

**UNIVERSITY OF TEXAS OF THE PERMIAN BASIN  
SCHOOL OF BUSINESS**

**SECOND ANNUAL MAINTENANCE REPORT  
JUNE 2007**

This is the second annual maintenance report under the provisions of the accreditation maintenance program of the AACSB – International. This report is based on the Peer Review Team Report from the October 2005 accreditation PRT visit, the first annual report of June 2006 and the progress of the School in the 2006-2007 academic year.

Before beginning the report on those matters, attention will turn to significant personnel changes at the School. In July 2006, Dean GERALYN Franklin resigned her position for another deanship. As a result of that resignation, the Assistant Dean, Corbett Gaulden was appointed Interim Dean after consultations with the faculty. Dr. Wilma Dye was appointed Interim Assistant Dean at the same time. As soon as possible thereafter, a national dean search was initiated. That search occupied much of the time in the Fall 2006 semester. Three candidates were invited for campus interviews and the committee made its recommendations to the central administration before the fall semester ended. The new dean was appointed in March 2007 and will assume duties on July 1, 2007.

In August 2006, the School's Academic Advisor, Ms. Deb Carroll, announced her resignation and relocation. Her position was quickly posted and she was replaced by Ms. Beth Desilets on October 2, 2006. Ms. Desilets was able to quickly master her duties and has adapted to her role as advisor and coordinator quite well. We feel this change resulted in minor impacts.

In March 2007, the Interim Dean, Dr. Corbett Gaulden, announced that he would leave the School for another deanship. That resignation will be effective as of July 10, 2007. The appointment of a new, permanent dean should minimize the impact of his departure.

With the appointment of the new Administrative Assistant I in October 2006 (discussed below), this amounts to significant turnover at the administrative level of the School. However, we believe there was very little loss of operational effectiveness and an even more efficient operation. Such things do have their impact on the tone of the School however.

The 2005 Peer Review Team endorsed our accreditation without concerns, but did ask us to attend certain matters. The next paragraphs numbered 1 through 5 discuss the current status with respect to those matters.

**1. *Academically Qualified/Professionally Qualified faculty definition***  
Specific, formal definitions for these terms were formulated in the dean's office and adopted by the faculty in the Spring 2006 semester. We believe these definitions fully and faithfully meet the requirements for quality under the accreditation guidelines.

## **2. *Intellectual Contributions***

Discussion of intellectual contributions in terms of quality measurement have continued. The faculty has pledged to reconsider its Intellectual Contributions Index after three years of use. This implies a full re-examination of the IC Index in Fall 2007. At that time, we will evaluate the index in terms of its usefulness to us. We will also evaluate whether the index contributes to improvements in the quality of intellectual contributions activity. Quantity of those efforts will also continue.

## **3. *Continued refinement of an Assurance of Learning (AOL) plan***

This has been the fourth year of implementation of the MFAT as a basic AOL device. We continue to be in contact with other schools in our efforts to improve the AOL plan. In 2005-2006, we were required to significantly modify our Institutional Effectiveness Plan for the Southern Association of Colleges and Schools (SACS). That effort was guided primarily by a SACS consultant. The process was conducted with a minor emphasis on consistency with AACSB requirements insofar as AOL is concerned.

A full-time Institutional Effectiveness Director (Dr. Denise Watts) was hired, beginning her duties in September 2006. The first duties of the new director were directed toward significantly modifying the SACS-required Outcomes Assessments and furthering development of the Institutional Effectiveness plan. She has experience with the SACS/AACSB interface in the area of assessment and will play a vital role in reconciling these streams of activity in the next few years.

At the end of the regular academic year, Dr. Watts had steered the School well into development of assessment of student outcomes, which is the School's key activities in terms of SACS requirements. That should be finished in 2007-2008, and "translated" into AOL terminology in the same year.

## **4. *Changes in programs and/or new program development***

No changes in programs, no new programs, and no new degrees were developed during the last academic year.

## **5. *There is an immediate and critical need for the following:***

- a.** No fewer than one additional full-time staff support person is needed for the School of Business

The Administrative Assistant I in the person of Sandy Triepke was hired effective October 9, 2006. Office space was added to provide her with a separate, adequate work area.

- b.** Appropriate separate work space allocated for a copy/fax/mail room that does not interfere with School of Business ongoing operations

In preparation for the addition of the Administrative Assistant I to the School's workforce, new space was prepared by the renovation of an old computer lab. The space was utilized for Ms. Triepke's workspace as well as becoming the primary document preparation area and mailroom for faculty. This resulted in considerable reduction in the congestion in the main School office. The new space (some 300 square feet) is immediately across the hall from some of the faculty offices on the second floor. So far, the space has proven to be quite adequate. As we further consider division of responsibilities between the two administrative assistants, further relocations of equipment and activities may occur, but the adequacy of space and facilities will be a key consideration in such decisions making.

While UTPB was reviewed under the AACSB International Standards of April 23, 1991, the new process for accreditation adopted by the Board of Directors is being utilized. The first maintenance review will occur in five years with the expectation of a yearly updating of the Strategic Plan. With this in mind, the UTPB School of Business should annually update its Strategic Plan, in the form of Annual Maintenance Reports, on the following action items noted above.

The most recent Strategic Plan was adopted in Fall 2006. The Mission Statement will receive significant attention in the 2006-2007 academic year. See the discussion of Standard 2 below.

**c.** Despite having an extremely diverse faculty, increasing the percentage of Hispanic faculty will help the School of Business advance its ability to serve its students.

The School continues to be very sensitive to this need in all faculty hiring activities. We will aggressively search for such individuals in all such activities.

**d.** Given a diverse, bi-lingual, student population, the School of Business should pursue more international business exchanges, study abroad programs, course trips, Fulbright awards, etc.

In May 2007, Dr. Leslie Toombs took 12 students to Chihuahua, Mexico for three days. The trip was a component of a course in international entrepreneurship. While Dr. Toombs was in Mexico, she was able to contact higher level administrators at Universidad Autonoma de Chihuahua. Part of the conversations involved return visits and the expansion of this new relationship.

**e.** The University must expand career services and increase awareness of career services to both BBA and MBA/MPA students. Special attention to the needs of graduate students is essential.

The same array of services that is offered to our undergraduate students is offered to our graduate students. It is promoted to all students. Participation by graduate students continues to be low because of the nature of our graduate student population. The part-time, night-time only population of these students is at least part of the reason they do not avail themselves of the services. Combine that with our current economic climate (you have to say No emphatically if you don't want a job), and there is simply low demand. Career Services keeps statistics on employment and participation.

**f.** As School enrollment escalates, the need for a more formalized organizational structure, i.e., departments and department chairs, will be essential. This will both improve ongoing operations as well as recruiting efforts. Chairs are needed to perform more discipline focused annual faculty performance reviews. In the interim, compensation for "area" coordinators is highly recommended.

The faculty developed a reorganization plan in Spring 2006. That plan was rejected by the President and Provost. A new plan is being developed for presentation to the faculty for adoption. Under the assumption the plan is adopted in Fall 2007, it will be forwarded to the university administration for consideration in the same semester. The other schools at the university did undergo reorganization into departments in January 2007.

When the Business School Questionnaire (BSQ) for 2005-2006 was completed, it reflected a decrease in internal administrative support for the School of Business. The BSQ questions refer to actual loads in the year in question. The change from 2004-2005 to 2005-2006 occurred for two basic reasons. First, Dean Geralyn Franklin did not teach in the Spring 2005 semester. Her normal load was one course per year. The reason she did not teach was that we were nearing completion of the Self Evaluation Report (SER) for Initial Accreditation. Thus, the calculation for 2004-2005 was slightly inflated on a temporary basis. In Spring 2006, Dean Franklin taught a course per the normal pattern. This moved the coverage ratio slightly downward. Second, Assistant Dean William Jackson left the University in summer 2005. This resulted in Dr. Corbett Gaulden moving into the vacant Assistant Dean position. At the same time, we redistributed much of the work in graduate advising to the reformulated position of Coordinator of Business Studies. In that process, the job description of Ms. Deb Carroll became more inclusive, while that of the Assistant Dean became less inclusive of advising responsibilities. The result of those changes was a higher level of responsibility, a change in title (from Coordinator of Undergraduate Business Studies to Coordinator of Business Studies), and appropriate budgetary changes for the Coordinator and a relief of some graduate responsibilities for the Assistant Dean. We believe these changes resulted in a more sensible and efficient arrangement without diminishing services to students.

Dean Geralyn Franklin departed in July 2006. This was after the BSQ reported on above was completed and well before the new BSQ was completed. When the 2006-2007 BSQ

was completed, another reduction was seen in full-time equivalent administrators. This was caused by the fact that the interim dean (Corbett Gaulden) taught two courses rather than the one per year that was in Dean Franklin's contract. The interim assistant dean's (now Wilma Dye) remained as it had been in 2005-2006. Hence the reduction down to 1.00 "Full-time equivalent of faculty with administrative assignments" item in the BSQ.