Notes from Executive Committee Meeting, March 23, 2010

Present: Gail Naughton, Jim Lackritz, Sharon Lightner (by phone), Mehdi Salehizadeh, Jim Beatty (for Bruce Reinig), Alex DeNoble, Kathy Krentler, David Ely, Sandy Ehrlich, Chris Graham, Deb Tomic

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

Jim led a discussion on lecture video capture. Many universities now video record lectures and make these available to students. Some schools now use these for their large enrollment courses to have one section “live.” Students who do not attend the live section can watch the lecture on video. Last fall, Jim asked James Frazee about this, and James responded that they were looking at several pilot projects with a look toward eventual campus wide implementation. A recent inquiry to James indicated that they were still moving forward but had limited resource issues to deal with to make it campus wide. Sharon recently attended a presentation by Julie Jahn (McGraw-Hill) in which she demonstrated software available with M-H book orders that also can “capture” the lecture.

Jim asked each chair to bring this to their department faculty to see if there would be faculty to lead efforts toward this for their large enrollment classes. Sharon also suggested the Marci Bober (Ed Tech) might be helpful in this area. Jim will contact her and possibly invite her to attend the next EC Committee meeting.

David reviewed the applications data for the CBA graduate programs for Fall 2010. With the earlier deadline of February 1 this year, we received approximately 200 fewer applications than a year ago. There are still a number of applications in process and with incomplete files, but David anticipates that number of new graduate students for Fall 2010 will be close to the number of students that will get their degrees in Spring/Summer 2010, so we will have approximately the same number of graduate students in Fall 2010 that we had this Spring. However, if there are no new admits for Spring 2011, our numbers of graduate students for the Spring term will be barely half of where we were one year ago. The Graduate Affairs office was told to cut graduate enrollments across the university by 10% next year. With the earlier deadline, we project that we will have a 25-30% drop in our enrollment for next year. We understand that we need to absorb our fair share of cuts, but feel that the CBA is being unfairly penalized. Jim asked Gail to speak with VP Tom Scott to see what can be done to bring our numbers closer in alignment with the university reduction goal.

The reduction in enrollments will affect the graduate electives that will be offered next year.

The chairs were asked to look at their schedules so that courses that are offered in multiple sections per year may be scaled back.
Sandy gave an update on EMC activities. The EMC Business Forum retreat was held February 19-20, featuring A.J. and John Spanos (San Diego Chargers) and Curt Listug (Taylor Guitars). There were 170 attendees representing 39 companies. They are considering a partnership with the Marshall School to host the retreat for USC alums, and attracted four new members from the retreat.

The EMC hosted a Social Media Marketing event on February 23 at the Aztec Athletic Center, open to companies and students to learn about how to apply social media marketing. It was well attended with about 150 participants.

Venture Challenge was held March 18-20 at the La Jolla Marriott. 25 teams participated and VC raised $79,100 in sponsorship dollars. Winners were Glucago, LLC (Indiana University, Indianapolis, first place), Thermal Conservation Technologies (University of Illinois, Chicago, second place), and Miret Surgical (Stanford University, third place).

The EMC now houses the Hansen Institute for World Peace. Meetings were held in Israel in December to solidify “Entrepreneurs for Peace” program. The Institute submitted second request to U.S. AID for collaborative project between Peres Center, a Palestinian NGO, and the EMC for $2 million over 2 years. The first request was not funded but the institute was encouraged to reapply and correct perceived deficiencies in the program.

The EMC has been working with SDG&E on Strategic Growth Planning for Entrepreneurs. They are negotiating a 2-year contract to provide business planning services to suppliers of SDG&E, targeting 20 companies in San Diego and Orange Counties. They will pattern a 36 hour program after one delivered at UCLA, delivered in three 1.5 day segments. There will be a business improvement plan deliverable from each participant company.

Sandy and Alex have been talking with the College of Sciences to offer an entrepreneurship course this summer. This is in discussion with the Management Department and the CBA.

Upcoming EMC events include SDSU Entrepreneurship Day (4/14), Venture Start, the cross-campus competition (April 29), and a Family Business Forum event featuring Gerry Ridge on May 12.

Chris gave an update on the Graduate Business Career Management Center (GBCMC) and Career Fair plans. He showed the committee sample pages from the GBCMC web site, which will go live shortly. He has been working in concert with Career Services to share resources, including the job database for companies to post a position, propose a workshop, and to get more involved with the graduate students. The GBCMC is recruiting for a Corporate Involvement position.
Wavestream will be featured at the first speaker series event for graduate students on April 15th. The CEO, CFO and the head of HR will discuss company strategies from three perspectives.

In October, SDSU will host Hire San Diego at the Alumni Center. This is the joint graduate business career fair with USD, and UCSD. We anticipate that our students will participate more actively than they have at past events held at the campuses of the other schools.

Gail is working on a new agreement with the College of Extended Studies (CES) for the percentage of revenues they take from our self-support programs. The previous agreement expired June 30, 2009, and has been extended for a year. The new agreement would take effect on July 1. CES is no longer interested in servicing the Taiwan and Malta programs. They are working with us on the Beijing program for this first cohort but will give it back to the CBA for the next group. We have posted for a part-time position to support these programs that CES will no longer serve.

Gail reported on her AACSB visit to Fudan University in Shanghai. They local community has 700 new startups in high tech and biotech, but they have no center like EMC or anything similar to BA 795 consulting teams to assist in these ventures. She mentioned potential opportunities for faculty visits. They also discussed having us do a family business workshop, since many business are family owned and run.

Gail gave a report on the Excellence Fee. The Academic Deans, Council (ADC) has been discussing this fee for some time, which as proposed, would be voted on by students each college and charged to all students in the colleges that adopt this, except for graduate business students, since they already pay a graduate fee. Gail is leading the initiative for the deans, meeting with AS leaders and college councils to sound out the student leaders for their feelings on the fee and potential uses. As proposed, the fee would be $500 per student per semester, and would go to a vote of the students in Spring 2011 to take effect Fall 2011. One option being considered would be for the fee for AY 2011-2012 to be $250 per student per semester, then moving to $500 per student per semester for AY 2012-2013. Gail will be working with various people for the remainder of Spring 2010 and during Fall 2010 to generate student support.