

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

September 16, 2016

Recorder: Rebecca Laipply

Convened: 3:00 p.m.

Topic: Discussion:

Welcome (Burnie) Dr. Burnie introduced the new faculty from each department along with those who were celebrating major anniversaries. He also welcomed Mr. Hunt to share the new University marketing commercial.

New University Marketing Plan (Hunt) Mr. Hunt, the Director of Marketing in University Relations, wanted to share the new promotional video they had been working on. He introduced the new ad campaign to everyone who was in attendance. Hunt gave some background information regarding how the video was developed through interviewing, research, and concept testing with high school students. It surrounds itself around the idea of “striking gold” and the five brand attributes are rigorous curriculum, ideal campus experience, prep for real world, transformational experience, and faculty committed to student success. The campaign officially launched on September 1st.

Undergraduate Updates (Yaman) Dr. Yaman thanked everyone who has been involved in the college’s recruitment efforts including open houses, college fairs, medallion competitions, grab the reins visits, DECA conferences, etc. Since last year, there has been an improvement in retention numbers overall. For transfer students, there was a major increase in numbers with our highest enrollment since 2010.

For international partnerships, we have 2+2 agreements with South Korea, Taiwan, and China (3), and India, and 3+1 agreements with the Dominican Republic and China. Yaman then introduced our new faculty who are here from GUFU (Guizhou University of Finance and Economics), and thanked their faculty mentors. She presented charts of course offerings in China and how the layout would look for current and future years.

Yaman gave an overview of the SPuRS (student professional readiness series) program and the breakdown of requirements for every HCoB major starting this semester (Fall 2016).

There will also be a critical thinking workshop for anyone who is interested in attending as a faculty member. The goal is to introduce problem-solving and critical thinking methods into coursework. There will be two workshops provided in October.

***Graduate Updates
(Newell)***

Dr. Newell announced that we have lost 60 graduate-level students since last year, 30 of which came from the Parker Hannifin program. Across the nation, the drop is about the same for part-time MBA graduate programs. A new program in the Dominican Republic could emerge as early as January or February, bringing in 20 new students every year. HCoB is also working on developing a relationship with Stryker to develop a summer program similar to Parker Hannifin. These programs would be taught at the company's facilities.

Newell also announced that an Integrated Supply Management certificate is being developed and would start in Florida. Business Information Systems and Computer Information Systems are also working on a similar certificate, and Accountancy is interested in doing the same. HCoB is working with Extended University Programs on this.

Faculty received emails about their new online PARs via Google before the All College Meeting. They were advised to contact Dr. Newell with any major issues.

***College Updates
(Deshpande)***

Deshpande asked each department chair to introduce their new faculty members to the group. Anniversary certificates were distributed.

The new migration schedule has been released and emailed to each chair to share with their faculty. Deshpande advised that everyone makes sure to follow the pre-migration process so nothing is lost.

The overall WMU student headcount is down by 304 (-1.29%), but overall gains were made in Aviation, EUP, and HCoB. For HCoB specifically, they are up 78 undergraduate students and down 57 graduate students, but overall student credit hours has increased by 2,122. HCoB made a profit under the FY16 summer revenue model. Deshpande presented the financial state of HCoB. Pressing financial issues in 2016-17 include budget cuts, term faculty salaries, and the costs associated with staffing the new courses such as BUS 1000.

Starting this year, the Provost's Office will give permanent funding to Starting Gate.

Deshpande announced a few Development Office updates as well. Tim Terrentine is the new VP of Development & Alumni Relations, and they

are still searching for a replacement for Jayson Rose. HCoB is addressing strategic development and fundraising issues at the advisory board, the policy council retreat, and before the young alumni advisory board.

***United Way
(Landeros)***

Dr. Landeros provided envelopes for everyone within HCoB for this year's United Way campaign, urging everyone to consider giving back.

***Dean Search
Update (Landeros)***

Landeros thanked the representatives from each department who have sat on the dean's search committee. He went over the qualifications which highlight being able to go out into the community and work with the Development Office. Airport interviews will happen in October, and on-campus interviews will occur in November. We are hoping to have a list of individuals in early October.