

2010-2011



Annual Report

“Opportunities For A Better Tomorrow”

Carla M. Martin, Dean

University of Arkansas at Pine Bluff— 1200 North University, Mail Slot 4976, Pine Bluff, AR 71601

T: 870.575.8233 DD: 870.575.8577 E: martinc@uapb.edu

CONTENTS

Dean's Summary	3
Circle of Sustainability	3
Department of Accounting (Formerly the Department of Accounting and Business Technology Education)	4
Program Viability	4
Business Education	4
Student Enrollment	4
Opportunities in Education	5
Opportunities in Research	5
Opportunities in Service	5
Opportunities in Resources	6
Conclusion	6
Department of Business Administration	7
Student Enrollment	7
Degrees Conferred	7
Opportunities in Education	8
Opportunities in Research	8
Opportunities in Service	10
Opportunities in Resources	10
Conclusion	11
School of Business Highlights	11
Activities	11
Students	11
Alumni	12

Dean's Summary

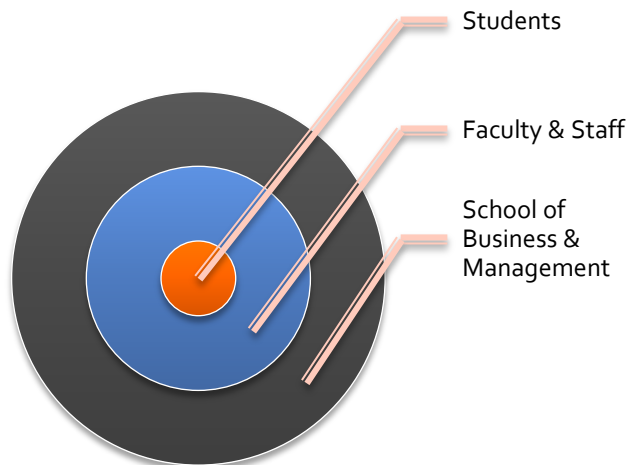
The 2010-2011 academic year focused on having a "Sense of Urgency." This sense of urgency encouraged students, faculty, and staff to act swiftly and make sound decisions in order to better their situation, environment, school, and the entire University.

As a whole, the two departments in the School of Business and Management had a solid academic year. There were opportunities to improve the course scheduling, opportunities to diversify course offering, and opportunities to recruit and retain students. These opportunities were met head on with the expectation that all actions taken were to better our program which would ultimately better our students. The opportunities challenged the faculty and staff to be mindful of our purpose and our audience. Such reminders led to the development of a model, the Circle of Sustainability, which will hold us accountable to our purpose and our audience.

The information on the following pages discusses the opportunities and the successes of the School of Business and Management.

Circle of Sustainability

The Circle of Sustainability reflects the framework of the School of Business and Management. At the core of the School of Business and Management is the student. All efforts, programs, and initiatives are executed to ensure student success upon graduation. In addition, actions taken by the faculty and staff are to support and enhance the student's academic experience. Ultimately, the Circle of Sustainability impacts recruitment and retention. Students who feel supported and prepared long for that continued sentiment and they are a school's best marketing tool for recruiting other students.



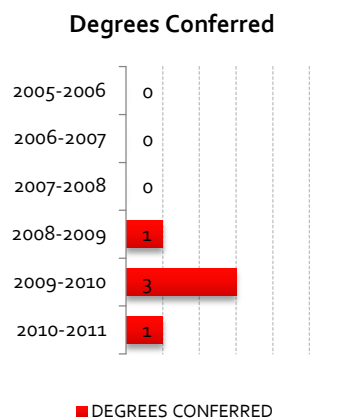
Department of Accounting (Formerly the Department of Accounting and Business Technology Education)

The Department of Accounting is the training ground for individuals who desire to pursue professional programs such as the Masters of Accountancy or to be gainfully employed in either the public or private sector. Faculty members assist students develop critical thinking skills, obtain industry specific information, and enhance their leadership and organizational skills.

Program Viability

Business Education

In January 2010, the Arkansas Department of Higher Education presented data to the Arkansas Higher Education Coordinating Board regarding program viability. Because Business Technology Education was not meeting the established benchmark of graduating an average of 3 graduates per year over 5 years, this program was reconfigured. Currently, it is no longer a stand-alone degree, but it is now housed as a concentration under the Department of Business Administration.



Student Enrollment

Although the Department of Accounting suffered a 10% loss in enrollment from last fall, the department was still identified as #7 on the 2010-2011 Top Ten Undergraduate Majors by Enrollment as prepared by UAPB's Planning, Institutional Research and Public Information Division.

In order to maintain the current student body, research indicated a need to diversify and increase the number of faculty members in the department. Efforts to recruit new students to the program included attending the Jefferson County Career Fair at Pine Bluff High School and setting up displays at Lion Fever Day and Freshman Orientation activities. Students who expressed an interest in the department of accounting were contacted via letter by the chairperson of the department or the dean of the School to establish a means of communication and to provide additional information about the accounting program and potential career opportunities.

ENROLLMENT BY FALL SEMESTER

2010-2011	107
2009-2010	119

FACULTY MAKE-UP

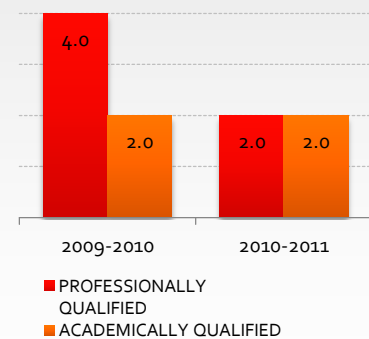
▲ RECRUITMENT OF NEW FACULTY MEMBERS

This is a top priority for the School of Business and Management administration.

A minimum of two Ph.D. qualified professors are needed in the Department of Accounting.

▼ FACULTY CHANGES

Due to program viability, faculty from the Department of Business Technology Education moved to the Department of Business Administration.



Academic Year 2010-2011 presented the Department of Accounting with numerous opportunities to create a better tomorrow for our students. Those opportunities manifested themselves in the areas of Education, Research, Service, and Resources. Although several opportunities for improvement were identified in academic year 2010-2011, most modifications will not be fully executed until academic year 2011-2012.

Opportunities in Education

The Department of Accounting regularly benchmarks its program against other HBCUs and regionally accredited accounting programs. Those benchmarks coupled with the standards set forth by the Arkansas State Board of Accountancy have created a 124 hour curriculum. This many hours in a curriculum makes it difficult for a student to graduate in the preferred eight semesters. Therefore, the first opportunity in education for the Department of Accounting would be to decrease the number of hours to a degree to no more than 120 hours.

The second opportunity in education was due to Program Viability Standards as established by the Arkansas Department of Higher Education. The Business Technology Education program was not graduating enough students to operate as a stand-alone degree. Ultimately, the Business Technology Education program was reconfigured to be a concentration under the Department of Business Administration. (See page 4, Program Viability)

Opportunities in Research

Faculty members in the Department of Accounting have no official research responsibilities. Perhaps, that should be the first opportunity addressed. Nonetheless, there were still opportunities for faculty members to participate in research. The research opportunity most relevant to this program examines the level of preparation of Accounting students who attend Masters of Accountancy programs. This research would survey alumni and their respective Masters' programs to determine the students' level of competency and comfort as novices in the professional program. Ultimately, this research will serve as a benchmark for our curriculum and technology needs; aiding in the creation of new programs and the acquisition of appropriate technology.

Opportunities in Service

The department of Accounting took advantage of multiple opportunities to serve the student and/or the community. The Accounting Club, a School of Business student organization, participated in Lion Fever Day and Memphis Day activities by setting up a display with information about the department. The Accounting Club also established a partnership with The Boys and Girls Club of Jefferson County to assist area youth with their tutoring needs.

During the 2010 National Alumni Association Summer Conference, the student chosen to represent the School of Business and Management was from the department of Accounting. Mr. Brandon Ford graduated from the university in May 2011 with a 3.56 grade point average. Shortly after graduation, he accepted employment with Communicating Arts Credit Union as a Branch Manager.

Faculty members were also participants in various service opportunities. Faculty members participated in the College Day at Old St. James Missionary Baptist Church and at the Memphis Day and Lion Fever Day activities.

One of the department's goals for the 2011-2012 school year is to have a greater presence in the local community with an emphasis on partnerships and grant opportunities. These partnerships will be instrumental in accreditation efforts as well as accumulating increased financial resources.

Opportunities in Resources

In order to best prepare students for the Masters in Accountancy programs or to operate as accountants in the public or private sector, our students need access to additional resources. Currently, students are exposed to four instructors and or professors who are either academically or professionally qualified. Students have provided feedback requesting classes at different times or to take classes at other institutions due to work or other class scheduling conflicts. Difficulty arises because we are limited by the small number of individuals teaching in the department. Therefore, a major opportunity in this category would be adding new faculty. These new faculty members would allow for broader course offerings. Additional faculty members would also play an important role in sustaining the department as several of the faculty members contemplate retirement.

Another opportunity for the department is twofold. Universities around the nation are responding to the call to increase the number of online courses. The creation of online courses is a great opportunity for the department of Accounting. However, the creation of new and/or additional classes – specifically, online classes – is extremely difficult as faculty members are teaching at maximum capacity and the curriculum is at its maximum hours. While creating online courses is important, the creation of specific classes is the most important opportunity. Courses such as Accounting Information Systems I and II would expose students to accounting principles using computer based accounting programs. These programs have become industry standards as companies and accounting firms have moved away from the paper ledger accounting systems. In order to prepare our students, we must expose them to these new accounting techniques.

Conclusion

As a whole, the department functioned with no major disruptions to the student or faculty member. Efforts to improve both the student and faculty experience are continuous and reviewed for progress and modifications regularly.

Department of Business Administration

The Department of Business Administration is the training ground for individuals who desire to pursue professional programs such as the Masters of Business Administration or law school or to be gainfully employed in the fields of Marketing, Management, Business Technology Education, Finance, or Economics. Faculty members assist students develop critical thinking skills, obtain industry specific information, and enhance their leadership and organizational skills.

Student Enrollment

The Department of Business Administration experienced a 2% increase in enrollment in comparison to 2009-2010. Business Administration was identified as #1 on the 2010-2011 Top Ten Undergraduate Majors by Enrollment as prepared by UAPB's Planning, Institutional Research and Public Information Division. The department has a 2011-2012 goal of increasing student enrollment by 10%. Retention of these individuals will increase the number of degrees conferred.

ENROLLMENT BY FALL SEMESTER

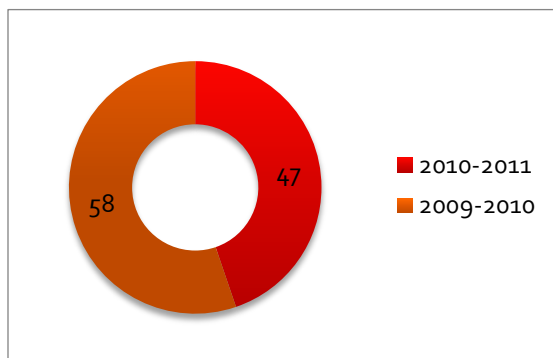
2010-2011	366
2009-2010	359

Degrees Conferred

Over the past year, there has been a 19% decline in degrees conferred from the Department of Business Administration. The decrease reflects the diminishing number of graduates from the areas of Economics and Finance. One of the goals for the department is to increase the number of degrees conferred by 20%. Effective advising and the efforts of the recruitment and retention committee will be critically important as the department strives to return to previous levels of success.

DEGREES CONFERRED

2010-2011	47
2009-2010	58



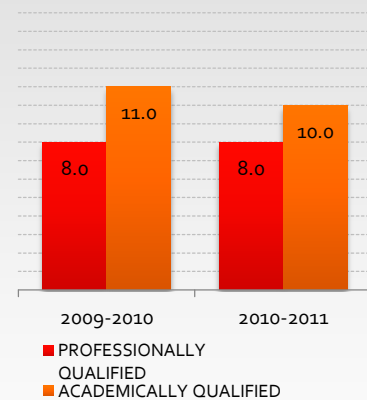
FACULTY MAKE-UP

▼ RETIREMENT

In December 2010, Mr. Phil McBee retired with 16 years of service to the School of Business and Management.

▲ RECRUITMENT OF NEW FACULTY MEMBERS

Faculty members are needed in the areas of Management Information Systems, Finance, Economics, and Management.



The 2010-2011 academic year was riddled with hope, minor setbacks, and opportunities to better the students and faculty of the Department of Business Administration. The department managed opportunities in Education, Research, Service, and Resources throughout the year.

Opportunities in Education

There were two major opportunities in the area of education. The first opportunity relates to comprehensive testing. The Department of Business Administration administers the Major Field Test to graduating seniors each December and May. This test is used to benchmark the learnings of our students compared to business students across the nation. Students are encouraged to take this exam; however, they are not penalized should they decide not to do so. A total of 19 students participated in this test with scores ranging from 121-144 on a scale of 200. Overall, the department was not pleased with the scores even though there were slight improvements in some areas. A committee was formed to identify ways to improve the participation and scores related to the Major Field Test. The committee recommended creating a capstone course with the Major Field Test as a percentage of the student's final grade.

	2009/Fall	2010	2011/Spring	National Mean Score
Mean	134.1	134.5	131.0	153.1
Standard Deviation	8.5	9.6	7.0	14.1

The second opportunity related to the department's curriculum. Both major and minor modifications to the curriculum were discussed throughout the year. Major modifications included decreasing the number of hours to degree to no more than 120 hours. Minor modifications included specifically identifying required non-business electives instead of accepting any non-business elective.

Opportunities in Research

Although faculty members in the Department of Business Administration have no research requirement, several faculty members took it upon themselves to participate in both business- and non-business related research projects. Exposure of this magnitude helped build relationships and forge partnerships with other academic institutions.

Name	Paper/Book Presented and Published	Professional Activities Articles/Seminars/Workshops and Conferences Attended
Dr. S. Brenneman	None	Professional Training Seminar in Memphis International Marketing and Pedagogical Methods and Grant Writing Seminar
Dr. R. Carr	Topic entitled: How Individual Colleges Can Raise Funds from local Businesses without having to establish a prior rapport Placement and Development at UAPB with a Sense of Urgency-This Summer	None

	Proposal for a 'Performance Management' Program in the SBM for improving academic performance through feedback and positive reinforcement	
Dr. E. Hand	None	Professional Training Seminar held in Memphis, TN
Dr. J. King	Pending publication: Book on finance, expected completion, Fall, 2011	The Federal Reserve Bank of St. Louis Conference
Dr. J. Park	<p>Topic entitled: Bank of America Research Fund Program: Measuring Regional Efficiency of Banking Industry after the Financial Crisis</p> <p>Economic Costs of Smelling Pollution from Paper Mills Industry: A Case Study of Jefferson Country in Arkansas <i>Submitted: Arkansas Environmental, Agricultural & Consumer Sciences Journal, 2010</i></p> <p>Market Power and Pricing in Air Freight Transport: A Conceptual Model <i>Submitted: The Asian Journal of Shipping and Logistics and on the 3rd revision, 2010</i></p>	<p>Professional Training Seminar in Memphis, TN</p> <p>International Finance Seminar</p> <p>International Finance Track, Wang Center for International Business and Research, University of Memphis</p> <p>Econometrics Software Program, "The Practice of Econometrics with EViews, Timberlake Consultants Ltd, Baruch College, City University of New York, Manhattan, NY 01/11-14/2011</p>
Dr. M. Shahjahan	<p>Topic entitled:</p> <p>Published a book entitled "Income, Debt and the Quest For Rich America," in 2000. It is being updated and is expected to be published by the end of the Fall Semester 2011</p> <p>Published an article entitled, "On Characteristics of Low-Income Households" which has been accepted for publication by this year (2011)</p> <p>Reviewed an article entitled "Fish Production in the United States" which is part of the Masters Degree thesis submitted by Mr. Rabbani in the Department of Agriculture and Fisheries</p>	<p>Participated in the University Wide Assessment Seminar at the University of Arkansas at Pine Bluff. The paper presented on the Major Field Test (MFT) was discussed at the seminar</p> <p>Attended the Federal Reserve Bank seminar</p> <p>Analyzed survey results (2010-2011) on :</p> <p>Graduating senior survey Alumni survey Employee survey</p>
Dr. Peter Yong Wui	<p>Topic entitled: Economic Impact of Business and Projects on University Drive in Pine Bluff <i>Submitted: 60th Arkansas College Teachers of Economics and Business Meeting, Arkansas Tech, Russellville, Arkansas, October 8, 2010</i></p> <p>Impact for Planning (IMPLAN) V3" <i>Submitted: November 2010</i></p> <p>Optimal Allocation of Trash Fish and Low-Value Fish</p>	<p>Attended the Foreign Language in Business Seminar in Memphis at Memphis State.</p> <p>Professional Training Seminar in Memphis, TN</p> <p>Professional Training in International Business Seminar in Memphis, TN</p>

	<p>for Human Use, Aquaculture, and Other Activities <i>Submitted: September 2010</i></p> <p>Economic Costs of Smelling Pollution from Paper Mills Industry: A Case Study of Jefferson County in Arkansas <i>Submitted: Arkansas Environmental, Agricultural & Consumer Sciences Journal, 2010</i></p> <p>Market Power and Pricing in Air Freight Transport: A Conceptual Model <i>Submitted: The Asian Journal of Shipping and Logistics and on the 3rd revision, 2010</i></p> <p>Economic Impacts of Business and Projects on University Drive in Pine Bluff <i>Submitted: Journal of Business Administration Online, Vol. 9 No. 2 (2010)</i></p>	<p>Dr. Wui participated in the University Wide Assessment Seminar held at the University of Arkansas at Pine Bluff</p>
--	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------

Opportunities in Service

Several of the department's student business organizations provided service to students and to the community. Students in Free Enterprise (S.I.F.E.) mentors students at multiple schools in the Pine Bluff area. The newly created Marketing Club had over 20 members. These individuals participate in city organizations such as Pine Bluff 20/20, the Pine Bluff Entrepreneurial Collaborative and the Southeast Arkansas Sustainable Growth. The Marketing Club also supported the City's Earth Day events by maning the Recycling Center. The Marketing Club also donated money from its treasury to support the University's student led development initaitive, The Circle of Pride Scholarship.

On campus, faculty and students also participated in Lion Fever Day, Memphis Day, and the Jefferson County Career Fair activities. Both faculty and students participated in city-wide townhall meetings and regional economic development meetings.

Opportunities in Resources

The greatest opportunity in this area is the addition of new faculty members. There has been a long time need for professors in the areas of Finance, Economics and Management. In December 2010, sixteen year contributor, Mr. Phil McBee retired. This left a void in the area of Management Information Systems. Because of these voids, adjunct professors were utilized to instruct various classes. When these postitions are filled, students will be able to estbalish deeper, meangingful relationships with faculty who have strong ties to the instutition and to the student's education.

Updated technology is also a much needed resource. The department manages three computer labs, with only one being updated as recently as 2006. These computers and the programs are in dire need of an upgrade. Classrooms are equipped with projectors and screens that do not operate. These deficiencies to not prepare our students for the rapidly-chaining technological needs of this century.

Lastly, the entire department was challenged to identify and obtain grants to support the creation of new teaching positions and theacquisition of new technology needs.

Conclusion

From the addition of faculty, to the acquisition of grants, to the formation of partnerships, to the changing of the curriculum, to the upgrading of technology, opportunities to create a better tomorrow for our students were bountiful. However, in an extraordinary fashion, the department continually manages to produce successful graduates who are succeeding and positively contributing to society.

School of Business Highlights

Activities

The School of Business and Management hosted brown bag sessions on January 20, 2011, and on February 1, 2011, for UAPB faculty, staff, student, and the surrounding community. These sessions were held to inform voters of the Jefferson County Economic Development Sales Tax and the Pine Bluff 5/8 Cent City Sales Tax.

The School of Business and Management hosted a "Spotlight Series on Career Services" for all UAPB students on April 4, 2011. This program featured the staff of the Office of Career Services and they provided information regarding internships, cooperative education assignments, as well as how students can utilize Career Services to ensure they have job placement before graduation.

Twenty students were inducted into Sigma Beta Delta, International Business Honor Society, on April 7, 2011. The speaker for the event was Cardell Meadows, Jr. ('01), Assistant Vice President of Credit Administration at Arvest Bank. Inductees were: Caitlin Coleman, William Douthard, Phelisha Eans, Danny Fletcher, Jr., Courtney Godfrey, Jarvis Hale, Jr., Quianna Jackson, Shanna Johnson, Morgan Mackey, Sheila Owney, Katarrus Poney, Hazel Everett, Fannala Rayford, Joseph Rayfus, Toniesha Sargent, Wuanita Trotter, Lauren Valecillos, Courtney Williams, Douglas Woods, and Cornelius Wyatt.

Students from Watson Chapel Junior High's Future Business Leaders of America toured the School of Business and held their induction ceremony in the Sylvester Early Auditorium. Students heard from Dean Martin about the opportunities available to student with a business degree. She also visited with them about the benefits of attending the University of Arkansas at Pine Bluff. Students ended their day with lunch and a tour of the campus museum.

Students

Joseph Rayfus interned with Vista Sciences Corporation in the Minority College Relations Program of the Army in Fort Hood, TX. According to Joseph, "This internship has opened my eyes about how the government works as a whole, especially the Department of Defense. I have a deeper respect for our armed forces who put their lives on the line every day for this country. This internship has expanded my knowledge of different computer systems and how they relate to each other. The main purpose of the Mighty 407th AFSB (Army Field Support Brigade), the brigade I work for, is to provide ultimate support for their customer, the soldier. I advise anyone who truly wants a good internship that gives you a good chance of being hired by the government after college to apply for this internship with Vista Sciences Corporation. I am glad I did!"

Arthur Stith spent 15 weeks as a Human Resources Specialist for Military Personnel at the Rock Island Arsenal (Rock Island, Illinois). This internship was via the Minority College Relations Program. His primary responsibilities were military award processing, database management, creating Standard Operating Procedures (SOP), and a host of special projects. Arthur said, "Each assignment called upon some skill or theory learned in class and provided an opportunity to learn and widen my knowledge base."

Courtney Godfrey, a Junior majoring in Business Administration with an option in Marketing, was awarded a marketing internship with Black Enterprise. As the Black Enterprise College Marketing Representative, Courtney was responsible for being the face of Black Enterprise and its sponsors here at UAPB. Her duties included educating the campus community about Black Enterprise opportunities such as conferences, contests, products, etc. She also coordinated campus events on behalf of Black Enterprise, as well as screenings of Black Enterprise television shows (Our World with Black Enterprise and the Black Enterprise Business Report.)

Viana Stanley, a sophomore accounting major, received a \$5,000 scholarship from the United Negro College Fund (UNCF) via Reliable Insurance.

Alumni

Matthew Rose '05, an employee of the Arkansas State Bank Department in Little Rock, AR, was promoted to Commissioned Senior Examiner.

Melissa Meyers ('11), a Business Administration major, was the University's top graduate for the Spring 2011 commencement exercises.
