Notes from Executive Committee Meeting, March 13, 2007

Present: Gail Naughton, Jim Lackritz, Nik Varaiya, Bruce Reinig, Gangaram Singh, Joe Belch, Kathy Krentler, Sandy Ehrlich, Deb Tomic

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

Deb showed how we can use endowment interest to build into the salary base for a faculty member (GRF method).

Jim distributed copies of a recent publication from the Graduate Management Admissions Council showing the needs and skills from MBA programs and the graduates that had the highest priority amongst employers.

Most of the meeting was spent on strategic planning. Each Director was asked to bring in a list of three objectives they wanted their center/department/division to accomplish over the next 12 months. These were as follows:

Dean,s Office

1. Improve the CBA,s Organizational Climate (Initiative 1, Objective II)
2. Improve CBA Communication (Initiative 1, Objective III)
3. Work with Chris Graham on formalizing the ,,CBA Career Planning Center.‰ (Initiative 2, Objective I)

School of Accountancy
1. Work towards securing funding for the items in the Capital Campaign pertaining to the School of Accountancy (Initiative 6).
2. Offer a new Accounting Information Systems track with the MSA program to meet the changing needs of the accounting profession. This should put us at a competitive advantage for increasing enrollments in the MSA program. (Initiative 3).
3. Increase ties with the business community (CBA Initiative 2). This entails increasing:
   - the employer base seeking SOA graduates at both the undergraduate and graduate level.
   - financial resources into the SOA from the business community.
   - the professionals, involvement on campus and with our academic programs.
   - opportunities for collaborative research between academics and practitioners.

Finance Department:
1. Undertake a comprehensive review of Finance Department course offerings in its undergraduate and graduate programs so as to identify changes in our existing course offerings and fill œgaps, in our programs that would enhance the academic quality of our programs (Initiative 3).
2. To expand our faculty,s research potential by providing resources for data acquisition and initiating a Finance Department Research Workshop Series (Initiative 5).
3. To forge ties with Finance Department alumni and strengthen ties with the local business and professional community (Initiative 2).

IDS Department
1. Expand the IDS Alumni Network (Initiative 2, Objective III).
2. Develop a proposal and initiate the approval process for a joint PhD program in Information Systems with Claremont Graduate University (Initiative 4, Objective III)
3. Transform the Operations Management MBA specialization and MSBA concentration to a Supply Chain Management MBA specialization and MSBA concentration (Initiative 3, Objective III)

Management Department
1. Implement a revised undergraduate management major, with specializations in entrepreneurship and human resource management. (Initiative 3, Objective I)
2. Revise our graduate programs to comply with the new vision for the MBA. (Initiative 3, Objective II)
3. Marketing the excellence and achievements of our faculty through an interactive web site. (Initiative 1, Objective III)

Marketing Department
1. Utilize the IMC Centre to promote interdepartmental and intradepartmental research within the CBA in integrated marketing communications (Initiative 5). The Centre will offer research grants designed to support research in IMC
2. Utilize the IMC Centre to promote interdepartmental research between external departments (for example, Communications) and the CBA in integrated marketing communications (Initiative 5). The Centre will offer research grants designed to support research in IMC
3. Promote and enhance the reputation of the IMC program on a national and international basis (Initiative 3).

Undergraduate Division
1. Develop a delivery system for BA 300 [Ethical Decision Making in Business] that will allow for effectively and efficiently accommodating approximately 750-800 students per semester. (Initiative 3, Objective I, Action Item 3)
2. Implement processes in the Business Advising Center (BAC) that offer improved tracking and service levels to students seeking advice. (Initiative 3, Objective II)
3. Study, make a recommendation, and implement (if recommended) participation in the Business Week ranking of undergraduate business programs. (Initiative 3, Objective II)

Graduate Division
In light of Ken’s recent decision to step down as Director, Jim and Gail felt that the objectives for the division should set by the new Director.

Executive and Specialized Programs
1. Recruit, hire and train Senior Recruiter for Executive and Specialized Programs Office. Hopefully return to full staff (Bridget Frattalone returning mid-May and Ana Righellis returning mid-June) (Initiative 4)
2. Increase student enrollments in both our MBA for Executives and Sports Business Management programs while maintaining quality. The ESPO committee recommended asking Dean Naughton for assistance with additional money for marketing efforts in order to be successful in our spring, summer and fall recruitment efforts. Eventually, increasing enrollments will provide additional funds for numerous CBA initiatives. (Initiative 4, Objectives I,II)
3. CQI ´ continue evaluating courses being offered in both programs, working closely with faculty to prevent duplication of course materials, case studies, etc., also relying on alumni and corporate sponsors for input. Ongoing recruitment efforts for locating „SDSU faculty‰ prepared to teach in External Degree Programs. (Initiative 4)

EMC
1. Develop and offer the Certificate in Social Entrepreneurship (Initiative 4, Objective III)
2. Expand the Business Forum to 40 members (Initiative 4, Objective III)
3. Launch the Lavin Venture Start Program (Initiative 4, Objective III)

Gail asked Deb if she would work with the staff to identify any specific objectives they would like to concentrate on during the next 12 months in addition to being involved with the program and departmental objectives.