Management Department Fall Meeting Minutes
September 6, 2019
8:30 am - 12:15 pm
Adamson Hall Conference Room

Attending: Dr. Thomas Gainey, Dr. John Upson, Dr. Doug Turner, Dr. Doug McWilliams, Dr. Brad Prince, Dr. Jeannie Pridmore, Dr. Leanne DeFoor, Mrs. Lantz Ferrell, Dr. Kim Green, Mrs. Monica Smith, Ms. Mariana Sanchez, Mr. Philip Reaves, Dr. Joan Deng, Mr. Rick Sigman, Dr. Erich Bergiel, Dr. Ellie Towhidi, Mrs. Liz Runyan

Not Attending: Dr. Mary-Kathryn Zachary, Dr. Susana Velez-Castrillon, Mrs. Samantha White, Dr. Faramarz Parsa

Topic #1: Department Meeting Resource Book – We distributed a reference book that included meeting minutes from the previous year, updated assessment reports, current promotion and tenure policies, and the latest copy of *The Messenger*. We used the contents of this book to discuss issues during our meeting and it will be available to faculty for reference during the 2019/20 academic year.

Topic #2: State of the Department: Looking Back (Five Year Reviews) – Five year reviews for the Management major and Management Information Systems major were completed during the Fall 2018 semester. Each report is lengthy, but both were provided in the resource book for faculty to review. Major programs at UWG are evaluated every five years in areas such as productivity, viability, and quality. After a review of the reports, the Provost determined that both programs fully met the institution's criteria and that each program was "critical to the institutional mission and is growing or a high demand field and thus will be enhanced."\

Topic #3: Promotion and Tenure -   During the fall semester, Philip Reaves and Mariana Sanchez will be considered for promotion to senior lecturer.   Philip and Mariana's electronic dossiers are due by September 16th.   I have scheduled a departmental promotion committee meeting for Wednesday, September 25, at 11 am in the Miller Hall Conference Room.   Doug Turner will chair this committee. All tenured faculty are voting members on this committee.   Doug McWilliams will serve as a non-tenured, non-voting member.   Applicable promotion and tenure policies were provided in the resource book.

Topic #4: Business Law – Field Exam Results – 2018/19 – For our corrective action from the previous year, we made two modifications. First, we modified Q13 to describe the legislative branch as, "…the branch in which bills are written, discussed, and voted on in Congress." Second, based on our analysis of the distribution of answers to Q18, we specified in this question that the board of

directors were an "elected body." And, the results of the corrective action implemented for both questions were significant.   For Q13, the percentage of correct answers improved from 69.3% in 2017/18 to 78.9% in 2018/19.   For Q18, the percentage of correct answers improved from 49.4% in 2017/18 to 88.5% in 2018/19.   After reviewing the 2018/19 results, the business law faculty decided to focus the corrective action on Q11. As Dr. DeFoor noted, Q11 is a question where students seem to struggle with the definition of civil law. As corrective action, the business law instructors will add a short video to the Chapter 1 module in CourseDen that provides the definitions of civil law and criminal law, along with explanations. This will provide additional emphasis on the importance of the definition and refresh students beyond the in-class lecture for face-to-face students or chapter video lecture for online students. The video that will be added to the curriculum is available at https://youtube/OUV0HQ72-Zo.

Topic #5: MIS - Field Exam Results 2018/19 – Our corrective action from the previous year focused on Q69. We believed that this question was poorly worded and confusing to students. 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?" Further, we pilot-test the new version of this question with our graduate assistants. And, the results of this change were significant.   The percentage of students who got this question correct improved from 17.0% in 2017/18 to 60.9% in 2018/19. After reviewing the results of the 2018/19 field exam, we determined that questions 63 and 70 had the lowest scores.   The CISM 3330 faculty decided to focus our corrective action on Q63, "Which of the following relates to the integration of data?" The following two videos will be added to the CISM 3330 curriculum to help students better understand this concept: (1) https://www.youtube.com/ watch?v=yColH45Rmxs, and (2) Aide for CISM 3330 class.

Topic #6: Management – Field Exam Results – 2018/19 – Two actions were implemented for the 2018/19 academic year to try to improve student performance on Q43 and Q48. On Q43, we believed that students may not be associating McDonalds' managers with first-line manager activities such as ordering supplies and preparing work schedules. In fact, when many of our students have interactions with McDonalds' first line managers, these individuals may be taking food orders, preparing food, or cleaning tables.   Thus, we changed the wording of this question from "McDonalds" to a "manufacturing facility."   Additionally, we added a YouTube video to the curriculum that outlines the responsibilities of first line managers.   The revised question was used for the first time during the Summer 2019 field exam. Thus, we will examine the results next year to determine if the actions had the desired result. For Q48 last year, we added a video to the curriculum to address issues students were having with the concept of "locus of control."   And, results did improve from 50.0% to 52.2% correct. While the results may not be significantly better, it is a step in the right direction.   After reviewing the results of the 2018/19 field exam, we determined that Q43, Q47, Q48, and Q49 were the lower scores.   The MGNT 3600 faculty decided to focus our corrective action on Q49 for the upcoming academic year.   Q49 relates to Maslow's Hierarchy of Needs.   The faculty decided to incorporate the following two videos into the curriculum to help students better understand this theory: (1) https://study.com/academy

/lesson/maslows-safety-needs-examples-definition-quiz.html, and (2) https://study.com/academy/lesson/maslows-hierarchy-of-needs.html.

Topic #7: Chair's Scorecard (FY2019) – This is the second year academic chairs have been required to submit a Chair's Scorecard.   And we are given guidelines on the type of items we must include. We currently have four items. The first is the number of degrees conferred.   In FY2018, we had 177 (and met our stretch goal). We do not have this information yet for FY2019. The second item is the DFW rate in CISM 2201. This rate increased over the past year from 32.70% to 33.62%. I suspect our upcoming revisions in this course will lead to significant improvements. The third item is the DFW rate in MGNT 3615. This rate decreased from 28.90% to 14.38%.   The fourth item was the "engagement score" on our Engage West Survey. This score increased from 3.98 to 4.08. The next Engaged West Survey is scheduled for Fall 2020.

Topic #8: Management and MIS Program Assessment Reports (SACS) – 2018/19 – We now have four cycles of data for each of the Management and MIS Student Learning Outcomes. Program assessment reports are submitted to Institutional Effectiveness and Assessment during the fall semester 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 the Management report, we received an overall score of 3.75/4.0 and on the MIS report we received a 3.813/4.0. Relatively speaking, these are very high scores. Thus, we were not asked to submit a revision. Within the next month, I will be sending out our scheduled assessments for the Management and MIS majors for the 2019/20 academic year.

Topic #9: Operational Outcomes Assessment Report – 2018 – In addition to the Chairs Scorecard and SACS major assessment reports, we now have to submit an Operational Outcomes Assessment Report each year.   This report examines such issues as: (1) New Student Enrollment, (2) Total Student Enrollment, (3) Retention, (4) Degrees Conferred, and (5) Engage West Goals/Engagement Scores. The results for FY2018 were provided in the reference book. The data for the FY2019 report is not yet available.

Topic #10: Update on Engage West Goals – 2019/20 – The new Engage West Survey will be moved out to Fall 2020, thus we have a little more time to work on our 2019/20 goals.   However, we briefly examined our progress thus far on the following 2019/20 Engage West Survey Goals: (1) We will provide a training opportunity for our faculty to increase their understanding of "Implicit Bias" and "Fairness." (Q38, Q39, Q42, Q45), (2) We will improve the effectiveness of our communication with ITS, to include notification when changes occur in the computer labs, problems that are being experience in computer labs, the response time when computer-related problems occur, and days/times when ITS on-site help is available (Q34, Q35), (3) Each department member will review the RCOB sandbox on CourseDen at least once during the coming year to become familiar with the content of this module

(Q35), and (4) We will make an effort to give opportunities for international travel to department members who have not yet traveled, but want to get involved (Q29, Q30, Q32, Q56, Q57).

Topic #11: Update on Strategy Tenure Track Position – Dr. Upson, chair of the search committee, noted that we now had 130 applications. Dr. Upson and Dr. Green interviewed 18 candidates at the Academy of Management meetings last month in Boston.   Dr. Upson thanked his committee members (Dr. Green and Dr. Bergiel) for their help in reviewing the candidates. Dr. Upson reminded us that the focus of the search will be for someone with a strategy and entrepreneurship background. On-campus interviews will likely begin in September.   Our goal is to complete the process before the holiday break.

Topic #12: Update on Supply Chain Management Certificate – Dr. Doug McWilliams provided a handout on recommended changes to our current Operations Management certificate.   Dr. McWilliams recommended changing the name of the certificate to "Supply Chain Management." In addition to the core Operations Management course, Dr. Williams suggested that we require Quality Assurance Management, Logistics and Supply Chain Management, and Enterprise Architecture. We will be working on changes to this certificate during the fall semester.

Topic #13: Update on CISM 2201 Revision – Lantz Ferrell provided an update on the changes we are making to the CISM 2201 course.   Lantz chairs this committee.   Kim Green, Mariana Sanchez, and Tom Gainey serve as committee members.   We will be introducing a number of soft skills into the course and will provide very general introductions to the various RCOB majors.   However, Lantz noted that Excel will continue to be a very integral part of the course.   The changes to this course are scheduled for the Fall 2020 semester.

Topic #14: Personal Purchases/Digital Measures (L. Runyan) – Liz Runyan made two announcements. First, she reminded anyone making personal purchases to check with her first to make certain that they are allowed under our state purchasing guidelines.   And she reminded everyone that any purchased products must be shipped to UWG (not a home address).   Second, she reminded everyone to keep their information up-to-date in Digital Measures.

Topic #15: State of the Department: Looking Forward (Enrollment) – For the Fall 2019 semester, the students enrolled in our courses with a BUSA, MGNT, and CISM prefix continue to look strong.   However, the number of actual majors in the department provides some "good" and "not so good" news. Over the past year, the number of MIS majors increased significantly (29.59%) from 169 to 219. However, the number of Management majors decreased (9.57%) from 700 to 633.   Two issues were raised that may be contributing to this decline in the Management major.   First, we believe that we may need to add more flexibility into our program by adding more "N/E" sections. Senior Exit Surveys over the last year showed that 85% of our students had jobs and that 46% of our students worked at least 30 hours a week. Second, we believe that the general management degree may not be particularly appealing to some students.   While we do offer students the opportunity to use their major

select courses to earn certificates in human resource management, operations management, or entrepreneurship, we believe that students are more interested in a concentration or major in a particular area (e.g., B.B.A. in Supply Chain Management).   We will begin exploring these opportunities, keeping in mind the additional assessment and reporting requirements associated with new programs.

Topic #16: Alternatives for Exams in Online Courses – Janet Gubbins and Meggie Miller visited and discussed options for testing students in an online course. 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 UWG Online.   Exams and quizzes can also be set up in CourseDen. UWG Online can help support this process.   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.

Topic #17: MIS Faculty Meeting – The MIS faculty and reviewed the current MIS course schedule.   Dr. Pridmore noted that it would take about two years before she and Dr. Towhidi were fully able to offer the Cisco security certification course.   Thus, the current proposed schedule for the next two years should be acceptable.   However, we do need to work toward having CISM 3350 as a pre-req for CISM 4355 (if, indeed, we want CISM 4355 to lead to a Cisco security certification).   Additionally, in response to our discussion about more N/E courses, we concluded that CISM 3330 can go completely online if we need to do that. Dr. Pridmore noted that the newest SAP GBI system is cloud-based which is what we use in CISM 3330.   Thus, the students do not have to download any software. They simply need a browser to complete the SAP assignments. This system was in beta last year, but it is openly available now and Dr. Pridmore used it last year and this semester with her seniors.
Respectfully submitted,

Dr. Thomas W. Gainey, Department Chair