COLES FACULTY COUNCIL MEETING
March 6, 2017

Attendees: Dean Schwaig, J. Herbert, D. Lester, T. Kolenko, X. Huang, T. Miller, M. Caylor

I. Meeting called to order by J. Herbert at 1:00pm

II. DEAN SCHWAIG ADDRESSED COMMITTEE WITH ISSUES BROUGHT FORWARD AT FEBRUARY 2017 MEETING:
   a. Internships and Coops: Dean Schwaig spoke with director of Career Services about the variations between internships and coops in our college and across campus. D. Lester met with director as well. The conclusion is that there was a surprise at the variation and believes we are taking this a lot more seriously than other schools. D. Lester gave director all of her paperwork used and given to students. Director to review paperwork and get back to D. Lester which has not taken place yet. It was agreed that it was a good idea to bring all internship coordinators together from all departments
   b. Website: Will be migrating to university platform more than likely this summer. Has someone in mind to help lead that effort but will be getting input from marketing as well
   c. MBA: Dean Schwaig provided a handout to committee. Below are the comments
      i. Conversation about the DBA current enrollment numbers across cohorts – most of students complete program in 3 – 4 years. Tuition is approximately $96,000 prorated over the 3 years and how they register for classes
      ii. Basic part-time MBA is approximately $18,000 and not considered a money maker
iii. Additional fees charged, at times, on top of the $18,000 such as for the Galleria. The number shown on handout was a premium assessed to hire a career staff member. Career staff member paid around $70K - $80K over 12 months

iv. Her understanding that Synchrony Financial will have $70,000 allocated back to college

v. WebMBA number on handout is what the check was for back in October 2016 which represents revenues from the previous academic year. Revenues are based upon the number of students going through the KSU cohort and the number of classes we teach. We take money from this and pay for expenses for 2017. System to establish what contributions to college is used for is back in the Dean’s hands and will be reevaluated. The Dean wants to streamline the financial processes in the college.

   i. Discretionary funds and how they are currently being used were discussed:

      1. Recognition and awards go to Foundation now
      2. Memberships, AACSB, stipends, online stipends, research databases. Survey being done to see if we are using them properly
      3. ENACTUS and Scholars Programs funded at $70,000 currently with private funding
      4. Dean’s operating budget used mainly for travel, printing, AV improvements, marketing, copying, student assistants
      5. Summer research support/ administrative stipends
6. Try to prepay summer expenses (university takes care of teaching) – stipends, administrative dollars in order to have less encumbrances in the fall
7. The handout does not give full list of discretionary funds.
8. The biggest source of discretionary funds are used for the WebMBA and summer revenues which are hoping to be known by July 1st to allow for better planning
9. The Dean asked for patience as she will be providing information in a better form soon
10. Question: What are the chances of you taking some of the above expenses and roll them into the normal budget from the university? We aren’t normally successful at pushing things back but being more successful at showing how we are using what we have and maybe getting more staff support from them to carry some things out.
11. Stability of premium programs was discussed.
   One issue is the travel distance for professors for current premium program, Synchrony in Alpharetta. There was discussion on locations and different companies that may want to do cohorts that are closer. All of these options and more are being evaluated
12. Question: Are we stuck going through the WebMBA instead of doing something online on our own? 
   a. Option 1 on the table now: There is an opportunity for us to partner with an outside company to help market the program. Likely be able to cover this
revenue within a year and a half to two years and then probably triple it. We would come out of the WebMBA and they would market for us as our own program. One risk is that this company is expensive. They take half of the tuition but they do such volume with us that it would make up for some of that. After reviewing the option of leaving the WebMBA and going with an outside firm, this option is no longer on the table. Coles will not be partnering with an outside vendor.

b. Option 2: Our WebMBA is about $22,000 premium tuition and base tuition is $18,000. This company wants our online program to be $18,000. More affordable but company taking half and the university taking the other half leaves Coles with nothing. The university would have to claim this as a new model because there would be no money for Coles unless the university agrees to share with Coles. There is a meeting in about two weeks to see if there is an interest on the university level with regard to new models in this new market.

c. There was much discussion on different programs and how they are marketed, their fees and numbers, hybrid models and other products to offer
III. DEAN’S ADVISORY BOARD HANDOUT PROVIDED BY DEAN SCHWAIG:
   a. The first handout comes from the board’s discussion on where the MBA is and what is needed to go forward
   b. The second handout talks about what is being done about enrollment and shows that work needs to be done by A. Henley
      i. The suggestion is to focus on recruiting and adjustment to the curriculum
      ii. Admissions are flat
      iii. KSU’s graduate and undergraduate base tuition being very low was a discussion even though we have been brought up to an R3 school. It was discussed that there is research being done on premiums that aren’t being reflected in base tuition cost per credit hour at other universities as well as MOUC’s being subsidized by outside sources at those universities
      iv. There was discussion on possibly raising the credit hour premium. The base tuition ($18,000) always goes to the university but the difference between base tuition and the credit hour premium would go to college to be spent on the program
      v. The Dean’s board will be working on the “why’s” of how we got to where we are currently and how to rectify immediately
      vi. There was discussion on the fact that the program isn’t marketed effectively and that being the cause for the low enrollment along with the design of the program
      vii. Question: Why did weekend classes end? It was expressed that weekend classes could be more desirable due to traffic during the week. That will be looked at by board
      viii. Our total hours being the lowest total hours compared to other universities was discussed
      ix. MBA concentrations were discussed as adding value to program
x. The Dean and the board will be looking at these issues and more in an effort to increase the value and enrollment and online MBA option as well

xi. Learning outside of the classroom was discussed as adding value to other programs

xii. Moving toward concentrations in the MBA program was suggested by Dean. Such as an MBA with a focus in Analytics or Healthcare in an effort to be synergistic with other schools with strong programs to make our product more comparable to other programs

IV. DBA HANDOUTS PROVIDED BY DEAN SCHWAIG:
   a. Information explains why the structure of DBA needs to be changed and that there is a task force for this effort
   b. DBA has become dependent upon a break even number in order to accept students into program and that doesn’t need to be the case.
      i. Trying to simplify cost structure of program to make it more cost effective for students and being driven by quality of faculty and students.
      ii. Current model not sustainable and trying to break the model.
      iii. This also fits into the idea of moving it toward a Ph.D. versus a DBA. Current product is more of what is received from a Ph.D. program versus a DBA program. Looking at what we can do to keep what is special about current DBA program and what can be done to make it financially sustainable.
   iv. The program was told by the dean that next year they are to take in the number needed to have the best students because you have the best faculty to work with them and not the “break even number”. Input was received by faculty and not students
v. More of a mentoring program and can be up to 7 years. Mentoring is to stay the focus. Limited number of faculty that can work in this program and one goal is to be respectful of that limit
vi. Program was recognized a year ago as being innovative and being imitated
vii. Our program is more of a research doctorate versus others being more of an executive doctorate
viii. Not taking the “break even number” will stop the flow of too many students. As these changes are being made, the WebMBA will help cover the cost of the DBA next year to make that transition. These changes will not impact the students
ix. The goal would be to have it as a departmentally run program
x. Product is a very unique product and we have to find out the best way to operationalize it. AACSB recognized the programs as being one of the top programs
c. The EMBA for Family Business is not embedded in the numbers on the handout

V. AWARDS:

a. Question: If someone won the award for teaching two years ago (when it wasn’t separated into two awards) are they eligible to win the Undergraduate Teaching and/or Graduate Teaching Award this year? Even though it was one award previously, it still falls under the rule of being banned for either of the split awards (Undergraduate or Graduate) for five years total from when they won the combined Teaching Award
b. A professor which stated they applied to an award and didn’t win requested that it be researched by T. Miller. However, that award wasn’t one that was received. In this situation, the professor wasn’t eligible due to the five year wait time between winning awards. The issue that it wasn’t received at all was discussed as being an issue.

c. A staff situation as being a possible problem was discussed. The webmaster takes the application and forwards it to J. Herbert and L. Oder. At that point, L. Oder places the application into the respective folder on the C:drive for the CFC to review.

d. **J. Herbert - ACTION:** Resolution was to add a confirmation email from the system to the applicant of their submission.

e. **ACTION:** Wording to be added to the Undergraduate and Graduate Teaching Award description with regard to the wait period applying to all winners of the Teaching Award prior to it being separated

f. T. Kolenko asked to leave during the voting of the award he applied for

g. **ACTION:** J. Herbert to mention to Dean Schwaig when presenting nominee for Collaboration Award that are other representatives in the collaboration

VI. **DISCUSSION:**

a. There was discussion whether D. Lester’s question regarding the website to the Dean was answered. D. Lester stated that no one knows what is going to actually happen. The branding and problem across campus was brought up in a meeting D. Lester was in today with K. Harmon in attendance and where he stated the President was about to make major changes.

b. There was more discussion about the concerns of the MBA and the low cost and the perception that displays
c. **ACTION:** April meeting to discuss Bylaws and DBA program issues. L. Oder to make arrangements with Dean’s office to request her attendance and send invitation to CFC with that date.

**VII. MOTION:**

a. to adjourn meeting by D. Lester at 3:12pm; seconded by T. Kolenko

Minutes recorded by L. Oder