

Milgard School of Business Faculty Meeting
Joy 215
February 17, 2023
12:30–2:00 p.m.

Voting members present: Z. Barsness, A. Boloori, D. Bryan, J. Cao, G. Craig, M. Eberly, N. Haghghi, A. Hastings, A. Jago, F. Leng, J. Ni, S. Norman, G. Noronha, J. Purdy, G. Rose, S. Saudagar, E. Shankus, J. Shin, H. So, M. Turek, G. Viers, E. Zhang, L. Zhang

Non-voting members present: J. Core, S. Emert, Bertha Fuentes, A. Merchant, A. Steffens

Minutes: K. Barker

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

Minutes from January 20, 2022 **approved**.

AGENDA ITEMS

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

- **MEC meeting yesterday**
 - 20 current MEC members; 5 potential
 - Discussions about enrollment, financial wellness initiative.
 - Financial Wellness/Literacy initiative has good momentum.
 - Had tour of Milgard Hall and reception after meeting.
- **BLA is on May 10**
 - Awards ceremony will be in Philip Hall with reception in Milgard Hall.
 - The application is closed, but if you'd like to nominate someone, let Altaf know.
- **Strategic Planning**
 - The last strategic planning was in 2017; Marion, Juliet, and Altaf led.
 - It's time to review the plan from 2017 and work on a new plan.
 - Altaf is setting up a committee and will reach out.
- **Offers to Accounting and Management Candidates**
 - Waiting for responses.
- **Budget Cuts**
 - Academic units will have 2% cuts.
 - Milgard is reviewing potential savings from trimming classes and PTLs.
- **Teaching Modalities—Juliet Cao**
 - ACs have fill rate information to determine best modality.
- **Events/logistics**
 - Send email to Bertha if need permits or have questions about logistics
- **Peer Evaluations—winter quarter**
 - Review policy to see if you're due for a peer evaluation.

2. NO VOTING ITEMS

3. Non-Voting Items: UPDATES ON PROGRAMS AND INITIATIVES

➤ Undergraduate Program—Common Goal—Serving Students Together. Stan Emert

- **Community College Outreach**
 - TCC—professor guest lectures in Business 101 and Transfer Lead in March.
 - Highline—professor discussion with business transfer students in March.
 - Green River—Michael Turek will discuss business analytics on April 17.
 - Pierce—Sylvia James, UWT's new VC for Finance and Administration came from Pierce; will collaborate on outreach.
- **Admitted Student Days for Freshmen**—March 25, April 1, April 22
 - Milgard faculty will give presentations
- **Tacoma Public Schools April 15, 2023**
 - Financial Literacy for Families and Children program
- Milgard representative will present a **Certificate of Achievement** in Autumn 2023
 - Silas High School basketball game--student who did well in their business classes will receive the certificate.
 - This recognition can hopefully grow to additional high schools.
 - Idea to have bumper sticker advertising Milgard's certificate of achievement.
- **Tacoma-Pierce County Chamber**—Milgard professors will participate in:
 - Entrepreneurship—tools for entrepreneurs (March).
 - Management—managing a fully remote workforce (June)
 - Analytics—analytics for small businesses (September)
- **Dawg Bites**—April 29, 2023
 - We want middle school students to start talking about college.
 - Food trucks—Dick's, Ruca Taco, etc. Campfire Coffee
 - Bands
 - An opportunity for entire community to see the UW Tacoma campus.
 - It's an event led by Milgard for campus.
 - Will need everyone to support and participate.
 - Admissions office/Financial Aid will present on the WAFSA and FAFSA
 - Scavenger hunt—go to various campus buildings to get a stamp.

➤ Students Assisting Business—Evy Shankus

- The program is doing well. Students have placements with the Economic Development Board of Tacoma-Pierce County, World Affairs Council of Tacoma, Safe Streets, UW Tacoma, World Trade Center Tacoma, and Tacoma Sister Cities International; youth art from around the world.
- Marketing skills are in demand; social media, event coordinators.
- Students get paid \$1000 for 50 hours of work. Tell your students about the opportunity.
- Working with Julia Smith, in the Office of Community Partnerships, to develop a database of potential organizations to partner with.

➤ MCL—Zoe Barsness

- **Admission**
 - 9 deferrals from AY 2022-2023
 - 77 applications submitted by priority application deadline, March 10. Final deadline is April 15.
 - Applicant reviews are in progress.

- **Second Cohort Discussions**
 - Requires enrollment of 50+ to match current net tuition revenue.
 - MSB recommendation is to continue with larger single cohort (45 student cap).
 - Net revenue increase of approximately 54K to each school.
- **MBA—Zoe Barsness**
 - **Admission**
 - AY 2022-2023: 43 total applications, 35 offered; 81% acceptance rate.
 - AY 2023-24
 - Priority admission deadline is 3/31. Final admission deadline is 8/15.
 - 10 offers/9 accepted to date
 - **Enrollment AY 2023-2024 (53/50)**
 - 11 AUT 2022 graduates
 - Tuition exemption policy impact
 - Students rushed through to take advantage of tuition exemption program before policy changed.
 - Paying students revenue was sustained.
 - **Staff transitions**
 - Cynthia DeHope moved on to a different job. Lindsey Kealoha is the new graduate advisor/recruiter.
 - **TBUS 569 Analytical Research Sequence—logistics immersive**
 - Led by Milgard's Executive-in-Residence, Tom Everill who had a long career at global logistics company, Airborne Express/DHL, and was CEO of Northwest Center, a non-profit organization.
 - 4-5 MBA students will visit Amsterdam in June. All expenses are paid, with the exception of housing.
 - Finalizing MOU—hope to open application soon.
 - 1-credit course in spring/Port of Tacoma and 3-credits of Analytical Research in summer Term A.
 - **Curriculum Refresh**
 - **MBAA**—Marion is the faculty advisor for the student organization.
 - Monthly social events
 - Lunch & Learns
 - Suggestion to have an MBA reunion event; MBAA can sponsor at the end of the academic year.
- **MSAcc—Arindam Tripathy**; postponed until next faculty meeting.
- **MSBA—Michael Turek**
 - **Enrollment 2023-24**; on pace for two cohorts
 - 46 offers; 26 completing prerequisites
 - **Direct-Entry Admission for BDA minors**
 - Streamlined application
 - Reserved seats
 - Guaranteed scholarship
 - **Collaboration with Vietnam National University**
 - 3 + 1 degree program (long-term)
 - Develop and administer four Analytics Bootcamps
 - Possible faculty/student exchanges
- **CBA—Michael Turek**

- **AY 2023-24 Applied Project Proposals open in March**
- **Foundations for Data Analytics Course Series**
 - Full 12-course relaunch beginning in SUM 23.
 - Approximately \$100 per course.
 - UW students and employees will have discounted rate. Want to engage local business community.
 - Professional Certificates and digital badges available.
- **Sound Credit Union FinTech Incubator Challenge 3.0** kicks off in March.
- **Entrepreneurship—Jill Purdy**
 - Talked to over 50 people across the entrepreneurial ecosystem.
 - Working on planning, funding, and programs.
 - Not degree-based or for credit; cohort program for entire campus. Don't want to compete with or duplicate—want to support current events like FinTech.
 - Educational workshops
 - Mentorships linked to industry
 - Pitch ideas and get seed funding
 - Building an entrepreneurial mindset
 - Leveraging financial wellness initiatives
 - Anchoring the ecosystem
 - Events
 - Incubators/accelerators
 - Funders
- **Wealth Creation—Fei Leng**
 - **Bloomberg Terminals**—target audience: finance students and campus-wide students who want to have an active role in financial market investment.
 - Currently share 12 licenses with the Foster School of Business and Bothell's business school.
 - License 1: faculty laptop.
 - License 2: student dual screen desktop
 - License 3: student dual desktop (approved and will be ready before spring quarter).
 - Need additional licenses for AY 2023-24.
 - **Course restructuring**—spring experimentation before large-scale implementation.
 - Many questions:
 - How to integrate with existing materials
 - Which Bloomberg-based projects to assign
 - How to split classes (lab capacity is limited)
 - How to schedule the lab
 - How to motivate students to get Bloomberg certificate; require Bloomberg courses in Milgard classes? Practice is necessary.
 - How many additional terminals will be needed for next year
 - How to coordinate different courses for Bloomberg education
- **Financial Wellness—Hui Suk So**
 - It's important to bring foundational knowledge to campus.
 - Exploring options for workshops; the importance of credit scores, buying a car, etc.
 - Bite of Reality budgeting simulation workshop was a success. Ten/\$1000 scholarships were awarded. The event and scholarships were funded by Sound Credit Union.

- Creating financial literacy Lunch & Learns
- Upcoming events:
 - Home buying 101
 - Banking basics
 - Savings strategies
 - Retirement basics
 - Investing in real estate
 - Basics of blockchain and crypto assets
- Financial Literacy—base curriculum
 - CashCourse—Your Real-Life Money Guide
 - Principal knowledge domains
 - ❖ Professional conduct and regulation
 - ❖ Principles of financial planning
 - ❖ Risk Management and insurance
 - ❖ Investments
 - ❖ Taxes
 - ❖ Retirement Savings and income
 - ❖ Estate planning
 - ❖ Psychology of financial planning

Meeting adjourned at 2:09 p.m.

Submitted by Kerry Barker