

Minutes All-College Meeting
9-7-12
3-4:40pm

Informational Items—Dave Flanagan

- Welcome
- Dave Flanagan to be liaison to all-college meetings

United Way Kickoff—Dr. Joe Reish, Dean, University Libraries

- HCOB had the highest percentage of pledge cards returned last year, 65%.
- Merging of Kalamazoo and Battle Creek United Ways; franchise concept discussed – contributions benefit local community.
- Types of programs supported by United Way: Big Brothers, Big Sisters; Girl Scouts and Boy Scouts; Language Development Centers; Catholic Charities; many others.
- (Food Bank, Goodwill, etc., are partner agencies of the United Way, American Red Cross, Community Healing Centers).
- President Dunn will launch WMU Campaign.

New Faculty and Staff Introductions—Kay Palan

- All units announced their new faculty and staff.

Service Awards—Kay Palan

- Service awards were presented.

College Update—Kay Palan

- University Budget – decreased enrollment (2% down) and increased costs (contractual salary costs, increased benefit costs).
- Even with tuition increase it is not enough to make up the difference; permanent budget cuts will take place.
- 3.01% projected budget cut for HCOB ~ \$500,000. The cuts will not be finalized until after census day and further discussions take place.
- Academic units automatically take a cut of 1.01% ... additional cuts to academic colleges based on trends in undergraduate and graduate enrollments and funded research dollars.
- Lots of discussions between deans and provost on what metrics the Colleges are being evaluated on.
- HCOB Enrollments ... steadily decreasing since 2005, FY13 data shows that trend is reversing. Still losing students at junior and senior level. Trying to figure out why we are losing students in the junior and senior year; critically important to bring in more transfer students.
- Graduate enrollment going well.
- HCOB is only one of three units on campus that had an uptick in funded research dollars. But HCOB's portion of funded research is just 1.38%. The message is clear that we should be doing more than we are already.
- We can take care of a lot of the cuts through retirements and faculty on reduced loads, but there are holds on a couple of vacant positions.
- Summer revenues ... most likely will owe something back to the university for 2012 summer sessions but exact number is not yet known. Moving forward, given the budget cuts, cannot have HCOB in the position of having to pay the university money for summer school. Will be

working with the dept. chairs on what classes will be taught for more effective summer sessions and balanced budget.

- There will be tighter spending all the way around in the College.
- Until such time as the overall University budget model changes, we need to work with it and be innovative; look for ways to create direct revenues for the college (e.g., EUP courses).
- Differential tuition revenues are not subject to budget cuts.

Strategic Plan—Satish Deshpande and Chris Stamper

- Review of strategic plan ... current data on critical benchmarks and metrics presented.
- Question posed – Are we cannibalizing our own model ... with online courses? Not within University ... but maybe overall. Answer: In some colleges this is occurring, but not in HCOB. In recognition of the trend, however, EUP has transferred more money back to Academic Affairs.
- Question posed – Do we have a strategy to retain the 10% of students who stay at WMU but that HCOB loses? Strategies discussed ... freshman orientation (lunches), high school visit series, matriculation – engage student more in freshman and sophomore year ... co-curricular programs, more interaction with advising and Career Center; UPC will continue work on these ideas this year.
- Question posed – What is the new MBA programs' (i.e., aviation and health care) projected start date? Answer: Fall 2013

Center Updates

Communication Center—Jo Wiley

- Why are we doing this? ... Communication is a sought-after skill and our students are not always the best communicators. Many students are not getting into junior level writing courses until their senior year. The professors working in the center encourage faculty to promote its services to all students so they begin utilizing the center earlier in their years in HCoB.
- Business Communication faculty have been matched to work with academic departments based on skill sets; will help departmental faculty work toward communication needs for department assignments and fields.
- The Communication Center is located in 3445/3435.
- There will be an open house Sept. 27 from 4-6pm.
- The Business Communication faculty will not be focusing on editing (or grading) student assignments but, instead, assisting faculty and mentoring students in a variety of ways including work with the faculty to tailor communication feedback to the needs of the department and assignment development, as well as classroom and center visits. Student mentoring includes working with students on written, oral, visual, and technology mediated communication assignment components including contextualizing, brainstorming, critiquing drafts and presentation delivery, and integration of visual element.
- Smart board, Mini-Mobile Mediascape and team areas with group technology will be up and running in the Center later in Fall semester.

Center for Sustainable Business Practices—Tim Palmer

- Looking at updating advisory council.
- Will leverage the University Office of Sustainability (for ecological sustainability programs) ... Tim Palmer will be heading up the social component/social dimension, which will involve teaching students to recognize the effects of being responsible business leaders.
- Sustainability RSO – Members will be sought at Business Bash.

- Centers of Sustainable Business Practices and Center for Global Business Center are co-hosting Sept. 14 lecture.

CHITA—Bernie Han

- Hiim Major begins this fall.
- Hit grant applications – need more research teams.
- Opportunities for sharing and team building – opportunities discussed.
- Overview of web resources.

Miscellaneous

- Photo Shoot was conducted for college holiday card.