CAC\BSP Meeting
Minutes
December 1, 2014
(Approved February 9, 2015)

Attending: Gerard Voland, Greg Tewksbury, Adam Lutzker, Jessica Tischler, Chris Pearson, Cathy Miller, Cathy Larson

Guest: Dan Lair, Communication & Visual Arts

Highlights from Master of Arts in Applied Communications Program Discussion with Dan Lair

Discussion with Dan Lair

- Tenure position request will be submitted in Fall 2015 for a position to begin in Fall 2016. Tenure track line is in the budget.
- Marketing is ready and awaiting program approval from the Regents. Marketing is focused on career advancement for project management across various industries.
- If they have a full cohort prior to the hiring of a tenure track position, there will be enough coverage for teaching.
- Capstone projects for on-line students... according to the needs assessment that was done, they will be assuming students to be local or near local. Virtual collaboration will be the plan for those who are living farther away.
- Comparison to Grand Valley State University – mass communication versus applied communication. We are not focusing on broadcasting but leadership. GVSU program description is full of terms in the communication industry, and its focus is the production of messages. We are focusing on communication-based skills across the industry.
- The ideal student interested in the program will develop leadership skills to bolster career advancement within their own industry.
- Need a 14 student cohort to break even in the program. They are aggressively targeting 21 which is similar to GVSU. On-line programming will hopefully assist in this effort.
- The program structure is unique in that the curriculum is designed with flexibility in meeting student interests (i.e. organization communication, diversity, etc.) which allows for a connection to the capstone project. These unique features should be more appealing to students.
- Including the word “Leadership” in the name of the program to garner interest from a larger community of students was suggested. Dan should speak with Vahid Lotfi about what is involved at this point to change the name of the program prior to submission to the President’s Council.

Committee Only Discussion

- Discussion without Dan – Program fee should be changed to course fee.
- Scholarship from budgeted funds is being stricken as requested by AAAC.

Voted unanimously to approve support of the program.

New Program – BBA in Entrepreneurship and Innovation Management

Voted unanimously to approve support of the program.
Calendar
  • Tabled until December 15th when all members are present.

Budget Discussion
  • Handouts distributed by Greg Tewksbury.
  • Discussions regarding which programs/departments moved from one area to another.
  • Reviewed all of the trends over the last 10 years for each area.
  • Overall members were surprised that budgets have not changed much for most areas. The only area that has grown drastically with the new model is SHPS.
  • A discussion will be had at the meeting on the 15th to see what other data/information will be helpful for this group regarding the budget.
  • Greg shared with the group what information will be requested in this year’s budget process, including, needs against fund balance, space needs, facilities needs.

Meeting adjourned at 2:10 p.m.