

## **Notes of the CUIBE Steering Committee Meeting September 11-13, 2008**

The meetings took place in the Dean's Conference Room in Price Hall on the campus of Oklahoma University. The event commenced with a reception at the Renaissance Hotel in Oklahoma City on the evening of September 11 and the meetings began on the morning of September 12 and concluded with a morning meeting on September 13.

Those in attendance at the meeting were:

Kendall Roth, University of South Carolina  
Mark Ballam, San Diego State University  
Reid Click, George Washington University  
David Ralston, Oklahoma University  
Elaine Bailey, University of Hawaii  
Nicolas Athanassiou, Northeastern University  
Dean Popp, San Diego State University  
Robert Hogner, Florida International University  
Len Trevino, Washington State University  
Allan Bird, University of Missouri-St. Louis  
Kim Cahill, Temple University

### **Introductions:**

The initial meeting began with a welcome from Kenneth Evans, Dean of the College of Business, Oklahoma University.

Allan Bird then described the changes in personnel at the CUIBE Secretariat located at the University of Missouri-St. Louis. Kimberly Kessler is the new administrative person with general responsibility for the oversight of CUIBE activities. Atchara Sunthornrangsarn (Nat) is the graduate student who now will be responsible for the day to day operations of CUIBE and is likely to be the primary conduit for messages and the person from whom members are likely to receive emails and other information. Nat is replacing Oti who has graduated. Allan mentioned that he is exploring new internet meeting technology that may prove useful in carrying out meetings and other business between regularly scheduled CUIBE meetings.

### **Financial Report**

Allan distributed the Financial Report (July 1-June 30, 2008) as provided by the UMSL reporting system. The highlights are:

- +The CUIBE ending balance, July 1, 2008 was \$23,304.15
- +CUIBE will provide the spring meeting host campus with \$5000 in financial support
- +CUIBE will provide the steering committee host campus with \$2500 in support
- +CUIBE will charge proportional dues (% of year) for new members in the first year of membership
- +CUIBE will begin charging a \$50 registration fee for attendees at the spring meetings for each attendee beyond the first representative from each member institution

## Membership Report

The current list of universities who have joined CUIBE was distributed. There are now twenty three members, with three of the universities as Associate Members (North Texas, Arkansas and College of William and Mary), all others are full members. There are several universities who are in the process of applying for CUIBE membership. As the self study reports are received the campus visits will be scheduled. CUIBE members were encouraged to continue to solicit membership from quality universities. There was a discussion of how to present information about CUIBE at AACSB meetings both national and regional.

## Committees

The current committees and members are:

Membership: Nick Athanassiou (Chair), Mark Ballam, David Ralston, Len Trevino, Madan Annavarjula, Sumit Kundu, Iris Varner and Dean Popp. This committee is charged with receiving self studies and then visiting each applicant campus.

Program: Reid Click (Chair), Madan Annavarjula and Robert Hogner. This committee is charged with planning the program for the spring meeting and is to be comprised of a member from the most recent host institution and a member from the next host institution.

International Experiences: Arvind Phatak (Chair), Elaine Bailey, Dean Popp and Sam Beldona. This committee is charged with publicizing the international experiences offered by CUIBE members and encouraging additional student enrollees.

A discussion ensued of forming Ad Hoc Committees to address specific issues. For example, the continued development and maintenance of the CUIBE website is a possible candidate for this type of committee.

## 2009 Annual Spring Meeting

After considerable discussion it was determined that Northeastern University would be the best site for the spring meeting. During the day, Nick was able to contact the administration of Northeastern and to confirm their willingness to serve as the host. The dates of the meeting have been subsequently confirmed for February 19-21, 2009. Temple was identified as a backup in the event that Northeastern is unable to serve as the host.

The University of Hawaii agreed to serve as the site of the Fall Steering Committee meeting in 2009.

The Program Committee was asked to notify members of the 2009 meeting site and date and to ask members to consider hosting the spring meeting in 2010 or 2011.

The steering committee then engaged in an extended discussion of the desired program format. It was determined that a portion of the program will be devoted to the host institution to provide information about their program and campus. Also, each new

member university will be provided with an opportunity to provide a brief introduction to their program and campus.

The discussion of the structure and format of the spring meeting was wide ranging but primarily focused on whether the program should be constrained to a specific set of topics and members would be solicited to provide presentations on these topics or, should the members have the freedom to provide paper topics on their own. It was agreed that the overall purpose of the meeting was to include opportunities for attendees to learn new information, share information and to network. Some members argued that there are a fairly narrow set of topics that are appropriate to CUIBE and its mission, such as, innovations in undergraduate IB education, language training and/or instruction and international experiences for students. Others noted there are several other potential topics that could be explored including, service learning, experiential learning, entrepreneurship, virtual classrooms, improving the placement of IB majors in the work place and improving the political training of IB majors in order to prepare them to thrive in developing countries.

Ultimately, it was determined that the Program Committee, after receiving the advice of the steering committee, is responsible for developing the program. The committee was requested to send out requests for proposals for presentations at the spring meeting with a deadline for response of December 1, 2008. The proposal is to include the name(s) of the presenter(s) and a 250 word abstract and the length of each presentation. Further, the steering committee requested that the program committee have one of the sessions focus on “the value of an IB degree” while entertaining other topics.

Steering Committee members are asked to arrange their schedules to attend the Saturday morning business meeting at the spring meetings. There has been uneven attendance at these meetings which has led to a hesitancy to consider some important issues without the participation of all member institutions.

### Website Development

As previously determined, the management of the website will be moved from Florida International University to Bryant University. Madan indicated that Bryant was well structured to manage and develop the website. Bob Hogner will contact Madan to facilitate this transfer. Joe Rottman was identified as someone with skills in this area who could assist with the development of the website.

### ACCSB presentation

Last year, due to a misunderstanding, CUIBE did not present at the AACSB meetings. In the past one of the rationales for presenting at the national meetings was to make CUIBE visible to the Deans. A discussion followed of the pros and cons of CUIBE being a presence at the national meetings or alternatively at regional meetings. Each steering committee member was asked to solicit the opinion of their own Dean as to the most productive venue for a CUIBE presentation. Mark Ballam agreed to check on deadlines for submitting proposals for the national meeting and regional meetings.

### Collaborations

The “Journal of Global Business and Community” at FIU received the endorsement of the CUIBE Steering Committee. Bob described the evolution of the journal to its current format as an online journal for students to submit and publish papers. Bob agreed to serve as the editor and asked that two CUIBE members agree to serve as co-editors. This editorial committee will have the responsibility of screening submissions and forwarding approved manuscripts to the student editors. This will serve as an outlet for students from all CUIBE institutions.

BYU Language Case Competition—CUIBE decided to support the competition by offering to pay \$500 for any students from CUIBE members registering to participate in this competition. The total pledged by CUIBE was \$2000 for this purpose. The funds will be granted first come first serve.

Study Tours—There was discussion of study tours offered by CUIBE institutions and how best to publicize these efforts. It was determined that CUIBE member institutions should continue to send out detailed descriptions of study tours to other CUIBE members and to include as much information as possible on the academic content of the program, how to obtain academic credit and the cost. Travel tours should be clearly differentiated from academic courses. The Secretariat will consider a form to be sent out to members offering such programs and as the website is developed a section may be devoted to study tours. Bob Hogner will provide more info on an FIU service learning activity in Thailand in March, 2009.

IB Honor Society---The notion of a national IB Honor Society was entertained. Several institutions expressed an interest in such a Society on their campus. Should CUIBE organize and sanction such an entity? Bob and Allan will consider this concept and report back to the committee.

Undergraduate International Business Educator Award----This award has been granted once by UMSL. The prevailing sentiment was that the award should be available to the institution hosting the spring meeting to award to someone who has benefitted international education from that region. The Steering Committee must approve any nominee for this award. Under special circumstances a non host of the spring meeting could nominate a recipient of the award but the approval of the Steering Committee must be received.

#### Selection of the Chair of the Steering Committee

Allan Bird’s two year term as chair ended with this meeting and by acclamation Nicolas Attanassiou of Northeastern University was selected as the incoming chair. Nick has the full confidence of the entire committee.

Mark Ballam agreed to serve as the chair of the Membership Committee to replace Nick.