Notes from Executive Committee Meeting, August 21, 2007

Present: Gail Naughton, Jim Lackritz, Sharon Lightner, Nik Varaiya, Bruce Reinig, Gangaram Singh, Joe Belch, Kathy Krentler, David Ely, Karen Courtney, Deb Tomic

Guest: Mark Ballam

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

Mark Ballam distributed a folder with an update on recent CIBER activities from the past few months and a schedule of proposed upcoming activities. SDSU CIBER serves as a catalyst for the CBA to further integrate and advance a number of diverse activities relating to international business education, international business research, language training, international student and faculty exchanges, and executive education for our various constituents.


CIBER is launching a new website which is supposed to be up and running in the next few weeks. All flyers and information from the above activities will be posted at the site.

In the most recent rankings just released by *US News and World Report*, IB's ranking was down to #15 (from #10 in 2006). Mark said that for the first time, the IB ranking is partially based on data collected from the program. We do not know who submitted the data for the IB program was collected, but no one in the CBA was contacted. For the undergraduate business programs, our ranking improved from T(tied for)83 in 2006 to T71 this year. Joe suggested that we hire a GA to research the entire rankings process. Jim agreed to have this person work under his direction. Gail thought we should develop appropriate strategies for improving our rankings.

Gail gave an update on the professional graduate fee. The fee has been approved by the CSU Presidents and Provosts, and will be on the agenda for the Board of Trustees September meeting. Gail will send out a paper with appropriate talking points from the proposal should faculty be contacted.

David distributed tables showing our changes in graduate student applications over the past few years. Over the past 2 years, we have had an increase of almost 300 applications and almost 100 new enrolled graduate students. The mean GPA and GMAT scores for our new students is the same as from two years ago, so there has not been a change in quality of our new students.

Karen gave a profile of the new EMBA class. There are 31 commitments from 51 applications, with a possibility to have 34-35 students by the time the first class meets on Friday. This year,s group is 26% female and has mean statistics of 38 years old, 3.1 undergraduate GPA, 3.5 graduate GPA, 15.6 years work experience, and 8.5 years in management positions. Karen believes this will be a very strong group. She is compiling results from the ROI study from previous classes, and believes based on the initial perusal of the results that they will be overwhelmingly positive.

Sports MBA had an information session last Saturday which had 31 prospective students attend. The application period for the January 2008 class opened on August 1, and we already have over 20 applications.
Gail is going to contract with *SmartBusiness* magazine for us to run a series of 12 interviews to feature different faculty and programs of the college. *SmartBusiness* is a national publication with regional distribution that focuses on local executives and business programs. Other deans who have worked with the magazine say that the magazine is helpful in attracting potential students to their executive programs. One feature of the relationship will be a glossy color publication at the end of the year which features the 12 interviews, which can be used for PR to other universities and key business partners.

Jim briefly discussed the agenda for the CBA Welcome Back luncheon. At the event, each chair/director will summarize the plans of their department/center for the upcoming year, as they related to the strategic plan.

Gangaram raised a couple of issues that were discussed at the workshops for the new contract. Jim will check with AVP Bonnie Zimmerman to make sure that we are clear on our interpretation of the contract.

Bruce announced that effective Fall 2007, Robert Judge will be managing the Electronic Boardroom (EBR), replacing Clay Tyler in this capacity. Clay has accepted a position as part of the Senior Leadership team at Kisco Senior Living, LLC, and has reduced his appointment from full-time lecturer to part-time lecturer (Clay will still be teaching). Robert will be managing the EBR and the Microsoft Academic Alliance in addition to his teaching responsibilities. Robert is an alumnus of the CBA with both MBA and MSBA degrees and has demonstrated himself as an effective lecturer in graduate and undergraduate BA & IDS courses. We are delighted to have him taking on this new role in the CBA.