

Regents Academic Advisory Committee
Business Administration, Management, & Economics November 11, 2014 J.W.
Marriott, Atlanta Minutes of Meeting

The meeting started with a Call to Order at 12:00 noon.

Introductions:

The deans or their representatives from the system institutions introduced themselves to each other.

Minutes from previous meetings:

The minutes from the previous meeting were discussed. Motion made, seconded to accept the minutes from the last meeting. Voted on, and approved.

We are missing the minutes of meetings for several years. The Chair requested notes pertaining to prior meetings for years 2001, 2004, 2006, and 2010. These notes, if available, will be consolidated and approved en masse at the next meeting. They will be then posted on the Advisory Committee webpage.

RAC vice chair selection:

The Chair asked for nominations for RAC vice chair. Dr. Avinandan (Avi) Mukherjee, Dean of the College of Business at Clayton State University was proposed and seconded. Motion passed.

RAC Webpage:

Chair asked everyone to review the Advisory Committee webpage:

http://www.usg.edu/academic_planning/committees/view/business_administration_management_economics

There is information on the webpage regarding By-laws; Area F guidelines for Bus Admin/Bus Ed/Eco/Office Admin; and contact information (everyone asked to check if contact information is correct).

Business Education:

Business Education is covered under Area F. No USG College of Business still offers this major. Committee approved to remove this degree from Business Advisory Committee and transfer it to Education after informing the Education RAC.

Office Administration:

Same issue exists for Office Administration/Secretarial Sciences. No such degree is offered by USG colleges of business at this point. VSU offers BS in Office and Technology from Adult and Career Education, not from the College of Business. Proposal to remove this major from the Business Advisory Committee discussed. Committee approved.

Economics:

Third Area F is Economics. Proposal to change requirements under Area F. There are so many different Economics degrees. Many BA degrees in Economics are out there, as also BA in International Economic Affairs, BS in Economics/Agricultural Economics, and BBA in Environmental Economics, Financial Economics, etc.

Chair suggested that attendees take this discussion back to their economics faculty and come back with solutions to be voted in the next meeting.

Discussion also addressed the lack of sufficiency of foreign language instruction through one 3 credit course. It was felt that more credits (min 6 credit hours) were necessary.

Prior learning assessments:

Transferability was identified as a major barrier for students of 2-year colleges. As accredited business schools, the standard has been not to offer any credit without a course. Discussion on identifying current practice on PLA at various institutions included information on growth of non-traditional, vets/military enrollment and leadership/management courses that are typically brought in by such applicants. Discussions ranged from ACE credits to business courses for real estate license, and Disney World College courses serving as credit.

There is a lot of confusion on standards. The issue of testing to determine standards or a comprehensive final exam was discussed. Or one could ask students to demonstrate learning through a comprehensive portfolio of work (sometimes harder to produce than just taking the course).

Clarification provided that CLEP credits are not accepted for upper level courses. Is international baccalaureate acceptable? Suggestion was made to undergo PLA training.

This topic would be again discussed in future meetings.

Future meetings:

Proposal made for regularly scheduled meetings. Atlanta was deemed to be the best location for Business RAC meetings. Having meetings in Atlanta gives us face time with BOR. The board room at board office is ideal for these meetings. If board office is not

available, we will get another place in or around Atlanta. The Friday prior to AACSB Deans Conference would work well for all.

Next meeting Feb 6, 2015 in Atlanta. Motion carried.

Discussion with USG BOR Representatives

The BOR panel consisted of:

- Mr. Rob Anderson, Vice Chancellor, Education Access and Success
- Dr. Curt Carver, Vice Chancellor and Chief Information Technology Officer
- Mr. Mark Lytle, Vice Chancellor, Economic Development
- Dr. Marci Middleton, Assistant Vice Chancellor, Academic Programs (Business RAC Liaison)
- Dr. Doug Podoll, Director, International Education
- Mr. Jon Sizemore, Assistant Vice Chancellor for Distance Education
- Dr. Cecil Stanton, Vice Chancellor, Extended Education

Introductions:

The Chair thanked the BOR panel for taking time out of their busy schedule to attend the Business RAC meeting. A special note of thanks went to Dr. Marci Middleton, who has been extremely helpful in her role as liaison for the Business RAC.

This part of the meeting started with Introduction and a five-minute overview on roles and responsibilities from each of the panelists.

HDCI:

Chancellor has asked for an initiative on the Film Industry. Film industry is impacting the state and is beginning to influence workforce demand (readily trained local population). The film industry in Georgia has created 80,000 jobs with an average salary of \$84,000. It has created an economic impact of \$5 billion and is expected to double in 2 years.

According to a Work force study being conducted by Board of Regents in which 500 people were surveyed, the need of the film and entertainment industry is for finance and accountant specialists. Can colleges offer certificates tailored toward this industry? The creation of Georgia Film Academy will harness all academic and training resources and coordinate state-wide initiatives in this sector.

Also, about 30- 50 thousand Georgians will come back from the military, leading to a great demand for programs suited to the returning vets.

Innovation and Entrepreneurship:

The need for creating an innovation and entrepreneurship ecosystem with focus on sustainable innovation, incubators and accelerators was discussed. It is important to make students aware of the opportunities in this space. From a policy perspective, home-grown entrepreneurs create jobs locally, as they grow and stay in the state. The BOR panel asked universities to be creative about fostering entrepreneurship ideas. For example, University of Michigan asks students to post videos with new business ideas very month and gives out \$1000 for the best idea.

International Programs:

Out of state tuition/international fees are prohibitively high for international students. The limited number of out-of-state waivers is a big problem for universities trying to fill capacity with international students. The BOR panel clarified that if it is a two-way agreement (exchange waiver), full resident option will apply, with balance over 2-5 year period. New programs with overseas institutions require board approval, while articulations do not. New board policies are being developed for articulations with “local” business. Existing articulations need to be discussed. This is an active issue and there is a need for a comprehensive policy on this.

There is a reason for out of state status (taxes). Foreign students are seen as a source of revenue, but scholarships exist. BOR panel suggested that fund-raising could help with scholarships for international students.

Study abroad is meant for outside the country, not outside the state. Study abroad inside the U.S. is subject to state regulations.

Certificate programs:

This is an institution’s decision. The BOR panel said that the climate for such programs is very supportive. Only notification is required through sharepoint. State colleges are encouraged to offer certificates –post-bac or upper-division certificates.

Online Programs and Programs Offered at a Distance:

The proposal for the first online delivery of a program (new or existing) requires Board approval (submission through sharepoint), while the second and subsequent programs just require notification (submission through sharepoint).

The weblink is: http://www.usg.edu/academic_programs/external

GeorgiaOnMyLine (GOML) is the public face of the USG for its distance education efforts. GOML can include any program that is 50% or more online. Over 60,000 students are currently enrolled in USG distance education with at least online course, with business the fastest growing. Course sections offered online within the USG system have increased from 1,500 in 2009 to 5,000 now. There is a real opportunity to expand

summer enrolment through online offerings. Also, \$1 million has been saved through etextbooks.

Online eCore tuition:

The Board lowered its eCore tuition from \$189 to \$169 per credit hour, which attracted national media attention. Public and industry feel tuition is too high. The BOR panel feels that \$169 is not the ceiling; it can go further down.

The funding formula depends on whether the institution is an affiliate or non-affiliate of eCore. For non-affiliate institutions that send students and transfer credits, the institution can retain 20% of the tuition. Affiliate institutions that provide academic oversight and instruction, while conducting program evaluation can retain an additional 40%, leading to a total funding of 60% of the tuition.

eTuition rates can be determined by each institution individually as long as it is between the in-state and out-of-state rates.

Chair suggested that discussions on eCore and eMajor are needed in next meeting.

Waiving of basic mathematics requirements:

Basic math requirements can be waived, but students cannot take upper level courses requiring these skills without completion of the basic course. We also need to make accommodation for students with learning disabilities in math courses.

Pearson's Language Exam:

The BOR panel suggested that MBA programs should consider using Pearson's Online English Exam. It is a good alternative to TOEFL and IELTS. Some top universities have started using this. Recommended as better than TOEFL. It is more secured to prevent cheating. The BOR sets minimum standards for undergraduate, while colleges set their own graduate admission standards. Pearson's Online English Exam is ideal for graduate admissions.

How to build internships:

We must build relationships with businesses for sustained internship opportunities over multiple years. One initiative is to partner with chambers of commerce. Some business schools require mandatory internship in specific programs. Metro Atlanta Chamber of Commerce has a website on internship opportunities.

IT contracts:

Colleges can access the status of IT contracts online (Board of Regents) and make comments. This is a social site allowing institutions to modify or influence IT contracts that affect the entire University System. Also, the academic online software store provides great value for money and is a wonderful resource.

Affordable Care Act:

The ACA effect on adjunct faculty is very significant, as it limits adjuncts to 2 courses. There is a problem if they teach in other schools. Most colleges are now realizing the implications and some impacts not realized yet. This also impacts full time non-faculty employees including graduate assistants.

New Program Review:

There are 150 new program proposals based on academic year forecast submitted through the system. New program review is a two-stage process. In Stage 1, a Prospectus is submitted via sharepoint for system office review only. Stage 2 includes a formal proposal, which is posted for system comments and academic committee review feedback. The system office meets twice a month for formal proposal reviews. The review period for the formal proposal involves approximately a 30-day time frame upon receipt after which follow-up action is conducted with the institution.

The committee input incorporates factors such as:

- Curriculum rigor, quality, sufficiency
- Area F compliance
- Faculty resources, sufficiency
- Disciplinary trends across the state and the nation
- Accreditation trends across the nation

Committee Evaluation Form is provided to assist in summarizing feedback.

New program forms are available at:

http://www.usg.edu/academic_programs/new_programs/

A list of Area F system requirements are provided in the weblink:

http://www.usg.edu/academic_programs/new_programs

Sharepoint provides access to VPAA office and designee for submission of various items that have undergone institutional, internal vetting and approval processes.

Forms for various types of submission items (in order to have a working document) are available on the public website for academic programs at the following weblink:

http://www.usg.edu/academic_programs/about

One member asked how long does it take to kill a program? Start/stop a program needs college approval and then 30 day review at Board of Regents. Marci mentioned that 295 programs were terminated last year.

Duplication of programs (e.g. two closely geographically located institutions offering same degree program) is warranted based on external factors (such as the context, overwhelming need) or internal factors (productivity, system needs, mission/strategy of institutions, resources and ability to implement). It was felt that if the market can bear competing programs based on demand, then there is no reason to limit it.

The meeting ended with some discussion on consolidation and the processes involved in implementing system institution mergers.