

Anderson School of Management

2009 Performance



2009 Report

FACULTY HIRES

Three replacement hires were authorized for Anderson for 2010-2011. The successful candidates were:

Dr. David Cavazos, strategic management. A native New Mexican of Hispanic ancestry, Dr. Cavazos comes to us from George Mason University. His research and teaching appear to be of high quality, and he will be hired as an Assistant Professor in the Department of Organizational Studies.

Dr. Leslie Boni, finance. Dr. Boni previously taught at Anderson until she was hired by a securities firm in California and subsequently became a professor in the California State University system. Dr. Boni is being hired as an Associate Professor with tenure, as she was in the process of being recommended for tenure when she left.

Tax Accounting Professor. This search has not been completed, although several candidates appear to be qualified.

ENROLLMENT

As shown in the tables below, graduate student enrollment is in a strong growth curve in the MBA, Master of Accounting, and Executive MBA programs. Undergraduate enrollment has also increased, but more modestly.

In part, the increases are doubtless due to economic circumstances. However, we believe that effective marketing and creating an online application have also contributed.

Graduate Student Credit Hours	F07/SP08	F08/SP09	F09/SP10	Avg SCH	7.99
	6911	6997	8539 (P)		
Undergraduate Student Credit Hours	F07/SP08	F08/SP09	F09/SP10	Avg SCH	14.1
	26950	27273	29805 (P)		
Total Anderson Student Credit Hours	F07/SP08	F08/SP09	F09/SP10	Avg SCH	12.05
	33861	34270	38344 (P)		

(P) = Average SCH Fall 2009 x (Fall 09 Headcount + Projected Spring 10 Headcount)

DIVERSITY

The enrollment growth has included maintenance of good diversity among Anderson's student body. Hispanic scholars at the MBA level were at 23% in 08/09 and are projected to increase to 27% in 09/10. The number of American Indian, African-American, and international students is also increasing. Similar trends are apparent at the undergraduate level.

Anderson is making extra efforts to mentor its Native American students. These students experience a more difficult adjustment to UNM's urban culture than do other groups.

Graduate Average Headcount	F07/SP08	F08/SP09	F09/SP10
	460	447	535 (P)
Graduate Diversity	F07/SP08	F08/SP09	F09/SP10
American Indian	11	9	10 (P)
Black	7	7	10 (P)
Asian	29	28	31 (P)
Hispanic	117	113	146 (P)
White, Non-Hispanic	248	252	290 (P)
Foreign	26	25	35 (P)
No Response	22	13	13 (P)

(P) = (F09 headcount + Sp10 enrollments) - F09 graduates. F09/SP10 diversity based on percentages for F09.

Undergraduate Average Headcount	F07/SP08	F08/SP09	F09/SP10
	966	990	1057 (P)
Undergraduate Diversity	F07/SP08	F08/SP09	F09/SP10
American Indian	51	55	58 (P)
Black	20	19	23 (P)
Asian	48	50	56 (P)
Hispanic	368	372	404 (P)
White, Non-Hispanic	433	431	435 (P)
Foreign	17	15	22 (P)
No Response	29	48	59 (P)

(P) = (F09 headcount + Sp10 enrollments) - F09 graduates. Diversity based on average across academic year x average headcount.

RESEARCH

There has been a surge in peer-reviewed journal articles at Anderson. As this production has more than doubled over the last four years while the faculty cohort has remained about the same, it is fair to conclude that our research productivity has been greatly enhanced.

Business schools tend to look mostly to the quantity and quality of publications in assessing research. However, it should be noted that a number of Anderson's professors serve on the editorial boards of major publications and hold high office in professional organizations. Two major professional conferences will be hosted by Anderson in the spring. Drs. O.C. and Linda Ferrell were instrumental in securing that \$1.25M grand from the Daniels Fund. It should be noted that their textbook on business ethics is now used by 550 colleges and universities worldwide.

	2005	2006	2007	2008	2009
Peer-Reviewed Journal Articles	34	42	43	56	84
Number of Faculty	45	42	43	43	45

FUND-RAISING

Thanks to energetic and effective efforts by our development officer, Ernest Rodriguez Naaz, Anderson's year-to-date total of \$2.53M already exceeds the full-year total from 2008/09 by almost 60%. We expect that by year-end, the total will be double last year's total.

This effort is due in part to stepped-up efforts in the community and to several new initiatives launched. Former Hall of Fame award winners have been tapped to fund a "Hall of Fame Scholarship". Launched just this fall, the fund has already attracted over \$54K of new contributions.

2008-2009	2009-2010	2009-2010
<u>Actual</u>	<u>Goal</u>	<u>Actual (YTD)</u>
\$1.56M	\$1.48M	\$2.53M

SIGNIFICANT INITIATIVES

Internships for credit. Starting in Fall, 2010, internships that are supervised by faculty and have an element of scholarly output will qualify for course credit. These internships expose our students to the business community, offer experiential learning, and improve permanent job prospects.

Career Preparedness Class. Our students need help in resume assembly, writing skills, interview skills, public speaking, dressing for business, and manners. A for-credit course including these teachings is planned to be required Spring 2011.

Toastmasters. In a related move, Anderson has established a chapter of Toastmasters to help students gain public speaking skills.

PharmD/MBA. Anderson has begun collaboration with the School of Pharmacy to offer a program that shaves six credit hours off of the requirements for separate degrees.

Online Instruction. Plans are underway for a 60% increase in online student credit hours in 2010-2011.

Centro Fox. Exchange programs have been negotiated and will begin in Summer, 2010.

Speakers Bureau. As part of our community outreach, Anderson has established a Speakers Bureau, offering faculty speakers to local service clubs and professional organizations.

Business Week. All Anderson MBA students are being offered free subscriptions to *Business Week*, and professors are working topical items into their coursework to encourage readership. Today's students have become so accustomed to avoidance of print media that their business affairs literacy suffers. A survey of student subscribers showed a high satisfaction rate. As a bonus, business schools instituting such programs get the privilege of a customized "wrap" to highlight their school on Business Week's annual issue featuring higher education.

Anderson Alumni Council. We are pleased with the progress in launching this activity. Alumni email addresses are being gathered, a newsletter has been designed, and our first and out-of-state alumni celebration was held this month in Dallas.

Regional Computer Forensic Laboratory. Finally, we have concluded the lease arrangements between UNM, the FBI, and the GSA. Leasehold improvements should begin shortly, and we hope to have the facility operational by Fall, 2010.

RECOGNITION AND AWARDS

Adjunct Faculty Reception. This sometimes-overlooked cohort shoulders a significant burden of instruction at modest pay levels. Our adjunct professors' dinner drew a majority of this group.

Teaching Award and Research Award. Proposals for these elements of recognition are under review by faculty committees.

FBI Marketing Award. An Anderson student marketing team's ad campaign aimed at increasing FBI recruiting was judged to be the best in the nation. A trip to Washington DC to present to senior FBI officials is being planned.

Anderson was rated #6 in the nation by the *HispanicBusiness* magazine for its inclusion of Hispanic students and professors.

The School was also rated #19 nationally by the Aspen Institute's Beyond Grey Pinstripes Award for commitment to social responsibility.

BECOMING MORE STUDENT-FRIENDLY

Welcoming Calls. We have initiated the practice of having a volunteer group of Anderson faculty and staff makes phone calls to all incoming MBA students. The response has been very heartening.

NETMA*. A bi-weekly Dean's newsletter item is published in hard copy and online. *Nobody Ever Tells Me Anything.

Safety. Brighter lighting, better door security, installation of AED.

Honesty Task Force. Seventeen students and faculty have convened to review and recommend.

SIGNIFICANT CHALLENGES

Budget. A growing enrollment combined with budget reductions will in time adversely affect our ability to attract and retain needed talent and will slow the adoption of worthwhile new initiatives.

Building. While our premises are well-located and serviceable, the main building is over 40 years old and has not been significantly updated. Classrooms are not modular, and many are limited to pit-style arrangement. The other professional schools on campus all have new buildings, as do many of our peer schools. Increasingly, our premises will become a limitation in our quest to improve our school. We would respectfully like to get in line for consideration and will seek opportunities to supplement state funding with private sources.