Minutes
Coles College Executive Committee
January 14, 2010

Attendees:
Present: Jane Campbell, Sheb True, Ken Harmon (Chair), Keith Tudor, Brett Katzman for Govind Hariharan, Linda Malgeri, Kathryn Epps, Alvin Miles, Tim Blumentritt, Rick Franzia, Scott Widmier, Mary Quat, Kat Schwaig, Mandy Brooks, Joe Astrachan, Susan Carley
Excused: Mike Salvador, Joe Hair
Guests: Nancy Prochaska, Assoc. Prof. of Management; Brian Wooten, Dir. of Center for Student Leadership and Instructor for University Studies

The meeting commenced at 2:04 p.m.

Center for Student Leadership (CSL)
Brian Wooten and Nancy Prochaska attended the meeting to present the history and benefits of CSL, an organization which cements the extra curricular and academic lives of students. They expressed the hope that a committee be formed in the Coles College, to enable the programs in the CSL. Locations of the CSL offices are in the Student Center, University College/2nd floor, and CETL House.
Action: Anyone interested in participating on a committee for the Coles College or in mentoring women coming into the CSL program, can contact Nancy or Brian.

Action Email
Ken said that plans of action resulting from the Executive Committee meeting will be sent out after the meeting in the form of an Action Email, either with the minutes or separately.

Reporting Structures
Ken reviewed the reporting structure within the Coles College of Business:

- Sheb True, Associate Director of Graduate Programs, responsible for the success of Program Directors (DBA, MBA, FEMBA, MAcc), GBEP (Mandy Brooks, Assistant Dean), Executive Programs (Mike Salvador, Director).
- Jane Campbell, Associate Dean for Undergraduate Programs
- Kat Schwaig, Associate Dean for Academic Affairs, will handle financials, campus reports (understanding of), technology (classroom, computer), facilities, strategic planning/accreditation. To be determined: Role with faculty.
- Center Directors: Reporting structure to be determined.

Internet Sponsored Ads
Mandy Brooks said the Coles College is using Google Adwords to help promote the College and its programs. When someone searches for Coles and clicks on a sponsored ad at the top or right hand side of the Google results page, the College is charged an ad fee. She said a recent analytical report indicates that a lot of the clicks in these spaces are from IP addresses here at the College. She said to keep these charges from being incurred, users should click in the body of the ad.
Action: She asked Chairs to notify their faculty about this issue.

Burruss Building Signage
Mandy said the empty pucks around the Burruss Building will be assigned to different departments. She said that the pucks are for branding and they need to be kept filled and cohesive; there should be no signage taped to the walls. She added that pull-up signs are coming soon. Sheb said that students looking for a place to hang signage may be sent to his office for directions.

End of Year Spending
Ken gave kudos to Pres. Papp and Dr. Black for their handling of financial matters and budgets in difficult times. He said funds have been set aside for what may happen and he is anticipating the possibility of the availability of funds at the end of the fiscal year. He asked Chairs to be thinking of a one-time expenditure for which they may use these extra funds, should they become available.

Program Highlights
Ken referred to an email he had sent to the Executive Committee on January 8, asking that each Program Director give highlights of any initiatives being considered, at the Executive Committee meetings each month. The following was presented:

- India: Ken gave an overview of the Coles College programs’ beginning in India. His summary included funding, travel, technology, marketing, and programs being considered in conjunction with Indian universities/schools.
- DBA: Scott Widmier said there are 26 people in 2010 cohort. Discussion ensued regarding availability of faculty for large cohorts.
- MBA Programs: Tim Blumentritt distributed a page-long summary of activities presently going on, including: Galleria, WebMBA, Dalton, Dual-Degree Programs, Ongoing Initiatives (faculty training, SpeakEasy, MBA Commons, Peace Corp Volunteer Fellowships).
- EMBA: Alvin Miles gave a program update including plans to involve the alumni and AT&T.
- MAcc: Kathryn Epps said the School had looked at the MAcc program to see what was working and program changes are in the discussion stage.
- FEMBA: Joe Astrachan reported that the first class is having its last residency beginning on Sunday. He said the second class has begun and he shared with those present, brief backgrounds on the new students.

AOL
Linda Malgeri reminded Program Directors that she would like volunteers in place by February 1, on committees that will review program goals in preparation for the next AACSB visit in five years.

Next Meeting: The next meeting is scheduled for Thursday, February 18, 2:00 p.m. in BB 291.

The meeting adjourned at 3:47 p.m.
Submitted by Sue Steensrud, Secretary to the Dean.