

Report: College of Business Discussion Group

FROM: Business Faculty from CAS & CGPS

DATE: 6APR 2009

RE: Feasibility Study for the Proposed College of Business

The following summarizes discussions among the business faculty of both campuses concerning our vision for proceeding toward a college of business and serves as our response to the request of the strategic planning steering committee for our vision of how we may contribute to the future of the University.

At a March 4, 2009 meeting with the Acting Provost and the CAS and CGPS Deans, Gail Brooks, Alan Heffner and Galen deGraff were charged with co-chairing the Proposed College of Business Planning Discussion Group.

In response to this charge, the business faculties met on Thursday, March 12, 2009 at CGPS (and again on Wednesday, March 25, 2009 at CAS.) Nina Mikhalevsky strongly suggested that the group pick a spokesperson or spokespersons. The faculty voted for the following people to act as the group's representatives and spokespersons: Alan Heffner, Galen deGraff, Leigh Frackelton and Gail Brooks. These four people met on Monday, March 16 to discuss how to proceed.

The remainder of this report summarizes some thoughts and ideas from these meetings.

The faculty discussed, in great detail, the idea of a College of Business. Part of the hesitancy of the faculty to immediately endorse and begin planning a College of Business results from feeling that the University has implemented plans in the past without sufficient resources and without sufficient input and guidance from faculty.

If we determine, over the next few months, that a College of Business would increase the visibility of our programs, position the university in preparation for reaccreditation and address the issues raised by the President in her speech on November 17, 2008, we will continue to outline the rationale and steps we believe are required to move in that direction.

We propose to examine and review the feasibility of and the opportunities offered by an AACSB accredited College of Business and/or alternative models/configurations that have proven to be successful at other high quality institutions. Regardless of the final recommendation, we feel the following conditions are required to successfully implement any solution.

1. There must be sufficient funding for planning, designing and implementing the solution.
2. There must be sufficient resources to support a variety of delivery methods incorporating proven teaching methodologies and diverse learning styles.
3. There must be sufficient resources and funding to support faculty research and professional development relevant to each faculty member's discipline.
4. There must be sufficient resources and funding to support a teaching load conducive to providing quality graduate and undergraduate programs.
5. There must be sufficient resources and funding to support a full gamut of student services

meeting the needs of all student populations.

6. The planning, design and implementation of any solution must ensure that existing and new programs continue to meet the diverse needs of the two distinct student populations served by both existing colleges.

7. The UMW administration must put in place an appropriate administrative structure to support the full implementation of the accepted solution.

8. There must be appropriate resources and funding to support flexible and timely responses to the changing needs of the local and regional professional community.

9. There must be clearly established and faculty approved university policies to provide cross-college utilization of courses that best serve the needs of all students.

10. The planning, design and implementation of any solution must include faculty input in a decision making role throughout all phases.

If the above is accomplished, then the solution will contribute to accomplishing the mission of UMW, address the issues raised by the President, address the issues raised by the most recent SACS report (i.e. pages 38 – 40 of the SACS report) and address SCHEV requirements.

Specifically, to address item 10 above, the following is an idea for a “goal statement” for the group.

Research and develop processes, policies and procedures to:

- a) create clearly defined and measurable objectives for all academic related activities that contribute to the student’s learning experience,
- b) determine appropriate faculty discipline credentials,
- c) set uniform standards and policies for hiring, evaluating, promoting and tenuring faculty,
- d) assure high academic standards for all courses of study,
- e) correlate course offerings related to different business areas,
- f) develop administrative means of integrating all undergraduate and graduate curricula and
- g) provide faculty representation from all business program areas in a-f above.