

Management Department Fall Meeting Minutes

September 14, 2018, 9:30 am - 12:00 pm, Hubbard Dining Room (Z-6)

Attending:

Dr. Thomas Gainey, Dr. John Upson, Dr. Faramarz Parsa, Dr. Doug Turner, Dr. Brad Prince, Dr. Jeannie Pridmore, Dr. Leanne DeFoor, Mrs. Samantha White, Dr. Kim Green, Dr. Susana Velez-Castrillon, Mrs. Monica Smith, Ms. Mariana Sanchez, Mr. Philip Reaves, Dr. Joan Deng, Dr. Mary-Kathryn Zachary, Mr. Rick Sigman, Dr. Ellie Towhidi, Mrs. Liz Runyan

Not Attending: Dr. Erich Bergiel (military leave)

Topic #1: Department Meeting Resource Book

Distributed a reference book with meeting minutes from the previous year, updated assessment reports, current promotion and tenure policies, the latest copy of *The Messenger*, and the *Handbook for New Faculty 2018-2019*. The new faculty handbook is now distributed at new faculty orientation. There are many reference materials in the Appendices that even long-time faculty might find useful.

Topic #2: State of the Department

Things are good! Our department enrollment from Fall 2016 to Fall 2017 was up 5.4%. Management majors increased from 601 to 615 students. MIS majors increased from 142 to 168 students. Preliminary numbers for Fall 2018 also look promising. Management Department majors increased from 783 in Fall 2017 to 857 in Fall 2018 (a 9.5% increase).

In the Management program, we now have the following three certificate programs: HR (123 students have completed), Operations Management (20 students have completed), and Entrepreneurship (2 students have completed). Additionally, John and Erich continue to run very successful study abroad programs for our students. Further, I think most of the management faculty is more comfortable with online learning than they were five years ago. Thus, we are able to continue to meet student demand with our online course offerings. Going forward, I think there are several issues that we need to examine in the Management program: (1) defining how far we wish to push online learning – we have to consider our reputation, student demand, our competition, etc. (2) critically reviewing our management select courses to make certain we are giving our students the skill set they need to be successful in the current job market – may need to consider courses such as leadership, big data in management research, etc. and determine if our current select courses need tweaking (e.g., MGNT 4621 – HR Analytics), and (3) defining the new lecturer line that we will be hiring for in Spring 2019 (unsure if this is going to be more of a management line or management/MIS hybrid position).

In the MIS program, some big changes happened over the past year. First, we hired a new faculty member, Ellie Towhidi. Second, we made CISM 3330 and CISM 3335 “gatekeeper” courses for the upper-level MIS courses. Students must now earn a “C” or better before they move on. Third, we built more flexibility into the program. There are now four required courses and three MIS-selects. This will

allow our MIS students to pursue internships and study abroad programs. It will also give us the flexibility to design specific tracks or certificates in the future. Fourth, we started a new schedule rotation. Every year we will be sending two cohorts of about 25 students through the program (and these cohorts are staggered). This will cut down tremendously on requests for independent studies and accommodate the growing number of students in our MIS program. Fifth, Jeannie started a great study abroad program in Germany for some of our MBA students. Hopefully, in the future, we can expand this to our undergraduate program as well. Finally, we have an SAP certificate in the MIS program (28 students have completed this certification program).

So, overall, the state of the department is very good. Our senior exit surveys indicate that our students believe they are getting a good education and that we have qualified, caring teachers in the department. Almost all of our students note that they would recommend our program to one of their friends.

Topic #3: Post-Tenure and Third-Year Reviews

Tom Gainey qualifies for a five-year review. Rick Sigman qualifies for his third-year review. Candidate packets must be submitted electronically by October 2nd. Department committee recommendations on the third-year review are due to the department chair by October 19th. A meeting will be set soon for all department committee members.

Topic #4: Business Law – Field Exam Results – 2017/18

Field Exam Q13 tests students' knowledge of the three branches of the federal government. This question has traditionally given our students a tough time. In fact, based on 2016/17 results, only 47.8% of our students knew that the legislative branch enacted laws. We believed that many of our students were unable to answer this question because they did not understand what the word "enact" meant. Thus, we changed the word "enact" to "passes." The results of this minor change were significant. During Summer 2017, when "enact" was still used, only 48.1% of the students got Q13 correct. However, in Fall 2017 and Spring 2018, when "passes" was used, 73.1% of the students got Q13 correct. For the upcoming year, we will further modify Q13 to describe the legislative branch as, "...the branch in which bills are written, discussed, and voted on in Congress." In addition to Q13, the percentage of students correctly answering Q18 continues to be a concern. In 2016/17, only 43.8% got this question correct. In 2017/18, 49.4% of the students answered this question correctly. After we received the 2016/17 results, we asked to see the distribution of the answers so that we could better diagnose the root cause of the students' problem with Q18. Changes were made to Q18 to explain that the board of directors were an "elected body." The revised version of Q18 was administered to students beginning in the Summer 2018 session. We believe that the revisions made to Q18 will result in significantly better results.

Topic #5: MIS - Field Exam Results 2017/18

After we pilot-tested our new MIS field questions with our graduate assistants in Fall 2017, we discovered that Q69 was very confusing to them. Thus, we revised Q69 from, "Of the factors (below) which one requires NO user action to cause a website to crash?" to "Which item below best describes a

computer program which misrepresents itself as being interesting or useful to persuade a user to install malicious code or malware?” Our graduate assistants agreed that this question was much clearer. Because the revisions were made to Q69 in Fall 2017, this question did not make it onto the 2017/18 field exam. And, the results supported that our previous version of Q69 remained confusing to students. Only 17.0% of the 348 students who took the exam got this question correct. We do not want to take additional corrective action on Q69 until we have the results of the new version of this question after the 2018/19 field exam is administered. We are confident that the revision of Q69 will lead to much more positive results.

Topic #6: Management – Field Exam Results – 2017/18

Field exam questions Q43 (56.3% answered correctly) and Q48 (50.0% answered correctly) continue to be difficult for our students. On Q43, we believe that using McDonald’s fast-food restaurant as an example may be confusing our students. During peak customer demand, first-line managers at McDonalds often take orders, prepare food, clean tables, etc. Students may not be associating these first-line managers with activities such ordering supplies and preparing work schedules. Thus, we will implement two actions to try to improve student performance on Q43. First, we will request that the question be changed to, “A _____ manager for a manufacturing facility would be responsible for supervising production employees and for setting up weekly work schedules.” We realize that this question will not be used until the Summer 2019 field exam. Second, we will add a YouTube video in class that details the responsibilities of first-line managers [Become a First Line Supervisor or Manager of Retail Sales Workers](#). For Q48, in the past we have added an exercise related to locus of control that we believed would help students better understand this concept. Unfortunately, we did not get the results we expected. Thus, we will now add a video ([What is Locus of Control and Why Should I Care?](#)) to the MGNT 3600 course.

Topic #7: Proposed Research Tracking Model

Dr. Turner, as chair of the SPC, asked the department to provide him feedback on the proposed model for classifying research. One suggestion was that “Entrepreneurship” should be moved from “Research Settings” to “Research Expertise.” Another suggestion was that “Technology” and “Security” should be added to the model.

Topic #8: Proposed DAC College Faculty Award Structure

Dr. Turner, as chair of the SPC, asked for feedback on the Proposed Awards for 2019. One individual noted that we need a better system for understanding what our colleagues are doing so that they can be nominated for awards. It was suggested that individuals use the “Faculty Accomplishments” form sent out by Liz Runyan to document successes. These can then be forwarded to Faye for her weekly RCOB Update.

Topic #9: New Building Design Recommendations

Dr. Turner, as chair of the SPC, asked for feedback on the new building design. Philip Reaves, Jeannie

Pridmore, and Liz Runyan all serve on the new building committee and will be glad to accept feedback from the department. This issue was also discussed with Dean McIntyre during lunch.

Topic #10: Chair's Scorecard

We are now required to have a Chair's Scorecard. And, we are required to have measures on student progression, DFW rates, and the overall engagement score for the department. We will examine the degrees conferred, DRW rates (CISM 2201 and MGNT 3615), and the Engage West survey engagement score on our scorecard.

Topic #11: Management and MIS Program Assessment Reports – 2017/18

We now have three cycles of data for each of the Management and MIS Student Learning Outcomes. Program assessment reports are submitted to Institutional Effectiveness and Assessment each year. And, they are part of our SACS assessment system. These reports are peer-reviewed each year and given a score on a 4-point scale. The reports are scored based on the following components: measures, success criteria, results, interpretation and analysis of the data, and the improvement plan. A score of 0 (Unknown), 1 (Beginning), 2 (Emerging), 3 (Developed), or 4 (Highly Developed) is assigned to each of the components. On both the Management and MIS reports we received a 3.875/4.0. Thus, we were not asked to submit a revision. In the fall semester this year, data needs to be collected in MGNT 4620, CISM 3340, and CISM 4310.

Topic #12: Operational Outcomes Assessment Report – 2017/18

We now have to submit an Operational Outcomes Assessment Report each year. This report examines: (1) New Student Enrollment, (2) Total Student Enrollment, (3) Retention, (4) Degrees Conferred, and (5) Engage West Goals/Engagement Scores.

Topic #13: Update on Engage West Goals - 2018

We examined progress thus far on the following 2018 Engage West Survey Goals: (1) We will work more diligently to make certain that the achievements and contributions of department faculty are properly recognized (Q9, Q40), (2) RCOB Leadership (Deans and Chairs) will be transparent in providing opportunities for service assignments, international travel, and other faculty engagement programs (Q28, Q34), (3) We will try to better define the organizational levels at UWG and the particular practices that led some respondents to rate the "Climate" items lower (Q49-Q58), and (4) Efforts will be made to remove some of the more burdensome tasks from the departmental assistant so that she has sufficient time to do her work (Q70).

Topic #14: Update – Operations Strategy Tenure Track Position

Dr. Green, chair of the search committee, announced that we have 55 applications as we approach our October 1st deadline. Twelve individuals were interviewed at the AoM Meetings in Chicago. It is hoped that this new position will help energize the Operations Management Certificate Program.

Topic #15: New Lecturer Faculty Line – 2018/19

In the spring semester we will beginning a search for a new lecturer line (beginning Fall 2019). It is unclear at this time if this position will be more of a management line or a management/MIS hybrid position.

Topic #16: Study Abroad Rotation

Dr. Upson explained that we will not create a formal policy for the study abroad rotation at this time. With the uncertainty of e-Tuition and travel funding, it is not clear how many faculty will be able to participate in the program. However, when resources permit, we will make an effort to include those faculty who have not been able to attend one of the study abroad programs in the past.

Topic #17: Digital Measures: Summer Report Issues

Mrs. Runyan encouraged individuals to update their Digital Measures data each year when they complete their annual evaluations. When the dean's office attempted to create a report from Digital Measures this past summer, the information was not up-to-date.

Topic #18: A Day Annual Campaign

Mrs. Runyan distributed information related to the A Day Annual Campaign and encouraged everyone to participate.

Topic #19: Management Department Social Media

Mrs. White reminded everyone that she manages our departmental Facebook and Twitter accounts. She encouraged individuals to forward her any information that would be appropriate for these social media platforms.

Topic #20: BUSA 2201 – Business Foundations Course

Dr. Gainey suggested that we consider offering CISM 2201 (to potentially be changed to BUSA 2201) as a business foundations course in the RCOB. CISM 2201 is one of the three courses that freshman must now take as a Business Meta Major. We could integrate EXCEL into exercises designed to introduce students to each of the major areas of business. Additionally, the course could help students develop various skills important to success in the RCOB. This is simply a suggestion at this point. It must be considered by the UPC, the SPC, and DAC. If we go this direction, earliest implementation would likely be Fall 2020.

Respectfully submitted,

Dr. Thomas W. Gainey, Department Chair