Minutes of the Steering Committee

Date: October 17th, 2008
Time: 1-3PM
Present: Singh, De Noble, Doran, Toole, Baker
          Naughton, Lackritz
Absent: Salehizadeh

1. The primary purpose of the meeting was to determine the agenda for the Steering Committee. Each member, in an effort to gain a common agenda, expressed his/her views on the primary role of the SC. A variety of views emerged:
   · Provide strategic leadership;
   · Be a forum for faculty issues, processes, and concerns to be discussed and systematically addressed;
   · Serve as a bridge between the dean and faculty; and
   · Ensure that the resources of the College are utilized in an efficient and effective manner (i.e., acquire financial information, assess such information, and suggest utilization).

The Committee expressed frustrations with the process which is used to introduce “new programs” especially those with resource implications (e.g., GEMBA, Life Sciences, and MALTA). Many, if not all, of these programs are introduced to the SC at a juncture where it is impossible to conduct a thorough assessment. Existing programs (e.g., EMBA, SMBA, and Taiwan) are also not revisited for an analysis of resource utilization. For each of these programs, and any new programs, the SC will now request a self-assessment (to be completed by the director of the program or the faculty champion) to include but not limited to:
   · The strategic orientation of the program (mission, vision, core values);
   · Marketing (product [design of the program], place, promotion, price);
   · Accounting (budget, income statement [historical and projection];
   · Finance (seed funds, loans);
   · Operations (logistics, scheduling, quality controls, information systems);
   · Human Resources (administration and support staff, staffing [faculty], pay discipline).
   · Others: Research initiatives which originate from foreign partnerships, AQ status of faculty participating in these programs, and AQ status of any foreign professors participating in these programs.

The objective is to acquire the necessary information to maximize resource utilization, reduce frustration, and ensure long-term success. The SC agreed that this will remove a significant barrier to move forward with its agenda to provide strategic leadership.

2. The SC then moved on to the critical issue of strategic leadership. On the request of the dean, the SC has agreed to address the issue of faculty morale. Faculty morale, the Committee agreed, will undermine/generate interest for the strategic plan. As such, the SC has dedicated its October 31st, 2008 meeting entirely to the subject of faculty morale.
3. The SC approved a motion to authorize David Ely to negotiate with Scripps for the introduction of an on-site MBA program, and to report back to the SC with a plan to move forward. The SC felt that the self-assessment rubric outlined above is an appropriate starting point.

Arising out of the Scripps discussion, but not restricted to it, the SC requests that the Executive and Specialized Programs Committee design/codify its criteria and processes used to select faculty to teach in non-state related programs under its guidance.

4. The SC approved the dual degree program in marketing with Euromed University in Marseille, France, with the condition that the “exchange” be monitored for parity and that these numbers be reported back to the SC on an annual basis.

The next meeting for the SC is scheduled for October 31, 2008 from 1-3PM.