STUDENT DIRECTOR
BETTER BUSINESS BUREAU

An Honors Thesis (ID 499)

By

William L. Scheidler

Thesis Director

William Moser

Ball State University

Muncie, Indiana
A). Statement of Unit Objective

The objective of the Student Director should concentrate on effectively managing the day to day activities of the Ball State Better Business Bureau. As student director, you must motivate and guide the unit manager in order to facilitate an increased output and to maintain good relations.

The **Student Director is not responsible to know every piece of information that comes through the office**, but he should have a general knowledge of the activities that are currently being performed in all areas of the Better Business Bureau.

B). Organizational Configuration & Relationship to Other Functional Units

The Student Director oversees all functional units of the Better Business Bureau. All unit managers and assistants report to the Student Director. It is the responsibility of the Student Director to then report to the Faculty Advisor.

The purpose behind the managers is to delegate work to the workers and to oversee their departmental function. The same is true of the Student Director, who oversees the entire operation.

C). Specific Responsibilities:

1) Provide overall guidance and direction to BSU/BBB operations.

2) Aid in the selection of managers.

3) Design programs for the improvement of the BSU/BBB.

4) Conduct meetings once a week with department managers and require a complete report on the past weeks activities.

5) Make periodic calls to the BSU/BBB to see if information is being given correctly.

6) Aid in budget preparation for bureau to be turned in to Student Association.
7) Serve as a member of the Advisory Board.

8) Provide sponsoring organizations with regular reports on the activities of the BSU/BBB.

9) Insure that the bureau operates within constraints and policies of the Central Indiana Better Business Bureau, Consumer Relations Department of the Chamber of Commerce, and Ball State University.

10) Aid in the selection of a new Student Director.

11) Grade Independent Study Personnel and give opinion on grades assigned to workers by their managers.

12) Preform Public Relations as needed.

13) Evaluate all activities at the end of each quarter.

14) Dismiss personnel not performing assigned duties.

15) Report quarterly on activities and plans to the President of the Student Association.

16) Work with the Assistant Director in scheduling workers areas and hours in office.

17) Keep in close contact with the Central Indiana Better Business Bureau.

18) Arrange a quarterly meeting consisting of the Ball State BBB staff, the Central Indiana BBB, the Muncie Chamber of Commerce (Director, Consumer Relations Coordinator, and the member of the Board of the Chamber of Commerce that deals with Consumer Relations), Head of the Marketing Department, Dean of Student Programs, Director of Public Affairs, and President of Student Association.

D). Qualifications for Student Director

I) A very extensive knowledge of the operations of all areas of the BSU/BBB.

II) Approval by the Advisory Board.

III) A business major is recommended.

IV) A strong background in working with people. Managing experience is preferred, but not required.
E) Operational Procedure for Major activities

The Board of Advisors Meeting:

A quarterly meeting consisting of the Ball State Better Business Bureau, the Central Indiana Better Business Bureau, the Muncie Chamber of Commerce (Director, Consumer Relations Coordinator, and the member of the Board of the Chamber of Commerce that deals with Consumer Relations), Head of the Ball State Marketing Department, Dean of Student Programs, Director of Public Affairs, and President of the Ball State Student Association, should be arranged. This meeting should take place about one week before the quarter ends. Since the end of the quarter is very busy for everyone, the meeting should be planned about half way into the quarter.

The objective of this meeting is to inform everyone in attendance of what has been accomplished over the past quarter. It is also used to discuss any problems or suggestions concerning the operation of the BSU/BBB.

A specific time and place must be established and a letter sent out to all involved informing them of the meeting. Each functional area of the BSU/BBB must have a report on their areas accomplishments over the last quarter. This information will consist of past activities as well as future plans.

Weekly Meetings:

At the start of the quarter the Student Director should establish a weekly meeting time that is convenient to all Managers and Assistant managers. Once the time is established, the Student Director should find a room in the W.B. and requisition it through the Office of Student Programs for the next ten weeks including finals week. It is very important to have
the same room so no confusion arises concerning the time and place of weekly meetings. Managers should be required to submit weekly reports that indicate what their departments have done in the past week. Minutes should also be taken (usually by a worker from the Office Management), that are sent to the Indianapolis BBB, Dean of Student Programs, Director of Public Affairs, and President of Student Association.

The meeting should be organized, and every manager should give an oral report on what has been accomplished over the past week.

Managers have a mandatory requirement of attending meetings and if they don't, it should be noted on their evaluations at the end of the quarter. Excuses should be in the Student Directors mailbox before the meeting and is up to the Student Director if the manager is to be excused from the meeting.

Activating the Office:

It is important to have the office manned at all times. However, it has been a problem early in the quarter. A way to alleviate this problem is to have the managers sign up for set office hours and make them stick to their times. This will require constant checking on the part of the Student Director. The Human Resources Manager will attempt to have the workers trained and ready to work in the shortest time possible.

Choosing Worker's Areas and Times:

The first week of the quarter, the Faculty Advisor will give a test to all prospective workers. Each student's grade on these tests will determine which student will get to choose the area and office time first. The selection starts with the highest and goes through the lowest. Each worker must fill out a class schedule to aid in the assigning of office hours.
F) The Assistant to the Student Director

The Assistant Student Director is the right hand man of the Director. The Director must work together with the assistant in order that there are no overlapping of assignments or duties. The Asst. Director is more of an in-office supervisor of workers, while the Student Director oversees workers and managers, and works with Ball State, Student Association, and the Muncie Community.

Student Director is an excellent learning experience. It tests your organizational and managerial skills. There are many confusing and frustrating times, but that's natural with any leadership role. Good luck and have fun!

William L. Scheidler
Student Director
STUDENT DIRECTOR

Director - Bill Scheidler 286-5690 (morning - 11:00)
Asst. Director - Tim Przybysz 286-4495 (after 5 p.m.)

ADVERTISING REVIEW

Mgr: Steve Platt 284-0111 (dinner time)
Asst. Mgr: Bruce Borthwick 282-5668 (after 3 p.m.)
Workers: Tom Broderick 286-4189
  Mary Kay 286-5968
  Tony Washington 289-0521
  Delene Welsh 285-7762
  Terry Woods 285-6442

CHARITABLE SOLICITATIONS

Mgr: Eddie Walter 285-6804 (after 5 p.m.)
Workers: Mallory Donnersberger 747-7912
       Lila Smoot 285-4103

FILES

Mgr: Patty Bowerman 747-5964 (before 9:00 a.m. after 9:30 p.m.)
Asst. Mgrs: Frank Korpak 747-9604 (after 3 p.m.)
       Michele Smith 286-3079
Workers: Tom Beatty 285-1797
        Sally Grogan 288-7793
        Tim Minnick 285-1867
        Eric Rhody 285-1563
        Laura Sand 286-8133
        Barb Scheibelhut 282-2128
        Dan Singleton 286-0076

HANDBOOK REVIEW

Mgr: Jeff Armstrong 286-8163 (before 9 and after 5:30)
Workers: Patricia Cox 289-0655
       Kathy Reichart 286-3063
       Gale Smith 286-5759

HUMAN RESOURCE

Mgr: Norma Clarke 282-2528 (after 5:00)
Asst. Mgr: Rob Sculthorp 747-9046 (before 11 a.m. & after 2 p.m.)
Worker: Tim Russell 282-1140

LANDLORD/TENANT

Mgr: Jamie Meyer 286-4557 (8-12 a.m.)
Asst. Mgr: Lynne Moxley 285-5402 (after 2 p.m.)
Workers: Dan Barneclo 285-1063
        Ken Kratz 284-2503
        Dave Meyer 288-0133/4139
        Tim Schrink 285-1409
MEDIA COMMUNICATION

Mgr: Al Jennings 288-5179 (3-6 p.m.)
Asst. Mgr: Susan Pickett 286-4505 (M, W, & F mornings; T & W night)
Workers: Bob Figuly 288-5886
       Barb Hendricks 282-6430
       Bevin Myers 284-9051
       Dean Theurer 286-7002

OFFICE MANAGEMENT

Mgr: Dave Barker 286-5180 (evenings)
Asst. Mgr: Sally Lattimer 282-5505
Workers: Paula Gnemi 286-4830
       Brian Kinnaman 286-8238
       Karl Short 286-5635

PERSONAL COMMUNICATIONS

Mgr: Marcia Kidd 285-4856 (evenings)
Asst. Mgr: Rick Peterson 286-4564 (5-6:30 daily & M-F before 9:00 a.m.)
Workers: Greg Earley 286-5819
       Mike Grant 285-6359
       Theresa Jankowski 285-6328
       Vicki Prather 286-5866
       Dave Robinson 286-4596
       Mark Vyzral 282-3823
       John Wood 284-5480

Faculty Advisor

William C. Moser 285-5024
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Mgr: Al Jennings 288-5179
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         Steve Crabtree 284-3649
         Mary Kay 286-5868
         Terry Woods 285-6442
         Tony Washington 289-0521

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         Tim Minnick 285-1867
         Dan Singleton 286-0076
         Laura Sand 286-5133
         Eric Rhody 285-1563
         Sally Grogan 288-7793

CHARITABLE SOLICITATIONS *

Mgr: Eddie Walters 285-6804
Workers: Mallory Donnersberger 747-7912
         Lila Smoot 285-4103

Faculty Advisor
Mr. William Moore 285-5024

Student Director
Director: Bill Scheidel 286-5640
Asst Director: Tim Piaky 286-4445
BSU/BBB Manager Meeting Minutes

March 6, 1980

Those Present:

Jeff Armstrong  Lynn Moxley
Rick Peterson  David Barker
Eddie Walter  Frank Karpak
Tim Przybysz  Susan Pickett
Norma Clarke  Marcia Kidd
Albert Jennings  Jamie Meyers
Mr. Moser  Bruce Borthwick
Bill Scheidler

Bill Scheidler: Managers meetings will be every Wednesday at 3:00 to 4:00. When a manager cannot attend, an assistant needs to be sent.

Please keep track of expenses of your unit so a budget for each unit can be turned into Bill Scheidler or Tim Przybysz by the end of April.

Weekly manager reports are required of each manager. They should highlight accomplishments and include goals for next week. They will be an important part of the manager evaluations at the end of the quarter.

Objectives of The Student Director: organize handbook, 100% attendance at mgr. meetings, unit meetings every 2 weeks (preferably not during class time), make community more aware of the BBB, make transition from quarter to quarter smoother,

Tim Przybysz: All managers should have a list of objectives for the quarter with target date and specific goals. It is helpful if managers develop tasks for workers and leave these tasks in the office for workers to see. At the next meeting have the objectives for your unit ready to give to Tim.

For the meeting on March 19th have a list of materials needed for your unit to give to Tim or Bill, so our financial requests can be evaluated.

Mr. Moser: John Dorr with Associated Press will be re-contacting workers in the BBB on Wednesday, March 12th to follow-up on a news article.

Someone will be coming from Bowling Green State University to talk to Mr. Moser, Bill Scheidler, and Dr. Marine about starting a campus bureau, on March 12th at 1:30. We have also had 4 other calls concerning this recently.

Norma Clarke: Managers meet with Norma Next week Monday, Tuesday, or Wednesday for training. It is important!
BSU/BBB Managers Meeting Minutes  
Wednesday, March 12, 1980

Attending:  
Marcie Kidd  
Mr. Moser  
Bill Scheidler  
Mr. Przybysz  
Norma Clarke  
Lynn Moxley  
Eddie Walter  
David Barber  
Frank Karpak  
Susan Pickett  
Rick Peterson  
Sally Latimer  
Michelle Smith  
Steve Raff

Bill Scheidler:  
1) The number of workers from the Marketing 300 class for each unit will be as follows:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal communications</td>
<td>7</td>
</tr>
<tr>
<td>Media communications</td>
<td>4</td>
</tr>
<tr>
<td>Landlord/tenant</td>
<td>4</td>
</tr>
<tr>
<td>Charitable solicitations</td>
<td>2</td>
</tr>
<tr>
<td>Files</td>
<td>7</td>
</tr>
<tr>
<td>- Frank, new files</td>
<td>2</td>
</tr>
<tr>
<td>- Michele, update</td>
<td>5</td>
</tr>
</tbody>
</table>

Students will be hired for these areas on Thursday, March 13, 1980.

2) Remember to fully complete TSR's including type of business code, and be sure your workers include this information on TSR's. This information is very important for statistical purposes of the BSU/BBB, the Central Indiana BBB Board of Directors, and the CBBB.

3) Bill Barker is now office manager. Sally will be assistant office manager, and she will also be internal communications manager.

Eddie Walter:  
Some of the objectives of charitable solicitations are to get a charity ordinance passed in Muncie, expand and develop files by registering local and campus fund-raising activities, expand rolodex files, and placing copies of the current "Give But Give Wisely" in the back of the TSR books.

Rick Peterson:  
Some of the objectives of personal communications are to develop an evaluation questionnaire for class presentations, weekly correspondence with Ev Wilson of the Indianapolis BBB, formulation of letters to high school business classes and non-business Ball State consumer-oriented classes concerning presentations.

Marcia Kidd:  
Two set dates and two tentative dates are planned for presentations this quarter.

Lynn Moxley:  
Landlord/tenant objectives include revision of the rolodex reporting system by using green rolodex cards for landlord/tenant and salmon cards for charitable solicitations, and the placement of a colored metal tab on all TSR's relating to landlord/tenant in order to quickly review landlord/tenant problems and to evaluate landlord/tenant workers.

Norma Clarke:  
1) Walk-in-training in the office will be available next week from March 17 to March 21 for all new workers. Eddie and Michele will be aiding Norma in training students in office procedures. A list of available times will be posted on the door.

2) Managers should arrange training meetings for their workers for next week. Please let Norma know when meetings are scheduled.
Attention: Steve Blatt  Bruce Bardwick  Rob Grulich  David Parker
Sally Fisher  Pati Louns  Michele Smith  Tedie Walter
Susan Shido  Albert Jenkins  Susan Pickert  Jackie Lerner
Rich Peterson  June J. Kidd  Jeffrey Armstrong  Bill Scheidler

Bill Scheidler

Get involved in the budget. Get ready to report on where the money is spent. Need a better sense on the budget spending so it doesn't run out of money.
Money distribution: Ali, Eric Leventis Center, Travel Service, Student Employment.
We need to work on a budget to have the facts gone.
Liz Bloom is trying to get 1 day for service and publicize it.
Keep putting codes on TAs, and allocate on roles; very important.
Update the schedule and line them to Bill, Ali, or Mr. Wolner.
Clean out file in and desk in the office so it does not get cluttered.

Mr. Lock:

So, Steve handles bills, we should handle the list.
Need a detailed description of all current presentations.
Other people should be doing in on the people in the office to make sure they have a good connection.
We need to evaluate the final roles.
The data are not responsible for all type of orders.
Workers should be informed to work the AI before anything else even the orders.
All managers should fill out the personal data sheets.
We need permission from IBO to use materials.

Hsng:

26 minutes done in the office on procedure starting today, 102, 99.
Request to go through the description with the workers.
Have we met the requirements form that all workers have had training.
Filled out a form that in a few more are still workers need help in.
First that there's need to review all codes.

Bill Fisher

Now in the process of updating the roles.

David Strac
d

Announce to sign in (workers) for sum of using students in outside office must
request to give the hours each Friday. Office must be informed when the forms are in.

2nd Shido:

A note to announce to a telephone for free publicity.

Jr. Fisher:

A note for customers for the hunting.

Mike Nichols

Questions: 10 hour in office requirement.

All work 4th:

Notably on customer service so much use of DPH by students and community, needs a tally of calls coming into the offices to evaluate how effective the scheduling is.
Attendance: Steve Platt  Bill Scheidler  Mr. Moser  David Barker
Norma Clarke  Marcia Kidd  Michele Smith  Eddie Walter
Rick Peterson  Rob Sculthorp  Jeff Armstrong  Jamie Meyer
Lynne Woxley  

Bill Scheidler: Correction from last week—There is not $404.01 in the budget; Budget is being discussed now. Get the evaluation forms made up.

Mr. Moser: Wants copies of names list for workers, managers, and others. Get some figures for the budget worked out. There is an interpretive side to the coding. For the Rolodex, charitable solicitations and landlord/tenant, work with Dave and go have printing done. We need a pamphlet for businesses on the work of the BBB in perspective to the business side of the operation instead of consumers.

Tim: Wants budget proposal from managers. Cannot find the banner; will check downstairs in the student center.

Norma: There are codes on ICI that we don't have; call Indy. Making up checklist for workers and managers. Copies of leadership manual in the office now. Am starting on management training; all worker training is complete. Has mailbox combinations for workers.


Jamie: Trying to get handbook printed, will talk to Nancy. Developing a questionnaire for the most critical problems in the landlord/tenant program.

Steve: Ad for room rates is misleading, he feels, however, it is possible to save 100%.

Jeff: Reviewing handbook, will review this on Friday; all welcome to come to the meeting. All are invited to contribute to the handbook and meeting will be Friday. May write recommendations and turn them in.
MINUTES FOR MANAGERS MEETING, APRIL 2, 1980

Attendance: Steve Platt, Bill Scheidler, Bruce Barthwick, David Barker
Albert Jennings, Jeff Armstrong, Sally Latimer, Ed Walter
Susan Pickett, Norma Clarke, Rick Peterson, Jamie Meyer
Michele Smith, Rob Sculthorp, Mr. Moser, Paula Gnemi

Requested BBB to participate in Business Ethics program—vote taken in favor to participate.

April 12 at 10 a.m. there is a meeting—BBB is to send a representative.

Bill: To managers: Make sure T.S.R. forms are complete and accurate; put in the business codes.
S.A.—Liz has a bill about total reallocation for BCIC.—Talked about the direct budget without S.A. handling for BBB.

Mr. Moser: Get a room and one where it is open for 2 hours for seminar.
Landlord tenant problems should probably be in the revision of the handbook.
Give Susan unusual and human interest stories for the public interest.
Now a consumer assistance column in Muncie Star.
We cannot open our files to a reporter; this is privileged information.
Discuss making tape in BBB mandatory; will have sessions for listening to tape.
National Consumer Internship for undergrads going to grad. school, it is a paid activity.

Ed: Handbook revision. Called Indy for reports on charity so they are directly in the file.

Michelle: Problems with coding; coding info is on tape.

Norma: Asked to get together with Jamie for common problems.
Has a training checklist for managers.
Make the tape mandatory.

Sally: Info coming into the office will be tallied and printed and put into the box so everyone knows the info in case someone should call.
Info from "Monday Morning" will be in black box, any other info will be filed.

Dave: Sent ICI to Indy
Sent in stats
Took cards for landlord/tenant and charitable solicitations for printing.

Jamie: Met with reporter from Weekend magazine; article will be in there on BBB.
Seminar date is April 24th in W.B. will get a room.

Rick: More presentations on the way!

Jeff: Would like suggestions on handbook.

Susan: Wants story ideas from each department.
MINUTES FOR MANAGERS MEETING, APRIL 9, 1980

Lynne Moxley       Eddie Walter       Jamie Heye       Rob Soultorp
Frank Korpa         Dave Barker       Bruce Barthwick  Norma Clarke
Jeff Armstrong      Tim Przybysz      Steve Platt      Albert Jennings
Bill Scheidler      Rick Peterson     Mr. Moser        Paula Gmeli

The deadline for computerized report will be 3 weeks into the first summer session.

Bill: Still looking for the banner
- Everyone should review the 37 minute tape in the office
- Student orientation exhibit meeting today at 4:00; Jeff will be going; Rick will have someone in his group do something for the exhibit.
- Need to send someone to the business ethics conference—meeting on Sat. Tim is going.
- Working on funding alternatives; will be talking to Dr. Marine.

Mr. Moser:
- Suggestion to put key on a holder
- Do a check on the questionnaires from landlord/tenant—submit questions.
- Decided to have landlords at the seminar
- Suggested that personal communications manager or asst. go to the ethics meeting
- Run small ads in Daily News on a consistent basis rather than large ads
- Feels independent funding is the best alternative

Ed: Waiting for reports from Indy
- Handbook is half finished
- If workers get the key out of the box, make sure they put it back immediately.

Rob:
- Went over training checklist and got 5 main areas that need work; will pass the times out in class
- Managers should fill out training checklist
- Managers should listen to the tape; the tape will also be played in class
- After listening to the tape sign the sheet in the office

Lynne: Has questionnaire on housing—Fill out if living off campus—Seminar, April 24, 3:00-5:00 room 141 WB

Jamie: Decided to invite landlords to seminar

Dave: Got a bill for January charges
- Will hold off on getting the stamp
- Wants all managers to get outside hours turned in to him on a specific day

Frank: Michelle is working on the coding system

Rick: 3/4 done with presentations, has 6 more to do

Jeff: Handbook revision coming along good
- Each manager will be contacted for critique of handbook
- Suggested to make book less boring to put cartoon or some sketches in it

Steve: Worker evaluation due Thursday
- Having trouble with subscription stats in paper
- Has a meeting planned Thurs.

Bruce: Feels funded by S.A. should not be on the cover of the book, maybe inside it
1. Bill needs to evaluate managers by Fri. or Mon. (written).
2. Bill and Dave are at the Student Senate to get funding.

Tim: Called meeting of the BBB to order in Bill Scheidler's absence.

Ed: Files are finished, have not received philanthropic advisory reports
Half finished with rolodex cards
Handbook revision finished.

Michelle: Norma and Michelle developed a new and more efficient coding system.

Norma: Guidelines for posing complaints has been adopted—Indianapolis has sent forms which we will adopt and use.

Rob: Half working on updating the box of referrals
Managers must listen to the tape in the office
2 tapes arrived; one is for the day and one for after hours.

Sally: All pamphlets on top of file in the green box has the name of pamphlets their content and dates, make copies for people you send them to and put them back in the file.
Now working on information sheet for when you send something out

Lynne: Landlord/tenant seminar Thurs. Rm. 141 (W3) 3:00 April 24.
Posters are done
Working on a radio spot
Handbook is being typed
Campus lawyer will be at seminar

Marcia: 4 class presentations to give
Objectives for presentations will be in the handbook.

Steve: Have a list of things for the workers to do while in the office
Working on handbook review system
Price quoting—handle as a regular complaint, send a CER

Susan: Suggests book markers to advertise BBB
Has a flier design
Has a story for "Weekend" magazine

Mr. Hoser:
There should be a section in the handbook for unusual situations and problems
Suggestion for plugging in cross references on referrals on the computers
Need to keep new names on agencies, easier with computer use
Stamp will be received when we pay for it, must be in advance
Work at home schemes concerning H codes—contact Mr. Hoser for more info.
PSA tapes—Albert and Susan gets them

Suggestion for selling the "Wise Buying Book" at the conference next fall
Should all be brainstorming for ways to get these books sold
Need some sort of library
Find out if there is a joint civic group, ideally would be a mailing list of state office i.e. Lions Club for maintaining communications
Calendars and other things like this can be used for advertising "Advertising Consumer Credit and Lease Terms"—in the Monday morning materials—tells what you can and cannot say when offering credit—Wants at least 3 copies
Minutes for Palisades Meeting, July 7, 1980

Attendance:

Sally Latimer
Norma Clarke
Lynne Roxley
Susan Pickett

Dave Barker
Rick Peterson
Albert Jennings
Eddie Walter

Lill Schoeller
Tim Proctor
Marla Nick
Janie Loper

Mr. Moser
Bruce Northwick
Michele Smith
Paula Gnam

Bill:
Received $2,200, it will go to the University for approval.
Board of Advisors meeting–next Wednesday the 11th and everyone should be there at 2:00.
Mike Luper and Liz Bloom will be at the meeting.
Quarterly reports due next Wednesday.
Worker evaluations due next Wednesday.
Clean out your things from the office soon.

Norma:
Accomplished all goals for the quarter
Procedure for activating office in the morning is finished
Evaluation sheets in the class next week.

Jamie:
Working on rotation
Thinking of the copies being needed on the landlord/tenant handbook
feels we need more now.

Dave:
Finished handbook revision

Sally:
New books for reference will not be ordered by the book store, we will have to order them through the publisher.

Rick:
1 presentation next Wednesday

Albert:
PSA forms are out
Article about work at home science is out

Susan:
Suggestion for articles in "Search"?

Bruce:
Designed some art

Eddie:
Will register local organizations

Mr. Moser:
Passed out several articles sent by Philathronic Advisory Club.
We will look at the finances for an req. 100 landlord/tenant handbooks
Suggest teaser ads in Daily News
Critical that the office stat sheets are correct
April 3, 1980

TO: Business Ethics Conference Committee

FROM: Kevin Ervin
Undergraduate Fellow
College of Business

RE: Meeting Notes - March 29, 1980

Committee Members Present

Gregg Arnott
Mike Thomas
Mark Holden
Kevin Koontz
Kevin Hoover
Donna Little
Pam Henson
Dr. George Jones
Jon Studer
Ann Metcalf
Leonor Faulhaber
Missy Arbuckle
Kevin Ervin

Organization

Accounting Club
Delta Sigma Pi
Finance Association
Management Club
Phi Beta Lambda
Phi Gamma Nu
Pi Omega Pi
Director of Religious Programs
Religious Council
Student Marketing Association
Transnational Business Club
Undergraduate Fellow
Undergraduate Fellow

Proposed Agenda:

9:00 - 12:00 Noon
Six Departmental Conferences, (two per hour)

12:00 - 1:30 p.m.
Lunch

1:30 - 3:00 p.m.
Various Workshops, 2 sessions 1:30-2:15, 2:15-3:00

3:15 - 4:00 p.m.
Main Speaker

Departmental Conferences:

Dept. Possible Faculty Speakers Possible Topics Committee Member(s) Responsible
Accounting Parkinson, Jackson Ethics of Education Gregg Arnott
B.E.O.A. Kelly, Underwood Labor Negotiations Kevin Hoover
Economics Deitch, Dilts
Meeting Notes - March 29, 1980

<table>
<thead>
<tr>
<th>Dept.</th>
<th>Possible Faculty Speakers</th>
<th>Possible Topics</th>
<th>Committee Member(s) Responsible</th>
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<td>Fraud</td>
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<tr>
<td>Marketing</td>
<td>Claybaugh, Rieken</td>
<td>Retail Sales</td>
<td>Ann Metcalf</td>
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<td>Advertising</td>
<td>Ann Metcalf</td>
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Afternoon Workshops:

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<td>Multinational Corporations</td>
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<td>Panel Discussions:</td>
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<td>General Topics involving local businessmen</td>
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<td>Better Business Bureau Presentation</td>
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<td>Dave Nelson</td>
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<td>Main Speaker:</td>
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Hopefully we will be able to get Michael Cosentino (prosecuting attorney in Ford Pinto trials) to speak for us. Ann Metcalf will look into this more. We should also be thinking of some other speakers in case Mr. Cosentino cannot appear.

Financial Contributions:

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<th>Sources</th>
<th>Committee Member Responsible</th>
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<tr>
<td>Dr. Riggin - Riggins Dairy</td>
<td>Kevin Hoover</td>
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<td>Dave Gallaher - A. E. Boyce Office Supply</td>
<td>Kevin Hoover</td>
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<td>Mr. Stroh - Muncie Chamber of Commerce</td>
<td>Gregg Arnott</td>
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<td>Mr. Pruis - Ball Corporation</td>
<td>Kevin Hoover</td>
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<td>Hamer Shafer - Muncie Power Products</td>
<td>Kevin Hoover</td>
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<tr>
<td>Marsh</td>
<td>Leonor Faulhaber</td>
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<tr>
<td>Will Parker - U.P Public Relations for Industrial Trust Bank; also B.S.U. Board of Trustees</td>
<td>Kevin Hoover</td>
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Perhaps some of these people might also be possible speakers.

Dr. Jones will talk to Earl Williams of Convocations Committee, to see if they have any openings on the Convocations they sponsor.
The next meeting will be at 10:00 A.M. on Saturday, April 12, 1980 in Room WB 154. Please check into the areas you are responsible for before this meeting. Any new ideas will be welcomed.

KE: jb
WASHINGTON WRAPUP

DETAILS FTC DEVELOPMENTS

The latest WASHINGTON WRAPUP accompanies MONDAY MORNING this week. The most recent legislative developments affecting the Federal Trade Commission are highlighted as are the FTC's own activities. Also reported is a new proposal by three federal agencies to require much more information on prepared food labels.

NAD NEWS

Robert Gertenbach, CBiBB vice president, National Advertising Division (NAD), addressed the Research and Development Management Group of Avon Products, Inc. on February 6 at the company's Suffern NY offices. In describing the NAD operation, he cited several cases involving cosmetics and stressed the importance of high-quality technical research. "Good research is not only important to your company, it also affects public interest since it is the basis for many claims made in advertising," he said.

NAD resolved twelve challenges to national advertising in January. Four challenges concerned advertising directed to children and were handled by NAD's Children's Advertising Review Unit (CARU). Six matters were resolved when advertising was either discontinued or when advertisers agreed to changes in copy requested by NAD. In this category the advertising related to an analgesic, a camera, bank interest, a toy, a wrinkle smoother and a word processor. Six investigations were concluded when NAD found that the advertisers had substantiated their claims. These cases involved frozen chicken, a kitchen disposer, two toys, a detergent and a cereal premium offer. A copy of the February 15 press release explaining the cases is enclosed.

ALASKA GAS PIPELINE

A general report on this project is enclosed for Bureau use in the event inquiries are received.

The U.S. Postal Service Inspector in Charge in Los Angeles recently announced that two Los Angeles operations which advertised nationwide for jobs on the pipeline have gone out of business and their mail is being returned to senders. They are Alaskan Job Opportunities and American Job Opportunities. Consumers who have sent money to these companies should be advised to notify the Postal Inspector in Charge, Los Angeles CA 90030.

BALL STATE BRANCH EXPANDS

BBB/Indianapolis informs us that its Ball State University branch serves not only the university campus, but the city of Muncie, Indiana and the whole of Delaware County. When the operation first opened it was primarily involved with student activities. However, several years of exposure and publicity have expanded its service area.

GUIDELINES ON REPORT REVIEW PROCEDURE

On Wednesday, February 13, each Bureau was sent a copy of guidelines detailing the procedures to be followed when company reports requiring system-wide distribution are submitted to the Council for prior review and distribution. Enclosed with the guidelines was a supply of a specially designed backup data form for use in the review procedure.
equipment failed at one point. People supposedly in contact by radio were lost.

"It got very real at times," says Bill Steinmetz, environmental health and safety officer. "The anger and frustration we felt were genuine."

Steinmetz says the drill showed tighter control from the top is needed as are additional portable radios with more frequencies. A systematic code for identifying campus locations and buildings is a must, as is faculty participation, which was totally lacking in the UCSB exercise. Responsibilities need to be more fully defined. And somehow, Steinmetz says, the right hand must know what the left hand is trying to do so it can help. Make-believe newscasts on an in-house television system suggest real newscasts might help fill the information void in an actual emergency. Another problem to be dealt with in a genuine disaster is university employees leaving campus to help their families first.

Steinmetz says the exercise didn't affect the work day any more than would a meeting attended by all department heads. The associate vice chancellor served as emergency plan director. Administrators assumed emergency plan titles that roughly paralleled their everyday functions: the university architect headed the "engineering unit," the chief of police headed "law enforcement," the director of residence halls became the "housing and food director" etc.

UCSB's Emergency Operation Plan has been commended by the National Safety Council for being one of the most well-organized and comprehensive university plans in the country, Steinmetz says. Copies of the plan are available through his office.

**Campus Better Business Bureaus**

Bureaus on college campuses are almost nonexistent. In fact, until last month when the U. of Florida opened a BBB, Indiana's Ball State U. boasted the only going concern, according to the Council of Better Business Bureaus in Washington, D.C.

Unlike regular bureaus, the campus counterparts also treat landlords as businesses, creating files with histories of tenant complaints. The U. of Florida's fledgling bureau is a student government undertaking, fully dependent on civic-minded student volunteers. The newly elected student body president says it should flourish in the absence of a Gainesville bureau.

Ball State's bureau on the other hand has for five years co-existed with a Chamber of Commerce-run consumer relations office which

some say feels threatened by the campus operation's runaway success in attracting clients from far beyond the university's boundaries.

William Moser, faculty adviser to the BBB, credits former students in his "Marketing and Consumer Issues" class with starting the bureau which now operates as an extension of the Indianapolis BBB. Some staffers are work-study students; others are there on independent study. But the majority is completing a Moser marketing class assignment in which the option is to write a 20-page term paper or to work 20 hours for the BBB.

The student government allocated $750 this year to the bureau. Moser says it's one of SGA's best investments. In addition to helping consumers—be they students or townspeople—work out what seem to be unresolvable differences with merchants or landlords, the BBB gives workers invaluable experience in "the real world." Students not involved in information gathering work in other "units" such as promotion, charitable solicitation and advertising review.

The BBB's arbitration process is free, and binding in most states, Moser says. It is an option to expensive and time-consuming legal action.

Landlords and business people may feel threatened by the student-run bureau, but their response has generally been favorable and cooperative, Moser says. "We aren't out to blacklist anyone. We just want to be able to provide a track record if and when it's asked for."

**Student fee legislation**

The subject of student fees is being bandied about in two state legislatures, but one proposed bill seeks to give power to student governments while the other hopes to take it away.

By refusing to reconsider a previous vote, the Florida Senate recently decided that student leaders should have veto power over campus construction projects funded by student fees. The board of regents has heretofore held that power. The bill requires student leaders and university presidents to agree on proposed
**BALL STATE UNIVERSITY**  
MUNCIE, INDIANA 47306

**SPACe REQUISITION FORM**  
**APPLICATION**  
**NOTE:** A SEPARATE APPLICATION MUST BE SUBMITTED FOR EACH BUILDING IN WHICH ROOM WILL BE USED.

**RETURN ALL COPIES TO SPACE OFFICE**

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**SPACE RESERVED:**  
**WB 154**

**HOURS NEEDED:**  
FROM 3 P.M. - TO 4 P.M.

**MEETING BEGINS:**  
M.

**EST. ATTENDANCE:**  
15

**NATURE OF FUNCTION:**  
Meeting

**HOURS OF BREAKFAST:**

**LUNCHEON:**

**DINNER:**

**REFRESHMENTS:**

**OTHER SERVING DETAILS FOR ALL CATERING SERVICE WILL BE WORKED OUT WITH THE STUDENT CENTER CATERING SERVICE.**

**CATERING:**

- [ ] BREAKFAST
- [ ] LUNCHEON
- [ ] DINNER
- [ ] REFRESHMENTS
- [ ] OTHER

**HOUR OF SERVING:**

**DETAILED FOR ALL CATERING SERVICE WILL BE WORKED OUT WITH THE STUDENT CENTER CATERING SERVICE.**

**BILLING:**

- [ ] CAMPUS ORGANIZATIONS INDICATE WHETHER INVOICE PAID FROM COLLEGE FUND OR ORGANIZATION FUND

**SEND INVOICE TO ATTENTION OF ___________ PHONE ___________**

**ADDRESS ___________**

**SKETCH BELOW ROOM LAYOUT DESIRED**

**DATES:**

- March 26
- April 2, 9, 16, 23, 30
- May 7

**CHECK BELOW EQUIPMENT NEEDS**

- [ ] SPEAKERS TABLE
- [ ] RECORD PLAYER
- [ ] CHALKBOARD
- [ ] PIANO
- [ ] LECTERN
- [ ] MOVIE PROJECTOR
- [ ] P.A. SYSTEM
- [ ] SLIDE PROJECTOR
- [ ] TAPE RECORDER
- [ ] OPAQUE PROJECTOR
- [ ] NO. OF CHAIRS
- [ ] SCREEN
- [ ] OTHER

**SMOKING PERMITTED [ ] YES [ ] NO**

**ADMISSION CHARGED [ ] YES [ ] NO**

**FUND RAISING [ ] YES [ ] NO**

**APPLICANTS SIGNATURE ___________ PHONE 286-5690**

**ADDRESS 830 W Riverside**

**APPLICATION APPROVED BY ___________ DATE 3/19/80**

**DIRECTOR OF SPACE STUDIES AND UTILIZATION ___________ DATE ___________**

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**DATE BILLED ___________ DATE PAID ___________**

FORM B-67, APPROVED BY STATE BOARD OF ACCOUNTS FOR BALL STATE UNIVERSITY, 1962
Gentlemen:

As an educational mechanism and a service operation, the Ball State University Extension of the Central Indiana Better Business Bureau is both challenging and rewarding for those involved. The fully functional bureau grew out of the joint efforts of students, faculty and CIBB management. Due to the background and expertise of one student, Mr. Robert Shipley, the BSU/BBB was constitutionally established as an 'autonomous' organization within the structure of the Ball State Student Association.

Another issue of definite importance is the input of a faculty advisor (which tends to be truly time consuming) to provide guidance and continuity without becoming dictatorial.

Among the issues to be considered by any observer or individual/group aspiring to establish a similar operation are the following:

I. The unit must, at minimum, be businesslike (serious, organized and sophisticated) in all aspects of operation and very real benefits are yielded from a direct affiliation with a 'College of Business.' This can involve a very delicate balancing act since there is a tendency for people and institutions to be very pro or con rather than look at issues from an objective or 'equity' perspective. The more participants and advisors realize that both business and consumers benefit when an effective 'self-regulatory' mechanism exists, the greater the opportunity for positive benefits and success. Guarding against the tendency to see all business managers or consumer advocates as wearing 'white hats' may well be the greatest challenge in the entire realm. Relating to the concern of operational stature is that of escaping the day to day shifts in the winds of politics. It must be remembered that the entire BBB system and foundation concept is based on 'self-regulation' and not directed nor supported by any government agency. Obviously, the goals of escaping the impact of politics is an 'ideal', but the impact of this factor must be minimized for optimum results.
II. A major issue which must be faced by anyone considering initiation/operation of a consumer assistance agency is that of Liability. The Council of Better Business Bureaus works with an underwriter to acquire insurance to deal with this risk. Many other issues such as training, quality control of personnel and operations methodology assume extreme importance in this realm since the coverage is with a fifteen hundred dollar deductible clause. There is always the risk of a lawsuit charging the unit with being 'in restraint of trade' but the failure of these suits, involving various local bureaus, in the past has been due to careful approach to operations as well as appropriately objective stance on all issues; i.e., reporting the track record of a business on a strict factual basis. Obviously this means the entire operation must be well coordinated with the methodology/specifications set down by the affiliated bureau including introductory training efforts. The relationship with the CIBBB (Central Indiana Better Business Bureau) is not formally stated in a contract, but has been well-defined through written correspondence plus extensive discussion sessions. Also use of the name 'Better Business Bureau', the 'Torch Design' or other elements of 'BBB logo' is strictly forbidden and aggressively monitored unless affiliation—authorization has been implemented. The establishment of a written contractual agreement at the outset would probably be wise but the evolutionary development of BSU/BBB has made it less appropriate or essential.

III. Related to the issue of insurance and liability indemnification is that of affiliation with the geographically closest bureau. Ideally the physical proximity will facilitate visitation on a two way basis. Students need to periodically visit "parent bureaus" offices to spend time with officials and observe operational issues. Also various
"Bureau" officials or representatives need to visit advisory meetings and classroom sessions to maintain the dynamic quality of operations plus iron out misunderstandings or conflicts that occur. The BSU/BBB is currently implementing a recently produced videotape to supplement this activity but personal visitation will remain as an unavoidably important activity. Despite personal concern that the importance of this issue not be overstated, failure in this realm could doom the development—maintenance of a student operated bureau.

Associated with the issue of bureau affiliation is that of currently operational alternative consumer assistance agencies in the area to be served. An example of this would be a 'Consumer Relations Department' within a local Chamber of Commerce office. The presence of that type or a similar unit provides some additional challenges but the result will rarely be diminution of the need for an additional bureau in the area. The philosophical stance of a Chamber unit, the 'network character' of BBB's, and generally limited ability of any consumer assistance agency to handle the demand volume it faces combine to easily justify the new operation.

IV. Due to the virtually continuous pattern of student turnover, a vital issue is that of continuity. A previous effort to establish a student operated BBB (also affiliated with the Central Indiana BBB, at another university) was initially successful but did not survive on a longterm basis. A combination of transitional mechanism to maintain an input pattern of new personnel and an advisory board to keep the operation stable while developing in response to consumer needs is essential to longevity.
Related to the issue of continuity is that of maintaining a capable and highly motivated pool of personnel for managerial plus worker activities. Ideally the approach should involve a combination of individual option and promotional-managerial direction resulting from student director and faculty advisor efforts. The favorable result of students getting involved in the 'hands-on' operation and resultant interest in recruiters for business operations unquestionably expands student involvement.

After some period of operation the bureau has been recognized by Ball State University as a 'laboratory' operation. This development has facilitated a proper amount of faculty attention and desirably consistent posture of operations.

V. An issue that must by necessity be tailored to the unique conditions and relationships present locally is financial support. The BSU/BBB gains its financial life-support through the collective efforts of three organizations (Budgetary appropriation of the BSU 'Student Association,' supplies and photocopy needs from the Marketing department in BSU's College of Business, plus an extensive amount of BBB materials-services combined with 'work study' funding from CIBBB--Council of BBB system).

Among the 'nuts and bolts' issue that need definition and are almost unavoidably difficult to pin down are the following:

1) What kind of office is required? (We've evolved through a successions of offices, but its difficult to perceive planning start-up without ultimate availability of the 14' x 15' facility we're currently using. Among the important conditions for an acceptable office are security, general public visitation accessibility plus student worker accessibility at a variety of hours.)
2) What kind of office equipment is needed and should be planned?
(This is unavoidably an evolutionary issue since we started with a variety of University surplus items and have gradually gained improved equipment. Among the basic needs are desk(s), typewriter, telephone answering device, file cabinets and small equipment, such as staplers—rubber stamps, etc.).

3) What is the specific staffing methodology used? (This is another issue that has to be tailored to the variety of university programs available and in place. Workers are derived from both the Federally funded work-study program with sponsorship by the CIBBB and students in the Marketing Consumer Issues course who have qualified through performance on handbook exams. Managers (ten) and the student director are enrolled for independent study credit after having served as workers in one or more functional departments. Volunteer help would be a consideration but of questionable logic due to a variety of issues such as dependability and insurance protection for liability).

4) How much does it cost annually to fund a student operated Better Business Bureau? (It may sound evasive but this depends tremendously on local conditions and relationships. A major variable is the salary of the faculty advisor and it may sound ego-centric but this individual can have a major impact on the longevity-continuity status of a student operated BBB. At least 1/3 of the advisor's faculty salary should be recognized as a cost or overhead element. The expense level may start lower but a minimum of $4,000 to $5,000 plus the faculty salary proportion should be an anticipated appropriation.

VI. Many specific operational issues need to be addressed (such as
developing a handbook of operations, building the files for local business operations, desirable and realistic stance on public relations quality control of operations and participants' output, dynamic format of operations, and a realistically flexible stance on the part of the faculty advisor to capitalize on interests-capabilities of interested students) and these should be addressed on a situation-specific basis. Despite being situation-specific these operational issues must be identified within an overall framework for consistency and logical stance.

Hopefully the preceding comments will provide some guidance and aid to those studying the concept of 'student operated Better Business Bureaus.' Obviously many particular issues could not be addressed in this explanation or survey but additional observations will be made available in response to individual questions. Please feel free to contact any of the following for additional information:

William C. Moser  
College of Business  
Ball State University  
Muncie, IN 47306

Janet Atkinson  
President, CIBBB  
300 E. Fall Creek Blvd., Suite 501  
Indianapolis, IN 46205

Dr. James Lowry  
Head, Department of Marketing  
BSU College of Business  
Muncie, IN 47306

William C. Moser  
Assistant Professor  
BSU Department of Marketing
BSU/BBB ACTIVITY & RESPONSIBILITY EXPLANATION AGREEMENT
MKT-497
BSU/BBB INDEPENDENT STUDY COURSE OUTLINE

I. OBJECTIVES

Provide the highly motivated student from one of a variety of academic disciplines (i.e. marketing, management, radio-T.V., journalism, home economics, to name a few) with the opportunity and responsibility for a practical hands-on experience. The crux of BSU/BBB objectives is prevention and/or resolution of disputes arising out of the consumer-business interface, so the experience can aid in personal development as well as a chance to aid other individuals. A broad variety of functional units (i.e. communications/promotion/public relations), office management, file development/maintenance, landlord/tenant relations, charitable solicitation and others) provide an opportunity to apply personal skills as well as direct others in these realms.

II. BRIEF BACKGROUND & HISTORICAL REVIEW

The Ball State University/Better Business Bureau is unique, since it is the only student operated unit in the world-wide BBB system. Formation of the BSU/BBB came about as a result of the initiating efforts of students Robert Shipley and Judy Tipton in combination with marketing department member William C. Moser. Since opening in March of 1975 the operation has evolved into a widely recognized combination educational mechanism and operation that serves the entire Muncie, Indiana community. The BSU/BBB is a fully functional unit that both gains benefits from and has responsibility to the Central Indiana Better Business Bureau as well as the 'Council of Better Business Bureaus.'

III. FACULTY ADVISOR INFORMATION

Advisor: Mr. William C. Moser
Office: WB-314
Phone: 235-5024

Office Hours (79/80)

Tues.: 2:30 p.m. to 4:30 p.m.
Wed.: 8:30 a.m. to 10:30 a.m. & 12:30 p.m. to 5:30 p.m.
Thur.: 2:30 p.m. to 3:30 p.m.
Biography

Biographical Highlights for William C. Moser

Graduated from Cowan (Indiana) High School in May, 1960 and decided to enter cooperative program at General Motors Technical Institute.

Worked at Father's store ("Moser's Farm and Garden Store") part-time during secondary school years and gained both a 'respect' for manual labor and an 'understanding' of business operation.

From summer 1959 to late fall 1971, was very active in building, operational activities and managerial responsibilities of a drag racing facility's operation. Considerable experience was provided in numerous aspects of business operation through involved exposure and the commercial operation was sold to outside interests in 1971.

G.M. Institute program involved alternating two month periods attending school in Flint, Michigan, and working at the Chevrolet Muncie Division of General Motors Corporation. After brief time at the school, it was known that the technical narrowness or lack of breadth involved in Engineering was not consistent with my tastes, but one year of the program was completed and withdrawal from the program was completed in October of 1961.

Gained employment at Brady Air Controls (manufacturer of domestic water system components in Muncie, Indiana) during January, 1962. Worked in shipping department, then on production line and advanced to material/quality control unit by Autumn of the first year with the firm. Promoted to position of "Assistant to Purchasing Agent" (Mr. W. L. Puntenney) in January, 1963 on basis of work performance and educational background.

Transferred college credits and began academic program in business (Marketing) at Ball State University in Spring term, 1963. Simultaneously attended B.S.U., worked for Brady Air Control, and worked with Muncie Dragway. Married to Linda Ann Wilson, coed in B.S.U. business program, on December 17, 1966. Linda and I completed bachelor's degrees in 1967. She took job with local bank (Merchant's National) that resulted in Personnel Department Officer Position as Director of Training. I applied for and gained a position as graduate assistant in the BSU Marketing Department on the basis of academic performance as well as recommendations of professors. Began Masters degree program in business with concentration in Marketing during the Fall quarter of 1967. Completed class hours and gained full time teaching appointment at BSU in August 1968. Taught personal and corporate finance during 1968/1969 school year.
and completed Masters thesis as well as degree (MA) in November, 1969. Taught Marketing courses on half time basis during the 1969/1970 school year. Became full time (temporary) instructor in BSU Marketing Department 1970/1971 school year. Was fortunate enough to teach a broad and rich variety of Marketing courses at BSU in the years from 1970 through 1976. Purchasing course was introduced in the Marketing curriculum in the Summer of 1971 and have had the opportunity to handle it instructionally to date. Opportunity to work with the local chapter of the National Association of Purchasing Management has enriched both my students and myself. Guided students in initiating and operating extension of the Central Indiana Better Business Bureau to deal with resolution of misunderstandings between consumer buyer and seller. Associated with the BSU/BBB has been development and operation of an issues course entitled "Marketing and Consumer Issues" that regularly brings in guest discussants from government, business and Consumer Advocacy Groups.

Was fortunate enough to be recognized as BSU College of Business Professor of the year in 1975 despite my non-tenured status. Gained permanent instructor status in Autumn of 1974. Maintained interest in purchasing as well as membership in N.A.P.M. and took leave of absence from BSU beginning in Autumn of 1976 to pursue a terminal degree. Enrolled in Management Ph.D. program at Michigan State University with a 'track' in purchasing as well as other emphases (organizational behavior, physical distribution and educational evaluation) plus a graduate assistantship. The position involved responsibility for instruction and entire operation of the course "Materials and Purchasing Management" (MGT 305).

Completed "hours" for Ph.D. degree in Summer, 1978. Taking major examinations during the 1979/80 school year in addition to working with doctoral dissertation (relative to 'Resolution of Procurement Disputes'). Major research, writing and teaching emphasis expected to be focused on buying (ranging from consumer through industrial).

IV. TEXTUAL REQUIREMENTS

The "BSU/BBB Handbook" with sections devoted to the Ball State Unit and the Better Business Bureau System must be acquired, maintained, and utilized. Be sure you obtain the most recent updated copy of the handbook to use for examinations as well as bureau operations.

V. GENERAL RESPONSIBILITIES

Anyone pursuing credit in MKT-497 by involvement in the Ball State University/Better Business Bureau will be expected
to do the following (at minimum - remember - each will be considered in grade determination):

A. Be businesslike and professional in all activities related to bureau operations. Regard your involvement in BSU/BBB as the 'privilege' it is to gain practical hands-on experience with a unique operation.

B. Always consider the interests of a healthy consumer-business interface as being the ultimate or highest priority goal. A second objective should be the effective and successful operation of the BSU/BBB in general. Finally, each manager and/or operative should be concerned about successful results of their functional unit's efforts. In summary, the target of this parameter is "we're all part of a 'team effort' to enhance the health of the consumer business interface."

C. A key responsibility of each individual electing to participate in MKT-497 (BSU/BBB) involves the meetings necessary to carry out operations. At a minimum the once weekly general meetings will involve all managers and assistant managers. Not only will these individuals be expected to participate in these essential sessions but also important topics/developments/information should be prepared in advance. Each manager and assistant manager should use the necessary volume of early-quarter meetings to carry out organizational, orientation, and training objectives for the relevant functional unit. After the first four of five weeks, meetings should be held at least every other week to insure that effectiveness and communication is maximized.

D. A most important responsibility and opportunity for each individual in the BSU/BBB managerial realm is that of personnel development. When the individual serves as a manager or assistant manager, that person should automatically and consistently endeavor to advance the qualifications plus motivational status of subordinates as well as all others. Anytime workers or assistant managers demonstrate an interest or particular ability an effort should be made to improve the talent or learning. By the same token workers with future aspirations should make a sincere effort to improve his or her managerial potential through skills development as well as a pattern suggestions/recommendations.

E. As the individual pursues a position with the BSU/BBB (as a student in MKT-497) it must be recognized that 'evaluation' is an essential activity. The evaluation should not be a quick procedural activity handled during before due dates. Rather, evaluation of subordinates and superiors should be an on-going activity with
observations and mental notations being made on virtually a continuous basis.

F. Each manager, assistant manager and independent study operative should consider it their personal responsibility to improve the BSU/BBB's operations through refinement of the handbook. Not only should the handbook be subjected to continuous positive critique but also all aspects of procedure and organization.

VI. SPECIFIC RESPONSIBILITIES

Managers, assistant managers and workers or operatives should refer to the handbook to understand the responsibilities involved in their relevant functional unit. Each unit has particular specialized activities at scheduled times and these should be organized/implemented to insure optimal results for the BSU/BBB plus the generalized goals of better business bureaus.
VIII. AGREEMENT

I recognize my opportunity to benefit from the Ball State University/Better Business Bureau experience involves definite responsibilities. My involvement in BSU/BBB means that I have accepted the responsibility of carrying out all relevant activities and pursuing objectives as spelled out in the MKT-497 (BSU/BBB) course outline.

(Name)

(Date)

IX. INITIATING PROCEDURE

A student interested in either serving as an operative member or manager of the BSU/BBB operation starts by contacting the faculty advisor. The initial contact provides an opportunity to learn about specific openings as well as activities necessary for registration.

Ideally, the sequence will be to first serve the BSU/BBB after exam qualification while taking the MKT-300 course, then enroll in MKT 497 to serve as independent study operative or assistant manager and finally to enroll to serve as a 'manager of one of the functional areas.' Special requirements will be used to compensate when interested individuals have not carried out some of the prerequisite activities (i.e. all participants in BSU/BBB must pass the open book qualifying examinations).

In order to register for MKT 497 (as a worker or manager) a proposal of two typed pages maximum test length, with specified issues addressed, must be presented to and approved by the faculty advisor. Subsequent quarter's efforts in the same functional area will not require a new proposal.

The approved proposal plus an approval form will be taken to the marketing departmental secretary to gain the 'half-sheet' form necessary for registration. When you register be sure to sign up for the correct number of hours credit (either 1 or 2 - this has historically been a problem).

Remember all MKT-497 people must have performed to the 70% standard in the past or have it completed by the end of week two in the relevant quarter. As you can see involvement in virtually any facet of the Ball State University/Better Business Bureau is an opportunity to gain valuable experience, but is also a serious matter not to be approached lightly. Be sure to treat the unique opportunity with the mature respect and commitment it deserves.
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<td>3/19</td>
</tr>
<tr>
<td>3/20</td>
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<tr>
<td>3/21</td>
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<tr>
<td>3/24</td>
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<tr>
<td>3/25</td>
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<td>3/26</td>
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<td>3/28</td>
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<tr>
<td>4/1</td>
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<td>4/3</td>
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<td>4/4</td>
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<tr>
<td>4/7</td>
</tr>
<tr>
<td>4/8</td>
</tr>
<tr>
<td>4/9</td>
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</table>
### BSU/BBB Budget Proposal 1980-81

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
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<tbody>
<tr>
<td>Mailing <strong>$75.00 x 12 months</strong></td>
<td><strong>$900.00</strong></td>
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<tr>
<td>Dictaphone</td>
<td><strong>$912.18</strong></td>
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<tr>
<td>Dictaphone Service</td>
<td><strong>$40.00</strong></td>
</tr>
<tr>
<td>Files (see attached)</td>
<td><strong>$289.70</strong></td>
</tr>
<tr>
<td>Charitable Solicitations (see attached)</td>
<td><strong>$52.85</strong></td>
</tr>
<tr>
<td>Office Supplies $75.00 per quarter</td>
<td><strong>$250.00</strong></td>
</tr>
<tr>
<td>Advertising Review (see attached)</td>
<td><strong>$116.20</strong></td>
</tr>
<tr>
<td>Promotions (daily news and Muncie advertisements)</td>
<td><strong>$280.00</strong></td>
</tr>
<tr>
<td>Landlord Tenant (see attached)</td>
<td><strong>$300.00</strong></td>
</tr>
<tr>
<td>General Office Expenses (training)</td>
<td><strong>$125.00</strong></td>
</tr>
<tr>
<td>Miscellaneous Expenses</td>
<td><strong>$129.58</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$2500.00</strong></td>
</tr>
</tbody>
</table>

The Ball State University Better Business Bureau is a Student Operated Organization involving cooperation of The Central Indiana Better Business Bureau, The Muncie/Delaware County Chamber of Commerce, and The University to Aid Consumer-Business Relations.
# FILE BUDGET 1980-81

(Thomas Business Book)  
(Page Number)

<table>
<thead>
<tr>
<th>Item</th>
<th>Page</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Working Calendar</td>
<td>322</td>
<td>$3.45</td>
</tr>
<tr>
<td>Scissors 9&quot; length (C)</td>
<td>406</td>
<td>$5.35</td>
</tr>
<tr>
<td>Stapler (E)</td>
<td>426</td>
<td>$10.95</td>
</tr>
<tr>
<td>Staples (Box of 5000)</td>
<td>427</td>
<td>$1.20</td>
</tr>
<tr>
<td>Hunt Magnetic Clin 1/2&quot;</td>
<td>439</td>
<td>$9.00</td>
</tr>
<tr>
<td>Six Pocket Pad Rack (F)</td>
<td>467</td>
<td>$10.25</td>
</tr>
<tr>
<td>Tynewriter (Electric Portable)</td>
<td>579</td>
<td>$249.50</td>
</tr>
</tbody>
</table>

**TOTAL**  
$289.70
# BUDGET
Charitable Solicitations
Eddie Walter,
Manager
Spring Quarter 1980

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Price</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>450 manila folders</td>
<td>12 @ $1.30</td>
<td></td>
<td>$48.75</td>
</tr>
<tr>
<td>450 labels</td>
<td>250 @ $2.05</td>
<td></td>
<td>4.10</td>
</tr>
<tr>
<td><strong>Total estimated budget</strong></td>
<td></td>
<td></td>
<td>$52.85</td>
</tr>
</tbody>
</table>
ADVERTISING REVIEW BUDGET

One year subscription to the Muncie Press: $48.60
One year subscription to the Muncie Star: $67.60

Total: $116.20
NORMAL MAILING COSTS:
15% of total-
$10-12 per month

L'T GUIDE PRINTING COSTS:

Estimated 300 copies per year
Offset Print $ 36.40
Collating 1.00
Stapling .30
Cover 16.00
$ 53.70

GENERAL PRINTING & DUPLICATIONS:
(For forms, cover letters, envelopes questionnaires, etc.)

MUNCIE BUILDING & HOUSING CODE:
(This is not an annual expense, but a revision has been made for 1980 at $ 95.00)

POLK'S CITY DIRECTORY:
(This can be received annually for a fee of $ 45.00 per year, it would greatly assist L'T unit)

TOTAL

ANNUAL

$ 120.00
$ 55.00
$ 75.00
$ 95.00
$ 45.00

$ 390.00
REALLOCATION PROPOSAL FOR BETTER BUSINESS BUREAU

$275.00  Mailing Charges - (estimated at 55.00 dollars per month) x January, March, April, May, June.

$131.67  Dictaphone - (we have had bill since January)

$29.90  Rubber Stamp - (has new address of BBB)

$1.24  Roladex Cards - (printing expense)

$0.00  Dictaphone Tapes

$23.40  Muncie Star - (newspaper bill for advertising review)

$25.00  Display - (summer orientation program)

$38.30  Dictaphone Service Charge - (repair bill for dictaphone)

$20.49  General Expense - (office supplies through June 30)

$595.00  Total Expenses

The Ball State University Better Business Bureau is a Student Operated Organization involving cooperation of The Central Indiana Better Business Bureau, The Muncie/Delaware County Chamber of Commerce, and The University to Aid Consumer-Business Relations.
Better Business Bureau. Early in the twentieth century, Better Business Bureaus sprang up in cities in the United States and Canada to protect the consumer. They soon joined together in a single council and developed procedures that were successively refined by trial and error and experience.

The Better Business Bureau of Ball State University is unique. Most cities have a Better Business Bureau; however, Ball State's is the only well-established, student-run Bureau in the country. Because it is student-run; there is constant "employee" turnover. This means that record keeping and operational procedures must be finely honed. Its management must be carefully monitored by the faculty advisor, Assistant Professor of Marketing William Moser. But the procedures provide excellent learning experiences for students in MKT 300, who receive credit for their work.

In this Report the bureau's programs and organizational development are grouped into five categories: (1) consumer problem-solving techniques, (2) communications, (3) personnel policies, (4) operational format, and (5) self-regulatory programs.
Last year, seven consumer problem-solving procedures were implemented. One was to provide 24-hour telephone service for consumers via "Ansaphone"--a telephone answering device by Dictaphone. Also to help provide faster, more accurate consumer service, a Rolodex card file system was developed consistent with the Council of Better Business Bureau's computerized master file.

Consumer problem-solving was aided by the refining of a display system and a pamphlet inventory control system.

Plans are underway for seminars to aid student renters in conjunction with the Student Legal Services. The novice student renter will learn of his rights and responsibilities.

Files which a BBB maintains on each retailer are at the heart of the BBB service to consumers. Company reliability files were reviewed and recoded as part of a major effort to make them consistent with the nationwide methodology of Better Business Bureaus.

Many requests are received for information or counseling which other agencies should provide. After research and organizational refinement, a comprehensive referral system was developed. This system will aid the phone answerer in locating the agency that can aid the client.

A final consumer aid was to develop procedures and materials to provide charitable organization information. This is one of the services provided nationally by the Council of Better Business Bureaus through its Philanthropic Advisory Service.
In the communications category, a slide presentation was developed to relate the BSU/BBB with the Marketing and Consumer Class. Interested groups can now better comprehend the unique relationship of the BBB and Ball State.

Posters were produced and a program was established for rotating these posters. Handbills coordinate with the posters and reinforce the information for BSU students. A student-designed logo was approved by the National Council of BBBs. The logo communicates objectives of aid, education, and information.

The previous Landlord-Tenant Handbook was redesigned. The handbook serves as an educational tool for students and landlords.

The BBB acquired many new publications including News from the National Advertising Review Board, and Monday Morning as well as other releases from many sub-units of the national council.

Our bureau was honored to be reviewed in National On-Campus Report, a publication for student programs officials at many universities. The article indicated there would probably be subsequent releases on special issues of the BSU/BBB operations.

A color video tape was produced through the joint efforts of the Central Indiana BBB and Ball State's Educational Resources Department. The tape develops student awareness and orients new BBB workers in Indianapolis. Also, it will be shown at the worldwide BBB meeting.

Operationally, a third aspect involved change in personnel policies. Work-study personnel financed by the Central Indiana and the Ball State bureaus were hired for up to forty
hours per week in the positions of consumer consultant or general office manager. This change will provide office continuity which has not been possible before.

The general operational format was a fourth aspect of the BBB that changed. An in-house orientation and training slide presentation are now being developed. A new and more comprehensive operations handbook was written. It coincides with the systemwide handbook published in 1978 by the National Council of BBBs.

The "Constitutionally Committed Periodic Board of Advisors" meetings were reinstated. The meetings enhance communications with advisory agencies and provide practical experience for student managers/directors.

Self-regulatory programs and related activities were undertaken. One aspect was the acquisition of Do's and Don'ts in Advertising Copy which enables students to make analyses of advertisements. Also, The Advertising Review unit is back at full operational level and making more extensive "shopping" efforts to verify the real availability of advertised specials. Meetings with local media have enhanced rapport and helped with the effectiveness of the ad review programs.

The BSU/BBB has had a busy year creatively enhancing its programs to function more effectively for the consumer. Both employers and students have expressed their opinions that these programs and the organizational development provide valuable learning experiences for the students who run the bureau.
Bill, and Tim here is my addition to the ad review budget:

One year subscription to the Muncie Press: $48.60
One year subscription to the Muncie Star: $67.60 $116.20

Sorry about the change in the Star price I guess the receptionist quoted the wrong price to me. The above prices include an addition to the depts. yearly budget, the cost of the Press sub. may be viewed as optional, however I really feel it is necessary for a more complete review of the area's advertising. Do you agree?

---- Steve
### BBB BUDGET

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presently owe</td>
<td>$86.00</td>
</tr>
<tr>
<td>Dictaphone</td>
<td>141.28</td>
</tr>
<tr>
<td>A Service Letter</td>
<td>17.42</td>
</tr>
<tr>
<td>Public Relations</td>
<td>50.00</td>
</tr>
<tr>
<td>Promotion</td>
<td>30.00</td>
</tr>
<tr>
<td>Postage</td>
<td>80.00</td>
</tr>
<tr>
<td>Training</td>
<td>25.00</td>
</tr>
<tr>
<td>Office Management Supplies</td>
<td>50.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$595.99</strong></td>
</tr>
</tbody>
</table>

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Meet w/ Liz Blum<br>
- Talk to Tony on acc system (then call Liz)<br>
- Check on what MLTing Dept. owes BBB (ie envelope)<br>
- Turn in monthly acc report<br>
- Do we need a "Muncie City Curator" - Liz wants to know if we can share it w/ Student Employment Service

2400 - Enact<br>
- PCIC $725.00<br>
- Travel Loan $300.00<br>
- Student Employment $400<br>
- BBB $1100 + 500 - Balance 404.01
<table>
<thead>
<tr>
<th>DATE</th>
<th>DESCRIPTION</th>
<th>DISBURSEMENT</th>
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<tbody>
<tr>
<td>7/02</td>
<td>William Moser</td>
<td>57.39</td>
</tr>
<tr>
<td>7/17</td>
<td>Tanya Hene</td>
<td>24.07</td>
</tr>
<tr>
<td>7/20</td>
<td>BSU BBB Logo</td>
<td>97.00</td>
</tr>
<tr>
<td>8/02</td>
<td>G. Bachmeyer Travel</td>
<td>9.60</td>
</tr>
<tr>
<td>8/10</td>
<td>Ball State Bookstore Supplies</td>
<td>3.85</td>
</tr>
<tr>
<td>8/16</td>
<td>Thomas Bus Ctr (file)</td>
<td>29.56</td>
</tr>
<tr>
<td>8/22</td>
<td>Kaye Finch Frames</td>
<td>45.00</td>
</tr>
<tr>
<td>9/17</td>
<td>Telephone</td>
<td>5.30</td>
</tr>
<tr>
<td>9/20</td>
<td>A Letter Service</td>
<td>13.94</td>
</tr>
<tr>
<td>9/27</td>
<td>Hick Sign Co.</td>
<td>286.00</td>
</tr>
<tr>
<td>9/27</td>
<td>Muncie Star</td>
<td>22.10</td>
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<tr>
<td>10/16</td>
<td>Thomas Business</td>
<td>1.72</td>
</tr>
<tr>
<td>11/01</td>
<td>Janet Casperson</td>
<td>10.57</td>
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<tr>
<td>11/01</td>
<td>William Moser</td>
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<tr>
<td>11/10</td>
<td>Bookstore</td>
<td>59.71</td>
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<tr>
<td>11/10</td>
<td>Jack's Camera Shop</td>
<td>51.03</td>
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<tr>
<td>11/14</td>
<td>Daily News</td>
<td>6.00</td>
</tr>
<tr>
<td>12/12</td>
<td>Pam Wright</td>
<td>2.05</td>
</tr>
<tr>
<td>12/12</td>
<td>Mike Perlich</td>
<td>8.56</td>
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<tr>
<td>12/12</td>
<td>Thomas Business Ct.</td>
<td>46.91</td>
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<tr>
<td>12/12</td>
<td>Dictaphone</td>
<td>44.72</td>
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<tr>
<td>12/21</td>
<td>Ball State Bus Charge</td>
<td>34.25</td>
</tr>
<tr>
<td>12/21</td>
<td>Ball State Duplicate Tape</td>
<td>6.00</td>
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<tr>
<td>12/21</td>
<td>Ball State Central Stores</td>
<td>244.85</td>
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<td>12/21</td>
<td>Campus Verbatim (Ad)</td>
<td>75.00</td>
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<td>12/21</td>
<td>Jack's Camera Shop</td>
<td>57.68</td>
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<tr>
<td>12/21</td>
<td>Dictaphone</td>
<td>36.20</td>
</tr>
<tr>
<td>12/21</td>
<td>&quot;A&quot; Letter Service</td>
<td>8.00</td>
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<tr>
<td>12/21</td>
<td>Thomas Bus. Center</td>
<td>8.88</td>
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<td>1/08</td>
<td>Deposit Envelopes</td>
<td>Deposit-231.52</td>
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<tr>
<td>1/17</td>
<td>BSU Bookstore</td>
<td>8.11</td>
</tr>
<tr>
<td>1/17</td>
<td>Jack's Camera Shop</td>
<td>57.68</td>
</tr>
</tbody>
</table>

Current Balance: $404.00

Budget ends June 31st, 0
OBJECTIVES OF AD REVIEW (SPRING, 1980)

1. Develop and implement radio advertising review program.

2. Study for possible implementation the establishment of a Senior Voluntary Shopping Group. (Purpose: shop large ticket items).

3. Study feasibility of telephone processing for some or all of ADC process.

4. Review all of new Yellow Pages for ad violations. Process those found.

5. Establish up-to-date statistical system for Indianapolis Bureau.

6. Transfer pamphlet's table of contents to front of Do's and Don'ts for easier reference.

Submitted by Steve Platt
Charitable Solicitations  
Eddie Walter, Manager

Objectives for Spring Quarter, 1980

I. Education of workers
   2. Contact Philanthropic Advisory Service for reports.
   3. Revise handbook section.
   4. Include charitable solicitations in BSU/BBB advertisements.

II. Office Procedures
   1. "Give But Give Wisely" will have file and be placed on the rolodex.
   2. Rolodex code will be changed upon receipt of new "Give But Give Wisely."
   3. Copies of current "Give But Give Wisely" will be placed in the back of TSR folder.

III. Collection of Information
   1. Registration of campus fund-raising activities including sorority, fraternity, and faculty organizations.
   2. Registration of local fund raising activities.

IV. Charity Ordinance
   1. Study copy of the Indianapolis ordinance.
   2. Check any applicable state laws.
   3. Make contacts with the media.
   4. Make contacts with citizens groups.
   5. Make contacts with city councilmen.

<table>
<thead>
<tr>
<th>Article</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Article I</td>
<td>1-2 weeks</td>
</tr>
<tr>
<td>Article II</td>
<td>2-3 weeks</td>
</tr>
<tr>
<td>Article III</td>
<td>2-3 weeks</td>
</tr>
<tr>
<td>Article IV</td>
<td>2-3 weeks</td>
</tr>
</tbody>
</table>
1. Finish and correct the revised Landlord/Tenant handbook to have ready to administer to seminar attendants.

2. Hold L/T meetings throughout the quarter and at least once per two weeks.

3. Prepare a questionnaire to administer to students to identify key problems in landlord/tenant relations to have covered in the L/T seminar.

4. Plan the seminar to be held in mid-spring quarter. Publicize the seminar.

5. Improve the rolodex system for L/T Relations. Green cards will represent landlord files and orange cards will represent solicitations files. Such a system will improve ease of accessibility to the rolodex cards in locating needed information.

6. Continuously update L/T files and record all actions taken.

7. Improve the following procedures:
   A. Recording of all actions on performance sheets with the current dates.
   B. Continuous reference to the pending file in order to follow-up all landlord questionnaires sent out.
   C. As the new rolodex cards are typed up, an adequate form for the cards will be developed. For example, a system of numbered inquiries and complaints similar to the business rolodex should be maintained. On the reverse side of the card, assigned codes can be easily updated as the landlords performance record continues.

Jamie Meyer
Student Manager, L/T
March 12, 1980
Objectives of Personal Communications Department
Marcia L. Kidd, Manager  Rick Peterson, Assistant Manager

* Orientate workers on slide projector operations and procedures

* Twenty-five off campus presentations--two or three per for ten weeks

* Eighteen presentations to Marketing 370 and GBA 101 classes

* Compile a list of most frequently asked questions and answers

* Formulate a letter directed to high school business classes concerning the availability of a presentation

* Formulate a letter to non-business Ball State faculty teaching consumer oriented curriculum

* Organize and maintain a quarterly file for Personal Communications Department

* Weekly correspondence with Ev Wilson of the Indianapolis BBB concerning our activities

* Develop an evaluation questionnaire for class presentations
Human Resource Goals for Spring

1. Expand & Simplify guidelines for training:
   a) make a check sheet for workers
      which lists areas they need
      further help in (e.g., individual help session,
      e.g., complaint handling, telephone procedure
   b) make better use of training tapes from
      BSB Council (plan to expand
      our collection of tapes by writing
      to Council to see if we can
      acquire others)
   c) better use of flow charts as an
      aid to new workers
   d) develop better communications with
      managers by attending their unit
      orientation meetings and assist
      where needed
   e) evaluation sheet at the end
      of the quarter for students from
      the class, indicating weak and
      strong points of training
      they received; this will be
      feedback to help plan next
      quarter training

2. Motivate and assist managers to set up
   better training guidelines for units
   e.g., file
   store procedures listed for various
   tasks posted at files desk,
   such as "procedure for changing a code"
Work/Study training and supervision can be made simpler by finding a way to better coordinate office duties that are shared by Work/Study personnel so the office can run more efficiently. E.g. simplify procedure for closing complaint cases.

Submitted by

Norma Clarke
3/12/80
BSU/BBB
OFFICE ACTIVITIES FLOW CHART

(1) ORIGINATING SOURCE
(Call, walk-in, etc.)

IS ISSUE?

(5-A)

REFERRAL
(TO AGENCY, ETC.)

INQUIRY
(ON COMPANY)

COMPLAINT

IS RELEVANT PAMPHLET AVAILABLE?

IS RELEVANT PAMPHLET AVAILABLE?

FILL OUT TSR COMPLETELY

GO TO INQUIRY HANDLING PROCEDURES FLOW CHART

FILL OUT TSR COMPLETELY

LOCATE APPROPRIATE AGENCY IN THE "YELLOW" FOLDER

CAN YOU SUCCESSFULLY LOCATE?

YES

RELAY INFORMATION

RECORD ACTION ON TSR

NO

APOLLOGIZE TO INDIVIDUAL AND INFORM THAT YOU WILL CALL BACK SOON

IMMEDIATELY SEEK HELP FROM SOMEONE IN THE OFFICE, OR CALL A MANAGER/DIRECTOR/ADVISOR

RETURN CALL AND RELAY INFORMATION OBTAINED

RECORD ACTION ON TSR

YES

RECORD ACTION ON TSR

PLACE INDIVIDUAL'S NAME ON SLIP OF PAPER AND ATTACH TO THE MATERIAL

MAIL MATERIAL NOW

RECORD ACTION ON TSR

NO

INFORM YOU WILL MAIL MATERIAL

DO NOT GIVE PERSONAL OPINIONS

RECORD ACTION ON TSR

YES

NO

CAN YOU FIELD QUESTIONS?

CAN INDIVIDUAL COME TO OFFICE?

YES

NO

APOLOGIZE TO INDIVIDUAL AND INFORM YOU WILL CALL BACK SOON

IMMEDIATELY SEEK HELP FROM SOMEONE IN THE OFFICE, OR CALL A MANAGER/DIRECTOR/ADVISOR

RETURN CALL AND RELAY INFORMATION OBTAINED

RECORD ACTION ON TSR

IMMEDIATELY SEEK HELP FROM SOMEONE IN THE OFFICE, OR CALL A MANAGER/DIRECTOR/ADVISOR

RETURN CALL AND RELAY INFORMATION OBTAINED

RECORD ACTION ON TSR

(page II) (page IV)
BSU/BBB
SBQ PROCEDURES

INQUIRY (COMPLAINT
UNUSUAL INITIATOR)

IS COMPANY
ON FILE?

YES

NO

MAKE COMPANY FILE
FOLDER (WITH PERFORMANCE
SHEET) AND FOLDER CARD

RECORD ACTION
ON TTI

IMMEDIATELY TYPE COMPANY
NAME ONTO SBQ FORM
AND MAKE XEROX COPY

MAIL SBQ TO COMPANY
IMMEDIATELY AND FILE XEROX
COPY IN NOT FILE
SELDOM BUSINESS DAYS

RECORD ACTION ON TTI AND
COMPANY PERFORMANCE SHEET
INCLUDE NAME AND DATE
(I.E., "SBQ SENT"

RECORD ACTION INCLUDE NAME
AND DATE ON "SBQ PENDING
FORM IN SBQ PENDING FILE
FOLDER LOCATED IN GENERAL FILE"

YES

NO

MAKE COMPANY FILE
FOLDER (WITH PERFORMANCE
SHEET) AND FOLDER CARD

RECORD ACTION
ON TTI

IMMEDIATELY TYPE COMPANY
NAME ONTO SBQ FORM
AND MAKE XEROX COPY

MAIL SBQ TO COMPANY
IMMEDIATELY AND FILE XEROX
COPY IN NOT FILE
SELDOM BUSINESS DAYS

RECORD ACTION ON TTI AND
COMPANY PERFORMANCE SHEET
INCLUDE NAME AND DATE
(I.E., "SBQ SENT"

RECORD ACTION INCLUDE NAME
AND DATE ON "SBQ PENDING
FORM IN SBQ PENDING FILE
FOLDER LOCATED IN GENERAL FILE"

IS COMPANY
UNDER OUR
PURVIE?

YES

NO

STOP

STOP

LOCATE AND PULL
XEROX COPY OF SBQ
FROM NOT FILE

STAMP BOTH SBQ
AND XEROX COPY
WITH "RECEIVED" STAMP

IMMEDIATELY ATTACH BOTH
AND PLACE IN FILES
MANAGER S WALKIN FOR REVIEW
AND SUBSEQUENT ACTION

RECORD "SBQ RECEIVED"
ON COMPANY PERFORMANCE
SHEET INCLUDE NAME AND DATE

RECORD "SBQ RECEIVED"
ON SBQ PENDING FORM IN SBQ
PENDING FILE FOLDER
INCLUDE YOUR NAME AND DATE

YES

NO

PULL XEROX COPY OF SBQ
FROM NOT FILE AND IMMEDIATELY
GIVE TO FILES MANAGER
(PLACE MAILBOX IF NECESSARY)

Files Manager and Director Give
Cordial and Informative Call to
Company and Handle As
SUBSEQUENT
FOLLOWUP WORK AS
CODE OR SOME OTHER APPROPRIATE
BSU/BBB
COMPLAINT HANDLING PROCEDURES

YES

POLITELY INFORM CONSUMER THAT THE BBB DOES NOT GET INVOLVED IF AN ATTORNEY HAS BEEN ENGAGED.

CONTINUE PROCESSING

COMPLAINT HANDLED AS

NO

COMPLAINT

FILL OUT TSR COMPLETELY

CONTINUE PROCESSING

COMPANY UNDER INDY'S JURISDICTION

NO

RECORD ACTION ON TSR

5-A (page I)

YES

COMPANY UNDER INDY'S JURISDICTION

NO

HAVE CONSUMER PICK UP CER AT OFFICE OR MAIL IMMEDIATELY IF UNABLE—BE SURE TO INCLUDE CONSUMER REMARK SHEET ("JUST THE FACTS, PLEASE")

GO TO ROLLER

COMPANY ON FILE

NO

MAKE COMPANY FILE WITH PERFORMANCE SHEET

MAKE ROLLER CARD

SEND SBO TO COMPANY

RECORD ACTION ON TSR

5-B (page V)

ASSUME RESPONSIBILITY FOR ANTICIPATING RETURNED CER AND SUBSEQUENT WORK

HAVE CONSUMER PICK UP CER AT OFFICE OR MAIL IMMEDIATELY IF UNABLE—BE SURE TO INCLUDE CONSUMER REMARK SHEET ("AS AN AID TO YOU")

RECORD ACTION ON TSR

LEGEND:

CER - CUSTOMER EXPERIENCE RECORD
TSR - TELEPHONE SERVICE RECORD
BUCK SHEET - CONSUMER - "JUST THE FACTS, PLEASE"
COMPANY - "AS AN AID TO YOU"
PERFORMANCE SHEET - SUMMARY SHEET IN COMPANY FILE FOLDER - RECORDS ALL ACTIVITY REGARDING PBM
SBO - STANDARD BUSINESS QUESTIONNAIRE
NUT FILE - YELLOW FOLLOW-UP FILE OR WALL

WHEN CER IS RETURNED FROM CONSUMER
BBB Meeting of Managers + Indy BBB People

AGENDA

Introduction

Reports from area managers:
Advertising Review
Charitable Solications - fund raisers, walk/charities etc.
Communications Promotion - send report of what has been done over a month
Public Relations
Files
Landlord/Tenant Relations
Office Management
Training

Suggestions and Improvements

Ad Review - must give equal review time to not only newspaper, but also radio, TV etc...

Files - deal w/ organization
- send BBBs reference files

Work w/ Moser about Indiana Board of Commerce presentation come to Board Meeting
August 22, 1979

FOLLOWING IS A PARTIAL LISTING OF THE SERVICES AND ASSISTANCE PROVIDED BY BSU/BBB:

AD REVIEW provides:
- Information - to guide advertisers in developing voluntary standards for truth and accuracy,
- Information - to help bridge the gap between consumer expectations and business performance,
- Information - to advertisers to help prevent repetition of untrue or misleading advertising,
- Information - to help you make intelligent choices in the marketplace.

FILES gives you company performance records through:
- Information - concerning business complaints by consumers,
- Information - concerning practices and performance of a particular company,
- Information - as to whether the company you're considering buying from has responded and adjusted complaints in the past.

CHARITABLE SOLICITATION helps you by giving:
- Information - concerning the legitimacy of organizations asking for your donations or participative assistance,
- Information - on which organizations do not currently meet Better Business Bureau standards for charitable solicitations,
- Information - as to the proportion of your donation that is going for administrative purposes and for the 'cause' involved.

LANDLORD-TENANT RELATIONS gives the potential renter:
- Information - through the BSU/BBB Booklet concerning rights and responsibilities of the landlord as well as tenant,
- Information - and valuable facts concerning the past performance of specific landlords you are currently considering,
- Information - through the Booklet so you will know what to observe when inspecting a place to rent,
- Information - and assistance if a problem arises involving your landlord/tenant relationship.

PUBLIC RELATIONS UNIT will gladly make presentations, distribute relevant informational pamphlets, and provide special information for student groups or organizations.

The Ball State University Better Business Bureau is a Student Operated Organization involving cooperation of The Central Indiana Better Business Bureau, The Muncie/Delaware County Chamber of Commerce, and The University to Aid Consumer-Business Relations.
RADIO:
Talk shows on WERK (one hour)
WLBC (half hour)
Emphasis on bureau functions and how we can help the consumer.
Public Service Announcements running on WLBC, WERK, WBST, WMDH

TELEVISION:
New boards made for Channel 49 (Cable TV)

PRINTED:
Advertisement in Verbatim.
Banner space for 15 days.
Article in Ball State Alumnus.
Rough drafts done for posters.
Handbook revision for all Communications Departments.
Interview done for Muncie Star.
New design for a possible BBB Button.

PRESENTATIONS:
Five presentations to Marketing 370 classes.
Fourteen presentations to GBA 101 classes.
Three high school presentations.
One presentation to Ivy Tech Business Law Class.
Information and slide show at SCGB Organization Fair.
Presentation to Student Association.
Letters sent out to Community Organizations to solicit presentations.
Emphasis on functions of BBB using slide presentation and individual talks.
Rena Anderson
Bowling Green State University
Bowling Green, Ohio
(Graduate Student Senate)

called to set up a meeting on Wednesday, March 26 to
hear the details on setting up a Student Union in the
Bowling Green area.

Please call her at
(419) 372 - 2541 (office)
morning or afternoon
10:30 - 12:30
and after 4:00

Leave a message with the
secretary if she is teaching
out. — Maria
WHEN SPEEDLETTER IS SENT TO BSU/BBB

SPEEDLETTER

SPEEDLETTER REQUESTING UNUSUAL INFORMATION IS NOT ABOUT A SPECIFIC COMPANY SHOULD BE IMMEDIATELY FORWARDED TO THE APPROPRIATE MANAGER/DIRECTOR.

IF THE COMPANY IN QUESTION TRULY UNDER OUR ROOF:

STAMP SPEEDLETTER IN THE "TO:" BOX WITH THE "RECEIVED" STAMP.

IMMEDIATELY MAIL THE SPEEDLETTER TO INQ ALONG WITH A BRIEF DESCRIPTIVE NOTE.

IS THE COMPANY UNDER INQ'S PURVIEW?

YES

NO

TYPE "THIS COMPANY IS NOT IN OUR AREA, SORRY WE COULD NOT BE OF ASSISTANCE."

TYPE IN YOUR NAME AND THE DATE ON SPEEDLETTER—MAIL IMMEDIATELY.

NO

MAIL THE SPEEDLETTER IMMEDIATELY.

TYPE THE COMPTY'S REPORT CODE, YOUR NAME AND DATE ON SPEEDLETTER.

STAMP SPEEDLETTER IN THE "TO:" BOX WITH THE "RECEIVED" STAMP.

MAKE COMPANY FILE FOLDER (WITH PERFORMANCE SHEETS) AND ROLLED CARD—PLACE APPROPRIATE CODE ON EACH AND RECORD ACTION RECEIVED (IF INQUIRY OR COMPLAINT)

MAIL THE SPEEDLETTER IMMEDIATELY.

MAIL COMPANY AN 882.

RECORD ACTION ON COMPUTER SHEETS IF COMPANY IS LISTED.

RECORD ACTION ON COMPUTER SHEETS IF COMPANY IS LISTED.

SEE 882 PROCEDURES.

3 (page III)
GUIDELINES FOR "HOT FILE"

Efficient follow-up is essential. The "hot file" ensures that all work is completed. It is used for follow-up on CER's, Speedletters, advertising Double-Checks and any other important matter which is pending and needs further attention at a later date.

The "hot file" contains a folder for each day of the month. The item is placed in the folder which is marked with the date of the next follow-up work. Be sure to count business days only. Any specific documentation should be included to enable any worker or manager to proceed working on the item.

All managers and workers assume responsibility for checking the "hot file" each day they come into the office and carry out the appropriate follow-up. As an example of how the "hot file" operates a complaint "hot file" procedure is outlined below.

COMPLAINT "HOT FILE" PROCEDURE

After complainant has filled out a CER, write on the bottom of the CER in "Bureau Comment" section: the date the CER is sent to Company, your initials, and the comment, "sent to company". Then detach white pending copy and place in "hot file" according to 10 business days schedule. At the end of the 10 day waiting period, if no response is received from the company, the white pending copy is pulled, a follow-up-letter is sent to company and this action is noted in "Bureau comment only" section along with date and your initials. (Follow-up forms are found in file drawer entitled OFFICE FORMS.) Then place the white pending copy in the "hot file" for 5 more business days. The goal of the follow-up letter is to initiate speedy resolution of the complaint. If at the end of this period, no response is received, the pending copy is pulled and the complaint is processed for closing. If a response is received from the company the pending copy is pulled from the "hot file" and the complaint is processed for closing. BE SURE TO PULL WHITE PENDING COPY FROM "HOT FILE TO PREVENT FURTHER UNNECESSARY ACTION BEING TAKEN.
All workers and managers are responsible for closing complaints in the BSU/BBB. The Bureau acts as a mediator between consumer and business by implementing the complaint process to hasten a resolution to the complaint. A complaint is considered closed when 1) response is received from the company and the reply is sent to the consumer, 2) company has not responded to the Bureau within the normal waiting period, or 3) BBB is unable to contact or locate the company. A complaint is considered either settled or unsettled depending upon the situation at the time a complaint is being closed and sent to file. If later, as a result of verification initiated by the Bureau or voluntary advice from the complaintant, it is determined that the company's performance has been contrary to the original information, an appropriate adjustment to the settled or unsettled categorization must be made.

GENERAL PROCEDURE (using verification of action form)

1. When the company responds to the complaint:
   a. stamp date received on CER in "to the company section"
   b. pull white pending copy from 'hot file'/read and review company response
   c. detach original copy of CER and send with "verification of company action" form to consumer, indicating in 'bureau comments only' section how complaint was closed (settled or unsettled)
   d. indicate on 'verification of action form' in 'notice' section how the company responds by x'ing the appropriate box. (there are seven possibilities)
   e. consumer fills out the 'verification form and returns it to our office, indicating: if they have heard from the company, if a settlement was offered, if an explanation or settlement was offered, and if satisfied or dissatisfied. SEE FORM
   f. type the name and address of the consumer on the back of verification form next to FROM:
   g. fold, enclose original copy of CER and Send to consumer
   h. the company is not notified of the closing action and no form letter is sent to the company.
   j. If needed, we can suggest legal redress or refer to a regulatory agency in the last box of the verification form.

2. If the company does not respond within the normal waiting period, close the case as unsettled.
   a. send original copy of complaint with verification form x'ing the 4th box and typing the proper address on the back of the form as above.(see f.)
   b. indicate on original copy of complaint 'in bureau comments' section, case closed unsettled, company does not respond within the normal waiting period
   c. place on files desk in work basket all relevant material regarding the case (file copy of CER, etc.) and attach a note indicating case is closed and asking files personnel to file. Files worker will make a file if needed, mark the performance sheet and make a new rolodex card, and decide the correct performance code needed.
SPEEDLETTER GUIDELINES

A Speedletter is a request to another Bureau for information regarding a company in their area. We send it out for two reasons: 1) We are updating our existing file which has an out-dated report on a company out-of-town. 2) We have had a request for information on a company originating with a consumer or the media and we wish to supply that information and establish a file on that company in our office.

When typing a Speedletter, be sure that the BSU/BBB name and address is filled in and the urgency of the request is clearly indicated. Unless this practice is observed important requests may be delayed. It is imperative that if the request originates with a consumer, the consumer's name, address, and phone number is typed on the Speedletter in the section entitled, "Reason for Inquiry." Remember to detach the yellow copy and place it in the "hot file" (10 business days from the day it will be sent out). Located next to the "hot file" is a schedule indicating the date the work is started and the date the item should be filed (i.e. when Speedletter/CER/ADC is sent out on Sept. 5th, the pending file is then filed in folder 19—indicating follow-up on Sept. 19th (count 10 business days)). Please be as explicit and detailed as possible when describing the reason for inquiry. This aids the Bureau in supplying the needed information.

* For further explanation of guidelines refer to "Speedletter Procedures" on flowchart in BSU/BBB office, or to the flowchart in the handbook.
Please assist your BSU/BEF landlord-tenant unit by providing general background information about your landlord. Since no generalized list of landlords renting to students exists, your aid will enable us to service all students by development-maintenance of an information mechanism.

Landlord Name ___________________________ Apartment Name ___________________________

Address ____________________________ Address ____________________________

City/State/Zip ___________________________ City/State/Zip ___________________________

Phone Number ___________________________ Type of Units: House ___ Apartment ___ Room ___

YOUR COOPERATION IS FURTHER REQUESTED IN ANSWERING THE FOLLOWING QUESTIONNAIRE

1. What type of housing do you live in?
   House ____ Apartment ____ Room ____

2. Have you ever been refused rental on the basis of discrimination?
   Race ____ Religion ____ Other (please specify) ____

3. Was a lease presented to you for your review?
   Yes ____ No ____

4. Were the provisions of the lease clear and specific?
   Yes ____ No ____

5. Were you given ample time to review the lease and make a decision whether or not to sign?
   Yes ____ No ____

6. Were you given a copy of the lease after signing?
   Yes ____ No ____

7. Is your dwelling: Furnished ______
   Unfurnished ______ If unfurnished, skip to question # 10.

8. Were you given an inventory sheet with the lease listing what furnishings were present and the condition of each item listed?
   Yes ____ No ____

9. Was the condition of the furnishings adequate?
   Yes ____ No ____
   Briefly describe any problems you have had with furnishings.

10. Is your landlord relatively easy to reach when needed?
    Yes ____ No ____

(over please)
11. Are you charged a fee for late rent?
   Yes ______  No ______

12. Is this specified in the lease?
   Yes ______  No ______

13. Were the conditions of your dwelling satisfactory?
   Yes ______  No ______
   If no, please specify what was unsatisfactory?

14. Does your landlord handle maintenance problems promptly?
   Yes ______  No ______
   Briefly describe any problems you may have had. Please be specific.

15. If you have rented from someone before your current place of residence, was your
   security deposit refunded to you with an itemized list for any deductions?
   Yes ______  No ______  Does not apply to me ______

16. How long did it take for you to receive your security deposit refund?

ANY OTHER COMMENTS:

The ESU/BBB Landlord/Tenant service thanks you for your cooperation. We believe
that this questionnaire will help us be of better service to you by providing use with
information concerning problems you may have had in the past.

LANDLORD/TENANT HANDBOOKS ARE AVAILABLE FOR YOU AT THE BBB OFFICE WB 160

Thank you,
Landlord/Tenant Service
MINUTES OF THE COLLEGE OF BUSINESS
DEPARTMENT HEADS MEETING

Wednesday, March 12, 1980

Present: J. W. Hannaford, Dean; W. J. Wagoner, Associate Dean; C. R. Deitsch; S. A. Hashmi; R. L. Kelly; W. R. LaFollette; J. R. Lowry; P. W. Parkison

1. The Curriculum Committee approved a new course, BEOA 224, Court Reporting 4.

2. The department heads were requested to compile an inventory of the typewriters in their respective departments showing brand name, serial number, BSU number, and location. The inventories should be in the Dean's office by next Wednesday, March 19.

3. The format and the timing of the faculty annual report were discussed.

4. One-week workshops were discussed. It was agreed that two hours of credit would be the limit that could be earned in a one-week workshop. All future workshops will be scrutinized very carefully by the Curriculum Committee.

5. The document on the revised departmental major in marketing including a change of prefix and course numbers and a new course was discussed. Since there were some reservations expressed and the time for discussion was short, action on the document was postponed until the next meeting.

Respectfully submitted,

Paul W. Parkison

cc: Dean John W. Hannaford
Associate Dean W. J. Wagoner
Dr. Clarence R. Deitsch
Dr. Sajjad A. Hashmi
Dr. Richard L. Kelly
Dr. William R. LaFollette
Dr. James R. Lowry
Dr. Paul W. Parkison
Vice President Joseph B. Black, Jr.
Provost Rita M. Gardiol
Business Curricular Advisors
College of Business Faculty