TO: The Executive Committee and Academic Senate

FROM: The Committee on Research

SUBJECT: 18-19 CR 9: Proposal for the re-charter of the China America Business and Education Center (CABEC)

PURPOSE: For approval by the Academic Senate

ACTION REQUESTED: That the Academic Senate approve the proposal for the re-charter of the China America Business and Education Center (CABEC) and refer the renewal proposal to the Provost and Vice President of Academic Affairs, effective upon signature of the President

BACKGROUND INFORMATION:
At CSUEB, centers and institutes are required to apply for status every 5 years. At its March 28, 2019 meeting, the Committee on Research reviewed and unanimously approved the charter renewal proposal for the China America Business and Education Center (CABEC). The CABEC charter renewal proposal is attached.
In keeping with the guidelines and procedures outlined in Organization and Administration of Centers at California State University East Bay, and the directives of the College of Business and Economics, the China America Business and Education Center shall be named, organized, and administered as follows:

I. Name
The name of this organization shall be China America Business and Education Center (CABEC).

II. Center Type (University, College, or Department)
College Center

III. Purpose
The purpose of China America Business and Education Center, hereafter referred to as the Center, is to:

1. Provide educational programs and related business visits for Chinese bank/business executives and Chinese government officials
2. Promote educational cooperation and exchange between CSUEB and educational institutions in China and Taiwan
3. Provide research and teaching grants to CBE faculty to promote CBE faculty research and publications and teaching excellence

CABEC’s purpose supports the university’s mission to provide educational programs and activities to meet the educational needs and to contribute to the vitality of the East Bay, the state, the nation, and global communities.
IV. History 1998-2019

Dr. Nancy Mangold, Chair and Professor of Department of Accounting and Finance, founded China America Business and Education Center (CABEC) in 1998 to conduct educational programs requested by Chinese governments to train their officials on US business management. CABEC was officially chartered by CSUEB in 2004. CABEC’s charter was renewed in 2013. Dr. Mangold has directed CABEC since 1998.

From 1998 to 2019, through its training programs CABEC has educated several hundred Chinese government officials and more than one thousand Chinese bank executives and business managers. In 2007, one bank that participated in CABEC training regularly since 2001 published a book on how they changed from a weak bank to become a top bank in their region. This bank credited CABEC training for their success. Through this book many banks learned about CABEC training programs and came to participate in CABEC banking-management training programs. Today, many Chinese bankers who participated in CABEC trainings are in prominent positions at many medium-sized banks in China.

CABEC uses the revenues generated from the trainings to support CBE faculty by providing teaching improvement grants and research support grants to CBE faculty. Teaching improvement grants enabled the faculty to attend courses, conferences, and workshops to keep current, to obtain professional license, or to learn new teaching pedagogy. Research support grants enabled faculty to present papers at conferences. Since 2013, CABEC has provided numerous grants with the total amount of $100,000 to CBE faculty, $50,000 in teaching improvement grants and more than $50,000 in research support grants. Many CBE faculty have benefitted from these grants.

Many faculty used the research grants to hire student assistant to help them with their research or data collection. CABEC also hired students to help with translating teaching materials or translate in class. Students also help with CABEC education programs. Therefore, students also benefitted from CABEC programs.

CABEC has fulfilled its stated purposes in its previous charter and its programs benefitted CSUEB faculty and students.
V. Comparison to Centers in the Region

There are no similar Centers in the regions. CABEC is very unique at CSUEB.

The University of California, Berkeley has the Center for Chinese Studies (CCS) that provides a full program of public activities each semester. These include lectures, colloquia, film screenings, performances, and scholarly conferences. CCS also hosts individual visiting scholars from many countries, and coordinates the visits of Chinese delegations and other China-related activities on campus. CCS provides research grants annually to Berkeley faculty in Chinese studies, and hosts an annual postdoctoral fellowship in Chinese studies. CCS also provides various forms of support for graduate student research on every aspect of Chinese studies, and across many different disciplines. CCS is centered on Chinese studies for the university students whereas CABEC focus on business education program for the business executives from China.

VI. Membership (if applicable)

Not applicable

VII. Organization of the Center

A. Supervising University Unit

China America Business and Education Center shall operate under the College of Business and Economics

B. Organizational Structure

China America Business and Education Center’s organizational structure is show in the figure below:

**China America Business and Education Center (CABEC)**

<table>
<thead>
<tr>
<th>Dean</th>
</tr>
</thead>
<tbody>
<tr>
<td>College of Business &amp; Economics</td>
</tr>
<tr>
<td>Appoint Director and Oversee CABEC</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Director</th>
</tr>
</thead>
<tbody>
<tr>
<td>China America Business &amp; Education Center</td>
</tr>
<tr>
<td>• CABEC Administration</td>
</tr>
<tr>
<td>• Conduct education programs</td>
</tr>
<tr>
<td>• Work with advisory board on center policies and review and approve grant proposals</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Advisory Board</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Representative from each of the four Departments at CBE</td>
</tr>
<tr>
<td>• Center Policies</td>
</tr>
<tr>
<td>• Review and approve grant proposals</td>
</tr>
</tbody>
</table>
CABEC shall be managed by:

1. Director
Dr. Nancy Mangold, Chair and Professor of Department of Accounting and Finance founded China America Business and Education Center in 1998. CABEC was officially chartered by CSUEB in 2004. CABEC’s charter was renewed in 2013. Dr. Mangold has directed CABEC since 1998.

The Director shall be appointed every 5 years by the Dean of the College of Business and Economics in consultation with the Advisory Board. The Director shall be directly responsible to the Dean. Additional administrative and management positions may be established as needed by the Director in consultation with the Advisory Board and with the approval of the Dean. If deemed appropriate, the Dean may function as Director.

The Director shall be evaluated by the Dean of the College of Business and Economics at the end of the 5 year period in consultation with the Advisory Board. The evaluation will be based on the Center’s performance of its purpose and its contributions to the College.

2. Advisory Board
The advisory board for China America Business and Education Center shall consist of the following members, the Center director and one faculty representative from each department of the College of Business and Economics.

C. Administration
1. Administration: Director
Under the oversight of the Dean of the college, the Director shall be responsible for the general operation and administration of the Center. Responsibility for the direct operation of a specific program may be delegated, as may other responsibilities of the Director as necessary.

The Director shall be responsible for generating revenues for the center, conduct center education programs, staffing programs, administrative operations, and for arranging for space, equipment, and other resources and facilities required to support and promote the work of the
Center. The Director is also responsible for the preparation of the Center’s annual report, as required by University policy.

2. Administration: Advisory Board

The Advisory Board shall serve as a scholarly and administrative resource to advise the director on center policies and on CABEC research or teaching grant policies. The advisory board will also make decisions on whether to fund each individual research or teaching grant application.

3. Administration: Dean

The Dean of the college will be responsible for reviewing and approving all Center activities and published material. This review and approval process shall ensure that activities and published material of the Center contributes to the fulfillment of the CSU and CSUEB missions, are consistent with acceptable standards of scholarship, the charter of the Center and goals of the College, and otherwise conform to applicable laws, regulations, and policies of the University.

3. Administration: Space and Location

The Center does not have a location or require any space. The director will use his/her office to perform the work of the center. The Center uses an existing VBT classroom to conduct its education programs.

VIII. Faculty and Student Involvement

CBE faculty who can teach the requested topics by the Chinese organizations will be invited to teach in the training programs. Students who can translate the lectures into Chinese language are invited to translate for the programs. In addition, there are events for the Chinese delegation to meet with MBA or business students.

1. New Faculty Participation

CBE new (or all) faculty who can teach the topics requested by the Chinese organizations will be invited to teach in the training programs. Faculty will participate in a particular program based on their teaching expertise and program needs.
2. Faculty Removal
When faculty completes teaching their sessions in a program, their responsibilities are complete for the particular program.

IX. Finances

A. Source and Uses of Funds
CABEC generates revenues by conducting education programs and related business visits for Chinese bank/business executives and Chinese government officials. The program revenues are fees for training services provided. CABEC charges a program fee based on the number of training days, topics requested, business visits, and the number of participants in a program. All the program fees received for CABEC are deposited into CABEC trust fund account PR125-11400 (fund-department) and the trust fund account is managed by CBE. CABEC does not receive gift funds that are managed by the CSUEB Educational Foundation.

CABEC revenues vary from year to year depending on Chinese banks training needs and Chinese government policies. The Center revenues were $135,000 in 2012-13, $150,000 in 2013-14, $95,000 in 2014-15, $105,000 in 2015-16, $45,000 in 2016-17 and $17,000 in 2017-18. The decrease in programs and revenues in recent years is due to the tightening of Chinese government policies to allow Chinese bank executives to travel abroad to attend training programs. CABEC expenses also vary from year to year depending on the number of programs it conducts. The major expenses are program costs of compensation for speakers, printing and compilation costs of teaching materials, cost of translation when needed, and refreshment costs during the training.

CABEC uses its revenues to fund CBE faculty teaching improvement and research support grants. CABEC expenses will include payments for costs of books and teaching or research materials, registration for conference or courses for teaching improvement, and travel costs to present papers or to attend teaching improvement programs or courses. The number of teaching improvement and research support grants requests vary from year to year. Hence the expenses for grants vary each year.
CABEC’s detailed revenues and expenses for each year are reported on CABEC Center’s Annual Report that was submitted to the Office of Research and Sponsored Programs each year. Due to the difficulty in predicting the impact of Chinese government policies on banks and the demand for training by Chinese banks, it is not feasible to prepare expected program revenues and expenses for the coming year. As of June 30, 2018, CABEC has a fund balance of $183,524. This balance is sufficient to fund CBE faculty grant requests for over 10 years.

**B. Operations**

In consultation with the College Dean, the Director will be responsible for all financial operations of the Center and for maintaining its financial soundness.

**C. Will your center receive grant funding (if yes please explain.)?**

No. CABEC does not receive grant funding.

**D. Will your center accept cash (if yes please explain.)?**

No. CABEC does not accept cash. The funds will be deposited directly into CSUEB trust account through wire transfer.

**E. Will your center provide services to external entities (if yes please explain.)?**

Yes. CABEC provides educational programs and related business visits for Chinese bank/business executives and Chinese government officials.

**C. Management of Resources**

The use of resources shall be subject to review and must be approved by the Dean.

**X. Annual Report**

**A. Proposed Activities**

Each year by a date established by the Dean of the college, the Director shall submit to the Dean of the College (a) an annual report that conforms to the established format and (b) a business plan for the coming academic year. The Director will then meet with the Dean to review all proposed activities, publicity, plans, advisory board changes, and budget projections for
proposed Center projects. The Dean will review additional activities proposed during the academic year, as necessary. The Advisory Board will review the annual report prior to submission, as appropriate.

**B. Submission of Annual Report**

By December 30 of each year, the Director shall forward to the AVP for Research and Sponsored Programs a copy of the completed annual report.

**C. Contents of Annual Report**

The annual report shall include a financial statement, an activities statement for the previous year and a summary business plan for the upcoming academic year.

**XI. Period of Operation**

The Center will be dissolved no later than June 30, 2024, unless this Charter is renewed prior to that date upon application to the Provost. Similarly, all projects and component organizations of the Center shall operate for fixed periods and shall be automatically dissolved at the end of the period unless renewed by the Director, in consultation with the Advisory Board and the Dean.

**XII. Commitment to Diversity in Activities and Appointments**

The Center is committed to diversity in its activities and its grant application by CBE faculty. The Center is also committed to diversity in its selection of program speakers and student help for the training programs it conducts.

**XIII. Center’s Activities and Operating Procedures**

The Center’s activities each year includes the following:

a. Provide executive training programs whenever requested by the Chinese partner organization. This involves:
   
i. Design a training program based on the requested topics in banking or other business management areas and the instructional days requested by the Chinese partner organization.
   
ii. Invite industry or faculty speakers for the specific topics requested.
iii. Issuing invitation letter to Chinese business executives for them to apply for their passports and visas to attend the training program at CSUEB.
iv. Conduct the training program at CSUEB.
v. Submit requests for instructor compensation and process payments for program costs such as printing and compiling binders for instructional materials, translation and refreshments for participants during the training.

b. Award CABEC’s teaching improvement grants and research support grants to CBE faculty
   i. Provide instructions and guidance on CABEC grant application for CBE faculty
   ii. Review grant application materials for required documents and completeness
   iii. Send grant application materials to Advisory Board members to review.
   iv. Collect Advisory Board members’ review comments and decision on whether to award grants.
   v. Issue official CABEC letter to award applicants on their CABEC grant applications and instructions for reimbursements
   vi. Administer the CABEC grants awarded and their reimbursement.

Operating Procedures:

CABEC Director worked with Chinese partner organization, planned the training programs and conducted the training program. The director conducts every aspect of the CABEC’s operations.
The director also works with the Advisory Board on Center policies and policies for teaching improvement and research support grants. The director and the advisory board members together determine whether a grant proposal will receive CABEC funding and the amount of funding.
MEMORANDUM

DATE: March 11, 2019

TO: Nancy Mangold, Director, CABEC

FROM: George S. Low, Dean
       College of Business & Economics

RE: Support for CABEC

I support the ongoing operation and renewal of the charter for the China America Business and Education Center (CABEC). The center is an important part of the College of Business & Economics, officially Chartered by the University in 2004. Its purpose is to provide educational programs and related business visits for Chinese government officials and business executives, to promote educational cooperation and exchange between CSUEB and educational institutions in China and Taiwan, and to promote CBE faculty research and publications and teaching excellence.