

Regents Academic Advisory Committee
Business Administration, Management & Economics
Friday, January 29, 2016
USG Office – 7th Floor Board Room - #7007
Minutes of Meeting

Attending: Avinandan Mukherjee, Chair (Clayton State University), Faye McIntyre (University of West Georgia), Anthony Patti (Middle Georgia State University), Bill Wells (Georgia Southern University), Sanjay Gupta (Valdosta State University), Yuna Chen (South Georgia State College), Tyler T. Yu (Georgia Gwinnett College), Ric Calhoun (Gordon State University), Tina Philpot (Georgia Perimeter College), Hope Baker (Kennesaw State University), Laura Clark (University of Georgia), James Yates (Darton State College), Liz Wilson (Georgia Southwestern State University), Kristen Broady (Atlanta Metropolitan State College).

Call to order at 9:10 am by Dr. Avinandan Mukherjee, Chair.

Business Meeting

Dr. Avi Mukherjee welcomed everyone. He thanked Marci Middleton for putting together this great speaker lineup.

Introductions:

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

Minutes from previous meeting:

The minutes from the last two meetings, one on February 16, 2015, emergency meeting. The other meeting we had, it was SBAA meeting, in New Orleans. Both meeting minutes were approved by the committee members.

Dr. Avi stated that all meeting minutes have been posted to the Academic Advisory Committee webpage. The committee directory has been updated. The 2014, and the 2015 minutes were approved, and will be posted on the site as well.

New Course Proposals – There was discussion of new course proposals. Reviewed document from Kennesaw State. ECON 1000 – area B. This is a 2 credit class. Is designed in Area B – required of all students. Committee feedback is requested by email, and then it will be forwarded to Dr. Brown. The timeline is late February. The course proposal from Valdosta State was discussed and returned for corrections before it can be approved.

Dr. Steve Wrigley, Exec. Vice Chancellor, Administrative and Fiscal Affairs

Dr. Wrigley gave a system update and commented on the Complete College GA initiative, system budget development, tuition rates, legislative priorities, and consolidations.

Dr. Houston Davis, Executive Vice Chancellor, Academic Affairs

Dr. Davis discussed the scope of Academic Affairs, academic student services, and policy. There was discussion of SACSCOC concern about how associate degrees are advertised. The university system is looking to leverage eCampus and eCore to serve institutions across the system, and for institutions anchor eMajor collaborative degree programs. These will be select programs and eMajor will probably not impact the 2, 925 or so programs offered by institutions across the system.

The system is going to look for efficiencies through collaboration as opposed to investing the same program 8 or 9 times at institutions. A goal will be affordability. Institutions can partner with ECampus to reduce tuition and invest in program redesign. ECampus collaborations are expected in the business focus areas. Dr. Davis discussed Affordable Learning Georgia and meetings with publishers to lower textbook costs. The Georgia Film Academy was discussed and the film industry in Georgia.

Dr. Marci Middleton, Assistant Vice Chancellor, Academic Programs & Business Committee Liaison

Dr. Middleton discussed Academic Program Summaries, the Academic Degree Productivity Enrollment Monitoring. New processes for proposing new degree programs were discussed as well as deactivation and termination of low producing programs. Business programs rank at the top in terms of program productivity. During 2014 – 15, a total of 38 new programs were approved, and 28 changes. A total of 20 programs terminated across the system. A comprehensive program review subcommittee is being chaired by Provost Kelly Brown, from Georgia College State & University. Objectives of the subcommittee are to determine system-wide indicators of quality, productivity, and viability, and to develop a system-wide template for academic assessments. A draft template has been developed and is in discussions with the Institutional Effectiveness Committee. Timeframe for implementation is Fall 2016 but may take more time. A post approval enrollment monitoring report is being developed, which is a report of new academic programs reaching enrollment projections which will be shared with provosts and the BOR.

Mr. Jeff Stepakoff, Executive Director, Georgia Film Academy –

Gave an update on the Georgia Film Academy and on the need for USG to develop a talent pipeline for film production. Georgia has the best film tax credit in the United States. There were 248 film and television productions in Georgia last year. We are among the top 3 in the country, and top 5 in the world. There are 15 -16 major studio complexes here. Over 100,000 people are working in the business, in Georgia. Average salary is \$84,000 a year. We want to develop programs and courses where they are needed. Production accountants are needed right now. So we need to develop a production accounting class, and program. The GFA certification curriculum was described. GFA now have 191 students enrolled in 7 sections, across the state, Columbus, Clayton, Gwinnett Tech comes in line the end of February. Those are the pilot programs. There is huge demand for the program. GFA's first industry partnership is the Ga. Film Academy at Pinewood Studios. The 18 hour certificate program could be coupled with a 42 hours of general education to create a work ready credential or fit into a bachelors program.

Dr. Myk Garn, Assistant Vice Chancellor, New Learning Models –

Reported on the 2030 taskforce that explored what teaching & learning was going to look like in the next decade. One strategic area of action could be Competency-based Education – CBE. That involves continuing integration of affordable materials and textbooks, centralization of some critical distance

education assets, faculty development and support. Also, establishing credentialing options, like stackable credentials and badges. CBE connections to business and industry were discussed. Western Governors University and Southern New Hampshire University were presented as examples of CBE implementation. CBE is particularly attractive to adult learners. There are some policy issues and change issues that need to be addressed with SACS. eCampus, which is currently developing programs for the governors High Demand Career Initiative may explore as a delivery option. Development of additional technology systems, like Banner, would be needed for managing CBE programs. The system is not launching a CBE initiative, but opportunities for institutions are being explored. .

Ms. Lauren Fancher, Director, Galileo Support Services -

Affordable Learning Georgia is seeking projects around courses that could have a high impact on affordability in business programs. ALG analyzed the top 100 courses by enrollment in the institutions, Principles of Accounting has 25,000 enrollments in the university system, but to date there has been no ALG project in this area. IT is also a high need area. The Business deans could consider collaborative development and adoption of open textbooks, such as the OpenStax textbooks and make a significant impact on Gateway courses. Research shows affordable textbooks have an impact on student success. The next two highest enrolled courses are Survey & Economics, around 12,000 annually. Environment of Business is around 10,000 a year. Discussion ensued on the availability of grant funding and the need for ancillary materials to support OER textbooks. A workshop will be offered February 19th, in Macon.

Dr. Ginger Durham, Assistant Vice Chancellor, Faculty Development –

Reported on faculty development efforts around the state. The annual professional development conference coming up in April, in Athens is now drawing 320 attendees a year. A Scholarship of Teaching and Learning Fellows program is being developed. Georgia College is conducting research on a year long Fellows program which will be published. GCSU has a webinar series on the project. Each campus has a representative that attends two meetings a year on teaching and learning. The Office of Faculty Development offered \$5000 in little mini grants to provide resources for scholarship of teaching and learning, etc.

Ms. Marion Fedrick, Vice Chancellor, Human Resources & Ms. Karin Elliott, Associate Chancellor, Total Rewards –

Q&A ensued on the Tuition Assistance Program, and on TAP application to online programs. The current TAP policy is limiting employee enrollment in the WebMBA program. Input is sought from the business deans on policy revision. There was discussion of the recent audit on retirement plans. A committee is being formed to develop a strategic plan for consolidation of retirement plan options. A representative is being sought from the Business deans. Representatives will also include 3 faculty members, and faculty senate, and 3 administrators. A committee is also being formed to develop a report on wellness programs.

Dr. Avi –

Old business was discussed:

1. Transfer of economic course credits from the technical college system of Georgia to the USG system. Faculty qualifications were discussed but more data is needed. A motion to table discussion was passed.
2. Degree proposal from Coastal College of Georgia which is a Bachelor Applied Science with a major in Work Force Management & Leadership. It is with us now for consideration. Discussion ensued. No action was taken.
3. Agenda items for next meeting. Proposed topics were affordability and text books; faculty input on core courses.
4. A motion was made to amend the bylaws to change the term of service for the Chair from one year terms to a two year term. Seconded, and passed. Adjournment- 3:57 pm

Respectively Submitted by:

Terri W. Cleveland

On behalf of Dr. Avi Mukherjee, Chair, Business RAC

College of Business

Clayton State University

Morrow, Georgia