Fall Faculty and Staff Meeting
August 17, 2011

Welcome Back!

The mission of the Richards College of Business is to educate and prepare students for positions of responsibility in business and society.
Dr. Linxizo Liu

- Assistant Professor of Accounting
- Department of Accounting and Finance
Dr. Daniel Braswell

- Visiting Assistant Professor of Accounting
- Department of Accounting and Finance
Mr. Michael Sinkey

- Assistant Professor of Economics
- Department of Economics
Dr. Kimberly Green

- Assistant Professor of Management
- Department of Management
Dr. Susana Velez-Castrillon

- Assistant Professor of Management
- Department of Management
Mr. Michael Borsodi

- Lecturer of Management
- Department of Management
Dr. Blaise Bergiel

- Visiting Professor
- Department of Marketing and Real Estate
Dr. Doug Turner

• Associate Dean
Mrs. Beth Chandler

• Administrative Assistant
• Dean’s Office
Mrs. Nikki Henderson

- Graduate Studies Associate
McKinney Glenn Purvis

- McKinney (Mack) Glenn Purvis was born on August 26, 2010.
- He weighed 8 lbs 3 oz and was 21 inches long.
- Congratulations, Doug!
Jude Philip Lindsay

• Jude Philip Lindsay was born August 27, 2010.
• He weighed 7 lbs and was 20 inches long.
• Congratulations, Nancy!
Emma Clair Nalls

- Emma Clair Nalls was born November 6, 2010.
- She weighed 7lb. 9oz., and was 19 in. long.
- Congratulations, Daniel!
Elea Marie Johnson

• Elea Marie Johnson was born Friday, March 18, 2011.
• She weighed 6 lbs., 9 oz.
• Congratulations, Jack!
Faculty and Staff Achievements
Congratulations on Promotion

• Joan Deng – Associate Professor

• Erich Bergiel – Associate Professor

• Mimi Rickard – Senior Lecturer
Congratulations on Tenure

- Joan Deng
- Erich Bergiel
- Joey Smith
Update from Erich Bergiel

• “The other day we had to fly up to Marjeh to inspect a packing facility being built. Big pictures is that we are trying to establish value chains, starting from scratch.

• Afghanistan used to be a major player in what was once called the "silk road", a logistical route between China and the rest of the world. It also at one time used to be very strong agriculturally. They actually still grow a lot here but it is mostly poppy. We are trying to build an infrastructure to change that.”
1stLt Jennifer Moore is currently the Joint Visitors Bureau Personnel Security Detachment Officer in Charge at Camp Eggers in Kabul Afghanistan. Maj. Erich Bergiel is with Regional Command (Southwest) C-9 at Camp Leatherneck Afghanistan. Maj Bergiel is also a professor at the University of West Georgia and recently ran into his former student, 1stLt Moore, at the Embassy in Kabul. 1stLt Moore graduated from the University of West Georgia with a Degree in Management in 2009.
• Maj Bergiel, Erich B.
  RC(SW) C9
  Camp Leatherneck, AFG

• Needed items:
  – Hand sanitizer
  – Wet wipes
  – Military socks (contact Blaise for details)
  – Snacks
Leanne Defoor was selected as a member of the Institute for Georgia Environmental Leadership for 2011.

This is a leadership program where approximately 30 of the state’s top environmental leaders (chosen from a pool of several hundred applicants) collaborate to solve some of Georgia’s toughest environmental issues.
Thanks to Diane Williamson, Bill Lankford, and grad student Bethany Sanchez for developing the attached list for the RCOB Performance Dictionary.

This resource will allow faculty an easy “go to” location for students who need a refresher on particular topics.

http://www.westga.edu/rcob/index_16340.php
Mary Kassis

• Mary Kassis was awarded the Certificate of Achievement from the Committee on Economic Education for her participation in the Teaching Innovations Program funded by the National Science Foundation.
James Murphy

• Congratulations to James Murphy on receiving the 2011 UWG Summer Seed Grant.

• This grant was a competitive process across campus and will fund James’ research.
Sandy Thompson

• Sandra Thompson was selected for inclusion into Sutton "Who's Who in Academia" 2011, for professional contributions to business, industry, government and education.

• Sandy was also selected by the YWCA of Northwest Georgia (Cobb County) as a Woman of Achievement Honoree for her exemplary achievement and leadership in her profession and in the community.
Beheruz Sethna

• President Beheruz Sethna was re-elected chairman of ARCHE – the Atlanta Regional Council for Higher Education.
Jack Johnson

• Jack Johnson’s book was a winner in the category of school publishing at the 59th Annual Chicago Book Clinic.
Chris Harris

• Chris Harris was recognized as one of the 2010 ITS Employee Recognition & Award Program winners.

• He received the “High Potentials Leadership ITS Staff Member” award.
WebMBA

• Out of 382 programs the Georgia WebMBA program was ranked #1 in Student Satisfaction and second in Public Perception by GetEducated.com.

• So thanks to the RCOB faculty who teach in the WebMBA: Charles Hodges, Brad Prince, Minna Rollins, and Jack Wei.

• Thanks to Hope Udombon, Blaise Bergiel and Doug Turner for helping coordinate our part in the WebMBA.
SIFE Team and Advisors

• Congratulations to Bob Pearce, Monica Smith and the RCOB SIFE team.

• They were awarded $1,200 from the Lowe’s Community Improvement Challenge and used the funds to assist with repairs and need for the One Roof Outreach Center in Newnan. Our SIFE team was one of only 50 teams out of 146 applications who were awarded the grant.

• They won the regional competition and participated in the national competition!
Dean’s Council of Student Leaders, RCOB
Clubs & Organizations and Advisors

• The Cans for a Cause project raised 4.048 food items for the Carroll County Food Bank.
• This was the first project of its kind, and its success is impressive!
The RCOB was once again recognized as a Premier Chapter of Beta Gamma Sigma at Southern Business Administrators Association and AACSB meetings.
Reports, Updates, and Information
Strategic Planning Committee

- Committee Members:
  - Doug Turner (Chair Fall 2010)
  - Ron Best (Chair Spring 2011)
  - Harrison McCraw
  - James Murphy
  - Joey Smith
  - Mary-Kathryn Zachary
  - John Upson
  - Salil Talpade
  - Joel Haynes
  - Diane Williamson and Blaise Bergiel (ex officio)
Strategic Planning Committee

- Streamlined SPC action item system
- Provided input on revision of strategic mission statement, goals, and objectives
- Revised RCOB Faculty Handbook
- Provided input on Associate Dean search
- Discussed budget and graduate education issues
- Addressed structure of SPC
Undergraduate Programs Committee

• David Boldt, Chair
• Bruce Bird
• Jim Yoder
• Hilde Patron
• Joan Deng
• Erich Bergiel
• Mimi Richard
• Jim Burton
• Diane Williamson (ex officio)
Undergraduate Programs Committee
2010-11 Major Accomplishments

• Reviewed the RCOB undergraduate assurance of learning process (timeline, writing assessment, courses used in assessment, etc.).
• Reviewed, discussed, and provided feedback to faculty on the assessment of various learning goals.
• Approved moving to a two-year assessment cycle for assessments in which we have “closed the loop.”
• Approved the elimination of the RCOB PWLA requirement
• Approved new courses and modifications in existing courses in ACCT, ECON, MGNT, and MKTG
• Approved a new certificate in Human Resource Management
• Approved changes in the Management Major, Business Administration minor, International Business Certificate and the Certificate in American Business Studies
• Reviewed and discussed RCOB major requirements (GPA, MATH 1413 requirement, etc.)
• Selected RCOB undergraduate scholarship recipients
• Members attended AACSB Assessment Seminars and other AACSB programs

Thank you to all committee members. Next UPC meeting will be in early September
Graduate Programs Committee

- Brad Prince, Chair
- Kathy Moffeit
- James Murphy
- Sunil Hazari
- Blaise Bergiel (ex officio)
Graduate Programs Committee
2010-11 Major Accomplishments

- Reviewed the RCOB graduate assurance of learning process (timeline, writing assessment, courses used in assessment, etc.).
- Reviewed, discussed, and provided feedback to faculty on the assessment of various learning goals.
- Implemented a more streamlined process of AOL that includes deadlines for submission and review.
- Discussed improvements in communication process for AOL.
Assurance of Learning
Some Improvements to the AOL Process

• Program Learning Objectives were developed for the BBA and MBA programs and all were assessed in the 2010-2011 academic year.

• A more effective timeline was developed for the AOL Summary review process to better allow us to “close the loop.”

• A RCOB Field Exam was developed and is now given to all MGNT 4660 students.
## RCOB Field Exam Results

<table>
<thead>
<tr>
<th></th>
<th>Did Not Meet Expectations (Score &lt; 60)</th>
<th>Met but did not Exceed Expectations (60&lt;=Score&lt; 80)</th>
<th>Exceeded Expectations (Score &gt;= 80)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2010</td>
<td>60%</td>
<td>40%</td>
<td>0%</td>
</tr>
<tr>
<td>Spring 2011</td>
<td>27%</td>
<td>67%</td>
<td>6%</td>
</tr>
</tbody>
</table>
BBA Assessments Scheduled for Fall 2011

• LO2.1 Students will construct and interpret tabular and graphical methods of presenting qualitative and quantitative data. (ECON 3402)

• LO2.2 Students will use spreadsheet software to evaluate and use the results of regression models. (ECON 3402)

• LO3.2 Students will effectively use a spreadsheet program. (CISM 3330)
MBA Assessments Currently Scheduled for Fall 2011

- **LO2.1** Students will demonstrate effective group collaboration behavior in accomplishment of tasks. *(MGNT 6670)*
- **LO2.2** Students will be able to evaluate effective leadership behavior. *(ACCT 6232 & MGNT 6670)*
- **LO3.2** Students will assess the role that the global business environment plays in business decisions. *(MGNT 6670)*
All Spring and Summer 2011 Assessment Summaries are due by August 31.

<table>
<thead>
<tr>
<th>BBA</th>
<th>MBA</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABED 3100</td>
<td>MKTG 6815</td>
</tr>
<tr>
<td>ECON 3406</td>
<td>FINC 6532</td>
</tr>
<tr>
<td>MGNT 4660</td>
<td>ECON 6450</td>
</tr>
<tr>
<td>ACCT 2102</td>
<td>MGNT 6681</td>
</tr>
<tr>
<td>International Select</td>
<td>MGNT 6670</td>
</tr>
</tbody>
</table>
Fall 2011 Dates
RCOB Fall Party

- Friday, August 19 from 6:00 – 9:00 p.m.
- Sunset Hills Country Club
- Game Room opens at 6:00
- Dinner at 7:00
- Door prizes follow

- If you need directions to SHCC, please contact Beth.
Semester Dates

- Classes Begin
- Last Drop/Add Day
- Labor Day Holiday
- Thanksgiving Holiday
- Finals Week
- Graduation
- Offices Closed

- Monday, Aug. 22
- Sunday, Aug. 28
- Monday, Sept. 5
- November 21 – 25
- December 5 – 9
- Saturday, Dec. 10
- Monday, Dec. 19 – Monday, Jan. 2
Visit by Roy Richards, Jr.

- Tuesday, August 23
- 4:00 p.m. Reception for Richards Scholarship recipients
- 5:30 p.m. Dinner and lecture to small businesses via SBA grant
Welcome Reception for Provost Michael Horvath

• Friday, August 26
• 3:30 – 5:00 p.m.
• Ingram Library
RCOB Cookies & Ice Cream
Students, Faculty, and Staff

• Tuesday, August 30
• 1:30 a.m. – 3:00 p.m.
• Business Building Front Entrance
Open Faculty & Staff Meetings

- Wednesday, Sept. 7 in Business Building Lecture Hall and
- Thursday, Sept. 8 in Adamson Hall Room 227
- 9:00 – 11:00 a.m.
MBA Faculty Meeting

• Friday, Sept. 9
• Time and location TBA
BB&T Lecture

• Tuesday, Sept. 20
• 7:00 p.m. in UWG Coliseum
• General Russel Honoré will speak on Leadership and Preparedness for the 21st Century
• Reception with RCOB graduate students will follow the lecture
HBSP Participant-Centered Learning Seminar

- Friday, Sept. 23 8:00 a.m. – 5:00 p.m.
- Co-sponsored with Georgia State University
- Seminar Description
  To help instructors fine-tune their approach to participant-centered learning, Harvard Business Publishing offers a seminar on the art and craft of discussion leadership. Attendees experience the seminar both as instructor and student. First, as an instructor, by learning techniques for orchestrating classroom discussion, blackboard management, teaching plan preparation, etc. Second, as a student, by preparing and discussing cases about both teaching and traditional business issues.
- Up to 10 faculty from each institution can attend.
Interactive Workshop on Teaching International Business

• Friday, September 23rd, 2011, 9:30 am - 3:00 pm
• Part of the Faculty Development Series for the Members of the Southeast U.S. Higher Education Consortium for International Business Education
• GSU Campus, Robinson College of Business, Room Location TBA
Board of Visitors and Accounting Advisory Board

• Friday, Sept. 30
• Breakfast at 8:30 a.m.
• Board meets from 8:30 a.m. – noon and ends with lunch
UWG Homecoming

• Saturday, October 1
Fed Day at UWG

• Tuesday, October 18
RCOB Interview Days

• Wednesday and Thursday, October 19 and 20

Future Professors Lunch

• Thursday, October 20
• 11:30 a.m.
AACSB Visit

• Sunday through Tuesday, October 23 - 25
Economic Forecast Breakfast

- Tuesday, November 11 at 7:30 a.m.
- UWG Campus Center Ballroom
- Presentations by Dr. Roger Tutterow of Mercer University and Dr. William J. Smith.
ESCEM Visit - Tentative

• On Monday, Nov. 28 ESCEM faculty will give a presentation on their current research, and on Tuesday, Nov. 29 RCOB faculty will give presentations on their research.

• Wednesday, Nov. 30 will begin with presentations from faculty groups already collaborating on research and conclude with informal discussions among faculty who are currently working together or who are interested in doing so.

• Preference for research presentations will be topics which lend themselves to cross-cultural analysis or multi-country applications and would thus be appropriate for collaboration between the two schools’ faculties. Theoretical, applied, and pedagogical studies, and both qualitative and quantitative projects are welcome.
**ESCEM Research Collaboration**

<table>
<thead>
<tr>
<th>CSR, Ethics, &amp; Sustainable Development</th>
<th>Entrepreneurship &amp; Innovation Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethical Marketing</td>
<td>Governance &amp; Financial Integration</td>
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</tbody>
</table>
Teaching Tools: Online Excellence
Executive in Residence
Executive Roundtable

• TBA
Party!

• Christmas Covered Dish Luncheon
• Tuesday, November 29
• 11:30 a.m. – 1:30 p.m.
• Adamson Hall Conference Room
• Meat, drinks and utensils provided by dean’s office
## 2011-12 Time Table for Tenure and/or Promotion

All candidate packets are due to departments by September 15.

<table>
<thead>
<tr>
<th>Source</th>
<th>Negative Recommendations to Candidate due:</th>
<th>All Recommendations to Next Level due:</th>
</tr>
</thead>
<tbody>
<tr>
<td>From Department Committee</td>
<td>October 3</td>
<td>Oct. 13 to Department Chair</td>
</tr>
<tr>
<td>From Department Chair</td>
<td>October 18</td>
<td>Oct. 25 to College Committee</td>
</tr>
<tr>
<td>From College Committee</td>
<td>November 1</td>
<td>Nov. 16 to Dean</td>
</tr>
<tr>
<td>From Dean</td>
<td>December 2</td>
<td>Jan. 3 to Provost</td>
</tr>
<tr>
<td>From Provost/VPAA</td>
<td>January 18</td>
<td>Feb. 1 to President</td>
</tr>
<tr>
<td>From President</td>
<td>February 15</td>
<td>Feb. 29 to BOR</td>
</tr>
</tbody>
</table>
AACSB Maintenance of Accreditation Visit: October 23 – 25, 2011
### Monday, October 25

#### Tentative Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 – 9:45</td>
<td>Department Chairs</td>
</tr>
<tr>
<td>9:45 – 10:30</td>
<td>SPC</td>
</tr>
<tr>
<td>10:45 – 11:30</td>
<td>P &amp; T Committee</td>
</tr>
<tr>
<td>11:30 – 12:15</td>
<td>UPC and GPC</td>
</tr>
<tr>
<td>12:15 – 1:30</td>
<td>Senior Faculty</td>
</tr>
<tr>
<td>1:30 – 2:15</td>
<td>Junior Faculty</td>
</tr>
<tr>
<td>2:15 – 3:15</td>
<td>Accounting Faculty</td>
</tr>
<tr>
<td>3:15 – 4:00</td>
<td>Students</td>
</tr>
<tr>
<td>4:00 – 4:30</td>
<td>External relations, Center Directors</td>
</tr>
<tr>
<td>4:30 – 5:00</td>
<td>Advisors &amp; Grad Programs</td>
</tr>
</tbody>
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*University of West Georgia*

*Richards College of Business*
• Dean Willie Hopkins
  – Strengths:
    • Faculty participation & culture
    • Assessment
    • Student perceptions
  – Before Fall visit:
    • Faculty vitae updated
    • Tables competed
    • Faculty understanding of strategic planning process
    • Define P/S
    • Clarify PQ details
    • Define research quality assessment
• Dr. Jim Scheiner visit – Monday, May 2
Strategic Planning Cycle

Year 5
2010-11

RCOB 2011-15
Strategic Plan
completed;
Strategic Action
Items identified

Year 1
2011-12

USG Revises
Strategic Plan

Year 2
2012-13

UWG Revises
Strategic Plan

Year 3
2013-14

RCOB Review
Begins

Year 4
2014-15

RCOB begins
revision of
Strategic Plan

Year 5
2005-06

RCOB 2005-10
Strategic Plan
completed;
Strategic Action
Items identified

Year 1
2006-07

USG Revises
Strategic Plan

Year 2
2007-08

UWG Revises
Strategic Plan

Year 3
2008-09

RCOB Review
Begins

Year 4
2009-10

RCOB begins
revision of
Strategic Plan
Data collected and initial drafts of 2010-15 Strategic Plan will routinely distributed to Dean’s Advisory Council and Strategic Planning Committee throughout this time period. DAC and SPC meet monthly and will assess progress toward completion of Plan.
Basic Strategic Planning Model

Primary Responsibility:
Strategic Planning Committee
Dean’s Advisory Council

Input from:
- Department Faculty and Staff
- UPC and GPC
- Board of Visitors
- Accounting Advisory Board
- Dean’s Council of Student Leaders
- Alumni

Faculty and Staff meetings
- Faculty and staff retreats
- UPC, GPC, DAC AOL retreat
- Meetings of BOV, AAB, DCSL
- Focus groups
- Exit interviews with seniors
- Surveys

Faculty

Dean
Provost
President
Richards College of Business  
Strategic Action Items 2011-2016

<table>
<thead>
<tr>
<th>Strategic Goals</th>
<th>Action Items 11-12</th>
<th>Action Items 12-13</th>
<th>Action Items 13-14</th>
<th>Action Items 14-15</th>
<th>Action Items 15-16</th>
</tr>
</thead>
</table>
| **Student Development:** Admit quality, local, regional, national, and international students and provide them with an education containing the skills and knowledge gained from traditional and experiential learning in internal and external campus settings to prepare them to be effective and ethical professionals. | □ Revise home page as recruitment tool  
Recruit minors  
Expand mentor program via e-contact  
Develop plan for freshman integration into RCOB  
Build interdisciplinary programs (e.g., analytics, health care) | □ Expand recruitment efforts in Atlanta area  
Develop systematic plan for international opportunities  
Formalize exit interview process across departments  
Begin comprehensive curricula review  
Expand internships | □ Complete curricula review and begin plan implementation  
Expand placement opportunities for undergrad and graduate students | | |
| **Academic Professional Growth:** Recruit and retain quality faculty and provide sufficient resources to support dynamic and up-to-date bachelor and master level curricula, to conduct research, and to provide service to all stakeholders within and outside of campus. | □ Provide faculty training for enhancing credentials (e.g., new distance ed technologies, curriculum innovation)  
Facilitate international research collaborations | □ Develop and begin implementation of faculty exchange  
Expand the impact of B-Quest | □ Review Faculty Handbook  
Secure Fulbright Fellowship for at least one faculty | | |
| **Administration and Infrastructure Support:** Recruit and retain quality administrative management and staff personnel to manage, develop and support infrastructure and those activities that build internal and external partnerships while working in an ever-changing environment. | □ Integrate graduate school operations  
Develop plans for RCOB building patio  
Hold DAC retreat  
Expand marketing efforts | □ Complete funding for Visionary Endowment  
Hold staff retreat | □ Secure funding for at least two endowed chairs | □ Secure funding for at least one endowed chair | |
Our AACSB Maintenance of Accreditation Review Team
Willie Hopkins

- Team Chair – Willie E. Hopkins
- Dean, College of Business
- California State University, Chico
- Tehama Hall 301
- Chico, CA 95929-001
Kjell Knudsen

• Member – Kjell R. Knudsen
• Dean, Labovitz School of Business and Economics
• University of Minnesota Duluth
• 1318 Kirby Drive
• Duluth, MN 55812-3029
Jim Scheiner

- Accounting Chair – James H. Scheiner
- Professor and Former Dean
- School of Business Administration
- Stetson University
- 421 N. Woodland Blvd.
- DeLand, FL 32723
Hank Davis

- Accounting Member – Hank H. Davis
- Director of Accountancy
- Eastern Illinois University
- 3616 Lumpkin Hall
- Charleston, IL 61920
Exercise

• Draw a picture of one thing you would like our AACSB team to know about the Richards College of Business.
Faculty and Staff Awards!