Policy Council Minutes
Haworth College of Business

January 8, 2015

Members Present: Kay Palan (Chair), LTC Decker Hains, Christina Stamper, Bob Landeros, Don Gribbin, Devrim Yaman, Mike Tarn, and Zahir Quraeshi

Recorder: Rebecca Laipply

Convened: 10:30 a.m.

Topic: Discussion:

**APR&R**
A preliminary set of issues on academic program review has emerged according to Jody Brylinsky, including the need to work on interdisciplinary program coding, setting program goals, and keeping data centrally. Deans have been encouraged to continue discussing APR reports and concerns surrounding them with department chairs.

Landeros mentioned that it was nice being able to sit down and get to know the faculty members during the process. Dr. Yaman mentioned that it is also helpful to be able to see trends.

**Recruiting Events for Spring 2015**
Stamper emphasized that there will be many recruiting events in the spring semester. She will send out an agenda with lists, dates, etc. for sign-ups to the chairs today. This will include events such as BBA orientations, DECA, multicultural events, and medallion competitions/receptions/showcases.

**BBA Orientation**
BBA orientations are going through an adjustment period. There will be 3 orientation sessions at the end of spring for fall admits.

**Admissions**
Fall 2015 admits are 18% higher than at this point last year (note: these are admits, not yield, so we will lose some). The university needs to have a yield rate of 25-27% to meet the enrollment forecasts for fall. Scott VanAvery has been working hard to improve college yield by sending electronic letters and phone calls to admitted students.

There are a couple of trends in higher ed that have the potential to negatively impact admissions at 4-year institutions. Some community colleges are gearing up to do more 4-year degrees. For example, Southwest Michigan has an agreement with Ferris State to offer a 3+1 degree. Other community colleges have agreed not to go down the 3+1 route, but that could change. KRESA is also planning to start a “middle college” along with KVCC that will prepare high school students for
college, and giving them the ability to earn college credits early. These trends could dramatically affect who decides to come to a 4-year institution or at what point they decide to transfer to a 4-year institution, so our recruitment efforts are extremely critical. Positioning and promotion of our programs are also critical—given the ability of community colleges to capture more and more undergraduate courses, we have to emphasize those things we can do that community colleges cannot, namely graduate programs and niche undergraduate programs.

**Trailblazer Program**

Hains and Landeros have worked to identify criteria for the Trailblazer program. These include: professional development activities, leadership experiences, volunteer work, and organization membership among other topics. There will also be an essay requirement. Making note of what they have done and what they have been a part of is sought. This could include academic/competition teams, positions of responsibility, and a statement of why their background makes them a remarkable business student.

A committee will be put together to review nominations using a scoring rubric. The scores will be averaged to determine the overall winner.

Promotion of the program to students will begin early during spring semester. Applications are due by March 1st, and the ceremony will be held on April 15th.
**Alumni Awards**

Departments should begin to identify alumni they wish to recognize at the fall 2015 alumni awards ceremony.

**Preferred Name Policy**

The university has developed a preferred name policy giving students the opportunity to state if they would like to use a different first name than their legal first name. They will have the option of filling out a form stating which name they want to be used. However, on certain documents (such as their transcript), their legal name will show.

**Posthumous Degrees**

Current university guidelines for granting posthumous degrees include: never given for a graduate student, and an undergraduate student would have to be in their last semester of graduation and in good standing. Deans of the university raised concerns about these rules. The policy will be reviewed.

**First Year Seminar**

First Year Experience Seminar courses were originally started by the university to increase student retention. FYE is now in its 10th year and being reviewed to determine if the seminar course is meeting its intended purpose. Some data shows that retention is better, but it is unknown whether it’s a significant difference. There are insufficient funds at the university level to sustain the number of FYE sections offered.

**Budget**

There will be no budget recissions this semester.

**Military Ball**

Hains invited everyone to the formal military ball that will be held at the Radisson on Saturday, February 7th for $40.

**Advising Office**

The advising office will swap locations with the quiet study lounge next to the MBA office. The quiet study lounge will then be located across the hall from the Dean’s Office. Space for the ISM Center will also be located next to the new advising office. This move provides some much needed space for advising the ISM Center while still preserving sufficient study space for students.