Policy Council Minutes  
Haworth College of Business  

September 19, 2013

Members Present: Kay Palan (Chair), Don Gribbin, Mushtaq Luqmani, Decker Hains, Satish Deshpande, Bob Landeros, Christina Stamper, Mike Tarn, Judy Swisher and Ola Smith

Recorder: Cyntia Reeves

Convened: 9:30 a.m.

**Topic:** Discussion:

*Hubspot Presentation*  
Scott Warner from the College of Aviation came to give the PC a presentation on Hubspot. Hubspot is a marketing software that their college uses as a recruitment tool.

*Budget Update*  
Palan announced that the HCoB permanent budget was cut 2.8%; 1.75% of the cut is to cover the contractual salary raises for FY14. DeRyke and Palan have put together a plan to make the permanent cuts, which include eliminating some positions that have recently been vacated and savings from faculty members who are retiring or are on phased retirement.

*Cost Reduction Initiatives*  
Gilchrist requested cost reduction ideas from each college, e.g., the College of Education is saving money by going paperless as much as possible. The Policy Council suggested we could save money through reducing energy costs along with food and beverage costs.

*Last Date of Attendance*  
Palan asked the department chairs to review with faculty the reason behind providing accurate information regarding the last date of attendance for students; the last date of attendance, if just randomly assigned without documentation, can negatively impact the amount of federal financial aid the college receives.

*Major Enrollment Reports*  
This year’s enrollment report compared to the last 8-9 years has significant differences. Census numbers are up 5%; several departments/majors are seeing growth. Stamper asked the department chairs to thank the faculty members for their involvement in recruitment efforts, which she thinks made a huge difference. Stamper will send out an electronic version of the report.

*BUS 2200*  
Fall 2014 will require full staffing to teach Bus 2200. This is a required class for business students. The Policy Council discussed the merits of offering it in the large lecture hall, online format, or smaller classes. Stamper asked that each department needs to examine what teaching resources are available and to identify the faculty qualified to teach the
course. At least one honors course needs to be taught each semester. Stamper encouraged the department chairs to include faculty in this conversation.

**MBA Communication Requirement**

There is a proposal for international MBA students that have not taken a communication course from a US college to take a business-college related communications course thru Celsius to improve their English language skills. This is moving through the university approval process.