Notes from Executive Committee Meeting, October 30, 2007

Present: Gail Naughton, Jim Lackritz, Sharon Lightner, Nik Varaiya, Gangaram Singh, Joe Belch, Kathy Krentler, David Ely, Sandy Ehrlich, Karen Courtney, Chris Graham, Deb Tomic

The Executive Committee met from 10:00-11:30 AM in the Dean’s Conference Room.

Bonnie Zimmerman (Associate Vice-President for Faculty Affairs), Mary Shojai (Disabled Student Services) and Sara Baird (Library and Information Access) joined us to discuss the CSU Accessible Technology Initiative (ATI). They are part of a committee that will be responsible for SDSU’s satisfaction of the initiative. All new courses in the 2008-2009 catalogue will be required to be compliant with regard to accessibility the first semester they are offered, and by 2012, all courses are required to be compliant. There are three parts of the initiative: website accessibility, instructional materials accessibility, and procurement. We discussed the first two issues in detail.

They distributed some materials related to compliance from the ATI, and Bonnie will work with Jim, Kathy, David and the chairs as we go forward. The chairs will identify the first set of faculty who will be teaching new catalogue courses in Fall 2008. There will be training for these faculty members to understand the ATI requirements and appropriate ways to satisfy these obligations.

This is Karen Courtney’s last week. She is returning to Duke (although her position will be in London for the next two years) to be Assistant Dean for their international programs in Europe. The committee expressed appreciation for all of her efforts in building the EMBA and SportsMBA programs to their current levels of success.

Chris gave an update on Aztec Business Alliance and Executive Programs. Hire San Diego, a joint effort with USD and UCSD for our graduate students, was supposed to have taken place on October 26, but was cancelled due to the fires. A new date has not yet been scheduled.

The MBA Career link will launch in a few weeks for career opportunities for our graduate students. This will be linked into Career Services database, but just focus on positions for MBAs, MSBAs, and MSAs. Chris said he had identified 192 job opportunities in San Diego County that were appropriate for these students. Our graduate alumni will also have access to this database.

Scott Minto will start this week as the new Director of the SportsMBA program. Scott is an alumnus of SportsMBA I and has been incredibly active in recruiting students for the upcoming program and also involving other alumni. We have 83 applications for the January 2008 class, up about 30 from last year, and are hopeful for a class of 40 or larger.

The WASC EMBA Life Sciences application has been submitted and the conference call will take place on November 16 (since changed today to November 19). Thanks to David and Patricia Van Damme for their work in putting the application together.
Gail announced that the FDA has agreed to be a partner in the EMBA Life Sciences program and their top people will teach classes during the one-week residency period in Washington, DC on federal regulations, product approval, and best practices. They will also provide some projects for the culminating experience for students to work on throughout their program.

Jim discussed a proposed partnership with the Liaoning Education Department to send 25-30 managers from state owned businesses per year as a separate cohort to SDSU to take a one year MBA program. Through efforts of Kamal Haddad and Massoud Saghafi, we were approached by this group a few weeks back, and with Helio Yang as our translator, came to an agreement that we would try to work with them. Jim will develop a preliminary budget, but it appears that the program could generate several hundred thousand dollars per year for the CBA. The potential program will be sent to the International Programs, Executive and Specialized Programs Committee, Graduate, and the Steering committees for approval, after which Jim and David will work on a letter of intent to submit for the program.

The chancellor’s office has asked each campus to conduct a survey among its graduate students about the potential graduate fee for business programs. David will coordinate this effort to have our graduate students participate. Gail distributed the survey results that came from CSU East Bay, in which 58% of the respondents said that most students would agree that the price for graduate students should be raised, and 75% of respondents believe that most students would still enroll at CSU MBA programs if fees were raised. Their students expected a starting mean salary upon completion of the degree of $82K, a 38% increase from their current mean salaries, and further expected a mean salary if $126K five years after graduation. We will be one of two campuses targeted for a focus group of graduate students on the fee issue.

Sandy reported that EMC has applied for a grant from the President’s Leadership Fund for an entrepreneurship boot camp for faculty and graduate students. On November 1, we will be hosting Science and Engineering faculty with CONNECT to show them the VC Springboard program for bringing new concepts to market.

Gangaram reported that they are working on their curriculum for the new undergraduate entrepreneurship program, to move that to the college level, and eventually to bring the program across the campus. Alex DeNoble will present his work on the program at the next Chairs meeting.

Gail distributed a letter on a Visiting Professorship in Entrepreneurship that is sponsored at Princeton. She suggested that we might use a similar approach to visiting scholar positions per the new option from the faculty contract. She also distributed an article from Entrepreneurship on the Georgia Tech TIGER program, which teaches students to commercialize technology. Georgia Tech has offered to possibly partner with us on using this program as a model. Sandy said they had applied for a new CCAT grant, with Georgia Tech as a partner. (We have since learned that the CCAT has been renewed)

Bruce gave an update on the proposed joint PhD program in Information Systems with Claremont Graduate University. The program proposal, which outlines the learning outcomes, curriculum, and management of the program, has been completed since September and is ready
for distribution to the IDS department to begin the curriculum review process. The second piece
of the proposal is the accompanying budget. Bruce stated that, in order to be successful, the PhD
program would require a director to champion the program and manage recruiting, industry
relations, and assessment. Bruce and Deb met with Ethan Singer in September to discuss the
budget and Academic Affairs has committed to funding a half-time tenure-track position for
directing the program as well as support for funded doctoral students. However, Ethan
recommended a number of additional changes to the budget and these are awaiting completion
by Deb and Gail. Bruce stated that once the Dean’s office completes the budget it will be
reviewed by CGU and Academic Affairs and then the proposal and budget will be considered by
the IDS department. Although the proposal currently states that the first PhD students would be
enrolled for AY 2009-10, Bruce said that once the budget is finished he will revisit the
curriculum review process time line and modify the start date, if necessary, to 2010 or 2011.

Gail distributed some materials from Business & Management University in Zurich, who has
approached us about doing a dual masters degree program in Finance. We have worked with
them on family business programs, and Gail believes that with the strong banking and financial
centers in Switzerland, this would be an outstanding international opportunity.