

Minutes of Annual Meeting

Academic Advisory Committee

Business Administration, Management and Economics

January 31, 2014

Atlanta Marriott Gateway Hotel, Atlanta, Georgia

Attending: Donna Mayo, Chair (University of North Georgia), Mark Dawkins (University of Georgia), Sanjay Gupta (Valdosta State University), Brian Heshizer (Georgia Southwestern State University), Faye McIntyre, Vice Chair (University of West Georgia), Myra Moore (University of Georgia), William Mounts (Coastal Georgia College), Preston Sweet (Darton State College), Ingrid Thompson-Sellers (Georgia Perimeter College), Dale Young (Georgia College & State University),

Donna Mayo welcomed the group and presented the agenda. She noted that attendance was low in part due to the weather and noted that several people who could not attend had sent proxy votes.

Marci Middleton spoke to the group. She provided a handout for courses currently approved for articulation between USG and TCSG. She thanked the group for substantive feedback on proposed programs; such feedback is necessary to maintain quality and standards for new programs and substantive changes

New program review process was reviewed:

First stage is held within system in sharepoint and is not open to public.

Items used to evaluate the need for a new program include: lack of graduates in area, requests from businesses, research, other - surveys; employment needs in area. USG Website has links to employment reports that may be helpful.

Assuming the need for a new program is substantiated, it moves to the second stage - public site open for comments; list serve to VPAAAs and RAC; discussion on duplication of programs - Houston Davis, presidents, etc. Evaluation form for feedback and discussion supplemental to form.

After RAC submits concerns, a follow-up letter is sent back to campus with comments from VPAAAs (verbatim) and RAC. Closure of the loop is needed if proposal moves forward or is sent back to campus.

At the point it is posted on BOR for discussion at meeting, RAC members suggested closing the loop so that the committee knows what happened to the proposal. Marci agreed to send a note to the RAC chair to close this communication loop after public action is taken at the system office.

What percent of proposals do not move forward? Approximately (estimated) 30 over the last decade have not; approx 80 total moved forward (or total?) Stratification of degrees - proposals for business admin and management; general degree. Who decides if it is within the mission? Houston Davis with input from staff. He sees it before, simultaneously, and has final say.

Reasons programs do not advance within a review process: faculty insufficiency, lack of mission congruence, lack of financial resources, disciplinary area and degree level conformity with mission and level within USG, disciplinary focus and need.

From point of notification on formal proposals, 30 days are allowed for feedback. VP email is shared directly with Davis. Summarized feedback including board office input and letter are sent to campus. There may be some give and take with campus. If all requirements are met, the proposal moves forward at next available board meeting for vote.

Distance programs - first foray into online requires board approval. Institution's second and subsequent only requires notification. Distance program notifications are listed in on the web. Forms and guidelines are all on public website.

Full degree programs and certifications - SACS definition is 50% or more online. MOOCs – more information is coming soon. USG is concerned with ways to reach out to different student populations and remain competitive. Aug 2013 - goal to increase geographic reach. Chancellor mentioned SCH taken online in presentation to legislature. Mike Rogers is the point of contact for discussion with RAC.

Question was raised about more consolidations coming? There is currently no information on consolidations beyond the KSU/SPSU merger. Presidential presentations about how consolidations are going are expected at an upcoming meeting per public remarks made at the January Board meeting.

Existing programs - underperforming - program reviews were all discussed. VPs received spreadsheet with highlights of underperforming programs. Comments required. Degree productivity was the start of conversations on campuses. Board staff tried to pair degrees that seem to be similar. ex: BA and BS in X to assess productivity. At the presidents meeting - consultant brought in to discuss program prioritization. Report was made of what has been done on campuses for prioritization; several programs eliminated - deactivated or discipline changes or tech partners. 201 programs were recommended for termination. Reasons to keep underperforming programs could include: mission, fit, linkage to doc other programs, courses needed for several majors.

Report to board; further discussions with presidents and VPs on value of programs; we will be monitoring activity for several years. Post-enrollment monitoring report for new programs occurs to ensure implementation timeframe and activity. Did the program reach projected enrollment targets?

Questions were raised about business education, economics, and secretarial science Area F requirements. RAC should discuss these. Marci will check on who offers business education and secretarial science. RAC chairs in business and education may need to discuss before removing; Donna Mayo will contact the education RAC chair to discuss which committee should oversee business education.

Question was raised about performance funding. No announcements have been made and no new information was available.

Donna Mayo:

Area F - TCSG would like full transferability of econ courses in Area F. Question was raised about 1000 level versus 2000 level courses. Are all tech colleges SACS accredited? They are moving in that direction, but no one was sure if they all have achieved this or not. SACS requirements are different for

universities versus technical colleges. Faculty qualifications, special qualifications allowed by SACS than masters/18 hrs. - No longer in SACS guidelines. Question was asked about board staff and RAC committees. Felita Williams handles TCSG matters; academic programs are overseen by Marci Middleton. RAC reviewed syllabi for economics courses a few years ago and recommended not accepting micro and macro for Area F. Concern was raised about technical college transfer students. Do they exhibit knowledge, and can they perform in the classroom once transferred? Tech colleges have undergrads teaching with no graduate degree and without 18 graduate hours. Experiences at other schools showed gaps. RAC members asked for a formal proposal regarding articulation of micro and macro economics for Area F, along with information on faculty credentials.

Donna Mayo:

Area F proposal from last year – subcommittee

Discussion was held regarding transferability of Area F. Consensus was that the proposed change would have no greater impact on transferability than current Area F requirements. Vote was taken: 9 yes, 1 no; in absentia 9 yes, 1 no, 1 abstain

This should go into effect no later than Fall 2015, assuming it is approved by VP and board process.

Donna will send email out when approved.

The USG staff have "unofficially" requested three things from the advisory committee: (1) common student learning outcomes for Area F, (2) An approved "Math Path" of either MATH 1111 to Calculus, or MATH 1001/1101 to Statistics, and (3) a semester-by-semester path students should follow to complete the program of study.

This led to a general discussion on the purpose of the request, including many who felt it was the first step to additional assessment. Others felt that this comes from the Complete College Georgia initiative, especially the Math request, and it did not have a clear "next step." RAC currently has course objectives. Group discussed proposed changes. Faye McIntyre will compile the notes and send to Donna who will send out for RAC email vote (if approved; if not approved via email vote, we will discuss at next RAC meeting). Donna will contact math RAC chair. The committee rejected the assumption that one path could be appropriate to Business programs at all institutions from open-access institutions to Georgia Tech. The group had many questions about this topic. Are courses same across institutions? What do business students need? Many thought schools were already preparing default pathways for first two years.

Faye McIntyre:

Organization of committee

Participation at RAC meetings has declined significantly in the last few years, particularly among deans. One suggestion was to have two meetings per year; the first could be held each fall in conjunction with Southern Business Administration Association (SBAA) since most deans attend that meeting. A second meeting could be held in the spring that could include a broader audience, with deans inviting appropriate personnel depending on topics for discussion. Another suggestion was to hold meetings at the USG offices to facilitate deans getting to know board staff. It would be preferable to have dates a

year or two out or to have regular times for meetings so everyone can plan in advance. Faye will try to organize a meeting this fall at the board office just before/after SBAA meeting in Atlanta, November 9-11, 2014. (See <http://www.southernbusinessdeans.org> for more information on SBAA). She will also send out a call for proposals/ideas for topics.

Consensus was that we needed to do a better job of keeping and recording minutes. The chair is responsible for ensuring minutes are kept; one suggestion is for the chair to bring his/her administrative assistant to the meetings to take notes. Preston Sweet has personal notes from previous meetings. He will send to Donna and Faye, who will send them out for a vote of approval before posting on USG website.

Donna Mayo:
Other business

As of July 1, 2014, the current Vice Chair of the Committee, Faye McIntyre will take over as Chair of the Committee. The committee elected Preston Sweet, Darton State College, to the position of Vice Chair effective July 1, 2014. Per the bylaws of the committee, he will assume the position of Chair when it is vacated.

Submitted by Faye McIntyre

**University System of Georgia
Headcount and FTE Enrollment by Institution
One-Year Percent Change, Fall 2012 to Fall 2013**

| Institution | Fall 2013 Headcount | Fall 2012 Headcount | Percent Change in Headcount Enrollment | Fall 2013 FTE | Fall 2012 FTE | Percent Change in FTE |
|---------------------------------------|--------------------------------|--------------------------------|---|--------------------------|--------------------------|--------------------------------------|
| Georgia Institute of Technology | 21,471 | 21,558 | -0.4% | 20,134 | 20,246 | -0.6% |
| Georgia Regents University | 8,995 | 9,557 | -5.9% | 8,280 | 8,673 | -4.5% |
| Georgia State University | 32,165 | 32,087 | 0.2% | 28,801 | 28,568 | 0.8% |
| University of Georgia | 34,536 | 34,518 | 0.1% | 33,257 | 33,119 | 0.4% |
| Research Universities | 97,167 | 97,720 | -0.6% | 90,472 | 90,606 | -0.1% |
| Georgia Southern University | 20,516 | 20,574 | -0.3% | 18,685 | 18,706 | -0.1% |
| Kennesaw State University | 24,629 | 24,604 | 0.1% | 21,980 | 22,017 | -0.2% |
| University of West Georgia | 11,929 | 11,769 | 1.4% | 10,845 | 10,638 | 1.9% |
| Valdosta State University | 11,885 | 12,515 | -5.0% | 10,743 | 11,384 | -5.6% |
| Comprehensive Universities | 68,959 | 69,462 | -0.7% | 62,253 | 62,745 | -0.8% |
| Albany State University | 4,260 | 4,275 | -0.4% | 3,876 | 3,954 | -2.0% |
| Armstrong Atlantic State University | 7,101 | 7,439 | -4.5% | 6,250 | 6,513 | -4.0% |
| Clayton State University | 7,261 | 7,140 | 1.7% | 5,999 | 5,919 | 1.4% |
| Columbus State University | 8,156 | 8,239 | -1.0% | 6,963 | 7,047 | -1.2% |
| Fort Valley State University | 3,180 | 3,568 | -10.9% | 2,986 | 3,379 | -11.6% |
| Georgia College & State University | 6,551 | 6,444 | 1.7% | 6,185 | 6,064 | 2.0% |
| Georgia Southwestern State University | 2,806 | 2,973 | -5.6% | 2,447 | 2,632 | -7.0% |
| Savannah State University | 4,772 | 4,582 | 4.1% | 4,563 | 4,335 | 5.3% |
| Southern Polytechnic State University | 6,549 | 6,202 | 5.6% | 5,713 | 5,409 | 5.6% |
| University of North Georgia | 15,455 | 15,072 | 2.5% | 13,503 | 13,235 | 2.0% |
| State Universities | 66,091 | 65,934 | 0.2% | 58,485 | 58,487 | 0.0% |
| Abraham Baldwin Agricultural College | 3,394 | 3,233 | 5.0% | 2,975 | 2,817 | 5.6% |
| Atlanta Metropolitan State College | 3,016 | 2,871 | 5.1% | 2,527 | 2,369 | 6.7% |
| Bainbridge State College | 2,699 | 2,939 | -8.2% | 2,144 | 2,435 | -12.0% |
| College of Coastal Georgia | 2,987 | 3,156 | -5.4% | 2,520 | 2,626 | -4.0% |
| Dalton State College | 5,015 | 5,047 | -0.6% | 4,246 | 4,221 | 0.6% |
| Darton State College | 6,195 | 6,396 | -3.1% | 4,762 | 4,934 | -3.5% |
| East Georgia State College | 2,857 | 2,944 | -3.0% | 2,625 | 2,716 | -3.4% |
| Georgia Gwinnett College | 9,719 | 9,397 | 3.4% | 8,751 | 8,483 | 3.2% |
| Georgia Highlands College | 5,492 | 5,533 | -0.7% | 4,531 | 4,517 | 0.3% |
| Georgia Perimeter College | 21,123 | 23,619 | -10.6% | 15,401 | 17,573 | -12.4% |
| Gordon State College | 4,187 | 4,171 | 0.4% | 3,694 | 3,675 | 0.5% |
| Middle Georgia State College | 7,989 | 8,884 | -10.1% | 6,731 | 7,426 | -9.4% |
| South Georgia State College | 2,579 | 3,059 | -15.7% | 2,332 | 2,696 | -13.5% |
| State Colleges | 77,252 | 81,249 | -4.9% | 63,239 | 66,488 | -4.9% |
| System Total | 309,469 | 314,365 | -1.6% | 274,449 | 278,326 | -1.4% |

Note: Fall 2012 headcount and FTE enrollment for consolidated institutions were calculated by adding the numbers for the two institutions.



Area F Guidelines: Economics (B.A. degree)

Eighteen (18) hours of lower-division (1000- and 2000-level) courses related to business administration and courses prerequisite to higher level business courses:

| | | |
|--------------|--|-----------------|
| 1. | Two three-semester hour economics courses: | |
| | Principles of Macroeconomics Principles of Microeconomics | (6 hours) |
| 2. | Twelve semester hours from the following electives: | |
| | <ul style="list-style-type: none">■ Fundamentals of Computer Applications■ Foreign Language (maximum of 6 semester hours)■ Statistics■ Calculus■ Other 1000-2000 level economics, sociology, history or social science electives | (12 hours) |
| Total | | 18 hours |

Current:

Area F Guidelines: Business Administration

Eighteen (18) hours of lower-division (1000- and 2000-level) courses related to business administration and courses prerequisite to higher level business courses:

| | |
|----|--|
| 1. | Two three-semester hour economics courses (6 hours). |
| 2. | Two, three-semester hour accounting courses to include a course on the fundamentals of financial accounting and a course on the fundamentals of managerial accounting (6 hours). |
| 3. | Six semester hours from the following list: |
| | Introduction to Business The Environment of Business Fundamentals of Computer Applications Communicating in the Business Environment |

Total: 18 hours

Proposed:

Area F Guidelines: Business Administration

Eighteen (18) hours of lower-division (1000- and 2000-level) courses related to business administration **or** courses prerequisite to higher level business courses:

| | | |
|-------------|--|----------|
| 1. | Two three-semester hour economics courses to include a course on the fundamentals microeconomics and a course on the fundamentals macroeconomics. | 6 hours |
| 2. | Two, three-semester hour accounting courses to include a course on the fundamentals of financial accounting and a course on the fundamentals of managerial accounting. | 6 hours |
| 3. | Six semester hours of lower division business or related courses that best fit the institution's business program. | 6 hours |
| Total Hours | | 18 hours |

If a course in section 1 or 2 above is used to satisfy requirements as part of Area A – E, the number of hours in section 3 will increase to fulfill an 18 hour Area F for business majors.