Notes from Executive Committee Meeting, May 9, 2006

Present: Gail Naughton, Jim Lackritz, Ken Marino, Kathy Krentler, Sharon Lightner, Nik Varaiya, John Penrose, Joe Belch, Karen Courtney

Guests: Randy Carmical, Mark Ballam

The Executive Committee met from 10:00 AM – noon in the Dean’s Conference Room.

Gail reported on her presentation of the draft of the Strategic Plan to the CBA Board of Directors last week. The BOD offered feedback on the draft and was supportive of the initiatives.

They suggested a need to establish metrics and accountability for each initiative. The Board also had some suggestions on revising the mission and vision statements for the CBA. Gail will bring these comments/suggestions to the Steering Committee meeting this Friday to determine the next step in the process. She also distributed several mission and vision statements from some of the other CSU business schools.

Randy gave an update on the most recent meeting on the Branding/Marketing Plan. Several faculty and BOD members met with the Bailey-Gardiner people to evaluate potential tag lines for the CBA.

Mark Ballam gave an update on the CIBER Grant. We had applied for $1.8 million and received $1.2 million for five years, subject to federal funding. Approximately 30 schools are funded for CIBER centers. Mark discussed the major components of the grant, including global curriculum, multidisciplinary research, and outreach activities. He highlighted some of the recent and future planned activities under the grant, including several prestigious research conferences that we will either host or be an active participant.

Karen reported on her Sports Business Management Advisory Board meeting from the previous week. She has recruited some new members to the board, which will be more active this year. The website for the Sports MBA program will be revised this summer. Sports MBA I students are currently on their internships and working on their BA 795 projects.

Ken reported a 16% increase in applications for the graduate programs for next Fall, reversing a several year decline. It is too early to see if this will result in an increase of qualified students, as some applications are still incomplete, due to students completing their undergraduate degrees. Ken described a 3/2 program that will be discussed by the Graduate Committee for students in the undergraduate IB program to take graduate CBA classes their senior year and move directly into an MSBA program.

Gail reported on the next steps for some of the international programs. She and Carmen Bianchi will be traveling to Beirut to present the Family Forum and to meet further with
officials from AUB. She will also go to Israel to sign Ben Gurion University as a partner in the International Institute for Commercialization of Biomedical Innovation.

She mentioned that the International Programs Committee has been very active in a short period of time, and that there is a new student organization for International Business, which had 120 people attending the initial meeting.