

Board of Governors

**ACADEMIC AFFAIRS COMMITTEE**

**May 1, 2015**

Minutes

The meeting was called to order at 8:36 a.m. by Governor Massaron in Room FGH in the McGregor Memorial Conference Center. Secretary Miller called the roll. A quorum was present.

**Committee Members Present:** Governors Kelly, Massaron, Pollard, and Trent; Linda Beale, Faculty Representative and Jane Fitzgibbon, Faculty Alternate Representative; Kristin Tarp, Student Representative

**Committee Members Present:** Governor Dunaskiss and Jaipal Singh, Student Alternate Representative

**Also Present:** Governors O'Brien, Nicholson and Thompson, and President Wilson, Provost Winters; Vice Presidents Johnson, Lessem, Lindsey, Staebler and Wright, and Secretary Miller

In the absence of Governor Dunaskiss, Governor Massaron chaired the Committee.

**APPROVAL OF MINUTES, MARCH 27, 2015**

The Minutes of the March 27, 2015 meeting of the Academic Affairs Committee were approved by acclamation, as presented.

**SCHOOL OF BUSINESS ADMINISTRATION — DEAN'S PRESENTATION**

Provost Winters introduced Dean Robert Forsythe for a presentation on the School of Business Administration. Dean Forsythe began by presenting the School's Mission Statement, which was recently revised. In addition to preparing students and advancing knowledge, the major revision was "to enhance the vitality of the city of Detroit, the state of Michigan, and beyond." He continued with a review of other aspects of the School.

**Demographics** — The School operates with 95 faculty, half of whom are tenured and tenure track, and serves almost 3,000 students, 2300 undergraduates and 600 graduate students. A high

percentage are part-time, especially among the graduate students, indicating that many of them work as full-time professionals. Total enrollment is down about 14.5% since 2010, especially among African American students and graduate students, and the school plans to address that decline.

**Accreditation** — The School is accredited by the AACSB-International, which has awarded accreditation to less than 5% of 11,000 business schools worldwide. They have also been included in the *Princeton Review's* "Best 296 Business Schools", the *U.S. News World Report*, and in the top 75 business schools for veterans by the *Military Times*.

**Academic Programs** — A standard list of majors is available to undergraduate students, as well as two post-baccalaureate certificates, in Accounting and in Information Systems Management. The list of majors in the M.B.A. program is much longer, about 13, and plans are to consolidate the majors into a smaller number. There are also two Master of Science programs available, in Accounting and in Taxation. The Ph.D. program is about five or six years old, and to date 100% of the Ph.D. graduates have been successfully placed.

**Strategic Plan** — Dean Forsythe next discussed the school's strategic plan and the three goals that have been identified to move the school forward.

The first is Student Success, with the goal of developing graduates with academic excellence and real-world business experiences, who are competitive and know how to handle innovative technology. The school now provides full-service advising for both undergraduates and graduates by major, not by alphabet, to help the advisor better focus on the student's needs. A dedicated Career Planning and Placement office has scheduled 250 employer interviews and 2,000 student advising appointments per year, as well as running employment fairs and a Professional Dress Closet to help those students in need of professional attire. Study Abroad experiences have been expanded, with student/faculty teams traveling this summer to Italy, Poland, and China. Internships have also been expanded, and all students will participate in service learning activities throughout the curriculum.

As mentioned earlier, graduate enrollment has declined over the last five years, and changes are being considered to entry requirements and to the curriculum. The GMAT will no longer be required if the applicant has significant work experience or if they have completed an accredited

undergraduate program with a high grade point average. Course offerings will be reformatted so they can be completed in 11 weeks or four weeks, rather than the traditional 15 weeks, to accelerate the student's time through the program. These changes, together with a proactive marketing campaign, have produced positive results. Spring/summer enrollments in the M.B.A. program for this year have reached 102, compared to only 28 students last year.

The second goal is Business Engagement, reaching out to the business community to focus on collaborative research, executive education, research and development contracts, and workforce preparation. In addition to an active Board of Visitors, the School has expanded its offerings in Executive Education, partnering with DTE Energy in Cost Accounting and with AIAG in Vehicle Supply Chain programs. Faculty in the supply Chain program have also been active in producing and running several programs, including a successful global supply chain competition at the Renaissance Center sponsored by a number of firms, but primarily by General Motors Corporation. This year there will be 24 teams from 24 universities around the world, including Brazil, Poland, and China.

The third goal is to enhance basic and applied research activities that would result in scholarly and applied publications, funded research grants and contracts, and enhancement of the academic curriculum. The emphasis would be on translational research; that is, how to take basic research results and translate them into practices that would be relevant to the business community.

Dean Forsythe described several recurring and new developments at the School of Business Administration. An annual golf outing has raised more than \$400,000 in scholarships for students over the last five years, and the School has offered more than \$500,000 in scholarships to business students during the last year, especially to highly qualified freshmen and transfer students. Collaboration with community colleges is growing, with a Supply Chain program doing well at Macomb, a "Schoolcraft to U" program, and a new articulation agreement recently signed with Oakland Community College. The School has worked with Vice President Staebler's office and TechTown on the Young Entrepreneurs Academy (YEA!), which will bring young female students in grades 6 through 12 to help them learn more about entrepreneurship. An investment of \$100,000 from Fifth Third Bank launched a Student Managed Investment Fund (SMIF), and the School recently hosted ENGAGE 2015 at Cobo Hall, the largest student investment conference in the world.

In conclusion, Dean Forsythe listed several potential new programs. Although they do not currently offer an Executive M.B.A., Schoolcraft Community College recently contacted them about offering such a program at Schoolcraft. The School of Business Administration is considering the establishment of a concentration in Sport and Entertainment for the M.B.A. Program, as well as a concentration for health professionals. They are also considering the expansion of the Supply Chain and the Finance offerings and perhaps the establishment of Master of Science programs in both areas. Dean Forsythe concluded his presentation, and the floor was open to discussion.

Governor Thompson asked what is prompting the loss of African American enrollment. Dean Forsythe responded that African American students do not seem to be in the pipeline as they were a few years ago, and it is not clear if they are going to other schools and, if so, where. Since he has been dean for only about nine months, he will be focusing on the issue and learning more about it so that the problem can be addressed.

Governor Trent questioned the waiver of the GMAT and asked whether it would affect academic rankings. Dean Forsythe said that most major business schools have a policy similar to Wayne's and do not consider GMAT scores during the admission process, opting instead for several years of significant work experience.

Governor Thompson referred to the Young Entrepreneurs Academy and asked if the School is considering entrepreneurship programs for the undergraduate or M.B.A. programs. Dean Forsythe replied that the entrepreneurship initiative at Wayne is fairly fractionalized, with separate programs in Engineering, Law, Performing Arts, and Business Administration. Several deans are working with Vice President Staebler to create a more unified, university-wide approach so that the programs would be more effective.

In response to Governor Nicholson's question about what would have to be done to achieve a ranking in the top 100 business schools in 10 years, Dean Forsythe said that the quality of student placement, which at present is good, must improve even further.

Professor Fitzgibbon asked whether other locations were being considered for the Executive M.B.A. in addition to Schoolcraft. Dean Forsythe responded that currently the School of Business Administration does not offer an Executive M.B.A. His administrative staff is collecting data and

surveying businesses in the region to determine demand. Although Schoolcraft College approached the School and indicated they have a demand for the program, the general consensus in the College is that a better location for the program would be on the main campus. Both the U-M in Ann Arbor and Oakland University have such a program, but none exists in Detroit. If there is a demand for it, the program should be offered in Detroit.

Governor Trent returned to the topic of the Young Entrepreneur Academy and noted it is focused on young women. She said that given the problems faced by young African American men, there should be a similar program for them as well. Dean Forsythe said that in the fall the School is launching an executive mentorship program for juniors and seniors in college who are the first in their family to go to college. They will be paired with a corporate mentor to learn what to expect after graduation. Once that program is established, the college students will be asked to reach back and mentor students from the Detroit Public School system, and to bring the high school junior or senior to campus for an experience. Dean Forsythe said the program is at least six to nine months from showing any results, but once it is established, it should reach out effectively to young African American males. He said he would report to the Board on the progress of the program.

#### **ADJOURNMENT**

There being no further business, the meeting was adjourned at 8:58 a.m.

Respectfully submitted,

  
Julie H. Miller  
Secretary to the Board of Governors