

The logo for Richards College of Business features the word "Richards" in a blue, italicized serif font with a red flame icon above the "i". Below it, "College of Business" is written in a black, italicized serif font.

Richards
College of Business

UNIVERSITY OF WEST GEORGIA

Annual Report for 2008-2009

**Prepared by
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Introduction

The RCOB had an excellent 2008-09 academic year, with record enrollments, record participation in study abroad programs, and record degrees conferred in several programs. This annual report summarizes the major strategic initiatives and progress toward strategic goals during 2008-09 and concludes with an outline of important issues for the upcoming year.

Strategic Initiatives

Faculty-led committees continued to enhance participation in leadership and strategic initiatives.

The Strategic Planning Committee focused on:

- RCOB restructuring including:
 - Business Education moving to Department of Marketing & Real Estate
 - Elimination of one secretary position
 - Creation of one additional advisor position
 - Moving advising of both pre-majors and majors to professional advisors for most departments
- RCOB Faculty Handbook revisions:
 - Requirements for promotion to senior lecturer
 - Optional inclusion of merit evaluation and mandatory inclusion of third-year review in promotion and tenure documentation
- Review of year-end funds distribution
- Review and minor revision of mission statement

The Undergraduate Programs Committee focused on:

- Reviewed assurance of learning timeline and data
- Approved new courses and modifications in existing courses, major changes in Business Education program, and changes in MIS minor
- Implemented online course submission process
- Selected RCOB undergraduate scholarship recipients
- Reviewed criteria for major status for RCOB students

The Graduate Programs Committee focused on:

- Reviewed and recommended changes in graduate learning goals
- Reviewed assurance of learning timeline and data
- Approved graduate degree course changes, deletions, and additions
- Approved changes in EdS in Business Education and Initial Certification requirements
- Recommended moving to a competitive admissions process for MBA program
- Selected RCOB graduate scholarship recipients

Accreditation

During 2008-09, the RCOB began preparing for the next AACSB maintenance visit, tentatively scheduled for Fall 2011. The Dean's Advisory Council (department chairs, assistant dean, and

associate dean) and the Strategic Planning Committee assisted in reviewing potential peer and aspirant institutions. The letters of application for business and accounting maintenance of accreditation were filed in June 2009, along with the revised list of peer and aspirant institutions.

Faculty and Staff Issues

Dr. Mary-Kathryn Zachary was named the 2008-09 RCOB Research Scholar. A retreat was held in August 2008 for all members of the RCOB administrative staff. A consultant facilitated the day-long team building exercises, and the activities were valuable in developing more coordinated effort among staff.

The RCOB was fortunate to have an excellent year in recruiting new faculty and staff who will contribute to the existing collegial culture. The following faculty were hired to fill positions in the RCOB beginning Fall 2009. Each brings experience and fresh perspective that will complement the efforts of current faculty and staff:

- 🔥 Mr. David Nickell, Assistant Professor of Marketing
- 🔥 Mr. Joseph Abrokwa, Lecturer of Accounting
- 🔥 Ms. Laurel Lyons, Lecturer of Accounting

Additionally, the following staff members joined the RCOB during 2008-09:

- 🔥 Ms. Karen O'Connor, Secretary Dean's Office
- 🔥 Ms. Monica Williams Smith, SBDC Consultant
- 🔥 Ms. Donna Robinson, SBDC Director (previously SBDC Consultant)

Working with the Office of University Advancement, Ms. Diane Homesley was hired to serve as Development Officer for the RCOB. This is the first time that a dedicated line has been provided to college development. While Ms. Homesley is funded through UA, she has an office in Adamson Hall and works directly with the Dean.

Strategic Goals

Progress toward the four strategic goals for the Richards College of Business is highlighted below.

Strategic Goal #1

Admit quality local, regional, national, and international students and provide them with an educational experience that will prepare them to achieve future career excellence.

As seen in Figure 1, RCOB enrollments rose almost 3.5% to a record high of 2,079 in Fall 2008. When adding the 115 students enrolled in business education programs offered jointly through the RCOB and College of Education, the RCOB was responsible for 2,194 undergraduate and graduate students, approximately 20% of the UWG student population.

Additionally, the MBA program experienced a record enrollment in Fall 2008. The RCOB began offering the MBA program at the UWG Newnan Center on Fall 2007. The first class of Newnan MBAs graduated this year, with enrollments in the MBA program reaching all time highs, for all three programs: Carrollton, Newnan, and WebMBA.

Figure 2 shows a record 428 degrees were conferred through the RCOB in FY 2009. MBA degrees conferred reached an all time high, as did MPAcc and BBA degrees. Table 1 provides the distribution of degrees by major.

Faculty and staff in the RCOB were active in student recruitment activities throughout the year. RCOB representatives were present at the Festival of Majors, all Visitation Days, and New Student Orientations.

During 2008-09, the RCOB Mentor Program was revised and expanded based on the results of a pilot program in 2007-08. Students were matched with alumni and area business executives for a year-long program. Three formal meetings were scheduled throughout the year. A consultant was brought in for the first and third meetings to discuss how to manage the mentor relationship, and one of our mentors presented at the second meeting. Responses from both students and executives were positive, and plans are being made to continue expanding the program in the future.

The RCOB was again included in *Princeton Review's* "Best Business Schools" publication. The RCOB chapter of Beta Gamma Sigma held its 25th annual initiation, with 100% acceptance from those invited to join. The RCOB Chapter was recognized as a 2008 Beta Gamma Sigma Premier Chapter. This is the fifth year the RCOB Chapter has achieved this status, and Chapter students continue to be eligible for BGS scholarships.

Figure 1
RCOB Fall Enrollments

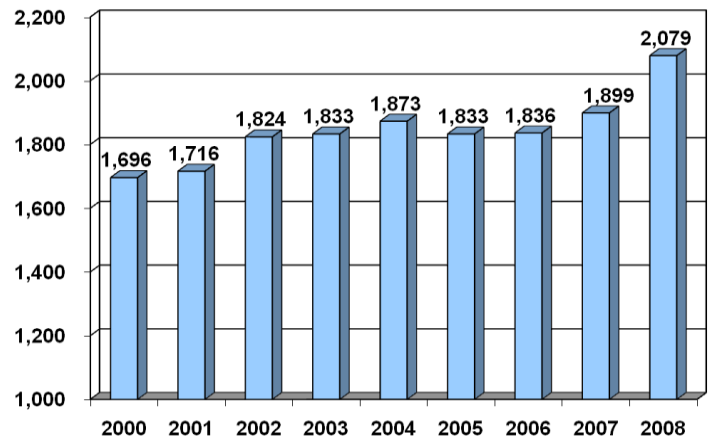
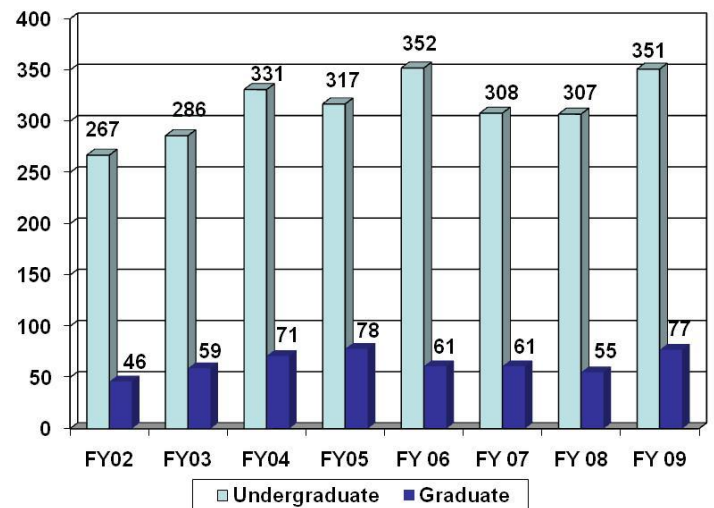


Figure 2
Degrees Conferred



**Table 1
Degrees Conferred**

	FY02	FY03	FY04	FY05	FY06	FY07	FY08	FY09
Bachelor of Arts in International Economic Affairs*	3	2	8	11	2	3	3	4
Bachelor of Science in Economics* and BS Economics – Secondary Education**	5	4	14	7	14	7	16	14
Bachelor of Business Education**	3	4	8	3	6	7	5	3
Bachelor of Business Administration	256	276	303	296	330	291	283	332
Master of Business Administration	20	29	42	37	30	23	21	49
Master of Business Education **	16	17	18	31	27	28	26	14
Master of Professional Accounting	10	7	6	5	3	6	4	10
Specialist in Business Education **	0	6	5	5	1	4	4	4
ROCB Total	313	345	404	395	413	369	362	428

* Program offered jointly with College of Arts & Sciences

** Program offered jointly with College of Education

Strategic Goal #2

Provide students with dynamic and up-to-date bachelor and master level curricula that are supported by an innovative technological base.

The Undergraduate Programs Committee and the Graduate Programs Committee maintained the ongoing processes of curriculum review, scholarship allocation, and assurance of learning for their respective programs. The ROCB has a well developed program of Assurance of Learning (AOL) in all degree programs. In an effort to expand this data driven, systematic process, each department continued the review of AOL within their majors. The ROCB faculty approved a change in the reporting process for AOL that streamlines the process.

The ROCB continued its portfolio of international programs during 2008-09. In addition to the program in Management and Marketing which was in its fifth year, the ROCB also offered two new study abroad programs. Students had the opportunity to study and visit Japan and China during two programs; classes were conducted throughout spring semester, and the country visits were conducted during spring break. As shown in Figure 3, these three programs led to record study abroad participation by ROCB students.

Interaction with people outside the University provides students with unique perspectives. During 2008-09, several classes conducted consulting or research projects for area businesses and non-profit organizations, including Markut and Sunset Hills Country Club.

The RCOB began offering a Certificate in Sales in 2007, and the first students receiving this certificate graduated in Spring 2008. This has proven to be very popular with students and offers them an opportunity to expand both their studies and their resume.

Guest speakers were invited throughout the year and include speakers from: Bon Manufacturing, Kforce Professional Staffing, Atlanta Falcons, U.S. Treasury Department, Georgia Department of Audits, Legacy Partners, Internal Revenue Service, Atlanta Apartment Association, Southwire, National Electric, Wenck Associates, Coca-Cola, Denyse Signs, and many others. Classes visited such businesses as BBDO Atlanta, America's Mart, and Georgia Department of Trade. Student groups accompanied faculty to the Chick-fil-A corporate headquarters, Georgia Society of CPAs Career Fair, The Portfolio Center, and the Institute of Management Accountants meetings in Atlanta.

Increased demand for online classes was met last year with help from the UWG Office of Distance and Distributed Education. Nine RCOB faculty completed a certificate program offered by ODDE for Online Learning. This led to an increase in the number of on-line courses from 23 in 2007-08 to 47 in 2008-09, and the number of distance-assisted courses from 14 to 36, and helped achieve the goal of having each Area F and Business Core course offered on-line at least once per year.

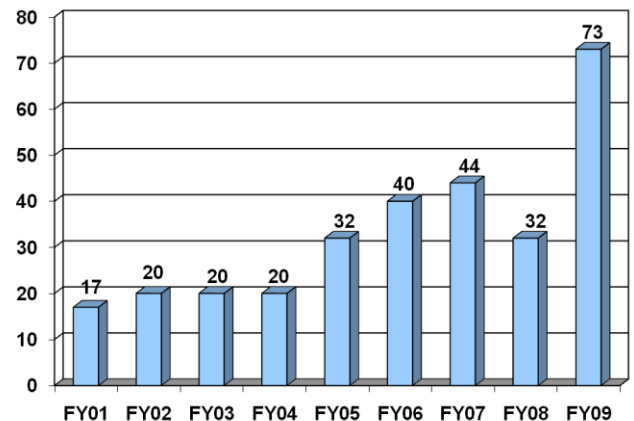
Strategic Goal #3

Provide a solid business foundation for our students to compete successfully in a work environment, engage in lifelong learning opportunities, and apply high standards of ethical conduct.

Initiatives to prepare students for success outside the classroom include the RCOB's Executive in Residence program and the McCalman Executive Roundtable. Egbert Perry, Chairman and CEO of The Integral Group LLC, served as this year's Executive in Residence, visiting a number of classes and meeting with students and faculty. This year's McCalman Executive Roundtable featured Karen Handel, Georgia Secretary of State. The Roundtable is funded through the Meredith and Hardy McCalman Endowment.

RCOB Interview Days continued for its third year and expanded into two days in both fall and spring semesters. For the second time, separate Interview Days were held for accounting firms to visit campus and interview students. Working with Career Services Department, the RCOB

**Figure 3
Study Abroad Participants**



hosted recruiters from a number of businesses and organized student interviews. A morning breakfast was held prior to the interviews where faculty and staff could meet with recruiters.

In conjunction with the Interview Days, the RCOB hosted a “Future Faculty” luncheon for students and interested community members this year. Although the luncheon was a success, holding it concurrently with Interview Days did not result in additional participation by community members.

The RCOB’s SIFE (Students in Free Enterprise) team built on its success as Rookie Team of the Year in 2007. This year’s team won the Regional Competition and qualified for national competition. The faculty sponsor and a team of students traveled to Philadelphia for this honor, funded by the dean’s office. The SIFE team was one of 45 teams across the U.S. selected to attend the Capital Markets Training Seminar in Texas.

Additional initiatives to engage students included a welcome back cookout during the first weeks of fall semester, welcome back messages sent via the University portal, and a reception for honors-eligible students. The first issue of the RCOB’s newsletter, the Richards Review, was published in spring 2009. The newsletter was distributed via mail and email, and is available on the RCOB website at http://www.westga.edu/assetsDept/rcob/Richards_Review_April2009.pdf. Plans are currently underway to begin a student advisory council for the RCOB.

Strategic Goal #4

Recruit high quality faculty and staff and provide them with sufficient resources to support excellence in teaching, and service.

The faculty had an extremely productive year with teaching, research and service. Faculty generated 61 peer-reviewed journal articles, 47 conference presentations, 2 book chapters (see Table 2). Other faculty and staff accomplishments include:

- 🔥 Adrian Austin was selected to participate in a teaching innovations workshop sponsored by the Committee on Economic Education of the American Economic Association and funded by the National Science Foundation
- 🔥 Charles Hodges presented a seminar for the Carrollton community on financial planning during the economic downturn
- 🔥 Jim Burton led three Chamber of Commerce Leadership workshops
- 🔥 Jack Wei’s research was funded by the Natural Science Foundation of China
- 🔥 Minna Rollins was part of a team from several universities awarded a research grant of 700,000 euro and invited to Finland to continue the project
- 🔥 Kathy Moffeit was Board Member and Secretary for the West Georgia Chapter of the Georgia Society of CPAs
- 🔥 Sondra Smith was a member of the Governance Task Force for the Georgia Society of CPAs and President of the West Georgia Chapter of the Georgia Society of CPAs
- 🔥 Cheryl Brown completed a Distance Learning Advanced Technologies program
- 🔥 Beth Clenney won the Beta Gamma Sigma Faculty Member of the Year Award
- 🔥 Tracy Richardson received the UWG Academic Affairs Division Award of Excellence
- 🔥 Sunil Hazari received the UWG Certified Online Educator Mentor Award

**Table 2
Faculty Research Productivity***

	Accounting & Finance	Economics	Management	Marketing & Real Estate	RCOB Total
Peer-Reviewed Journals	8	14	34	5	61
Conference Proceedings and Paper Presentations	2	11	30	4	47
Professional and Academic Offices Held	2	8	6	0	16
Book Chapters	0	1	1	0	2
Grants and Other Income Received	\$0	\$25,570	\$2,500	\$31,300**	

*Includes multiple count; e.g. article co-authored by two RCOB faculty is counted as two articles.

**A grant of €700,000 was received by a faculty member working with a team from other universities.

- 🔥 Sandy Thompson was selected as a Subject Matter Expert and team facilitator to assist the GA Department of Education, CTAE End-of-Pathway Assessment Development Project
- 🔥 Sandy Thompson was selected to represent the State of Georgia at the National Education Association Republican Leaders Conference
- 🔥 J. Mark Miller, retired dean of the RCOB, won the Community Service Award for the Carrollton Golden K Club
- 🔥 Jeff Rooks represented the University in receiving the “Above and Beyond” award for outstanding support of UWG employees serving in the National Guard and Reserve
- 🔥 Faye McIntyre served as Chair of the Carroll County Chamber of Commerce Board of Directors.

Efforts to strengthen communications within the RCOB continued during 2008-09. Open faculty/staff meetings were extended from one per semester to two per semester. These were held on consecutive days, allowing faculty teaching on the first day to participate during the second. Notes from each DAC meeting were distributed to faculty and staff. Regular “RCOB Update” emails continued to announce upcoming events and acknowledge accomplishments. Items such as articles and conference presentations are featured in the *UWG Campus Chronicle*. The RCOB awards process continues with plaques and monetary awards presented for staff service, faculty teaching, faculty service, and faculty research. These awards are presented annually at the Fall Faculty Meeting. The new *Richards Review* also helped share information with faculty, staff, and external constituents.

Strategic Goal #4

Build internal and external partnerships that will create value for all parties

Fundraising was a priority during 2008-09, particularly after mid-year announcement that funds from the endowment would be severely restricted. The John and Mary Franklin Foundation donated \$10,000 to support the Center for Business & Economic Research, and several additional funding requests were submitted. BOV member Jeanine Biron made the initial donation to begin offering the McIntyre Honorary Scholarship, and retired faculty member Carole Scott funded a scholarship through a planned giving pledge. The Ball Foundation funded the General Beall Scholarship, which would have otherwise gone unfunded for the coming year. Decreased funding for scholarships led several faculty members to make donations to help students, including a \$2,000 anonymous donation.

The Economics Department successfully conducted its annual Economic Forecast Breakfast, with record attendance of almost 400 people. It was sponsored or co-sponsored by regional businesses. The featured speakers were Dr. Kenneth Heaghney, Fiscal Economist for the State of Georgia, speaking about the national economy, and Dr. Joey Smith, speaking about the west Georgia regional economy. The *West Georgia Regional Outlook* was distributed to all attendees. Expanding regional economic outreach efforts, Economics faculty once again made presentations to local civic and professional organizations.

As evidenced by the many activities of the Center for Economic Education, department faculty provided considerable services to K-12 social studies teachers in the region. Activities of the Center are funded by grants from the Georgia Council on Economic Education (GCEE) and by a one-course release provided to the Director of Center. This past year, approximately \$5,100 of support was provided by the GCEE for the UWG Center for Economic Education. Activities of the center director include conducting workshops, distributing economic education materials, service on the Georgia Professional Standards Commission for high school economics, meeting with West Georgia school district curriculum directors, and attending the National Council on Economic Education annual meeting.

In continuing partnership with Southwire (founded by the RCOB's namesake, Roy Richards), an alumni event was hosted in May 2009. Throughout the day, Southwire employees were given tours of campus including the new stadium and coliseum. Southwire hosted a community-wide financial planning presentation by television and radio personality Clark Howard, followed by a reception at the Alumni House for Southwire employees. Southwire ended the evening by having their Board of Directors meeting in Adamson Hall, along with President Sethna, Vice President Hynes, and Dean McIntyre.

The Board of Visitors serves as the executive advisory board to the RCOB, and the Accounting Advisory Board serves the accounting programs. This fall, the topic was strategic planning for the RCOB. The spring meeting involved a professional development activity for Board members, utilizing *Strength Finders 2.0* as the guide. Both meetings concluded with a luncheon.

Strategic Action Items for the 2009-2010 Academic Year

A number of exciting projects and programs have been implemented during the past few years. 2009-10 will be a time of implementing some planned changes and continued strategic planning. The new departmental structure and new student advising process will be implemented. Preparations for the next AACSB maintenance of accreditation cycle will continue, including an update of the RCOB Strategic Plan.

A number of additional initiatives with strategic implications are planned for 2009-10:

- 🔥 Strategic planning retreat for RCOB faculty and staff;
- 🔥 Expansion of revised RCOB mentor project;
- 🔥 Implementation of a student advisory council;
- 🔥 Continue implementation and assessment on-line course offerings;
- 🔥 Continue development of assurance of learning within majors;
- 🔥 Continue building RCOB Visionary Endowment; and
- 🔥 Expansion of efforts at external fundraising via grants and foundation requests.