CBA Professional Development Committee Meeting
May 2, 2003

Minutes

Present: Jim Beatty
       Tony Cherin
       Chee Chow
       Larry Rhyne
       Bob Wilbur

Absent: Ron Stampfl

Excused:

Guest: Shelley Herron

1. Jim Beatty, Chair, called the meeting to order at 9:00am on May 2, 2003, in the Dean’s Conference Room.

2. The meeting agenda was reviewed and approved.

3. Minutes of 04/18/2003 were moved, seconded, and approved (unanimous) with one minor typo correction.

4. The Committee discussed media coverage and ways of sharing of faculty research and the distribution of such professional development to the business community, especially in the San Diego community. Shelley Herron was invited to meet with the Committee to discuss this approach. She is working on a format to share such information quarterly. Bob Wilbur suggested that each quarter might focus on a theme; Shelley thought about having a quarterly distribution of “Research News” focusing on a different department each time; Larry Rhyne suggested better publicizing the 795 (capstone) projects; Chee Chow suggested modeling our approach after some of the top business schools. Shelley provided information and fliers from several schools, with a mix of quality level and institutional stature. Everyone agreed there should be a “so what” associated with any distribution of faculty research to the business community so readers would understand both the theory and the applications of faculty research and its impact on their interests and activities. Other suggestions included a focus on the “training and development” aspects of faculty research and professional growth, taking greater advantage of guest speakers in the classroom from both the business community and academic communities, encouraging the business community to come to campus when recognized outside academics are available to
share their research, as well as asking award/grant recipients to submit a brief of their funded research, with emphasis on marketing the product and the individual. Shelley and Chee agreed to review examples from other universities and bring them back to the Committee for further discussion. Shelley also agreed to meet with the Committee in the Fall and to write a summary of these discussions.

5. Shelley updated the Committee on the progress of the website and the faculty expertise guide. Nancy Cavanaugh is the designer for these efforts.

6. An effort is being made to create a better link between AACSB and CSU, especially among the CSU business deans and the Chancellor's Office. Executive Vice Chair David Spence has already made such a connection, discussing salaries and other issues facing business colleges in the CSU system.

7. The Committee thanked Tony Cherin for his continued effort on the Committee and his support for its programs. The Committee recognized his diligent participation, enthusiasm, and dedication to the Committee's work during his tenure with the Faculty Development Committee since its inception.

8. The next meeting of the Professional Development Committee will be in the Fall 2003, most likely during the first week of September. Meetings will continue to be held every other Friday from 9:00-10:30am in the Dean's Conference Room.

9. Jim Beatty adjourned the meeting at 10:30am.