

**All College Meeting Minutes
Haworth College of Business**

April 24, 2015

Recorder: Rebecca Laipply

Convened: 3:00 p.m.

Topic: Discussion:

***College Update
(Dean Palan)***

The meeting began with introductions of a couple new staff members: Alyssa Gapske (Assistant Director of Marketing and Alumni Relations) and Sara Honaker (Office Associate for Marketing and Alumni Relations).

Update on summer budget: numbers will still change with respect to enrollment. Summer I is below target revenue by \$112,000. We have been underspending on salaries, so we could still come out positive. Summer II is short of revenue by \$13,000, but we have overspent salary budget by \$65,000. For both Summer I and Summer II, we expect numbers to change yet.

Fall enrollments: currently up about 30 students overall from last year. Yield will be particularly important as we move through the summer. To this end, personal engagement with prospective students during summer orientations is critical. Students have said the deciding factors as to why they chose WMU over other universities have been events that offer opportunities for deep personal engagement, such as Medallion receptions, Grab the Reins visits, etc. These interactions make a huge difference.

Fall budget update: Palan reported that the college expects budget cuts for FY16 anywhere from .5-2%. The reasons include increased staff costs (because of the updated staff compensation system), mandated raises by AAUP contract, MPSRS, ongoing rise in healthcare costs, and limitations set by the state on tuition increases.

The international agreement with GUFU (Guizhou University of Finance and Economics) was approved for a 3+1 collaborative agreement with HCOB. GUFU students will come here during their senior year, and we will go there to teach several GUFU courses during the first 3 years. We are hoping to get about 100 students per year in this program. There is a similar agreement currently under consideration by the Chinese Ministry of Education for the eBusiness Marketing major.

HCOB will offer a summer in-broad program: about 12 instructors from Jazan University in Saudi Arabia will be coming here for about one month to learn more about business in the US and to learn more about the college and the university.

***Communication
Center Update
(Jo Wiley)***

The Policy Council has approved a written communications policy statement that says you have to be professional with your writing in every class. Students will be held accountable for this.

Old news: the communication center had 376 appointments during their first year. New news: this semester, they had 525 appointments. They are beginning to see students coming in on their own rather than being recommended to by faculty.

This year: there will be new workshops which will increase attention to the communication center. Jo has also been invited into classrooms to promote the center. Marie Moreno, a consultant in the center, is a language specialist, so she has been incredibly helpful with international students.

What's next: reaching out to MBA students and freshmen. The center is not seeing as many MBA students as they would like. They will need to get more information out to them as well as the freshmen. Jo thanked everyone for their help and mentioned that she couldn't do this without faculty help sending the students in.

***McGraw-Hill
Connect Software
Policy (Dr. Alan
Rea)***

Dr. Rea emphasized the importance that anything not under Western's system needs to go through an approval process, and needs to follow certain policies and procedures. McGraw-Hill Connect, which many faculty use, was one of these systems not under Western's control. Dr. Rea has taken the necessary steps toward approval, and Connect is now officially approved to be used by faculty. This process took nine months to complete due to technical review, lawyer review, etc. So if any other system needs to go through this process, be aware of the approximate time frame. Dr. Rea also reminded everyone that McGraw-Hill does not encrypt logins, so please do not use bronco passwords for this system since it has the potential of being intercepted.

If there is any other system in use that stores student data, it needs to go through the process and be approved. The starting point will be in the policy site at: <http://www.wmich.edu/it/productreview>. Please let Dr. Stamper know when anyone plans to start the process.

Google Apps: just a reminder to not put any student grades in anything that goes through Google Apps. This violates university policy (FERPA).

Email license: our email license expires in July 2016 for webmail, so we will be looking for something else to use such as outlook or gmail.

***ALC Assessment
Award &
Assessment Reports
(Dr. Razi)***

For the first time, there is one winner of the award: Barb Caras-Tomczak!

ALC helped to develop a program that many international students can benefit from. These students sometimes struggle with presentations, participating in class, etc, so CELCIS now teaches a class that helps international students in these areas. This is an excellent program that really helps the students.

The job of ALC is to collect data, analyze the data, present the information, and make/implement changes.

ALC accomplishments (2012-14): incorporated goal champion system, monthly meetings, communications center, intro to global business course, assessment timeline was revised, rubrics and data collection is constantly being revised, substantial revision of BBA/MBA exit surveys, ETS major field test, SharePoint project.

ALC Spring 2014 activities: BBA and MBA reports, data collection, exit survey results, ALC meeting with course coordinators, comments/suggestions (goal champions, course coordinators – started this semester – feedback was significant), assessment award (criteria and selection process, selection of awardee), 2014-18 assessment calendar (collect data from all courses – breakdown on slides – until AACSB visit in 2018).

Action items: data collection in 2015, actions based on comments by goal champions and course coordinators, and UPC GPC recommendations, prepare complete map of assessment process.

Help: we need your help with data collection by using the BBA and MBA assessments in the classes that are supposed to give them out (BUS 4750 & BUS 6990).