

**University of Hawaii at Hilo
College of Business and Economics
Annual Maintenance Report
2005-2006**

AACSB Progress Items (2005 Report of the AACSB review team)

Progress Item	Status
1. Hire a permanent Dean	Completed Fall 2005
2. Improve breadth of research/ publications across the faculty	Ongoing; growth in average publication productivity
3a. Improve the existing facility	Classroom furniture, equipment upgrades completed 2005-06
3b. Make progress toward a new facility for the College of Business and Economics	Request for priority in CIP funding; Proposed as federal UH System initiative for entrepreneurship
4a. Expand opportunities for student growth outside of the classroom	Ongoing search for new opportunities
4b. Enhance student awareness of career placement services on campus	Professional development course under discussion
5. Negotiate a percentage of salary rate instead of a flat rate for summer teaching	No progress

Progress Update

Intellectual Contributions

Goal 1b. Faculty research productivity continued to increase, measured in terms of the number of peer reviewed journal articles or chapters. Dr. Arch Woodside, Professor, Boston College, incoming 2006 Kitaro Watanabe Distinguished Visiting Professor in Tourism, will mentor faculty to target journals of higher quality. Two incoming visiting professor hires in operations management and accounting will increase the complement of academically qualified faculty. Use of individual faculty professional development funds was expanded to include developmental travel.

Continuous Improvement

Goal 1d, Goal 6a, Goal 6d. Multi-media lecture stations were installed in two of the older classrooms into which the College routinely schedules classes. Upgraded computers were also installed in the technology lab, which will be considered for small class instruction. We also purchased special software/ database access to support faculty instruction and research in MIT, finance and accounting. Faculty instructional resource needs are surveyed annually.

College of Business and Economics
Annual Maintenance Review
2005-2006

Goal 1d. We created a faculty and student meeting place through the reallocation of former faculty office space, and we improved College office efficiency with functional and physical reorganization. CoBE proposed a new facility as part of the regular CIP process, but priority is low at the campus level.

Goal 4b. To strengthen College focus on small business and entrepreneurship education in a rural region, USDA grant funds supported program development in ecommerce, exploration of an MBA in rural entrepreneurship, and entrepreneurship skills development. An entrepreneurship education partnership with the Kanoolehua Industrial Area Association was initiated, with the support of EPSCoR and DBEDT. The College participated in conference planning and conducted a membership attitude survey.

Goal 5a. Faculty led grant-funded projects and contracts for workshops on ecommerce in agriculture and leadership in nursing workshops.

Goal 5b. Accounting was identified as a high need area for the State. Work will commence to develop a proposal for submission to the UH Board of Regents. An accounting major would represent the College's first functional major differentiated from the general business major.

Goal 6a, Goal 6d. Two new electronic data collections were acquired by the University Library on behalf of the College.

Financial Strategies

Goal 1h. The College received its first large annual gift from the Robert and Alice Fujimoto Foundation and a new scholarship gift from the Rotary Club of Hilo. Executive level business community members were added to the Advisory Board (KLM LLC, Hershey's Mauna Loa, Hawaii Electric Light Company). The Dean served on the boards of the Business Education Partnership and the Hawaii Island Economic Development Council. We continued promotion of the new College through public relations efforts with local media and chamber of commerce newsletters.

Goal 1h. The College placed announcements of AACSB accreditation in local print media, targeted at the business community, to signify a beacon of quality for UH Hilo and to begin building the CoBE brand.

Student Selection, Retention and Support

Goal 1e, Goal 3a, Goal 4b. The College increased the number of student participants in experiential learning projects, particularly in marketing and MIS courses. This augments the current internship, business planning and case study research option set. Two business students were awarded first place in the Undergraduate Category in the 2006 Pacific Asian Center for Entrepreneurship and E-Business Business Plan competition. Funded class travel to the Business plan competition in Honolulu.

Goal 1e. The Dean's Speaker Series hosted the Senior Vice President and Chief Economist of the Bank of Hawaii; and speakers from George Washington University in tourism, West Georgia State University in accounting, and the University of Hawaii Manoa in communication.

Goal 1e. The Accounting Student Night with accounting professionals was established.

Goal 2b. To strengthen UH system linkages and to increase the College's share of Hawaii residents, especially Native Hawaiian students, CoBE discussed articulation with UH System community college administrators, particularly at Hawaii Community College and Kapiolani Community College. The Kapiolani culinary arts-to-business discussion was deferred. CoBE also engaged in cooperative recruiting through the "Meet the Deans" event on all major islands and participated in the establishment of a UH system consortium for tourism education and training. System articulation for the Introduction to Business course was also completed.

Goal 2b. Management by Hawaiian values was proposed under an RFP to the US Department of Education, via an intensive summer "writing through the culture" skill development course. Further discussions were held with the Kamehameha Schools, the Native Hawaiian Hospitality Association, and the Hawaii Bioethics Council. As a program focal point, this will be deferred until the environment is right.

Faculty Sufficiency, Qualifications and Management

Goal 1a. The 2005-2006 year began with successful AACSB accreditation of the business program and placement of the new Dean of the College of Business and Economics.

Goal 2c. Representation by women among tenure-track time faculty increased to 30 percent.

Goal 6b. Guidelines for the scholarship requirement, that at least one peer reviewed journal article should be in a 'journal of substantial standing,' is under continuing review in committee. The promotion and tenure process was revised to provide department chairs a separate role in review of candidates.

Goal 6c. Criteria for Participating/Supporting faculty were completed. To improve reporting of intellectual contribution activities, related to changes in AACSB classifications, an update of the faculty database is in progress.

Goal 6d. Support to increase faculty skills in the application of technology to instruction is being supported by the university, primarily in the use of web-based instruction.

Personnel issues relating to disability accommodations, salary adjustments and workload were addressed. The College's role in the delivery of the China-US master's program was clarified, with the naming of an economics professor as interim program chair for 2006-2007. The Vice Chancellor will provide separate budget support.

Assurance of Learning

Goal 1c. To better understand weaknesses in student writing as an improvement area, we developed a pilot writing rubric, Business Week subscriptions were purchased for students in the capstone course, and the CSU Chico portfolio database service, STEPS (Student Evaluation Portfolio System), was examined for acquisition. These build on the College's long data series of major field exam assessment of business functions.

Goal 1c. The College collaborated with the UH Hilo agriculture and arts and sciences colleges on research to assess the effectiveness of Carnegie Learning Cognitive Tutor in improving learning outcomes in pre-calculus and college algebra courses, funded by the USDA Alaska Native-Native Hawaiian grant award. Evidence from small samples was not encouraging enough to pursue continued use of this programmed learning product.

Goal 1c. A computer competency exam replaced a required computer skills course and became a prerequisite for advancement into upper division courses. The lower division quantitative requirement was modified to provide students a choice among pre-calculus applied calculus, and calculus.

Priority Update

Actions for the coming year are shaded in the following table.

College of Business and Economics
2005-2006 Action Items

	Objective	Action	Assignment	Funding	Status
Mission	Review inclusion of 'attitudes' in mission statement (04/05 retreat)	No action			Continued over
Intellectual Contributions	Improve breadth of research across faculty (2005 AACSB Review)	Accounting and economics search (2) Visiting accounting and QBA search (2) Endowed visiting chair search	Faculty committee	Reallocation of College funds; Endowed chair funds	Sustained
	Respond to AACSB change in IC classification	Update database to reflect IC classification change	Faculty	No funds needed	Continued over
Continuous Improvement	Maintain currency in AACSB thought leadership	Attend AACSB conferences: Assessment, Dean, Continuous Improvement	Dean Faculty	Dean's travel funds	Sustained
	Improve existing facilities (2005 AACSB Review)	Update classroom multimedia stations Update technology lab computers	Dean	Salary savings	Completed
	Plan for a new facility for College (2005 AACSB Review)	Propose new facility	Dean	UH CIP / Federal UH System Initiative	Continued over
	Identify selective areas of specialization (04/05 Retreat)	Designate accounting as first functional major	Faculty	No funds needed this year	Continued over
Financial Strategies	Increase community awareness and support for CoBE (05/06 retreat)	Send out press releases Host student/faculty/ community events Offer training workshops	Faculty	Foundation funds support events	Sustained
	Work with local groups to raise funds (05/06 retreat)	Support organizations that gift College Scholarships (Hawaii Island Chamber) Established new Rotary Club of Hilo Scholarship	Dean Advisory board		Sustained

College of Business and Economics
Annual Maintenance Review
2005-2006

Student Selection, Retention and Support	Expand opportunities for student growth outside the classroom (2005 AACSB Review)	Expand internships Encourage group projects with business Sponsor social events for student interaction with business community Invite speakers to campus	Dean, Board, UHH Career Center & Alumni Assn	Foundation funds for hospitality	Sustained
	Form clubs for majors (05/06 Retreat)	Accounting student night with accounting professionals established	Accounting faculty	External funds	Sustained
	Enhance student awareness of career placement services on campus (2005 AACSB Review)	Remind students of resource availability	Faculty	No funds needed	Continued over
	Develop career development modules/ professional development class	Course proposed	Faculty		Continued over
	Enhance student diversity	Improve incoming transfer rate from UH system Investigate ways to recruit Native Hawaiian students	Dean Faculty	No additional resources	Continued over
	Increase student interaction with Small Business Development Center (04/05 retreat)	No action			Continued over
	Faculty Sufficiency, Qualifications & Management	Improve breadth of research across faculty (2005 AACSB Review)	Accounting and economics search (2) Visiting accounting and QBA search(2) Endowed visiting chair search	Faculty committee	Reallocation of College funds; Chair funds
Enhance faculty diversity		New faculty hire Fall 2005 is a woman	Faculty committee	No additional resources	Increased percentage female
Increase faculty		Faculty research 'brown-bag' replaced by	Dean	College	Sustained

College of Business and Economics
 Annual Maintenance Review
 2005-2006

	participation in IC activities	visiting speakers		operating funds	
	Implement AACSB classification requirement	Develop standards for Participating Faculty classification	Faculty of the whole	No additional resources	Completed
	Support junior faculty development	Develop guidelines for new P/T research standard	Faculty committee	No additional resources	Continued over
	Negotiate percentage of salary for summer teaching (2005 AACSB Review)	No action – pay rate is governed by union-negotiated contract	Dean		Continued over
Assurance of Learning	Establish L/D quantitative requirement change	Accept Math 104F, or Math 115, or Math 205 for requirement for Fall 2006	Faculty	No funds needed	Completed
	Establish computer competency exam (CCE)	Replace CS 101 requirement with CCE requirement for Fall 2006	Faculty	Student-financed exam	Completed
	Support development of writing skills	Form writing task force Preview STEPS portfolio service	Business chair	No funds needed currently	Continued over