Policy Council Minutes
Haworth College of Business

March 31, 2016

Members Present: Kay Palan, Christina Stamper, Satish Deshpande, Don Gribbin, Devrim Yaman, Bob Landeros, Mushtaq Luqmani, Mike Tarn, LTC Decker Hains, LTC Jack Morgan

Recorder: Rebecca Laipply

Convened: 8:30 a.m.

Topic: Discussion:

New Chair of Military Science (LTC Hains)

LTC Hains introduced LTC Jack Morgan, who will be taking over as the new Chair of the Military Science Department in September. LTC Morgan is coming from Kentucky, and he has previously taught for three years in the military academy in the Chemistry Department.

Medallion Competition (Stamper)

Stamper announced that the Medallion competition will be happening during the Fall semester this year so the university can award scholarships earlier in the year. The two competitions will take place on December 2nd and 3rd rather than over two weekends like in the past. This will be structured differently than past years, which may impact the schedule of our Medallion receptions in the Haworth College of Business. Stamper wanted to make sure the Chairs were aware of this change, and will communicate any additional information she receives as it comes in.

SPuRS Program Update (Stamper)

Stamper announced that Danielle Field has been hired as the new Program Manager for the SPuRS program. Danielle will be transitioning out of her advising role, but will help with orientations over the summer. She will also be putting together an advisory council for SPuRS, which could potentially be a good opportunity for alumni who want to get involved along with our own faculty members.

International Partnerships Update (Stamper)

We are progressing on the GUFE joint institute, which will consist of the Departments of Accountancy, Finance, Personal Financial Planning, and Electronic Business Marketing. Stamper is currently awaiting a response from GUFE about the changes in the curriculum and how it will impact the students moving forward.
We are also working on 3+1 agreements with JIC in Jakarta and Sunway, who we already have a 2+2 agreement with. With Sunway, it would be a full year program rather than two semesters. We can expect to get around 5-10 students per year from this agreement.

**Assessment and Course Coordinator Update (Stamper)**

This year, we have had BBA course coordinators meeting on a regular basis, who have provided recommendations and concerns. Some of these comments include: lack of student engagement, communication skills, grading culture and policies, the large lecture hall, and reporting out of the assessment learning goals results. The assessment areas that need to be focused on are communication, critical thinking, and ethics and sustainability. There needs to be a modification to the process, goals, and/or student learning of the goals. These areas will be the focus moving forward.

**Aviation Management Program (Stamper)**

Aviation has requested a 4-year online Aviation Management program for the students on our Florida campus. The program will hopefully begin during Fall 2017. Because this program requires several business courses, many of our core classes will need to be offered online. The Chairs were asked to begin to identify faculty who would be willing to develop their courses online. Stamper will follow up with Ed Martini (EUP) to see about any class restrictions with respect to enrollment.

**Justification for Journal Inclusion (Deshpande)**

Deshpande provided a template that will be helpful for departments to use when requesting additions to the approved qualified journal list; the template lists several metrics that can be provided to justify adding a journal to the list. This template will standardize the process for Policy Council. Palan stated that this process could help zero in on concerns more quickly.

Deshpande also mentioned that there is a specialized qualified journal list for faculty who are teaching law courses—any journals with a combined score of 1.5 or greater on the Washington and Lee University law journal list will be “qualified.” The “Thomas M. Cooley Journal of Practical and Clinical Law” was approved by the Policy Council to be added to the law journal list; justification was the affiliation of WMU with Cooley Law, and the precedent of adding the American Journal of Business to the college approved list because it is a journal supported by the college.

**University Budget Update (Palan)**

Palan provided the council with an update on university budget and enrollment issues. For background information, a 1% change in enrollment translates to about a $2 million impact on the budget; 2% decrease in enrollment is about a $4 million loss; and a 1% change in
tuition is about $1.2 million. Contracted salary raises will cost an additional $4 million for the university—if similar raises are given to staff, the cost to the university will be approximately $8-9 million. We do not know what the state will allocate to higher ed, though the governor has proposed an increase, and we do not know where tuition will be set (this will be decided by the trustees in late June). The current projection for fall 2016 university enrollment is a 2.5% decrease. Thus, right now, there is a strong possibility that there will be budget cuts in FY17. There is a strong push to increase enrollments, since this is one variable somewhat under our control.

At the moment, HCOB is up a little bit in undergraduate orientation registration (compared to last year), a good sign that our undergraduate enrollment will at least hold steady. However, we will have a decrease in graduate enrollment due to several factors—graduation of Parker Hannifin students, uncertainty about international enrollments, and university policy delays necessary to advance new programs. We do expect these graduate concerns to be resolved so that enrollments will improve for FY18.

For 2½ years or so, the University has been working on a plan to revise general education. Palan provided the council with an official memorandum of action that will be presented to the Faculty Senate at the April 7 meeting. If the Senate approves this MOA, the next step will be to formulate a design committee that will be charged with designing the revised gen ed program. The Chairs were encouraged to look through the MOA, and notice the essential learning outcomes in the recommendations section. There is an opportunity for those at the Faculty Senate meeting to make amendments to the MOA; notably, there is no specific mention of technology in the document. There is also the possibility that financial literacy will be added as a learning outcome.

The strategic planning committee has drafted a revised plan which will be finalized in the next few days. Care has been taken to make sure the plan aligns with the University’s recently approved strategic plan. Departmental members on the committee will be bringing the draft plan to the departments to get feedback; chairs were advised to include discussion of the plan at their next departmental meetings (if the department will still be meeting this semester). The strategic plan will be discussed and voted on at the All College Meeting on April 22, so faculty are strongly encouraged to review and provide feedback before that meeting, and to attend the meeting for the vote. After the plan is approved, Deshpande will update the PAR document and get it online for fall 2016 implementation.