

School of Business & Economics

Faculty Meeting

Tuesday, March 18, 2008

Wachovia Auditorium

3:00 p.m.

MINUTES

Attendees:

The list of attendees is on file.

1. **SBE Updates** – Dean Pitts

- Congratulations to Dr. Stephen Litvin on being awarded a Fulbright Scholarship to the University of Guelph's College of Management and Economics. Dr. Litvin's research focus will be on sustainable tourism development.
- Faculty should please note that in order to satisfy AACSB requirements, a research plan must be filled out at the time of each faculty member's annual review. In particular, the AACSB assessment team will be asking about the impact of research.
- Calvin Blackwell asked whether the research plan is expected to be retrospective or prospective? In the latter case, how would faculty assess the impact of research that has not yet been published? The Dean replied that faculty should try to fill in as much as possible based upon anticipated outcomes. Rhonda Mack added that to begin compiling this kind information is of primary importance and towards that end, faculty should contribute whatever information they can this evaluation year.
- Dean Pitts responded to Tom Kent's email question with regard to wording in the annual merit review notification, in particular the "Meets Professional Competency in Research" category. The original wording of this category, read: "requires that a faculty member exceed our base line of at least one refereed publication in a three year period" which expressed a seeming contradiction between 'exceeds' and 'meets,' the category title. While the wording has since been revised the Dean reiterated that while the School of Business and Economics faculty manual requires that at least one refereed journal article be published in a three years period, our accrediting body, AACSB looks at a five year baseline and requires two publications within that period of time. Faculty are therefore required to be in compliance with both standard measures. In addition, when seeking promotion and tenure at the College of Charleston faculty performance must exceed the level of "meets professional competency." These higher category ratings are decided by Department Chairs and are not only quantitative but qualitative, requiring that a faculty member's performance demonstrate quality at the next two category levels.
- Dean Pitts also noted that AACSB is seeking a high degree of validity between a School's stated mission and the priorities we set for intellectual contributions, teaching practice and service. At the individual level, faculty members must also demonstrate what their research attempts to accomplish and how that goal is consistent with the School's mission. For this reason, each faculty member must document the focus and target audience of publications and impact measures of research. AACSB expects business School's to defend the impact of research and scholarship.

- Towards facilitating the above, we may have to modify our mission statement somewhat. These will, however, be mostly linear modifications that serve to articulate and justify our discipline based and applied research. The Dean's office will send proposed wording to Department Chairs then out to faculty by the middle of next week.
- Dr. Koprowski noted that it seems contrary to the liberal arts tradition to focus on specific areas of study. Dean Pitts answered that in general, AACSB has clearly defines research 1 institutions, but that other schools comprise a catch-all category so to speak. As such, we are trying to establish our individual identity and build the case that faculty may be successful at both the discipline and professional level. To accomplish as much, we can build our own model provided we can justify the model and our faculty's output within the context that we have defined.
- Howard Rudd asked if there were existing models that we could review as possible templates when we begin the process of developing our own? Dean Pitts answered that the Faculty Development committee has compiled a wide range of models but that the key elements will be to maintain quality and defend the impact of our research.
- Also for AACSB purposes, Jose Gavidia will be scheduling a number of assessment meetings in order to bring faculty together for discussions on assessment and learning goals and what will be expected of individual faculty members, in more depth.
- A new faculty line provided by the Provost's office beginning in the 2008-09 academic year, will be filled by a visiting instructor or professor of communications so that we can open up a number of new business communication courses to our students. This decision was made in response to having identified communication skills as an area of need for our student body in the last assessment cycle. Bonnie Grossman note however, that introducing a communications course would meet the educational needs of about one hundred students, but that we have currently have approximately five hundred SBE majors.
- We are also waiting for a proposal from the Faculty Development Committee to define the categories Academically versus Professionally Qualified for the School of Business and Economics.
- While the General Education proposal is pending, we need to move ahead with our AACSB accreditation requirements despite lack of clarity on questions of procedure and the ultimate outcome of the Gen Ed proposal.
- Honors group. Technology update. groups that make sense, social network infrastructure. We will offer to back department, link student base with alumni.
- Calvin Blackwell asked whether or not the faculty research plan is retrospective or prospective? If the plan is in fact prospective, how would faculty be expected to assess the impact of an as yet unpublished work? Dean Pitts replied that faculty should try to complete their research plans to the greatest degree possible, assessing the most probable outcome where specifics are not yet available. He added that the assessment team will request information regarding the impact of faculty research and scholarship.
- Rhonda Mack also stressed the importance of gathering data that we will need to include in our report and that this consideration takes precedence in terms of our current efforts and timing.
- Dr. Koprowski noted that it seems contrary to the liberal arts tradition to focus on specific areas of research. Dean Pitts acknowledged that AACSB categorizations are perhaps most easily applied to institutions where the primary focus is research

and scholarship in academic journals. In our case, it is more difficult to find a category that encompasses the spectrum of our faculties' research efforts at both the discipline and professional level. While we could build our own model we would still be required to justify this self categorization and what we as a faculty are attempting to accomplish.

- Dr. Rudd asked if there were examples of existing models that other schools have developed and that we might review? Dean Pitts confirmed that the Faculty Development Committee does have a list of models which represent a wide range of options for us to consider as we begin to tailor our own model.
- The College wide strategic planning committee disseminated a SWOT analysis. Individual departments are being asked to complete the survey, after which the Chairs will then meet in order to complete and submit a SWOT analysis for the School as a whole. This must be accomplished over the next six weeks in order to forward a timely response.
- Two of our student award deadlines have been extended to allow more qualified candidates to apply. Faculty are asked to please identify deserving students.
- A reminder that summer research funding deadlines are upcoming. Please submit research proposals to the relevant offices providing funding this year, as well as forward a copy of the proposal to the Dean's office where funding is being sought from other areas.

2. **Curriculum Committee Proposals** – Julie Blöse

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| 1. | Proposal | New minor in Leadership, Change and Social Responsibility |
| | Motion | To approve |
| | Discussion | Howard Rudd clarified that a Leadership concentration was previously approved but the minor was not due to a perceived lack of resources at the time. There remains no assurance of how the proposal will be viewed by the Faculty and Curriculum committee at the College level this time it is submitted. |
| | Vote | All in favor, none opposed – proposals passed |

3. **Assessment Committee update** – Jose Gavidia

- Please find the “Assurance of Learning” PowerPoint presentation attached.
- Core course coordinators have specific learning goals and individual faculty member's must also stipulate learning goals on their syllabi.
- Jose Gavidia will be scheduling meetings in 1 to 2 weeks to discuss assessment criteria and requirements in greater detail with faculty.
- In terms of ongoing expectations, faculty members can make use of existing rubrics to gauge and document student performance in each of the areas described by our school goals for AACSB accreditation purposes.

4. **Dean's Search** – David Cohen

- The Search Committee is chaired by David Cohen and includes Department Chairs, senior faculty and Board of Governor members.

- In the initial phase, the Committee developed a search process or strategy.
- The Committee also met to compose an advertisement for the Chronicle of Higher Education and an announcement was posted on AACSB's bulletin board. The advertisement focused on required experience and desirable personality characteristics and traits. President Benson is looking for a candidate who, besides having experience and an understanding of Higher Education, is externally focused and can raise funds and enhance community relations.
- The next step will be to identify qualified candidates through a review of the applications submitted. Four or five of the top candidates will be invited to campus for interviews after which the Committees charge will be complete.
- The Committee has not been asked to make recommendations on any of the candidates.
- Besides preliminary screenings such as airport interviews, on campus interviews will most likely not take place this summer. School of Business faculty will be included once campus interviews take place. A new Dean will probably begin late summer or early fall of 2009.
- Bonnie Grossman asked if anyone had been appointed Interim Dean? David Cohen had no knowledge of any discussions or decisions regarding this appointment.

5. **Ethics as a School goal: proposed revisions** – Rhonda Mack

- In response to a change in emphasis from ethics to socially responsible behavior by AACSB, the School's Executive Committee proposed the following change in wording to the School's goals as follows:

Current goal

Objective: Students will recognize and be able to appraise ethical dilemmas involved in business decisions and competently engage in discourse aimed at resolution of these dilemmas utilizing relevant discipline specific knowledge.

Suggested goal

Objective: Students will recognize and be able to appraise ethical dilemmas and socially responsible behavior in business decisions and competently engage in discourse aimed at resolution of these dilemmas utilizing relevant, discipline specific knowledge.

- The motion to change the goals received a second.
- The floor was opened to discussion but no comments or questions were raised. The proposal passed with all in favor and none opposed.

6. **Committee reports** – Committee chairs

Faculty Development - Peter Calcagno

- The committee will submit revised AQ/PQ standards by the end of the academic year.

Student Development – Mike Cipriano

- Mike Cipriano introduced a motion by the Student Development committee to change the process by which student award nominations are submitted for the School of Business and Economics Outstanding Student Achievement and Wall Street Journal Awards. The proposed changes are for a list of eligible students to be forwarded to faculty members via email and nominations to be submitted prior to the next final faculty meeting where a vote will be taken, by email also.
- The motion passed with all the votes in favor and none opposed.

7. **Department and program reports** – Department chairs and program directors

Real Estate Program

- Jon Wiley reported that Paul Saylor of the Chadwick, Saylor and Co. Inc., Real Estate Investment firm has made a \$100,000 donation to the Carter Center in Real Estate program. This contribution will be matched by Ben Carter.

8. **For the good of the order** – Dean Pitts

- David Hansen invited faculty to support and promote the Green Business Networking events that he has begun hosting, and which bring together local businesses, students, alumni, staff and faculty for the purpose of networking and sharing ideas regarding sustainability and environmentally friendly practices.
- David Desplaces announced that SIFE students have a presentation on the De Beers company and blood diamonds scheduled for Thursday, March 20th.
- Laquita Blockson will send out an email regarding the Jimmy and Rosalyn Carter Partnership Foundation's Carter Academic Service Entrepreneur program. Funding is available through the program for business proposals that involve service projects or social ventures.