

WCBA Undergraduate Committee Minutes of the February 11, 2011 Meeting

Attendance

Committee Members in Attendance: Dominique DeSantiago (FSOA), Sharon Koele (FSOA student), Kenny Merritt (SB student), Brian Ray (ex-officio), and Mark Rush (ECO, chair)

Visitors: Derek Guffin (Career Coach), Nicole Johnson (Career & Peer Mentor), Robyn LeBoeuf for Rich Lutz (MKG), Joe Rojo (International Programs), Tawyna Means (Assessment), and Jason Ward (International Programs)

Committee Members Unable to Attend: Rich Lutz (MKG), Shrikanth Paruchuri (MGT), and Craig Tapley (FIRE)

The meeting was called to order at 11:05 a.m.

Approval of Minutes

The minutes of the October 28, 2011 meeting were approved.

Information Items

The following information items were mentioned.

- GEB 3373 International Business will be considered for Gen Ed "International" status.
- BUL 4443 Global Business Ethics will be considered for Gordon Rule credit.
- ACG 2071 Managerial Accounting was approved for four credits at the January 2011 UCC Meeting.
- Dominique described some of the UCC-approved changes for the BSAC.

New Business

The following items were approved unanimously.

- New Course: ISM 3013 Introduction to Management Information Systems (Haldun Aytug)
- Adjust Prerequisite: GEB 3373 International Business (Srikanth Paruchuri)
Current Prerequisite: MAN 30235, MAR 3023, and FIN 3403
Proposed Prerequisite: MAN 30235 and MAR 3023

Discussion Items

Brian Ray presented data on headcounts and course enrollment. The following are the highlights of the data (charts were attached in the e-mail containing these minutes).

- Spring '11 on-campus headcount is down 11.8% from Spring '10. First-year headcount is down 6.6%. Third-year headcounts for BA and AC are down 16.3% and 15.7%.
- Even though on-campus headcount is down 11.8%, enrollment in electronic platform courses is only down 5%. This is due to the continued popularity of the business minor as well as strong enrollment in the Online Business Program.
- When taking into account other "general service" courses (e.g., writing, public speaking, career management, ethics, etc.), the number of enrolled seats is only down 3%.
- Enrollment in ACG 2021 is up 29% over Spring '10. This is the first spring term that ACG 2021 has been offered as an electronic platform course.
- SB exceeded its Spring '11 enrollment goal for Online Business Program courses by 17%.
- The average enrollment in major courses has improved in ISOM. This is a result of the new IS minor. The number of section across various departments will continue to drop due to decreased headcount. However, the target enrollments for major courses will remain in the high 30s to mid 40s. Exceptions are writing, public speaking, ethics, and capstone courses such as FIN 4414.

Brian Ray showed the committee Warrington's 2011-2012 plan for upper-division admissions. The university chose to increase its upper-division admission target by 25% (from 2,400 to 3,000). This resulted in a target increase for Warrington from 195 to 245. SB and FSOA plan to meet this goal through a greater emphasis on community/state college outreach, additional scholarships for transfer students, and a preprofessional GPA adjustment (3.7 to 3.5).

Derek Guffin provided the committee with an update on the Career and Academic Peer Mentor program (warrington.ufl.edu/sb/mywcba/internships/cap.asp). The committee was reminded that the current second year class of BA undergrads is the first class that must complete an internship of at least 150 hours or a study abroad experience of at least six weeks. The CAP program will play an important part in dealing with this requirement during the '11-'12 academic year. Nicole Johnson, one of the CAPS, as well as one of the students with whom she's worked, discussed their experience with the program. One key goal for '11-'12 is an increase in mock interviews.

Joe Rojo reported on the current state of SB's International Programs. Last year over 300 students participated in various programs administered by the SB International Programs staff. Even though SB students make-up 8% of UF's undergraduate population, they made-up 30% of the students who studied abroad from UF last year. Joe reported that he expects an increase in popularity among study abroad programs that have an internship component.

Jason Ward, also part of SB's International Programs staff, provided a report on the international students who visit the college on an exchange basis. In '10-'11, SB hosted 96 students. Jason

also provided data on the courses these students take. Jason described new programs that he and others have implemented to facilitate interaction between international and UF students.

Mark Rush and Tawnya Means reminded the committee that the Spring '11 term is an important semester for AoL data for collection. The AoL plans for all of Warrington's degree programs are available at warrington.ufl.edu/itsp/teaching/assuranceoflearning.asp.

Although not part of the initial agenda, Brian provided a quick overview of the Quality Enhancement Plan (QEP) that is being developed at the university level as part of the SACS reaccreditation process. The college deans chose "internationalization" as the university's QEP theme. Brian Ray and Tawnya Means are Warrington's representatives on the university's Internationalization/QEP Committee.

The meeting was adjourned at 12:15 p.m.