

## **WCBA Undergraduate Committee Meeting**

### **Minutes of the February 3, 2012**

#### **Attendance**

**Members in Attendance:** Michelle Darnell (MGT), Dominique DeSantiago (FSOA), Will Hadley (FSOA student), Rich Lutz (MKG), Aditi Mukherjee (ISOM), Brian Ray (ex-officio), Mark Rush (ECO, chair), and Craig Tapley (FIRE)

**The meeting began at 9:02 a.m.**

#### **Approval of Minutes**

The minutes of the December 9<sup>th</sup> meeting were approved.

- Future Undergraduate Committee Meetings: March 23<sup>rd</sup>, April 13<sup>th</sup> (if necessary)
- Future WCBA Faculty Meetings: February 23<sup>rd</sup>, March 19<sup>th</sup>, April 11<sup>th</sup>
- Future UCC Meetings: February 21<sup>st</sup>, March 20<sup>th</sup>, April 17<sup>th</sup>, May 15<sup>th</sup>
- UCC Catalog Deadline for Curriculum Changes: February 21<sup>st</sup>

#### **New Business**

There was no new business.

#### **Discussion Items**

**ASSURANCE OF LEARNING:** The committee discussed the four-page summary of the AoL recommendations for the BSBA and BABA programs. Dr. Tapley raised a concern that the ETS items not move us in the direction of feeling pressured to “teaching to the test” (i.e., the FCAT effect). Others agreed with his concern and stressed that the recommendations in the four-page summary were just that, recommendations. It was also mentioned that some of the items on the ETS exam were poorly worded. In summary, the ETS exam has 10-12 items from each discipline. It is suggested that faculty make use of these data as they see fit. The “tail should not wag the dog” so to speak with regard to ETS data.

The committee talked about the best method to inform that core and communications faculty of the various recommendations in the four-page summary. It was suggested that the core and communications faculty be brought together in a meeting to discuss the document. In his role as the BSBA/BABA AoL Faculty Lead, Mark Rush will take the lead on convening and running this meeting.

## **BSBA/BABA HEADCOUNT, COURSE ENROLLMENT, AND THE '12-'13 ADMISSIONS**

**PLAN:** Brian began his presentation with a summary of the college's Spring '12 undergraduate headcount. He highlighted the following:

First-year BA headcount is up 35.5% from Spring '11. The School of Business staff in both admissions and academic advising implemented a contact plan with newly admitted freshmen that yielded significant results. The plan included a college e-mail to all 12,000-plus admits (the first time a college has done this at UF). A hardcopy mailing was sent to all students in the pool of 12,000-plus admits who expressed an interest in business or accounting. The School of Business Preview presentation was placed under the responsibility of one advisor who tailored the message to attract both students and parents. 85% of business and accounting freshmen were convinced to take Warrington Welcome during the Summer B or Fall term, an all-time high.

The number of 3Y BAs held steady thanks to a successful team effort between the School of Business and Fisher School of Accounting. The University asked WCBA to increase its transfer numbers by 25% (from 195 to 245 matriculants). This was accomplished by a combination of a lower preprofessional GPA (only .2 points lower, from a 3.7 to a 3.5) and a much more robust communications plan with applicants as well as advisors at the community/state colleges. The transfer goal for the '12-'13 academic year is the same as '11-'12 (245 matriculants).

It is expected that the 4Y number of 565 is likely the lower-water mark for seniors for the foreseeable future.

The enrollment in major-specific courses continues to hold steady at approximately 36 students per section.

**OVERVIEW OF CAREER AND LEADERSHIP PROGRAMS:** Kristina Wan and two undergraduates provided an overview of the professional development programs available to Warrington undergraduates. The attendees were impressed 😊!

**The meeting was adjourned at 10:30 a.m.**

*Last revised February 10, 2012*