



## UNIVERSITY OF FLORIDA

COLLEGE OF BUSINESS ADMINISTRATION  
JOHN L. KRAMER, INTERIM DEAN  
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### GENERAL FACULTY MEETING September 11, 1989

1. The meeting was opened by Dean Kramer at 11:27 a.m. The Dean welcomed the faculty to the new academic year of 1989-90 and asked that the Academic Unit Heads introduce their new and visiting faculty.

They are as follows:

#### Fisher School of Accounting

Tarak Amer, Assistant Professor, from Ohio State University  
Ray Hunt, Visiting Scholar, from the University of Virginia

#### Decision and Information Sciences

Mark Pendergast, Assistant Professor, from the University of  
Arizona  
Patrick Thompson, Assistant Professor, from the University of  
Wisconsin-Madison

#### Economics

Kim Sawyer, Visiting Associate Professor, from the University  
of Melbourne  
Gi-ryong Jung, Visiting Assistant Professor, from Clemson  
University  
David Sappington, Professor, from Bell Laboratories will be  
joining us in January  
Jim Adams has returned after a leave of absence

#### Finance, Insurance and Real Estate

Mark Flannery, Barnett Banks Eminent Scholar, from the  
University of North Carolina at Chapel Hill

Christopher James, William H. Dial/SunBanks Eminent Scholar,  
from the University of Oregon

David Ling, Associate Professor, from Southern Methodist  
University

Peggy Wier, Visiting Associate Professor, from the University of  
Oregon

#### Management

Steve Motowidlo, Associate Professor, from the University of  
Minnesota

Marketing

Barbara Bickart, Assistant Professor, from the University of Illinois at Urbana-Champaign

MBA Program

Steve DeKrey, Director and Assistant Dean, from Northwestern University

2. Minutes

The minutes of the April 28, 1989, Faculty Meeting were unanimously approved as distributed.

3. Fall 1989 Enrollments

Undergraduate Program:

Dr. Tapley reviewed the statistics as shown in the handout distributed at the beginning of the meeting (Attachment 1). He pointed out that the applicant pool and the number of students admitted had increased. There was a drop in the ratio of female/male students this year. Regarding growth by major, all increased except for CIS, Economics (LAS), and Real Estate. The total students taught by departments showed a decrease for the FIRE department and an increase for DIS, MKG and MAN. Economics remained unchanged. Since 1986, the number of sections taught has decreased 9% while the number of students taught has increased 10%. Our Business Minor has admitted 147 students, most of whom are from Liberal Arts and Sciences. There are 13 Business students who are currently minoring in Economics through Liberal Arts and Sciences. This is a matter that the Undergraduate Committee will be looking into.

Accounting Program:

Dr. Snowball summarized the statistics for the Fisher School of Accounting, as shown in attachment 1 from the meeting agenda. There has been a substantial growth in enrollment for the second straight year. The MAcc program is up 6%. There was a 13% increase in BSAC & post-baccalaureate students. There is a 52% male/48% female ratio for all students. Regarding the quality of the program, the GMAT scores and SAT scores have remained relatively constant from last year.

MBA Program:

Dr. DeKrey reported on the MBA Program, referring to the profile sheet which was attachment 2 of the meeting agenda. There are 84 new MBA students enrolled. The percentage of work experience is up, with two-thirds having at least one year. The entering class has been earning around \$30,000 annually prior to returning to school. There has been a slight increase in percentage of undergraduate business majors in the program. There has been a decrease in the female enrollment and the average age of the students has remained constant. Ninety

percent of these students are anticipating a career in Florida upon graduation.

Ph.D. Program:

Dr. Lutz reported on the Ph.D. program (Attachment 2). For Spring 1989, the mean GPA and GMAT scores were up. Applications for Fall 1989 were up from the total received in 1988. The GPAs and GREs have remained constant from last year. Admission was offered to 49 students with 26 acceptances. The percentage of minorities has dropped due to the fact that the College receives so few minority applications.

4. Dean's Report

Dean Kramer reported that, when he took over as the Interim Dean, it was not with the intention of serving as "Care-taker". In his search for an Associate Dean, he looked for someone who would also be willing to take an active stand in the administration of the College and make some changes. The organizational structure has changed; there is only one Associate Dean now, Andy McCollough. He and Dean Kramer are sharing the responsibilities that had been previously divided among three administrators. Adrienne Cannon now reports to the Dean, who will manage the financial responsibilities of the College.

The goals of previous years for program sizes will continue be used. The Dean will ask the Faculty Advisory Committee to evaluate these goals and objectives and decide if these are realistic. Hiring this year will be on a "replacement" basis. Currently, the College is searching to fill five eminent scholar positions. Teaching and research will receive the same relative emphasis as in the past. There will be an increased utilization of speakers, etc. across the units to maximize the benefit of each speaker to the College.

Regarding space, the College will be looking at raising private money to expand the Bryan Hall renovation or perhaps to possibly obtain a portion of Anderson Hall when it is vacated by Student Services. Space is tight now and will be tighter once the renovation is underway.

There will be an effort to increase communication within the College. When, what and how decisions are made will be communicated. There will be an open-door policy regarding decisions. The Dean will be willing to discuss and explain decisions that have been made to both faculty and staff. It has been suggested that there is a need to increase the awareness of and planning for upcoming events. To do this, two documents are being generated regularly; a "Monthly Calendar of Events" and a "Weekly List of Events". It is hoped that these will help increase attendance at College events. Academic Unit Heads and Program Directors will meet

together with the Dean regularly and, hopefully, the information from those meetings will be taken back to the faculty members.

Regarding the State budget, the salary situation is not good. The raise pool was 5% of the faculty salary base. Sixty percent of the increased salary allocation for 1989-90 is for "across-the-board" raises and forty percent is discretionary. Sixty percent of that which is for "discretionary" salary adjustments was allocated by the Provost to special adjustments, 14% for promotions and 26%, or .55 of 1% out of a total 5% -- \$280/faculty member, is left for merit or discretionary raises. The Provost is currently reviewing the salary setting process. The item of special salary adjustments has been discussed with the academic unit heads and the College will again make a request for adjustment of College salaries to bring them up to market value. The other budget items were equally unexciting. Other personal services money was up 1.3%; operating expense money was down 3.9% and other capital outlay monies was up 9.8%.

The 1988-89 budget deficit was reduced to \$12,000 with the help of Hadley Schaefer. Tighter controls over spending have been implemented. Actions that have been taken within the College to reduce expenses include a change in the "coffee procedures". Each academic unit will be required to make their own arrangements for coffee. The College spent \$12,000 last year on coffee and \$15,000 to \$20,000 on the faculty dinner. There will be no faculty dinner this year since Andy McCollough and Dean Kramer have agreed that they are already known by the faculty and that they would much rather have the monies spent on the faculty and research activities. Two new projects have been funded. \$300,000 for networking the Business Administration Building and Matherly Hall has been allocated. Additional money will be needed for networking when Bryan Hall is renovated. In addition, the Bryan Hall renovation has been budgeted and will cost \$3 1/2 million.

Regarding Development, we are in the third year of the five-year Capital Campaign. The College of Business Administration has reached its \$22 million goal. The University has obtained \$213 million out of its \$250 million goal. During the past year, the College has received one eminent scholar chair, five professorships, four endowed fellowships, and one ten-year commitment for faculty research grants. This year, the priorities have changed. In the past, the College has primarily looked for eminent scholar chairs and professorships. Now the emphasis is to name the College. There is currently a proposal outstanding for \$15 million. This would result in \$22 million being received with the matching program. Another priority for this year is to name the Business Administration Building. The proposal for this will be \$3 million and, with the matching program, that will increase to \$4 million. Other priorities which will be focused on this year are:

1. raising unrestricted funds through term gifts;

2. faculty research support;
3. Professorships (in the \$300,000 to \$450,000 range);
4. student fellowships.

Three regional capital campaigns are going on now, with seven more regional campaigns to be started this academic year. The campaigns are focusing on the smaller gifts of \$10-\$100 thousand instead of on major gifts.

5) Committee Reports

Dean's Search Committee

Dr. Lutz reported for the Dean's Search Committee, stating that they had met three times. An announcement has appeared in the Chronical of Higher Education with a closing date of January 15, 1990. To date, there have been 40 nominations or applications; 27 of the nominees have not yet responded to their willingness to be considered; 13 resumes are on hand. This committee is also closely watching the Presidential Search.

6) Bryan Hall Renovations

Dr. Ray reported that \$3.5 million has been allocated for this project. An initial space allocation plan was prepared by former Deans Alan Merten and Hadley Schaefer, in consultation with Doug Snowball, the academic unit heads and the program directors. A College Committee will be gathering information during 1989-90 relative to our needs and relaying this information on to the University architect, who will then give the information to the BOR architect. The next step in the renovation process is a bid request to select the actual architect. By December 3, 1989, the architect is to be selected. In March 1990, the architect will talk to us again. Plans and preparations are to be ready by September 30, 1990 and advertisement will begin for a contractor. Time allowed for construction is 365 days. Therefore, if construction is begun as planned on December 10, 1990, completion should be in December 1991. It is proposed that there will be major changes in the "stacks" area, the rest of the building will be upgraded and renovated and used basically as is. The proposal also allows for the computer lab to be moved to the stacks and the current computer laboratory be made into a classroom and auditorium. Graduate space, with 100 carrels, is also proposed for the stacks area.

The meeting was adjourned at 12:50 p.m.

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