

**University of Hawaii at Hilo  
 College of Business and Economics  
 Annual Maintenance Report  
 2006-2007**

*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 discussion continued
5. Negotiate a percentage of salary rate instead of a flat rate for summer teaching	Requested VCAA inquiry at UH system level

**Progress Update on Strategic Management Plan**

Intellectual Contributions

Goal 1b. Improved quality and quantity of faculty research in faculty collaboration with Dr. Arch Woodside, Kitaro Watanabe Distinguished Visiting Professor, 2006-2007.

Goal 1b, Goal 6a. Supported research contract negotiation on project with the University of Saskatchewan on the innovation practices of US Fortune 500 companies; invited a visiting professor to consult on productive publication strategies.

Continuous Improvement

Goal 1d, Goal 6d. Purchased lap top computers with appropriate accounting and MIS software, additional SPSS software for business lab work stations, data sets for faculty users, as prioritized by faculty committee, and supported the purchase of MacPacs for two faculty, in support of distance education; Identified long term hardware and software needs and costs for a specialized MIS classroom.

Goal 1e, Goal 4b. Hosted an Entrepreneurs Roundtable with Junior Achievement of Hawaii, inviting college students and high school mini company participants, to strengthen activity focus on entrepreneurship; Collaborated with the Kanoelehua Industrial Area Association, the Hawaii Island Chamber of Commerce, Japanese Chamber of Commerce, Hawaii Island Economic Development Board, the Small Business Development Center, and the Hawaii County Department of Research and Development to stage an Entrepreneurs' Forum.

Goal 4b. Reaffirmed the vision focus on entrepreneurship and innovation, with on-site advice from visiting professor, Dr. Karl Vesper, University of Washington, to develop a 'threaded approach' for the UH Hilo environment, that will be taken up in the next year.

Goal 5b. Established the BBA Major in Accounting, the first functional major different from the general business major, effective Fall 2008, by approval of the University of Hawaii Board of Regents in May, 2007; Efforts to overhaul the existing International Studies Certificate-Tourism concentration were continued over.

Goal 5b, Goal 6a. Engaged in UH system-wide discussion to establish a tourism education, training and research consortia; Explored the distance delivery of upper division tourism courses to UH Hilo.

#### Financial Strategies

Goal 1h. Established new scholarship from the Hawaii Society of Certified Public Accountants; Annual gift from Robert and Alice Fujimoto Foundation continued.

Goal 1h. Used effective external communications, including press releases and to the media and on the college website and participation with the Chancellor in Focus on UHH television show, to increase community awareness of the College.

#### Student Selection, Retention and Support

Goal 1e. Established a task force at year-end to investigate whether the out-of-classroom experience should be a graduation requirement in business; Participated in Asia University (Taiwan) Elite American Youth Camp (8 credits), with funding support from Asia University, and arranged by Dr. Arch Woodside, visiting professor in Fall 2006.

Goal 1i. Placed tutors for the gateway courses of accounting and economics through funds acquired from the VC Academic Affairs; Established the Accounting Club, to improve persistence and to support the emerging interest in accounting; Accounting Student Night continued to provide networking opportunities among members of the accounting profession

Goal 2b. Engaged in cooperative "Meet the Deans" travel to Oahu, Kauai and Maui trips to promote college programs; Proposed '2+2' articulation with Hawaii Community College on our island and initiated discussion with Maui Community College.

Goal 2b. Formed a three-member Native Hawaiian advisory group, representing the State Office of Hawaiian Affairs, Kamehameha Schools, a large eleomosynary trust, and a community elder; UH Hilo partners included the Kipuka Native Hawaiian Student Center and the Hawaiian language college, Ka Haka Ula o Ke`elikolani.

Goal 2b. Initiated planning to participate in '1+2+1' program between the American Association of State Colleges and Universities (AASCU) and the China Center for International Educational Exchange (CCIE); Agreed to develop a curriculum plan for successful admittees.

Goal 1e, Goal 4b. Coordinated student invitations to 'talk story' dinner hosted by two Hawaii entrepreneurs; Continued project-based experiential learning opportunities continued through course offerings; Featured Vice President and Senior Economist of the Bank of Hawaii in Dean's Speaker Series.

#### Faculty and Staff Sufficiency, Faculty Qualifications & Management

Goal 1b, Goal 2c. Completed three faculty hires, one in marketing and two visiting appointments in accounting and economics, to begin Fall 2007. One of the visitors is Native Hawaiian.

Goal 1c, Goal 6d. Supported faculty development with travel to AACSB Continuous Improvement Symposium (1) and Assessment Seminar (3).

Goal 6a, Goal 6c. Worked to make faculty development and reporting policies more accessible through planned website redesign.

Goal 6c. Completed revision of the criteria for Professional Qualification classification.

Addressed salary equity issue and established economics as high demand discipline; Accepted operational management of the China-US Relations masters program.

#### Assurance of Learning

Goal 1c. Acquired the services of CSU Chico's STEPS online portfolio management system to create an electronic repository for student work; Worked with the English department to align the business department's expectations for the course, Eng 209 Writing for Business.

### **Priority Update**

Strengths include a strong financial reporting system, good internal organization, collegiality among the faculty, and ease of internal communication. Weaknesses include a fall off in enrollment, management of student learning assessment, particularly regarding student skill development, and deterioration in the quality of space available for faculty offices and for faculty and student meetings.

This was highlighted as a 2005 AACSB Progress Item in communication with higher administration. Advancement in some areas of program development has become a workload issue for faculty members. This became clear in 2006-2007 when we experienced the interruption of services from key personnel.

Items held over for 2007-2008 are highlighted in the following table.

College of Business and Economics  
 2006-2007 Action Items

	Objective	Action	Assignment	Funding	Status
Mission	Review inclusion of 'attitudes' in mission statement (04/05 retreat)	No action			Continued over
Intellectual Contributions	Increase faculty participation in IC activities	Invited visiting researcher	Dean	Funds for travel	Sustained
	Improve breadth of research across faculty (2005 AACSB Review)	Conduct marketing search (1) Conduct visiting accounting and economics search (2)	Faculty committee	Existing lines	Searches completed
	Respond to AACSB change in IC classification	Updated database to reflect IC classification change	Faculty	No funds needed	Continued over
Continuous Improvement	Maintain currency in AACSB thought leadership	Attended AACSB conferences: Continuous Improvement, Dean, Assessment	Dean Faculty	Dean's travel funds	Sustained
		Made aspirant comparison school visit to College of Administrative Sciences, University of Alabama Huntsville, with Dean David Billings	Dean	Dean's travel funds	Completed
	Develop focus on entrepreneurship and small business (06/07 retreat)	Selected 'threaded' curriculum approach, advised by Dr. Karl Vesper, visiting professor entrepreneurship	Dean Faculty	No funds needed	Continued over
	Establish accounting major	Developed proposal for consideration by Board of Regents	Faculty	Will seek funds for one accounting faculty	Approved by BOR; Continued over
	Plan for a new facility for College	Propose new facility	Dean	UH CIP / Federal UH	Continued over

	(2005 AACSB Review)			System Initiative	
Financial Strategies	Increase community awareness and support for CoBE (05/06 retreat)	Sent out press releases Hosted student/faculty/ community events Offered training workshops	Dean Advisory board Faculty	Foundation funds support events	Sustained
	Cultivate relationships for gifts to CoBE (05/06 retreat)	Received NEW Hawaii Society of CPAs scholarship Supported community organizations for College scholarships (Hawaii Island Chamber of Commerce and Rotary Club of Hilo) Engaged local retail/wholesale business, venture capitalists, IT business	Dean	Foundation funds for hospitality	Sustained
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	External funds Funds to support hospitality from UH Foundation account	Sustained
	Conduct “How to Interview” workshops (05/06 retreat)	Hawaii Island Chamber of Commerce proposed	HICC Education Committee	No funds needed	No action
	Form clubs for majors (05/06 retreat)	Start accounting student club; continue accounting student night	Accounting faculty	No funds needed	Completed Sustained
	Enhance student retention	Provide tutoring support in gateway courses	Dean Faculty	VCAA academic support funds	Completed
	Establish out-of-classroom graduation requirement (06/07 retreat)	Task force assigned to study this requirement	Faculty	No funds needed	Continued over
	Enhance student diversity	Improve incoming transfer rate from UH system Investigate ways to recruit Native	Dean Faculty	No additional resources	Continued over

		Hawaiian students Participate in Business-Education Partnership			
	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/ add new professional development class	Course proposed	Faculty		Continued over
	Increase student interaction with Small Business Development Center (04/05 retreat)	No action			Continued over
Faculty Sufficiency, Qualifications & Management	Implement AACSB reporting requirement	Revised criteria for Professional Qualification classification	Faculty of the whole	No additional resources	Completed
	Improve breadth of research across faculty (2005 AACSB Review)	Conduct marketing search (1) Conduct visiting accounting and economics search (2)	Faculty committee	Existing lines	Searches completed
	Enhance faculty diversity	Two tenure track women faculty hired for Fall 2006			Increased # female faculty
	Negotiate percentage of salary for summer teaching (2005 AACSB Review)	Requested VCAA investigation at system level, rate is governed by contract	Dean VCAA		Continued over
	Support junior faculty development	Develop guidelines for new P/T research standard	Faculty committee	No additional resources	Continued over
Assurance of Learning	Support development of writing skills (04/05 retreat)	Continue focus on improvement of writing skills; acquire STEPS services	Business chair	VCAA funds for database service	Continued over