



UNIVERSITY OF FLORIDA

COLLEGE OF BUSINESS ADMINISTRATION
ALAN G. MERTEN, DEAN

GAINESVILLE, FLORIDA 32611
(904) 392-2397

GENERAL FACULTY MEETING September 5, 1986

Minutes

1. MINUTES: Minutes of previous meeting approved as distributed.
2. INTRODUCTION OF NEW FACULTY: Dean Merten asked the Chairman to introduce their new faculty.

Finance: David Brown
Marc Smith
Dilip Shome - visitor
Takashi Kaneko - visitor

Marketing: Murali Mantrala

Accounting: Gary McGill

Economics: Prakash Loungani

Management: Michelle Gatti - visitor

3. REPORT ON DEGREE PROGRAMS: Associate Dean Heggstad gave a report on the undergraduate, MBA and PhD programs of the College. His report included enrollment figures, comparisons of admissions, increases by department and the average GPA and SAT scores. The information is attached for review.

4. REPORT FROM SCHOOL OF ACCOUNTING: Assistant Director Garvin gave an overview of the enrollment for the School of Accounting. The information is attached for review.

5. DEAN'S REPORT:

A. Dean Merten gave a review of his activities since he was appointed Dean beginning with his tour of Florida, his visits with various other business schools, and his visits with the congressional delegation in Washington. Overall, the reaction was very positive and the interest in the College of Business was high. These visits reaffirmed his commitment 1) To increase faculty governance, 2) To integrate activities across the College, and 3) to work on relationships across the University.

B. Changes: The recent experimental changes in the Management Department were outlined. Dean Merten explained these changes are intended to increase effectiveness of the faculty and will be evaluated within a year. Ira Horowitz is acting chairman for the Decision and Information Sciences group; J. B. Ray is acting chairman for the Organization Behavior and Business Policy group.

C. Organizational Structure: Dean Merten discussed the organization structure of the College as redesigned now and asked for input from the faculty. An organizational chart is attached for review.

D. Facilities: Upgrading of classrooms and the faculty lounge will occur within the next year. Dean Merten explained that new windows will be installed in Matherly beginning this Fall. Landscaping in the triangle will be completed within a year. Bryan Hall renovation was discussed as a long-range project.

E. Assessment: The State of Florida has a dynamic business community with emerging business leaders more interested in education, transportation and natural resources. The negative aspect of the State is a poorly defined commitment to education and the degree of involvement by Tallahassee in the administration of the University.

Dean Merten perceives the University as "on a roll" with increased funding and the quality of faculty. However, the lack of a widespread desire for greatness and national recognition is not good.

F. Goals: A written document outlining the goals of the College should be ready for distribution by early December. Dean Merten has asked the Long-Range Planning Committee to work with him on updating the document using the departmental self-studies.

With regard to the high degree of variability of students, Dean Merten wants to control enrollment and expects to increase enrollment criteria as a mechanism for this control. Content of courses and the sequence of courses should be examined in order to tighten the curriculum. He feels that an evening MBA Program would not be feasible at this time.

The primary responsibility of the departments is to enhance faculty production in research and to maintain quality courses. The degree program offices and administrators are responsible for enforcing degree requirements established by the faculty.

Dean Merten stressed the fact that the School of Accounting is a very important academic unit in the College of Business. In most respects, the faculty and students of the School have the same rights, duties and responsibilities

as faculty in other academic units. The few exceptions relating to the School of Accounting would be 1) admissions and curriculum for degree programs handled by the School, 2) selected fund raising activities, and 3) selected curricular activities.

Many of the College's faculty have established impressive research records. However, we need to increase our commitment to individual and group research activities. This should enhance both our research output and the ability of our research activities. The opportunity exists to build on strengths within the College, across departmental lines, including the research centers. The purpose of the research centers should be: 1) significantly increase output and reputation of groups of faculty associated with the center, 2) increase outside funding [State monies should be considered seed money], and 3) enhance interdisciplinary research.

Summer research funds will come mainly from private funds. The College Research Committee will be the primary advisory group in the awards of research grants with priority to untenured faculty receiving these research grants.

There is no clear plan for computing activities for the University or the College but Dean Merten is aware of the need for more dollars and equipment. He will be working with university administrators in this regard and asked the faculty to provide information to Professor Schaefer to develop a plan for computing needs.

The College has quality faculty teaching TV replay courses but the media center facilities need to be upgraded.

Development activities include receptions around the State, alumni luncheons with faculty speakers in key cities and a phonathon conducted by the Foundation office from September 21 through October 11. Dean Merten announced that Rich Lutz and Dan Smith were serving as coordinators for the phonathon and asked the faculty to contribute time to assist the phonathon.

6. COMMITTEES: Dean Merten discussed the composition of various College committees. His suggestion was for appointment of tenured faculty, in most cases, with the chairman of each committee to be faculty member and to be appointed by the Dean. Dean Merten also recommended the combining of the Undergraduate Committee, the Admissions Committee and the Petitions Committee. The following task forces were proposed:

1. long-range planning
2. facilities
3. placement
4. information technology (computing and media)
5. CBA/CLAS

Dean Merten asked for nominations for the Tenure and Promotion and Personnel Committee. The scope of the committee includes:

1. review College policy and procedures
2. advise the Dean re Tenure & Promotion
3. advise the Dean on external candidates for associate or full professors
4. evaluate annual reports of all faculty to be used in conjunction with recommendations for salary increases

Nominations for Tenure and Promotion and Personnel Committee:

Rashad Abdel-khalik
Bipin Ajinka
Roger Blair
Joel Cohen
Roy Crum
Dick Elnicki
Dan Feldman

Rich Lutz
Dick Pettway
John Simmons
Hal Smith
Henri Theil
Bart Weitz
Bill Wilkie
Ed Zabel

A ballot will be distributed next week.

Meeting adjourned at 12:25 p.m.