

3-2-2012

## College of Business Council Meeting : 2012 : 03 : 02

University of South Florida St. Petersburg. College of Business. College Council.

Follow this and additional works at: [http://digital.usfsp.edu/ktcob\\_college\\_council\\_minutes](http://digital.usfsp.edu/ktcob_college_council_minutes)

---

### Recommended Citation

University of South Florida St. Petersburg. College of Business. College Council, "College of Business Council Meeting : 2012 : 03 : 02" (2012). *Kate Tiedemann College of Business: College Council Meeting Minutes* . 64.  
[http://digital.usfsp.edu/ktcob\\_college\\_council\\_minutes/64](http://digital.usfsp.edu/ktcob_college_council_minutes/64)

This Other is brought to you for free and open access by the Kate Tiedemann College of Business (KTCOB) at Digital USFSP. It has been accepted for inclusion in Kate Tiedemann College of Business: College Council Meeting Minutes by an authorized administrator of Digital USFSP.

**UNIVERSITY OF SOUTH FLORIDA ST. PETERSBURG**  
**COLLEGE OF BUSINESS COUNCIL (CBC)**  
**Minutes of March 2, 2012**

Attending:

Karin Braunsberger, Chair  
James Fellows  
Scott Geiger  
Wei Guan  
William Jackson  
Richard Smith  
Maling Ebrahimpour , Dean of the College (by invitation)

The Chair called the meeting to order at 12 noon. The first order of business was the formation of an Annual Review Appeals Committee, which would consider appeals from faculty not satisfied with their reviews from the ARAC (Annual Review and Awards Committee). Professor Fellows suggested that the CBC should be this committee, and volunteered to chair the committee this year. Further discussion ensued, but was tabled for further review.

The next order of business concerned the formation of the COB Strategic Planning Committee. The Dean noted that the AACSB review team, which is coming in early April for a “mock visit,” will expect that the college show some initial efforts at preparing a 2012-2017 strategic plan. The Dean feels this should be led by the faculty, with a faculty committee assisted by the administrative team, which would sit as *ex officio* members of the committee. The Dean also feels each discipline should be represented on the committee. The Dean gave his initial thoughts that the mission and values of the strategic plan should have as its basis the following elements as a foundation for the strategic plan:

- 1) global initiatives
- 2) social responsibility and ethics
- 3) entrepreneurship, creativity and innovation
- 4) digital initiatives, e.g., digital marketing
- 5) sustainability
- 6) civic engagement

The CBC decided that volunteers from the faculty would be asked to serve, with each discipline coordinator managing an election to the committee.

The Dean next discussed our ranking in Beyond Grey Pinstripes (BGP), and how we might improve it. Our ranking has fallen in recent years due to a lack of faculty research focused on social responsibility and ethics. The Dean asked for ideas on how to improve faculty research publications in these areas. There was some discussion of how to reward faculty in this endeavor, but no new policy was established. The Dean stated that there were some 200 journals that BGP looked at when considering faculty research. The Dean said that he would send out this list to the faculty and encourage their participation in this type of research.

As a last order of business the CBC considered a motion that no member of the ARAC should be present at the full meeting of the ARAC when that member’s annual review is being discussed. The motion passed unanimously.

The meeting adjourned at 1:30pm.