Notes from Executive Committee Meeting, April 22, 2008

Present: Gail Naughton, Jim Lackritz, Sharon Lightner, Nik Varaiya, Bruce Reinig, Gangaram Singh, Kathy Krentler, David Ely, Sandy Ehrlich, Chris Graham, Mark Ballam, Deb Tomic

Invited Guest: Suzanne Finch

The Executive Committee met from 10:00-11:35 AM in the Deans Conference Room.

A good method of gaining exposure for CBA and the faculty is through presentations/panel sessions at industry events in their area of expertise. Suzanne was invited to speak with the group about a proposed speakers bureau. She wanted to gauge the interest of faculty as to the interest in speaking opportunities at conferences and conventions. She feels that if there is faculty interest, she will work with the convention/conference event managers to try to create opportunities. She will send a note to the chairs to ask faculty about their interest.

Jim discussed the progress on the implementation of the strategic plan. Last year, Jim and Gail asked each chair/director to identify three things from their department/center/area that related to the initiatives and objectives in the plan that they would be working on this year. As we get closer to the end of the academic year, we have been discussing the next stage of implementation.

At the Steering Committee (SC) retreat last Friday, the SC agreed in principle to take charge of the implementation of the strategic plan and to focus its efforts on going through each initiative and assigning the appropriate person/committee/department/center to be accountable for each objective. A faculty driven process creates a partnership with the strongest potential for long term success.

Related to this was a discussion of the rewards system, a significant component of the plan (Initiative 1, Objective IV). The Executive Committee is charged with creating the rewards system. There are different pools of potential reward funds in the college, including state funds used for faculty release time, self-support CERF funds, money used for faculty development grants, and hopefully the graduate fee. Jim raised the question as to the best way to create a system to use some or all of these funds as part of the rewards system. It was suggested that there should be three components for the system, to (1) identify appropriate behaviors and activities that fit into the strategic mission that should be rewarded, (2) to identify the support necessary to give faculty and staff the best chance for success, and (3) to determine the appropriate rewards for significant accomplishments. Gail will check with Deans from other public universities to see if there are systems in place which might be helpful to us as we discuss and work on this objective. Jim asked the committee to send him ideas of appropriate activities that should be rewarded and necessary support mechanisms. He will maintain the inventory of these for the next round of discussion.
We are concerned as to how to reward staff. There are restrictions from the staff union contract and from campus as to how state and Foundation funds can be used. Deb will check with appropriate people to find out exactly what is permissible.

Jim summarized the activities of the Chairs retreat from the previous Thursday. He will send out notes from the meeting to all faculty and staff.

Mark distributed and spoke to a three-page handout of recent and upcoming CIBER activities and support. The first page included a list of CBA faculty and areas outside the CBA, both within SDSU and other universities that have received CIBER Support. The second page listed faculty development activities in international business. The third page gave a list of upcoming CIBER events, including the meetings of the Academy of International Business which will be in San Diego in June 2009. The top scholars in the IB are expected to attend this conference. Mark will post the handout at the CIBER webpage.

Chris gave an update from Aztec Business Alliance and Executive and Specialized Programs. Hire San Diego, our program for our MBA/MSBA students, may be moving to the Spring term next year. It had previously been in Fall, but each school (SDSU, UCSD, USD) decided they needed to have campus-focused recruiting efforts during the Fall term.

The new EMBA Alumni Advisory Board has been meeting monthly. The group aims to develop a quarterly EMBA speaker series, the first one featuring EMBA alum Sam Wood. Chris and his staff have been aggressively recruiting for next year’s EMBA class, to set the class at an earlier date than in past years. He currently has 24 applications and is getting deposits from those that have been admitted to date. We were going to participate in the Wall Street Journal EMBA rankings, but they require a class of at least 35 students, more than our most recent class. Chris will target a class size of at least 35 for the upcoming class.

SportsMBA has grown the number of guest speakers and is working with the students on developing career opportunities. With a class of 42, internships will be a bigger challenge this year than in years past, so this process has started earlier than in past classes.

EMBA Life Sciences is actively recruiting and participating in information sessions. They are visiting Invitrogen, Gen Probe, and Connect. Gail is presenting at the CIH Board meeting. Interest and feedback have been very positive so far.

The WASC call for GEMBA is Thursday. We are still waiting for finalized signed MOUs from the partner schools.

Sandy gave an EMC update. They received a $100K gift from the Foundation for Enterprise Development (FED), run by Bob and Mary Anne Beyster. This will fund a research project on employee ownership that will involve Sandy, Lynn Shore, Gangaram
Singh, Beth Chung-Herrera, and Karen Ehrhart. We are hopeful that this will lead to more grants from FED and other organizations.

The Center for the Commercialization of Advanced Technology (CCAT) just received a contract for $500,000 to support the 1401 program, a Department of Defense initiative to transfer DoD-funded technologies to the first responder community. The EMC will support this contract with market commercialization assistance.

EMC is recruiting undergraduate students for participation in Venture Start, a project funded by Leonard Lavin which is open to all undergraduate entrepreneurs on campus. Students do not need to be CBA majors.

Sandy distributed a flyer for an upcoming event of the EMC Business Forum. Staying Afloat in a Drowning Economy on May 7 at the Hilton Torrey Pines features a panel of local business leaders, moderated by George Chamberlin. Anyone interested in attending can register through the EMC web site.

EMC has created an alliance with the Social Enterprise Institute and will have roundtable events on Social Entrepreneurship. EMC is also funding a research grant to Bill Baker (Marketing) for Entrepreneurial Orientation as a Success Factor for New Product Programs and Profitability.

Sandy is screening applications for Keely Bamberg's replacement. Sandy and Carmen will visit ITESM in Monterrey later this Spring.