

Minutes of College of Business Faculty Assembly

Date: Friday, September 26, 2014

Time: 2:00-4:00 PM

Place: OD 101

1. Welcome – C. M. Sashi

Dr.Sashi, Chair of the Steering Committee, Welcomed the College of Business full-time faculty to the fall Faculty Assembly Meeting and announced that there was a quorum. In accordance with the College Bylaws, the agenda was sent out 10 business days prior to the meeting.

2. Approval – Minutes of Spring Faculty Assembly (April 4, 2014)

The minutes for the spring meeting are posted on the Faculty Assembly page on the College website and the link provided to faculty with the meeting announcement. Dr. Sashi asked for any changes or corrections to the spring minutes. There were none. A motion was made and seconded to approve the minutes. Minutes from the spring 2014 meeting were then approved unanimously on a voice vote.

3. Announcement – The Steering Committee elected Dr. Kohlbeck as the Faculty Assembly Secretary.
4. Announcement – The Department Chairs/Directors announced new faculty, promotions, and retirements in their departments.
5. Faculty Qualifications and Engagement Standards

The Faculty Development Council approved the COB Faculty Qualifications and Engagement Standards Document for Adherence to New AACSB Standards (Standard 15) and is therefore brought to the Faculty Assembly for discussion and to be voted on. The document was provided to Faculty Assembly members ten days prior to this meeting.

No changes were made to the document. Dr. Sashi called for a vote. The document was approved unanimously on a voice vote. The approved document is included as an appendix to the minutes.

6. P&T Committee – Election of Chair

Dr. Korgaonkar resigned as chair of the P&T Committee necessitating an election to fill his term. The chair is elected by the Faculty Assembly for a one-year term and includes a course release. Dr. Sashi asked for nominations from the floor. The floor nominated Bob Cervený (ITOM) for the position of chair of the P&T Committee. There being no further nominations, Dr. Sashi closed nominations and called for a vote. Dr. Cervený was approved unanimously on a voice vote.

7. Bylaws Committee – Election of Members

All three positions on the committee are open. Dr. Sashi asked for nominations from the floor for the three positions. The following were nominated:

- Claire Nash (Accounting)
- Suman Ghosh (Economics)
- Donna Cooke (Management)

There being no further nominations, Dr. Sashi closed nominations and called for a vote. All three nominations were approved unanimously on a voice vote.

8. Committee/Council Reports & Plans

- P&T Committee – Dr. Pradeep Korgaonkar

No report

- Strategic Planning Committee – Dr. Stuart Galup

The committee recently met and reviewed what they did last year. The College Strategic Plan was revised to align with AACSB standards and incorporate several goals. The document was sent to the stakeholders to rank the goals. The committee will meet with the Dean's office to incorporate a review system to measure the goals.

- Graduate Council – Dr. Bill McDaniel

The council met twice this semester and approved two market-rate programs (Masters of Science in Finance, and MBA with a concentration in Hospitality Management) and renewed Graduate Faculty status for faculty.

- Undergraduate Council – Dr. Ethlyn Williams

Among other items, the council approved two new certificate programs (Healthcare Information Systems, and Digital Marketing), added tracks, and updated a number of degree programs.

- Faculty Development Council – Dr. Kuntal Baerjee

The council approved document on faculty qualifications that was presented to the Faculty Assembly at this meeting. Additional work on integrity document expected to be performed in the coming year.

9. Dean's Address – Dan Gropper

Dean Dan Gropper addressed the Faculty Assembly. The following is a summary of his address.

The Dean expressed his appreciation to all members of the College who work hard for the students, the College and the University. Looking back over the past year we were able to get our AACSB reaffirmation. We still need to concentrate on a couple of things, the Faculty Qualification and Engagement Standards document which was just approved; Assurance of Learning (AOL), which is something that all faculty participate in. The other big thing was our Market Rate Programs, which were approved in fall, 2013. All three MBA options that were launched and transitioned from the old model to the new model have viable enrollment numbers. The same is true for the Masters in Health Administration. We also have a good start in the Masters of Science in Finance, which is set to launch in January, 2015. This past summer we hired Ken Johnson as the Associate Dean, Graduate Programs.

Since we last spoke in the spring we talked about various research incentives. We have awarded 24 summer research awards in the amount of \$10,000 each. We have also started annual Professorships. Right now we have 2 named Professorships, the O'Maley Professorship and the SBA Communications Professorship. Along with these named Professorships we also have a number of Dean's Professorships, along with a Distinguished Teaching Fellow and a Distinguished Service Fellow. The Dean encouraged faculty to apply for these Professorships.

We are also creating centers of excellence. The Center for Services Marketing and Management under Jim Gray, is ongoing as is the Adams Center for Entrepreneurship under Kim Gramm. Kim is retaining Directorship of the Adams Center. The Dean believes our Entrepreneurship programs and the Adams Center has the potential to break into the top tier of national rankings. In the Center for Economic

Education, Bill Bosshardt has been successful in bringing in grants, developing excellent teaching programs for high school teachers and is also part of the group that helped develop the national standards for financial literacy. We have a broad center for economic and policy research and the Dean is looking for initiatives to come up under that. Two of our faculty members, Monica Escaleras and Eric Levy have launched an Economic Polling Initiative and have recently issued their first press release. The press release was picked up by all of our local newspapers, and also MSNBC, Bloomberg and other national venues. In the area of Real Estate, Ken Johnson has recently been posted on our video walls where he was quoted in Bloomberg about the real estate market. The Dean emphasized that you can publish in good journals and get positive PR too. Another proposal that has been brought forward is the Center for Business Analytics. Tamara Dinev, her faculty and others have proposed working across departments in our College and other Colleges to develop this center and it has enormous potential. The School of Accounting faculty suggested the Center for Fraud Detection and Compliance, particularly focused on healthcare. Another potential center would be for supply chain and logistics and President Kelly is very excited about this venture. The Dean asked for faculty to bring him ideas, something cool, something that can make a difference.

The Dean told the assembly that we are going to grow and add on to our Market Rate Programs. We submitted other potential programs in September and we were asked to present recently at a BOT meeting. These new programs were also approved. We are adding the MS in International Business and the Dean would like everyone to think about what we could add next year. These are the programs that give us a chance to add additional revenue. They have to be at the graduate level and there are opportunities there.

There are several other projects the College has been undertaking – Paul Hart has been heading up our Program Reviews. These are focused on continuous improvement in all kinds of things; faculty research and the support of it, student services, assurance of learning, teaching resources, classes that are being taught and how they are being taught. We are also getting more involved in the community and building our development and communications staff to improve organizational efficiency.

The Dean explained that he is reorganizing some of the Associate Dean responsibilities; Rupert Rhodd is our Associate Dean for Student Services and will also have placement and career services and some initiatives in Broward. Paul Hart is Associate Dean for Faculty and Research, all faculty and research issues will be handled primarily by him. Ken Johnson will be responsible for Market Rate Programs and the non-market rate Masters programs, for the most part. For now, Media Relations and Communications will report to him. The Accounting Executive Programs will continue to be in the School of Accounting but will be an indirect report to Ken Johnson. Assistant Dean for Finance and Operations is Don DeAquino and he is also Chief Operations Officer. Marc Rhorer is Assistant Dean for Accreditation and International Business .

Ongoing internal issues include funding, and strategic planning. External issues include our market rate programs – which one is next and how do we manage the existing programs and manage the growth.

Kimberly Gramm then presented a video on Tech Runway to the Assembly and explained what the company mission is. Tech Runway is a new initiative that provides world class venture mentoring, shared services, start-up funding, internships. It is imbedded within the QEP, Distinction through Discovery program and collaborative work space for research and economic growth. It takes the academic institution and the start-up world and puts them together. It's all about launching successful start-ups.

10. President's Address – John Kelly

President John Kelly addressed the Faculty Assembly. The following is a summary of his address.

President Kelly addressed the assembly telling everyone that he had just returned from a trip to Research Triangle Park with the Economic Development Board of Palm Beach County. Although we are not another Research Triangle Park, we have to decide what our niche is going forward. What is it we want to be great at? The University has some rock solid ideas and if the faculty agree and hold those up as points of excellence for the institution then we will want to invest in those ideas. The Provost and President are clearing their calendars to spend some time with each department in the University. He would like all departments to participate and give him guidance going forward.

We need to focus on our metrics and graduation rate, things we have known about since 2007 and have done nothing about. Our graduation rates are some of the lowest in the country and it's unacceptable, but they can be fixed. We need to have a strategy and focus more on quality than quantity. He is committed to fix the broken things but also highly interested in everyone's ideas on points of excellence.

Our College is one of the President's highlights, we are the 6th largest College of Business in the country, which is pretty impressive. What are the points of excellence in our College? The MBA Sports Management is number 4 in the country and number 6 in the world. What are the points of excellence that the College wants to focus on out of the 6th largest College of Business in the country. A couple of points that the President took away from the RTP meetings are, if you keep your students at heart and do the right thing, the students ultimately benefit. How do you teach the Millennial students and older people to be in the same space? The President also wants to have a town around the University, a place where students hang out. He is working with the city of Boca Raton to redevelop 20th street. He is thinking about having an industry appreciation day at the November 29 football game. The CEOs of area companies would buy tickets for \$5.00 a piece and give them to employees.

11. Provost's Address – Gary Perry

Provost Gary Perry addressed the Faculty Assembly. The following is a summary of his address.

Provost Perry reminded everyone that he and the President would be attending department meetings to get thoughts on how to take the University to national prominence. He gave some updates of things that happened over the summer. He congratulated the College on hiring of faculty. The University has hired over 140 new faculty members, 69 being tenure track. Changes have been made to the enrollment management group and to the admissions office. We are also looking at the way we recruit students. For this coming year we have raised the entrance requirements to the University. The University is focusing on quality not quantity. We need to recruit better students so that we can do better in the metrics. We scored very poorly in the metrics on our 6 year graduation rate and our retention rate. For the last several years we were in a growth mode, it was unsustainable and it hurt us. We will get back to recruiting better students into the University. We are putting together a new recruiting team and they will be trained on how to recruit in our high schools. The Provost is asking the Deans for the Colleges to be more involved in the recruiting process. A task force was formed on student success rates and Rupert Rhodd led the University task force on student success. The report from that task force has been finalized and in the coming year strategies will be put in place to address student success issues.

On the Board of Governors metrics we did not do very well. We have been asked to create an improvement plan to the BOG in order to recover the \$10M that is in escrow and is being withheld as a result of the funding plan in Tallahassee. In June the President and Provost presented the University work plan and improvement plan to the BOG. The improvement plan was extremely well received. We are in

the process of implementing 6 strategies that were described in the plan. The improvement plan is on the Provost's website. Some of the plans are to hire more advisors, putting in place a University wide advising software system, develop flight plans for all students, developing a new degree program, Bachelors of General Studies, which will allow students who have not yet completed their major to transfer into this degree and graduate. The final strategy is to work with the Career Development Center on a new module called Our Knowledge, so that incoming students would declare a major when they come into the University or use the new module to decide what kind of a career they would pursue. The module will help them decide on a career. The President and Provost are meeting with the BOG in December and again in May. If we show that we are meeting our plan at the December meeting then \$3.5M dollars will be returned to us and in May another \$3.5M. This is money that is being held from our operating budget that is coming back into the University.

The Provost reminded everyone that on October 18 and November 1 we will be hosting students from high schools in Broward and Palm Beach County. On those days there will be an expo with each College having exhibits. This is part of our recruitment of more and better students from our area high schools. Faculty are encouraged to be a part and come out and support the expo and welcome students to our campus. There are about 6,500 students who have signed up.

12. Other Business

University Faculty Senate – Dr. Bill Bosshardt, There has been some discussion on curriculum issues – the number of forgiveness's within the University has increased from 2 to 3. Two can be at the upper division level. There is a proposal for a Bachelor's of General Studies, which is a very generic degree which allows for a lot of possibility. The Intellectual Foundations Program is being changed in part due to required changes to the core.

There being no other business, the meeting adjourned at 4:13 pm.

COB FACULTY QUALIFICATIONS AND ENGAGEMENT STANDARDS DOCUMENT FOR ADHERENCE TO NEW AACSB STANDARDS (STANDARD 15)

The categories developed by AACSB to classify faculty, inclusive of those holding administrative appointments (deans, chairs, directors, etc.), deployed by the college, along with AACSB definitions for each, are:

Scholarly Academics (SA) sustain currency and relevance through scholarship and related activities. Normally, SA status is granted to newly hired faculty members who earned their research doctorates within the last five years prior to the review dates.

Practice Academics (PA) sustain currency and relevance through professional engagement, interaction, and relevant activities. Normally, PA status applies to faculty members who augment their initial preparation as academic scholars with development and engagement activities that involve substantive linkages to practice, consulting, other forms of professional engagement, etc., based on the faculty members' earlier work as an SA faculty member.

Scholarly Practitioners (SP) sustain currency and relevance through continued professional experience, engagement, or interaction and scholarship related to their professional background and experience. Normally, SP status applies to practitioner faculty members who augment their experience with development and engagement activities involving substantive scholarly activities in their fields of teaching.

Instructional Practitioners (IP) sustain currency and relevance through continued professional experience and engagement related to their professional backgrounds and experience. Normally, IP status is granted to newly hired faculty members who join the faculty with significant and substantive professional experience as outlined below.

AACSB recognizes the importance of administrative duties to the ethical, effective, and efficient operation of academic programs. Individuals holding faculty status and also executing full-time administrative duties (e.g. Dean, Associate/Assistant Dean, Chair, Program Director, Etc.) are deemed to have significant administrative duties supporting the College mission. AACSB recommends that these duties be recognized as part of the individual's effort to remain qualified in their faculty status. The rationale for this recognition encourages individuals to pursue administrative responsibilities in the College. After leaving an administrative role, a faculty member has five years to meet the sustained engagement criteria outlined below.

SCHOLARLY ACADEMICS (SA) AND PRACTICE ACADEMICS (PA)

Initial Preparation for SA and PA

Faculty members holding a doctorate in their primary teaching field, or a Juris Doctorate for faculty members who teach business law/ethics/policy, shall be considered to have satisfied the initial academic preparation criteria for SA/PA status.

Faculty members holding a business doctorate that is outside of their primary teaching field shall be considered to have met the initial academic preparation criteria for SA/PA status provided they exhibit evidence of active involvement in the teaching area through activities such as authorship, participation in professional meetings, or related activities devoted to the teaching area.

Faculty members who hold a doctoral degree outside of business, but whose primary teaching responsibilities fall within their area of academic preparation will be considered to have met the initial academic preparation criteria for SA/PA status if they demonstrate evidence of active involvement in the area of teaching responsibility through activities such as authorship, participation in professional meetings, or related activities. The greater the disparity between the field of academic preparation and the area of teaching, the greater the need for supplemental preparation in the form of professional development linked to the teaching area.

Faculty members who possess specialized graduate degrees in taxation or a combination of graduate degrees in law and accounting will be considered to have met the SA initial academic preparation criteria to teach taxation courses. Faculty members who have specialized masters degrees in communication, English, or related disciplines, will be considered to have met the SA/PA initial preparation criteria to teach business communication courses.

Faculty members who have finished an AACSB approved post-doctoral bridge program will have satisfied the SA/PA initial preparation criteria for five years after program completion.

Faculty members who are graduate students in a business doctoral field who have attained “ABD” status (by successfully passing the qualifying exam) will be considered to have met the SA initial academic preparation criteria.

Sustained Engagement Activities for SA and PA

Scholarly Academics (SA)

There are two methods to maintain SA status.

Method 1 – publication of at least two refereed scholarly journals related to the faculty member’s instructional area within the most recent five calendar years.

Method 2 – publication of one refereed scholarly journal article related to the faculty member’s instructional area, AND engagement in a total of at least three activities found in category A and/or B within the most recent five calendar years.

Practicing Academics (PA)

Practice academic status requires engagement in a total of at least four activities from categories A, B, C, D, and/or E within the most recent five calendar years.

SCHOLARLY PRACTITIONERS (SP) AND INSTRUCTIONAL PRACTITIONERS (IP)

Initial Preparation for SP and IP

In most circumstances, for SP and IP status, a faculty member must have, at a minimum, a master's degree in a field related to the faculty member's teaching area. Additionally, a faculty member must have either five (or more) years of recent professional experience or a related and currently valid professional licensure or certification for SP and IP status. Attainment of licensure or certification (e.g. CPA, CFP, Bar licensing) by governmental agency or professional association directly related to teaching responsibilities, combined with the master's degree, provides current relevancy in the field of practice. Alternatively, faculty who have previously met this criterion at another institution or other institutions AND who have continuously maintained their SP or IP qualification as described in the Sustained Engagement Activities for SP and IP section below will be considered SP or IP at the time of hire.

Sustained Engagement Activities for SP and IP

Scholarly Practitioners (SP)

There are two methods to maintain SP status.

Method 1 – publication of at least two refereed scholarly or trade journal articles related to the faculty member's instructional area within the most recent five calendar years.

Method 2 – publication of one refereed scholarly or trade journal article related to the faculty member's instructional area, AND engagement in a total of at least three activities found in category A and/or B within the most recent five calendar years.

Instructional Practitioners (IP)

To maintain IP status, faculty members must engage in a total of at least three activities listed in categories A, B, C, D, and/or E within the most recent five calendar years.

Appendix A – Faculty Publication and Professional/Scholarly Activities

Note: Repeated instances of each activity count separately towards meeting status maintenance requirements, unless otherwise noted.

Category A – Scholarly Publication Activities

1. Publication of a refereed article in a scholarly journal related to instructional responsibilities, business education, or pedagogy.
2. Publication of an instructional case study, or instructional simulation software.
3. Publication of a chapter, or original material in a scholarly book published by an academic press.
4. Publication of a scholarly or text book where the content of the work comes predominantly from other contributors (e.g. edited books, a compilations, or collections).

Following “scholarly publication activity” counts as two activities towards meeting status maintenance requirements due to its intensive nature:

5. Publication of the first edition of a textbook in the field, or scholarly book where the faculty member is the writer of the book’s original content.

Category B – Significant Scholarly Activities

1. Presentation of a paper at any recognized conference within one’s field.
2. Giving an invited scholarly talk or a scholarly keynote speech at any recognized organization/event.
3. Serving as a member of the editorial board for an academic journal within one’s field.
4. Serving in a top leadership position (with substantial scholarly responsibility) of any recognized academic society, or scholarly association.

Following “significant scholarly activities” count as two activities towards meeting status maintenance requirements due to their intensive nature:

5. Serving as program or track chair in a nationally or internationally recognized academic conference.
6. Serving as the editor or associate editor for a nationally or internationally recognized academic journal within one’s field.

Category C – Professional and Practice Publication Activities

1. Publication of a chapter in a book, an article (including refereed article), or other publicly available manuscript aimed at professionals, practitioners, businesspeople, or policymakers.
2. Publication of a publicly available report of a professional organization or governmental body.
3. Acquisition of a patent.

Following “professional and practice publication activity” counts as two activities towards meeting status maintenance requirements due to its intensive nature:

4. Publication of the first edition of a book aimed at professionals, practitioners, businesspeople, or policy makers.

Category D – Professional Leadership Activities

1. Delivering a formal presentation at any recognized event for professionals, policymakers, or businesspeople.
2. Developing or presenting instructional materials for professional education programs.
3. Serving on the board or in an advisory role to a company, charitable organization, or other group with work related to the College’s mission.
4. Serving in a top leadership role with substantial authority and responsibility for a professional organization within one’s field.
5. Providing regular and substantial consulting services requiring expertise in the field.

Following “professional leadership activities” count as two activities towards meeting status maintenance requirements due to its intensive nature:

6. Maintenance (or attainment) of professional certification or licensure within one’s field.
7. Serving as an editor of a professional journal.

Category E – Other Professional Engagement Activities

1. Documented sustained professional work related to a faculty member’s teaching area.
2. Documented participation in a significant continuing/professional education event.
3. Documented participation in a significant professional development activity related to pedagogy or student learning outcomes.
4. Participation in a faculty internship.
5. Participation in other activities that place faculty in direct contact with business and other organizational leaders.