Management Department Fall Meeting Minutes  
January 15, 2020  
9:00 am – 10:30 am  
Miller Hall Conference Room

Attending:  Dr. Thomas Gainey, Dr. Doug Turner, Dr. Doug McWilliams, Dr. Brad Prince, Dr. Jeannie Pridmore, Dr. Tanya Thomas, Mrs. Lantz Ferrell, Dr. Kim Green, Ms. Mariana Sanchez, Mr. Philip Reaves, Dr. Joan Deng, Mr. Rick Sigman, Dr. Erich Bergiel, Dr. Ellie Towhidi, Mrs. Samantha White, Dr. Susana Velez-Castrillon

Not Attending:  Dr. John Upson, Mrs. Liz Runyan, Mrs. Monica Smith

**Merit Evaluations:** Merit evaluations are due to me by January 31st. Also, by January 31st, Digital Measures must be up-to-date and you must have a current resume on our website (just forward to Liz).

**Budget Update:** We are not getting all of the e-Tuition funds that we were expecting this academic year. At this point, there is some uncertainty regarding our budget for 2020/21. We are hopeful that money will be allocated to help us fill some of the holes created by the elimination of e-Tuition, but it is likely that we will not know much until after the new president begins on April 1st. And, it is possible that we will have to set some guidelines on travel. Additionally, we will not be providing MiFis during the 2020/2021 academic year.

**Summer Schedule:** All undergraduate courses are scheduled as “N” or “E” courses for Summer 2020. This change is necessary to encourage students who are working to enroll in summer courses. With “N” courses, you are not allowed to have more than one required class meeting on campus. In fact, with “N” courses, we are unable to schedule a course for a particular time/classroom. Thus, any meetings will have to be scheduled through Liz/Karen (they are going to secure open slots when room assignments are made). The times that I have scheduled are suggestions that may prevent us from scheduling on top of each other. Additionally, with “N” courses, it is my understanding that you can schedule multiple exams during the semester and that you can set up a time for students to take the exams on the Carrollton campus. However, you must also give students the option to take the exams at a testing center off-campus. I would encourage you to set up your courses so that students are not required to come to campus at all. Many of them have summer jobs outside of Carrollton that makes it difficult for them to come to campus. Additionally, your efforts at making these courses “N” sections will serve you well in the Fall/Spring schedules as some of our courses will be moving from “D” to “N” sections.

Janet Gubbins and Meggie Miller visited and discussed options for testing students in an online course during our fall meeting. As they noted, For all courses (D, N, or E), we should always give students an opportunity to take the exam (free of charge) on campus. However, if students are unable to take the exam at a given time, they can contact Carrie Melius, Manager of Academic Testing Services at UWG, about taking an exam at a different time on the Carrollton or Newnan campus ($10-$15 charge to the student). If neither of these options work, students can pay to take the exam (usually $10-$50) at an
approved testing center or through ProctorU. Approved testing centers are typically located at other universities, community colleges, libraries, tutoring centers, or military bases. Students should be reminded that the later they wait to schedule an exam, the more it may cost the student, so off-site exams should be set up early in the semester. If faculty members contact Meggie Miller, she can help them manage the entire process. A good place to begin this process is at https://uwgonline.westga.edu/exams.php. Exams and quizzes can also be set up in CourseDen. UWG Online can help support this process. During the fall meeting, Janet handed out a UWG Online information folder to all faculty at the meeting. Janet also noted that Rod McRae (Center for Teaching and Learning) and David Lloyd (Educational Technology Specialist at UWG) are very good resources.

**Fall/Spring Schedules:** These schedules will be released within the next week. If approved, I will be hiring two lecturer positions and one limited-term instructor to begin in the Fall 2020 semester. If they are not approved, additional changes to the fall/spring schedules will be necessary. When we found out about the budget situation, we suspended our search for the tenure track position to replace Faramarz. When the budget situation improves, we will try to convert the limited-term instructor position to the tenure track position. As with summer, there will be more “N” or “E” courses in the Fall/Spring. Again, we cannot reserve classrooms for specific days/times before the room schedule is released. Our plan is for Karen/Liz to grab open days/time that we will use for exams. Most likely times are early morning, late afternoon, or Fridays.

**Enrollment:** UWG experienced a rather significant drop in freshmen enrollment in the fall semester. In our department, Management majors did decrease from 689 (Fall ’18) to 630 (Fall ’19) – a decrease of 59 students (8.6% decline). However, MIS majors increased from 180 (Fall ’18) to 226 (Fall ’19) – an increase of 46 students (25.6% increase). And, as a department, total majors decreased from 869 (Fall ’18) to 856 (Fall ’19) – a decrease of 13 students (a 1.5% decrease). The expectation is that we remain at roughly the same level of enrollment that we had in Fall ’19. If I understood correctly, we may experience another drop in enrollment in 2025 if we are not proactive. Based on survey data, the admissions office reports that safety, campus appearance, student activities, diversity, and program selection as perceived strengths at UWG. Areas of perceived weakness were academic reputation, job placement rates, graduation and retention rates, and affordability. I was supposed to meet with a representative from admissions earlier this week, but that meeting was cancelled. But, from what I’ve heard, a committee has been formed to examine why there was such a large decrease in enrollment and to come up with strategies for addressing this issue. David Nickle is the RCOB representative on this committee. I think we are going to be asked to take a more proactive role in recruitment by being available to meet with students/parents during campus visits. This may mean that we have to make ourselves available periodically during the weekend. But, we will put this on a rotation so that no one has to do this more than once every year or two.

**Management Major Initiatives for Spring:** I would like for us to be very proactive in the process of recruiting new students. In the spring semester, we will be making some changes. One important change will be moving our “certificate programs” to “concentrations.” We believe some of our students are running into problems when they enter the job market because of the “certificate” on their
resume. For instance, if an HR professional sees certificate on a resume, he/she is expecting the student to have a PHR or SHRM-CP certification. Our intentions were good in setting up these certificates, but, in retrospect, the word certificate (or certification) means very different things to hiring professionals. Thus, we will be moving to “concentrations” within the Management major and still providing an avenue for students to earn actual professional certifications. Under Doug McWilliams direction, we will also be renaming our “Operations Management” certificate to a “Supply Chain Management” concentration and offering students the opportunity to become involved in an APICS student chapter (Doug recently got UWG approved for a student chapter and will serve as the faculty advisor). In additional to the change to concentrations, we will be examining more closely our Management selects and likely making some changes to reflect currently needs in the marketplace. For example, in the past year, we have introduced a Leadership course (Erich Bergiel), a Compensation course (Sam White), Logistics and Supply Chain Management (Doug McWilliams), and Lean Six Sigma (Doug McWilliams).

I would like for us to explore the possibility of adding a Management of Technology concentration in the Management major. We may also move the Entrepreneurship concentration to a minor. This might encourage other majors at the UWG who may be interested in starting their own business to take the entrepreneurship course sequence during their studies. We had a good discussion about the Management of Technology concentration and the Entrepreneurship certificate. We will continue these discussions during the semester. In the end, we want concentrations that students find attractive, that make them attractive in the job market, and that they can earn a “professional certification” in.

**MIS Major Initiatives for Spring:** MIS is actually experiencing growth in the program. Jeannie, Ellie, Joan, and Doug are now offering major courses twice per year to satisfy demand. Additionally, Jeannie and Ellie are heavily involved in Cisco certification classes. Once they have completed the certification process themselves, they will be able to offer certification opportunities in “Networking” and “Cyber Security” to our students. At this point, we think that we may offer concentrations in “Entrepreneurship and Business Intelligence” and in “Networking and Cyber Security.” There will also be a general MIS concentration for those not interested in obtaining a Cisco certification.

A discussion also ensued about changing our CISM prefix to MIS. Brad and Tom will begin asking questions to determine if this is possible.

**Management and MIS Program Assessment Reports (SACS) – 2019/2020:**

We need to begin preparing the 2019/2020 SACS Assessment Report. The following courses will be assessed: MGNT 4620 – Fall (Sam and Tom), CISM 4310 – Fall (Doug), CISM 3340 – Fall (Joan), CISM 3335 – Fall (Ellie), MGNT 3605 – Spring (Mariana), and MGNT 3618 – Spring (Rick). Tom will begin collecting data from each individual in the near future.

**CISM 2201 (On Track for Fall 2020):** Lantz, Kim, and Mariana have done a super job creating the outline and much of the content for this course during the fall semester. In the spring, we will be making some final decisions and sharing the outline of the course with the RCOB. We are all excited about the opportunity to deliver this course to our students. We are also very hopeful that this freshman course
will increase interest among freshman in pursuing a degree in the RCOB – and that they will tell their friends. Lantz, Kim, Mariana, Philip, and Tom are tentatively scheduled to teach this course for the first time in Fall 2020.

**Assessment Committee:** Susana informed the group that an “Assessment Committee” is being discussed in both the Strategic Planning Committee and the UPC. The understanding is that this committee would be responsible for assisting with all RCOB assessment, but not involved in assessment required for the individual majors at the department level.

Respectfully submitted,

Dr. Thomas W. Gainey, Department Chair