

Milgard School of Business Faculty Meeting
Zoom
January 20, 2023
12:30–2:00 p.m.

Voting members present: Z. Barsness, A. Boloori, D. Bryan, J. Cao, G. Craig, S. Davalos, M. Eberly, E. Feroz, N. Haghighi, A. Hastings, A. Jago, S. Jain, R. Jindal, F. Leng, J. Ni, S. Norman, G. Noronha, J. Purdy, G. Rose, S. Saudagaran, G. Seow, E. Shankus, J. Shin, H. Smith, H. So, A. Tripathy, M. Turek, G. Viers, E. Zhang, L. Zhang

Non-voting members present: J. Core, S. Emert, D. Khaleghi, A. Merchant, A. Steffens

Minutes: K. Barker

Meeting called to order at 12:33 p.m.

Minutes from December 9, 2022 **approved**.

AGENDA ITEMS

1. NEED EXECUTIVE COUNCIL REPRESENTATIVE. Please consider self-nomination.

2. UPDATES FROM THE DEAN'S OFFICE—Altaf Merchant

➤ **Fundraising**

- Community support is strong.
 - 150K from Sound Credit Union for Financial Wellness initiatives including Bloomberg terminals, workshops, and campus-wide events.
 - 50K from donor for ticker.

➤ **Executive Education**

- The Executive Director of the Vietnam Chamber and a representative from Tacoma's World Trade Center visited Greg Rose's class.
 - Working on potential partnerships

➤ **Business Leadership Awards on May 10.**

- Nominations being accepted
- Six categories: Business Leader of the Year, Nonprofit Leader of the Year, Sustainable Business Leader of the Year, Women's Leadership Award, Diversity, Equity, and Inclusion Community Leadership Award, Lifetime Achievement (for profit).

➤ **Budget Cuts**

- 1.75% this year, resulting from reduced enrollment. Initially suggested a 5% cut in one year, but would have serious consequences. Instead, 1.75% each year for next three years.
 - UW Tacoma will be under continuous monitoring—extra scrutiny.
 - Course fill rates
 - Instructional costs/non-instructional costs.
 - PTLs
 - Question—are reductions equal across campus? Encouraging AVCAA to go beyond enrollment and take a holistic view of unit budgets.
- On a positive note—Milgard graduate enrollment remains steady and we're making

progress with undergraduate enrollment.

- 90% of Foster School of Business applicants are denied admission, but they're good students.
- Met with Frank Hodge, Dean of the Foster School of Business, and asked if they'd share their non-admitted students with Milgard. He agreed and we are now messaging those students.

➤ **Faculty Searches—Juliet Cao**

- Assistant Professor of Management Search—Marion Eberly
 - Search committee: Howard Smith, Greg Rose, Arthur Jago, and Marion Eberly.
 - Interviewed six candidates via Zoom.
 - Two finalists will be visiting campus in early February.
- Assistant Professor of Accounting Search—Daniel Bryan
 - Three candidates will be coming to campus on January 27, 30, and 31.
 - Please participate in the process.

➤ **Office Moves—Jaime Core**

- Some faculty are moving from GWP to Dougan.
- Full refreshes and deep cleans are underway.

➤ **AACSB—Jinlan Ni**

- We're in the middle of the accreditation cycle.
- Must submit report by July 1, 2023.
- Will request information from Centers of Excellence directors soon.

➤ **MSBA Program Review**

- Launched in 2017; 5-year graduate program review.
- Michael Turek and team put together the report; thanks to Sergio and Juliet for providing information.

➤ **Enrollment Data, etc.—Juliet Cao**

- Winter census enrollment—compared WIN 23 to WIN 22
 - Undergraduate decline slowed.
 - Graduate enrollment has increased.
 - Hopeful that positive trend will continue.
- Undergraduate recruiter hired; starting on 2/13.

3. VOTING ITEMS

➤ **MSAcc Elective Proposal—Daniel Bryan**

- Proposal to make Business Law class an elective (currently a core class). Change will provide another elective to offer more flexibility for students.
 - Currently, MSAcc has 9 core courses, 1 elective, and an internship.
 - The proposal is to have 8 core courses, 2 electives, and an internship.
- Elective proposal was **approved**.
 - Yes—26
 - No—0
 - Abstain—0

➤ **GPA change for Accounting majors Proposal—Daniel Bryan and Arindam Tripathy**

- Current GPA requirement is 2.5 in each individual accounting prerequisite (TACCT 210, TACCT 220, TACCT 230) with a 3.0 cumulative GPA in the accounting prerequisites.
- Propose 2.0 minimum GPA in individual accounting prerequisite courses and removing the 3.0 cumulative GPA in the accounting prerequisites requirement. This change would align the standards of admission for all majors/options in Milgard.
- Discussion

- Will increase access.
- Lowering the bar isn't a good idea; it's better to have students who can be successful.
- Accounting is already the largest major. If reduce admission requirements, how will it affect other majors?
- If not asking for accounting aptitude, may have to work hard to bring students up to academic standards for major.
- GPA proposal was approved.
 - Yes—26
 - No—0
 - Abstain—2
- **Proposal for sunseting Corporate Responsibility minor—Rachel Vaughn**
 - **Curricular challenges**
 - No prerequisites for any courses and courses only offered once per year—intention was to create access.
 - In practice, led to students in CR minor capstone who hadn't taken other CR courses or were enrolled concurrently in TBGEN 212, the introductory course.
 - Students were also enrolled in Foundation courses before taking TBGEN 212.
 - The only Foundation course in the minor that can count toward General Business or Management is TMGMT 420.
 - **Low number of students declared in minor**
 - 2021/22: 3 students enrolled in minor (1 UW Seattle, 1 declared recently after completing all courses, and 1 who hasn't taken any courses.
 - 2020/21: 2 students enrolled.
 - Historically, the majority of CR courses have enrollment below 50% of capacity.
 - **Potential next steps for courses and minor**
 - TMGMT 420 will be offered in SPR 23 because of high enrollment historically.
 - One student who needs TBGEN 422, the capstone, will instead complete the requirement as an independent study.
 - Offer TBGEN 212, the introductory course, every other year, if it's feasible with budget considerations.
 - Sunset the minor due to low enrollment/completion over the past 4 years.
 - Integrate CR content into undergraduate core curriculum over time.
 - **Discussion**
 - Sunseting the minor is completely shutting it down. Another option is to temporarily suspend admission.
 - Is there any way to save it? Scaffolding of courses/recruiting and outreach?
 - The obstacles seem insurmountable at this stage.
 - **Sunseting of CR minor was approved.**
 - Yes—27
 - No—0
 - Abstain—0

4. NON-VOTING ITEMS AND UPDATES

- **Common Goal; Enrollment and Retention; a personal touch is important--Stan Emert**
 - High school students visited UWT. Arthur Jago, Jeff Rounce, Joseph Shin, and Michael Turek spoke about Milgard.
 - Kudos to Arthur who helped a student in emotional distress.
 - Milgard School of Business is versatile. Outreach to:

- Kent Laboratory Academy—Hui Suk
 - Speaking to 100/200-level students—Gordon Craig, Paul Donion, Bob Forbes, Shahrokh Saudagaran
 - High schools—Mt. Tahoma and Silas (Marcus Trufant’s HS)—Jill Purdy and Joseph Shin
 - Community colleges—Bellevue College, Highline, Pierce, Green River
 - Spoke to classes about admission to Milgard and the transfer process.
 - Slavic churches
- **Dawg Bites April 29, 2023; community engagement.**
- **AI and Plagiarism—Arthur Jago**
- AI-based writing tools like GPT-3 are sophisticated and easy to access.
 - Students can use AI to generate discussion board responses, exam answers, and essays using prompts.
 - Currently, only one detection tool.
 - Milgard will need to develop policy related to AI.
 - Action that can be taken today:
 - Include language regarding the use of AI technologies in syllabus.
 - Have class discussions on plagiarism.
 - In-class assignments.
 - Include rough draft/scaffolding writing assignments.
- **Financial Lab—Fei Leng**
- Stock ticker display—thanks to Jaime for working on project.
 - Digital world clock
 - Bloomberg terminals—sharing terminals with Foster School and Bothell at a significant discount.
 - Two terminals—I for students, 1 for faculty. Negotiating for a third.
 - Course restructuring—how to integrate lab courses with teaching; capacity of 16 in lab.
 - How many student accounts do we need for the year?
- **The Accounting Student Association is presenting the 2023 Contemporary Accounting Forum on Environmental Social Governance (ESG), February 3 / 2:00 to 4:00 p.m.—Gary Viers**
- Panel discussion
 - CPE-eligible event
 - Attendance is free for students

Meeting adjourned at 2:03 p.m.

Submitted by Kerry Barker