

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

September 27, 2013

Speakers: Kay Palan, Alan Rea, Bret Wagner, Steve Newell, Tim Palmer, Satish Deshpande

Guests: Faculty and staff of Haworth College of Business

Recorder: Rachael Bower

Convened: 3:00 p.m.

Topic: Discussion:

Welcome/Announcements New faculty and staff members were introduced; Joy McClendon, management department, Renuka Phillips, director of MBA Grand Rapids; Ken Jones, director of executive education; Bob Stuart, career development specialist; Jennifer Palmatier, employer relations coordinator; Katy Snider, ISM Coordinator and academic advisor; Kayla Duff, office coordinator of academic advising; Ashlie Perry, assistant director of marketing and communications.

Sime Curkovic will be stepping down as ISM director; Karen Lancendorfer is now the advertising and promotion program director.

Anniversaries were announced for employees who have been with WMU for 5 or more years.

Enrollment Statistics and Budget Palan noted that WMU enrollment is down and HCoB enrollment is up for fall 2013. Data presented for fall 2013 enrollment is as follows:

University: Headcount 24,294 (-304, -1.2%)

SCH 275,959 (-5,609, -2%)

Int'l students +7.2%

Minority +2%

New beginners +5.2%

Transfer students -8.7%

Masters -.4%

PhD +3.7%

Regional -9%

Online +2.5%

HCoB: Headcount 4,114 (+136, +3.4%)

Undergraduate 3,654 (+142, +4%)

Graduate 460 (-6, -.01%)

SCH 32,233 (+663, +2.1%)

Transfer students (+18, +5.4%)

Palan noted that WMU funding from the state is up \$2 million, though there is still a shortfall due to MPSERS, decrease in enrollment/SCHs, contracted salary raises, increased benefit costs and increased energy costs. Budget reductions include academic affairs by about \$8 million, which result in a cut to HCoB's permanent budget by 2.8% or \$475,000. To cover the cut, Palan has decided not to replace the vacant positions for director of recruitment and retention and two office assistants in the academic departments who have retired or moved to a new position, and savings from faculty on reduced loads or retirements. Differential tuition revenues are being allocated to fund one new position for finance.

Palan provided a breakdown of revenue sources for FY 13: 74% university general fund; 18% differential tuition; 5% gifts; 2% provost's office; and 1% EUP. The college is seeing an uptick in gifts over the last 6 months; Jenn Callahan is designated as the fulltime HCoB development director.

Starting Gate Accelerator opened in fall 2013 (gift funded) and has eight student companies this semester; four of the teams already have patents pending. Brian Thomas, CEO of Otterbox, has made a major gift to support teams in the accelerator. Greenleaf Trust Trading Room is currently in the design phase (gift funded).

The university will begin beta testing of the Academic Program Review process this fall. Bernie Han and David Flanagan are representing HCOB on a committee that is working to implement the process. The Department of Accountancy will be the beta test for HCOB this year; next year, all university programs and centers will be reviewed.

***Assurance of Learning
and Workflow Dashboard***

Rea presented screenshots of the new dashboard. With the new process, goal champions will assign instructors to submit their own assessment data which will be sent through an email notification. Learning goal champions will be notified and data will be approved or rejected. Raw data can be easily compiled into reports and entire process will take less time and effort.

***Curriculum Change
Process***

Wagner noted that the curriculum change process is very complicated and takes time. Last year there were 43 changes from HCoB. Soon the changes for courses will be electronic and no paper copies will go to HCoB Curriculum Change Chair.

***Global Business Center
and IBEC***

Newell presented updates on activities and current initiatives of the Global Business Center and the International Business Education Committee. External grants included Project EDGE with \$200,000 and International Business Group (IBG) of Michigan with \$3,000.

Global Lecture Series had four presentations last year. The next lecture takes place on October 1, 2013.

Study Abroad Programs included 5 programs during summer 2013 with 84 participants and short-term programs in 2014 will include Germany, Thailand, Chile and India.

Visiting foreign faculty include Dr. Jungwirth from University of Passau, Professors Jose and Korula from Christ University in Bangalore, India, Professor Chen from University of Electronic Science and Technology in China, Dr. Hwang from Soonchunhyang University in South Korea, and Dr. Schellberg from University of Applied Sciences in Schmalkalden, Germany. Dr. Y. Kamarulzaman from University of Malaya will also be joining HCoB in November 2013.

Collaborative projects are being conducted with students from WMU and their counterparts in Germany.

Han and Newell are developing a two-week seminar held at WMU for Chinese students and/or business professionals. Quraeshi, Deshpande and Shammis are developing both short and long-term for Saudi students to come to WMU for Study “Inbroad.”

BUS 2200 – Introduction to Global Business has successfully been added to the BBA curriculum. The first two sections are offered fall 2013.

BUS 6150 – Global Business has been revised based on assessment data.

International Business Minor has been revised in regards to requirements. There has been an increase in enrolled students with an International Business Minor declared; now 33 students.

A pre-program preparation course for international graduate students is being developed. This is intended to help with the international language barrier.

***Center for Sustainable
Business Practices***

Palmer noted that HCoB’s commitment to sustainability includes:

- * Increased awareness of sustainable business practices by embedding content throughout the curriculum.
- * Sponsoring at least one lecture per semester
- * Leverage Center for Sustainable Business practices to create opportunities for students, both undergraduate and graduate.

HCOB Strategic Plan and Accreditation

Some of the opportunities/activities available to students include:

- * Painting and re-vamping the Dream Center in Kalamazoo
- * Volunteering at Chicago Homeless Shelters
- * HCoB student organization, DSP, held a sustainability-focused event.
- * Fall 2014 will have a sustainability-focused study abroad trip.

Upcoming speaking events include:

- * Tim Rann on October 1, 2013
- * Bill McKibben on October 10, 2013
- * Bo Miller on October 24, 2013.

Deshpande presented the following data gathered by the HCoB Strategic Plan:

Critical Benchmarks	2011-12	2012-13	2013-14	2015-16 Goal
First destination rate at three months: (Full-time, grad school, military)	76.0%	69.4%	TBA	90.0%
Undergraduate enrollment (1.5% growth per year):	3665	3512	3657	3948
Graduate enrollment (15% growth over 5 years):	452	466	460	520
Second-year retention rate (1% increase per year):	65.7%	66.3%	TBA	69.1%
Freshmen academic profile:				
Average ACT/HS GPA	21.8/3.19	22.0/3.20	22.3/3.25	22.7/3.30

Critical Benchmarks	2011-12	2012-13	2013-14	2015-16 Goal
Enrollment diversity:				
Females % (UG/G):	32.7/34.7	32.6/37.3	33.1/34.6	45.0%
People of color % (UG/G):	16.7/12.6	18.5/12.7	19.4/10.0	25.0%
International % (UG/G):	5.3/11.5	5.1/15.2	5.5/14.3	10.0%
Nationally recognized academic programs:	Four	Four	Six	Seven
Adv. & Prom., SBM, TiM, ISM, HR, FIN (Fall 2013)				
Study abroad participation:	2.70%	3.07%	TBA	5.0%
Academically qualified faculty:	65%	73%	TBA	75.0%
Annual giving (25% increase per year):	.84M	1.4M	TBA	5.0M

Deshpande also noted that HCoB is offering more competitive scholarships to increase the incoming freshman academic profile. This included 4 year (renewable) scholarships in the amount of \$7,500 to 19 students, \$5,000 to 19 students, and \$2,500 to 11 students.

General updates include:

- * Business Learning Community has moved from LeFevre Hall to Harrison Hall.
- * Creation of the Center for Integrated Supply Management.
- * MBA program is in beta testing for paperless advising.

* HCoB benchmarked AQ/PQ policy with peer and aspirant schools.

Deshpande concluded with the announcement of the AACSB Maintenance Visit, taking place October 27-29, 2013. The visiting team's focus will be on strategic planning and progress, participants (students, support services, and faculty) and assurance of learning.