Chairs/Directors Committee Meeting
April 14, 2015
Minutes

Present: Joe Belch, Janie Chang, Dennis Cradit, David Ely, Annette Easton, Tita Gray, Gary Grudnitski, Davette Kawachi, Kathy Krentler, Larry Rhyne, Mehdi Salehizadeh, Nik Varaiya

1. Deans Report

Requests for Faculty Lines. Faculty line requests were reviewed. The following requests, in order of priority, will be submitted: Financial Accounting, Organizational Behavior, Financial Acct/Tax, Information Systems, Digital Marketing, Real Estate, Strategic Management, Business Intelligence/Reporting, Tax, Human Resources, and Derivatives/Fixed Income.

(Note: The first six positions were later approved by the Provost.)

One position, Marketing Management, will be carried over from last year.

Strategic Plan. An open forum will be held on May 1 to offer faculty and staff another opportunity to ask questions and to comment on the strategic plan. During the days following the forum, faculty and staff will be asked to endorse the plan via a written ballot.

Opportunity Hires. Departments across the university have been approached by leading scholars with an interest in joining the SDSU faculty. While such “opportunity hires” could be beneficial to both the department and the scholar, the university does not have a good mechanism to handle these situations. Asking the scholar to wait for the next recruiting cycle is a usually an unsatisfactory response. The university administration has discussed creating a small reserve of faculty lines that an individual college could borrow against. The CBA should support the creation of such a reserve.

2. Interim Associate Deans Report

Computer equipment inventory. A handout was distributed showing the equipment in iAssets, a university computer equipment system, that was not recorded in the recent inventory conducted within the CBA. Chairs were asked to work with their faculty to resolve any remaining discrepancies.

Assigned Time. As required by the Unit 3 Collective Bargaining Agreement, “assigned time for exceptional service to students” has been allocated. The CBA’s share is one course release for AY 2014/15 (retroactive) and one course release for AY 2015/16. The university has been informed that there is no central funding source for this assigned time – campuses will need to absorb the costs. It is also expected that the cost for the faculty receiving assigned time will have to be covered by their colleges. A question was asked about the criteria used to select the faculty who received awards in the CBA.¹

¹ The Collective Bargaining Agreement states that the following activities may be supported: (1) Student mentoring, advising and outreach, especially as these activities support underserved, first-generation, and/or underrepresented
A broader discussion of assigned time for service ensued. There was agreement that collectively, chairs need to establish a procedure for assigned time when allocations are made next year. We should take a comprehensive approach and look at the entire service load of faculty to verify that the service is being completed and that those with heavy service workloads are being fairly recognized.

3. **2015/16 department budget projections (Davette)**

Department budgets for AY 2015-16 were distributed to the chairs. Chairs were asked to review the budgets for completeness.

4. **Assistant Dean’s report**

- The following students have been selected as this year’s outstanding graduates. Their department, degree level, and most influential faculty member are also identified in the lists below.

  **Undergraduate:**
  College of Business Administration Outstanding Graduate: Mr. Daniel Rakad / Mr. Paul Sager  
  Accounting - Ms. Christina Stevens / Mr. Paul Sager  
  Finance - Ms. Hong An Thi Nguyen (When) / Dr. Chamu Sundaramurthy  
  Management - Ms. Raquel Moshail Samawi / Mr. Bill Sannwald  
  Management Information Systems - Ms. Hui Yi Liew / Dr. Theophilus Addo  
  Marketing - Ms. Mikaela Samuels / Dr. Lois Olson

  **Graduate:**
  MSA - Mr. Isaac Peck / Dr. Janie Chang  
  MSIS - Ms. Puneet Kaur / Dr. Theophilus Addo  
  MBA - Ms. Sarah Alvy / Dr. Lori Verstegen-Ryan  
  MSBA - Mr. Nicholas Holeman / Mr. Frank Ryan

- The Honors Reception will be held in the Mission Valley Marriott on May 15 starting at 5pm. Planning is well underway.
- The Business Achievement Awards will be held April 21, 5:30 – 7:30 p.m. in Montezuma Hall. The student award recipients and their influential faculty have been selected.
- The CBA should assess the process used to assign student organization advisers to ensure that students have the best possible experience.
5. **BA 795 team’s recommendations for the website (Nik)**

Nik summarized the recommendations of a Fall 2014 BA 795 team to improve the marketing of graduate programs. One dimension of the study focused on the reasons why students select SDSU. Their finding is that quality, AACSB accreditation, cost of attendance, and geographic location are the most common reasons. 74% of the respondents reside in San Diego County and many also considered UCSD and USD. 39% of the respondents used online resources to learn about the programs the CBA offers.

The student team offer a range of recommendations for changes to website to enhance its usefulness as a recruiting tool.

Specific recommendations include:

- A page that presents a comparison of programs, expected preparation, curriculum, time to complete degree, and costs
- A page presenting statistics on admitted students
- Incorporate a greater emphasis that an SDSU graduate business degree is an exceptional value; the combination of high quality and affordable costs makes SDSU a great choice
- Present an application timeline with details of the steps
- Present a section on Common Questions that applicants have
- Present Career Resources (GCMC)
- List companies that participated in our career fairs, posted job and internship opportunities, or hired our students
- Committee members were asked to provide feedback on the handout and brochure. The changes to the website are being pursued.

6. **Other**

An organization, Barefoot Winery, has contacted at least one chair. This organization appears to be primarily seeking high-fee speaking engagements. If contacted, other chairs (or faculty) should probably not spend much (any) time listening to their sales pitch.