

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

**April 13, 2012**

Recorder: Tina Smith-Balanda, Office Associate

Convened: 3:00 p.m.

**1. Introduction of new staff – Kay Palan**

- Shawna Smith, Academic Advising
- Jane Westra, Academic Advising
- Kayla Hunt, Communications Team
- Alex Roelandt, Computing Services
- Lisa Garcia, WMU Business Connection

**2. Comments from the Dean – Kay Palan**

- Summer enrollment is down, however, it isn't as low as last year. Fall enrollment is down, but grad enrollment and senior enrollment are up. 200 students are enrolled but not registered.
- The profile of admitted Freshmen shows a slight increase in GPA and ACT.
- Communications Center will open in the fall. Jo Wiley is leading the effort along with the business communication faculty. Students will be able to use the Center for assistance with writing and presentations. The Business Communication faculty will staff the center and will also work with faculty one-on-one to prepare course-embedded communication assignments.
- Tim Palmer was honored with a university service learning faculty award.

**3. Outcomes Assessment Update – Tim Palmer**

- BBA Exit Survey  
Generally, students are satisfied (average responses 4 out of 5).  
Students are satisfied with the core courses and the Career Center.  
Areas of relative weakness include quality of classmates and global/international knowledge.
- MBA Exit Survey  
Satisfaction with teaching had significant gains.  
Nice gains in support services including the MBA office, Advising, and Career Center.
- Assurance of Learning:  
The college has grown substantially in our understanding of AOL and assessment.  
It's time to apply what we've learned.

- Would like to transition from an Assessment Committee to an Assurance of Learning Council.

#### **4. UPC Report – Alan Rea**

- This year the UPC looked at HCoB proficiencies (learning objectives). Information on comparable peer, competitive peer, and aspirant schools was collected. Each BBA core course was examined. Focus groups including young alumni and recruiters were used to identify areas of improvement.
- Additions and revisions to BBA core courses were discussed. AACSB no longer requires a 50/50 split with business classes which will allow HCoB to add more classes.

#### **5. GPC Report – Roberta Schultz**

- Great progress has been made with the two new MBA Directors.
- Analysis of pre-requisites and core courses has been conducted. The four pre-requisite courses are available on line.
- Two new concentrations will be added; Aviation and Health Care
- Joint MD/MBA investigated.
- An on-site MBA program for Parker Hannifin has an expected start date of Spring 2013.
- Applicants to the MBA program can now submit GRE scores instead of GMAT scores for MBA admission. The GPC has approved this option and has requested a motion from the College to begin implementation of the new test option.  
Motion: Moved by Carey, seconded by Balik, that the MBA program will accept the GRE in addition to the GMAT for admission.

Motion carried.

#### **6. IBEC Report – Zahir Quraeshi**

- In the past year, activities to facilitate internationalization include the Facing East/ Facing West Conference, extension of U.S. Department of Education (BIE) grant, five mini-grants of \$750 each using Project Edge funding were awarded to the five faculty who applied, the GBC website has been updated, foreign faculty visits have led to collaborative research and publications, a GBC/Project Edge round table for faculty on conducting study abroad programs was held, an HCoB Study Abroad Fair was held in October for students, the study abroad advising process was streamlined.
- There were three short-term study abroad programs offered during Summer 2011, four during Summer 2012, and five are planned for Summer 2013.
- An update on approved and current curriculum recommendations was presented.
- Promotion and encouragement of study abroad programs is needed.

## **7. Two new majors will be introduced for Fall 2012**

- **Electronic Business Marketing (EBM) – Betty Parker and Alan Rea**  
Designed in response to industry needs, student demand and future outlook. No Michigan schools offer this major which will give HCoB a competitive advantage. There are many potential careers with this major.
- **Health Informatics and Information Management (HiiM) – Bernard Han**  
Offered as a major or a minor. This program prepares students to manage the acquisition, storage and retrieval of health information. There are many potential careers with this major in the healthcare industry.