Notes from Executive Committee Meeting, December 16, 2008

Present:  Gail Naughton, Jim Lackritz, Sharon Lightner, Mehdi Salehizadeh, Alex DeNoble, Joe Belch, Kathy Krentler, David Ely, Chris Graham, Sandy Ehrlich, Mark Ballam, Deb Tomic

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

Jim raised the topic of a CBA speaker series. He was very impressed by the recent Ron Fowler presentation as part of the Bob Payne Lecture series which is funded by EMC, and thought that was a perfect venue for the CBA to be connecting to the business community by offering other outstanding speakers from its various programs (EMBA, SportsMBA, academic programs, Board of Directors, etc.). Sandy pointed out that the Payne series is funded from an endowment and they spend some money on this as well as coordinating the logistics with some volunteer time. Chris said that the EMBA alumni group is organizing a speaker series, and might be able to work with the college. Accounting has started a speaker series for the CCT 422 class and had very good success with it. Gail had suggested that other alumni groups could help. Jim will contact Diane Barragan (SDSU Alumni Association, coordinates CBA chapter) about her interest in helping with a lecture series. Gail will also ask Suzanne to compile a listing of all of the various speakers that we have had for the various classes and programs.

Joe was on the search committee for the football coach and spoke about the interview with Brady Hoke, the new coach. Coach Hoke talked about leadership issues, which Joe said would be of great interest to the community. He said he would check with Coach Hoke as to his interested in speaking at a CBA event some time during the Spring term.

About a month ago, Sharon mentioned to Jim that there was some confusion about the interpretation of the criteria in the AQ (Academically qualified) policy. The policy states:

Minimum Standard (5-year period) to be academically qualified (AQ): At least 3 publications
from Categories A, B, C, or D OR 22 points, 8 of which must come from categories A, B, C or D.

Sharon said that a faculty member could generate 8 points from categories A, B, C, and D without having any publications. Jim said that was not the intent of the policy, that the 8 points should be from publications in categories A, B, C, and D. Jim polled the AQ/PQ committee which drafted the policy and they unanimously agreed that this was the intent of the policy. Gail added that AACSB will not consider anyone to be AQ without published research. Jim will distribute a ballot to the faculty at the beginning of the Spring semester to approve the addition of a couple of words in the statement to clarify the policy.
Jim, Kathy, and David met last week to discuss the formation of a Maintenance of Accreditation Committee (MOAC) to start planning for our self-study document which will be due in Fall 2012. We thought that representation from various constituencies would be appropriate as we look ahead. We have invited Sharon Lightner (Accounting has a parallel MOA review at the same time, Sharon will also represent the chairs), Bill Baker (Steering Committee, Strategic Planning Committee), Dean Popp/Jim Gerber (IB program, Jim will be the new Director effective Fall 2009), Chris Graham (Executive and Specialized Programs), and Roger Dunn (Associate Dean, IVC) to sit on the committee. The committee will meet during the Spring semester to begin evaluating how we are doing on the major standards as required by AACSB.

Jim and Kathy have been putting together a list of possible peer and aspirant schools for our next AACSB visit. Gail asked that the MOAC make a recommendation to the Executive Committee as to the appropriate group of schools to present to AACSB.

Chris gave an update on the External Programs. The EMBA Alumni group is very active and he is going to merge the data with the CBA alumni data. The group will still be operate as a stand alone group for EMBA-only functions, but will be invited to participate in other CBA alumni activities. The EMBA party (formerly the post-holiday party, now called the kickoff party) will be January 17 at the Gaslamp Marriott.

Chris has been benchmarking other ranked EMBA programs. The average program price is $62K (we are at about $45K), and we are behind other programs in technology implementation and career services.

In SportsMBA, we are targeting a class for January 2009 of approximately 40 students. We currently have 35 deposits and are awaiting commitments from other admitted students.

Hire San Diego, a joint career fair for SDSU, USD, and UCSD business graduate students was held recently. Chris reported that in spite of the economy, about the same number of companies participated as a year ago. Several new companies attended this year to make up for the loss of a few companies in the financial services area.

BA 795 will enroll approximately 100 students for Spring 2009, so we will need about 25 projects. Currently, we are short of projects, but Chris is hopeful that we will be able to generate enough new projects in January.

David reported that in the academic review of the graduate programs from a few weeks ago, that the committee recommended converting our part-time evening MBA program to a self-support FEMBA (fully employed MBA) program off-campus. After hearing this recommendation from the review committee, Gail met with Jim, David, and Chris to discuss this possibility. We have identified 3 locations that could serve as possible venues for such a program, one in Solana Beach/Del Mar area, one in Kearney Mesa, and one downtown. Two of the sites are companies of CBA Board of Directors that could be leased at minimal cost.
David did a check of the part-time students in the program as to their home address (we do not keep information on their work addresses). Approximately 35% of the students live north of 56, about 35% between I-8 and 56, and 30% south of I-8. David is going to send out a survey to the part-time students on their feelings about a FEMBA program. We also need to find out what the market might be for students who do not attend our program because of logistics who would be interested in a FEMBA program offsite.

David brought this idea to the Graduate Committee for discussion. There were several concerns including issues of workload (would this be overload and paid extra or part of regular teaching load), electives, ability of faculty to teach their specialty courses if the part-time students were taken off campus, and what additional services would need to be provided. There was also a concern about losing students due to the location of the program, given the distribution of home addresses.

David will see if there is sufficient interest among the faculty in a FEMBA program, and begin to develop a budget to look at the financial benefit to the CBA. After David gets the survey responses back from the students, he will tabulate the results to assess the potential impact on the current part-time student population. If there is sufficient faculty interest and the budget shows that there would be considerable funds to contribute to the college, we will begin to see if we can address some of the concerns as raised by the Graduate Committee. One possibility suggested was just to see if there was interest to start an initial cohort FEMBA group without changing the part-time MBA program here.

GEMBA received final WASC approval last week.

Mark gave an update on CIBER activities. He is working on the annual report Due to the U.S. Department of Education at the end of the year, in which he will focus on efforts in international business education in our undergraduate, graduate, study abroad, and self-support programs. The report will detail how we are meeting our goals in these areas.

In 2009 CIBER will offer two faculty development in international business (FDIB) programs. Through these programs, faculty have the opportunity to travel to different parts of the world and learn about the specific culture of the region, meet with government officials, and learn more about how business is conducted in these areas of the world. In 2009, CIBER will sponsor two CBA members to on these FDIB programs: Lois Olson (Marketing) to Mercosur (Chile, Brazil, Argentina) and Martina Musteen (Management) to Africa (South Africa, Botswana, Zambia).

CIBER has been evaluating 8 faculty grant applications for possible funding.

Upcoming CIBER conferences will include the CIBER Business Language Conference (in Kansas City) April 2-4, 2009, NASBITE Conference (in San Diego) April 19-22, 2009, and the 2009 Academy of International Business (AIB) meeting (San Diego) in June 2009. There will be opportunities for students to volunteer and participate in the San Diego conferences.
Mark and Ganagram are beginning to work on the new grant application for CIBER funding for 2010-2014 due Fall 2009.

Sandy gave an update on EMC activities. The EMC Business Forum had a golf tournament a few weeks ago and raised about $7,000. The Venture Start program has launched with 10 undergraduate interns (6 from the CBA) who are mentored 1-1 by 10 distinguished entrepreneurs in the San Diego Community.

Bernie Schroeder has been working to increase collaboration with other units across campus. He has launched Web Compass, which creates cross-campus teams to design web sites for non-profits, using students from Engineering, Computer Science, and other disciplines. EMC is working on launching a cross-campus business plan competition, and also starting a commercial educational series in entrepreneurship for faculty interested in bringing their product discoveries to market.

Sandy and Alex recently met with Brock Allen to discuss the development of an undergraduate Entrepreneurship minor. Most CBA courses have prerequisites and this is an obstacle that needs to be solved to create a successful minor in this area.