor—Khayum** reported that an Entrepreneurial Minor has been approved. He referred to the process that included both faculty and Board of Advisors. The minor will include nine credit hours, three courses: ideation, pay-back and feasibility analysis, and business plan development. The minor is designed to include students with majors outside the College of Business (COB).

**Entrepreneurial Happenings: Bryan Bourdeau** listed the activities of the Entrepreneurial Task Force: Entrepreneurial Minor, BOA Days at the COB, Entrepreneur Internship Opportunities (underway at Innovation Pointe, \$15/hour, 150 hours per semester), White Paper about our community's entrepreneurial eco system, the Entrepreneurial Symposium in collaboration with Crane and GAGE, Major at Home Grant to establish Entrepreneurial Club, 2008 Ideation Competition (the top three are in analysis stage, next year an Ideation Competition will be conducted each semester), Major At Home Grant to establish Eagle Business Advisors (a capstone experience, student run, managed, and delivered) will be ready in 2010, and the Otter's Project to establish a kid's zone at the ball park. **Student Brittany Lash** told of her experience

with meeting with the Otters and learning about their experiences and dealing with a real client. **Omar Bibi** said this class is practical as students learn by doing—we are the consultants to the Otters. A high school student is included in each of the five competing teams of consultants.

**ACCOUNTING CIRCLE REPORT: Sally Joest, Chair of the Accounting Circle,** reported on the activities of the Circle. The report is in the meeting packet.

**IT Alliance Report: David Yoak, Chair of the IT Alliance,** congratulated the faculty and the student teams. He stated the primary purpose of the Alliance is to work with the faculty and students to prepare students for the workforce. He listed the committees: Curriculum Committee, Student Interaction Committee, Faculty Interaction Committee, and the Scholarship Committee. The Alliance has developed three scholarships for CIS and CS students: the IT Alliance Scholarship, Keller Schroeder Scholarship, and Atlas World Wide Scholarship.

**DEAN'S REMARKS AND NEXT STEPS: Khayum** noted his role as advisor to the Alpha Kappa Psi Chapter is minimal; the USI chapter is student-run. **Robert's** serving as a student coach is an example and a good illustration of what students can do. Students are starting to see how high the bar can be and living up to it.

He announced that the College will continue its entrepreneurial endeavors. In addition to **Bourdeau**, a new Entrepreneurial faculty member will join us in the fall. We are going to develop an innovation measurement tool using the critical thinking assessment model to see how employers value the various skills. **Khayum** referred to the FedEx/Kinko model which rates skills that employer's value. The result will be "here is how we know students' skills are adding value."

**Khayum** referred to the enrollment report in the meeting packet and commented on the demographic differences between the University and the College; the University has a higher proportion of females than the College of Business.

**RECOGNITION OF 2008-2009 CHAIR CARL CHAPMAN: Khayum** thanked **Chapman** for sharing his talents with the College and the Board and presented him with a plaque of appreciation.

**NEXT STEPS: Tom Austerman** said we know we are in good hands in dealing with the future generations and making this a better place. He announced the Board will continue with BOA Days at the COB and the Small-Group Dinners, will endeavor to nurture an entrepreneurial culture in the community, and explore how we can make this area a role model for entrepreneurship.

**TUCKER PUBLISHING COMPANY: Tucker** invited all to wander around the facilities which the company has occupied for only 60 days.

**ADJOURNED**