

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

October 3, 2014

Recorder: Rebecca Laipply

Convened: 3:00 p.m.

Topic: Discussion:

***College Update
(Dean Palan)***

The meeting began with introductions of new staff and faculty: Becca Laipply (Dean's Office), Judy Custer (Duplicating Center), BIS faculty: Dan Miller, Marty Maytnier, FCL faculty: Dr. Matt Ross, Dr. Wenling Lu, and visiting scholar Yaunchun Ding, Marketing faculty: Bob Samples, Management faculty: Stephanie Hughes, Tamara Davis, and SBDC: Lori Puzevic. A few notable service anniversaries include: Doralee DeRyke (50 years), Tom Carey (40 years), Kathleen Sinning (35 years), Frank Gambino (30 years), Paul Hildenbrand (25 years), Bob Landeros (25 years), and Kuriakose Athappilly (25 years). This is a huge accomplishment for these individuals as well as the university, and part of why the university is so great. Many years are dedicated to the college.

Update on Fall 2014 enrollment statistics: overall headcount for the university is down by 380 (23,914); overall student credit hours is down by 3,088 (272,871). The big gains were from the College of Engineering and Applied Science and online courses. The overall headcount for the Haworth College of Business is also down by 31 (4,086). However, the student credit hours are up by 900 (33,133). The biggest decline was at the Graduate level – the decline in enrollments in the Battle Creek MBA program and the MSA program are the major contributing factors to the decline. These issues are currently being examined.

Enrollment trends by major: Accountancy has been declining a bit overall, BIS, Finance, and Marketing have been growing overall, the Management major has been declining since 2011 but overall the department is up. Interdisciplinary majors have been holding steady overall.

2014 summer revenue model: In Summer I, Haworth College of Business received \$45,620 in revenue share distribution. In Summer II, \$3,681 was received. As of now, there will be no budget cuts for the 2015 fiscal year. This is the first time we have had no permanent budget cuts since Dean Palan has been here.

FY15 Initiatives: enrollment and retention, academic program review and planning, full implementation of 2013 AACSB standards, increase in online program offerings, international contracts/agreements, and building enhancements (i.e. moving advising to the study lounge to create more

space for advising and executive education/ISM Center).

***United Way
(Dr. Landeros)***

Dr. Landeros is heading the United Way for the university this year. He suggests going to www.changethestory.org, which tells the stories of individuals and agencies that have benefitted from United Way. Cathi Mohan from United Way came to speak at the meeting, and she shared a couple of unknown things about United Way: they are focused on income, financial stability, and health. They want to help those who are living in poverty. United Way assists ALICE (asset limited income-deprived employee), which is an acronym for those living on a “survival budget” meaning they have just enough money to pay the rent and important bills. United Way also supports “Volunteer Income Tax Program,” a program that provides free tax preparation for anyone whose household income is below \$54,000. Last year, they were able to bring back over \$6million for those individuals. Overall, United Way steps into the gaps where people need help. Accountancy students also volunteer their time with the tax counseling initiative.

***Center Updates:
CSBP (Dr. Palmer)***

HCoB is the only public business school in the state of Michigan that is a signatory of PRME (Principles for Responsible Management Education). One requirement of PRME is that we submit a “Sharing Information on Progress” report every two years. The reports gather what faculty are doing regarding the environment, energy saving, climate change, or social sustainability. Items to report include course content, new curriculum, student projects, faculty research, etc. You can give this information to Tim Palmer or the advisory council. Dr. Palmer is also taking 18 students to India at the end of December for a 2-week study abroad trip.

Note: National campus sustainability day is October 16-17th. The Center for Sustainable Business Practices is a co-sponsor. The key note speaker is Judy Wicks, owner of the White Dog Café (Philadelphia) and author of “Good Morning, Beautiful Business.”

***GBC
(Dr. Quraeshi)***

For the short-term study abroad trips, the feedback included comments/words such as “amazing,” “enlightening,” “best thing I have ever done,” “opened my eyes to other cultures,” and “should make this program required.” The program to Thailand and Germany is planned for Summer 2015. The program to Chile will be offered in Summer 2016. Two new programs through study abroad include India and the Dominican Republic. The study abroad fair will occur on October 14th from 1-4:30pm in the Dean’s Conference room. Semester long programs at HCoB approved universities continue to attract students.

GBC has offered professional development workshops and conferences targeted to specific groups of international students. These programs focus

on the applications of business concepts that can be applied in various fields.

Dr. Quraeshi thanked all the faculty and staff who have been instrumental in the success of GBC's various initiatives.

***CEI
(Dr. Landeros)***

Four students have elected a major in entrepreneurship. There is a university-wide minor as well that two students are currently in. StartingGate: 8 student companies, majority are outside the College of Business. There are 9 workshops scheduled for students (free) and also the public (for a fee). You can see the schedules and activities at www.wmich.edu/startinggate. More and more applications for StartingGate are coming in, and last Fall, four companies had to be turned away and encouraged to come back. SBDC offers some of its StartingGate companies. Applications for StartingGate are due by December 1st.

***CHITA
(Dr. Tarn)***

Dr. Tarn has taken over CHITA and is co-directing CHITA with Dr. Sharie Falan of CHHS. He thanked and recognized the former director, Dr. Bernard Han, for his contribution to both CHITA and the HiiM program. CHITA will continue its action plan to be a university level coordinating center for WMU faculty and external entities. A proactive approach is taken to help faculty connect with grant opportunities in HIT.

***Faculty
Qualifications
(Dr. Deshpande)***

The main focus is on a distinctive mission, strategic planning (innovation, impact, engagement), high quality intellectual contribution (discipline-based (research), teaching, practice), and showing impact. All areas are over the percentage mark for each measure in the AACSB except business communications.

The impact matrices include: mission alignment impact, academic impact (on boards, review articles, participate in research conferences), teaching impact (grants for research that influence teaching, textbooks), bachelor/master level impact (hiring, placement of students, career success), community impact (consulting, projects for outsiders), executive education impact (consulting activities of research, partnerships between schools and organizations), research center impact (funding, number of attendees). Certain measures of various impacts can only be collected from the PARs.

***Strategic Plan
Progress Report
(Dr. Deshpande)***

Goal 1: student-centered environment supportive of learning and achievement: engagement of pre-business students, engagement of BBA students (LHC reception), continued increase in students' use of career center and communication center; Paul Hildenbrand: WMU Make a Different Award; Chris and GERALYN: MABDA Award; New bronco study

zone and retention initiatives; new trailblazers student achievement program. Future: more corporate sponsors for BLC, professional networking space, address space issues for advising office, career center partnering with SLAB

Goal 2: rigor of the programs and top-ranked academic niche programs; #5 ISM #1 Sales; Best MBA Schools list; communications requirement for international students (MBA, MSA); maintain AACSB accreditation; academic program review.

Goal 3: infuse curricula with ethics, global business knowledge, and sustainability. Study abroad: 122 students. Future: HCoB as study abroad location, study abroad trips related to sustainability.

Goal 4: encourages and nourishes faculty research and development: URA, mini-grants, PDA, research talks, dean's summer research fellowship. Future: New AACSB classification, impact matrices, development support for terms, PT, and staff.

Goal 5: strengthen HCoB relationships with communities and businesses. SBDC and centers: 97 events; annual HCoB alumni recognition program, alumni gatherings: 11, project based courses, starting gate, Pitch, speaker series, alumni engagement

Goal 6: advance a diverse, inclusive, and healthy community. Recruit students from diverse groups; increase domestic students of color to 20.6% of UG, women to 33.6% of UG; international linkages (GUFÉ), workshops, staff retreat, recognize/reward faculty/staff achievements

Goal 7: economically sustainable practices and policies that align resources with priorities; resource management, streamline course offerings, differential tuition rates, private donations, revenue generating activities, maintain AACBS accreditation.