

1-20-2009

Minutes, Crummer Graduate School of Business Faculty Meeting, Tuesday, January 20, 2009

Crummer Graduate School of Business Faculty
Rollins College

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**Roy E. Crummer Graduate School of Business
Rollins College
Faculty Meeting Agenda
Room 108, 1:30am**

January 20, 2009

Welcome.....Craig McAllaster
Review and approval of MinutesCraig McAllaster
Media Site Demo.....Ed Huffman
Marketing Research Update.....Lisa Junkerman and Jule Gassenheimer
Other Business.....Craig McAllaster
Adjournment.....Craig McAllaster

**Next Faculty Meeting
Monday
February 16, 2009
Room 108, 1:30pm**

Faculty Meeting – Room 108

Tuesday January 20, 2009

10:30 am – 12:00 pm

Crummer Faculty & Staff Present:

Jana Allen, Alice Argeros, Lynda Boyce, Jackie Brito, Pam Clark, Steve Gauthier, Lisa Junkerman, Craig McAllaster, Erica Sorrell, Mike Bowers, Sam Certo, Mary Conway Dato-on, Henrique Correa, Ralph Drtina, Marc Fetscherin, Jule Gassenheimer, Jim Higgins, Jim Johnson, Mark Johnston, Halil Kiymaz, Allen Kupetz, Greg Marshall, Bob Prescott, Bill Seyfried, Clay Singleton, Ted Veit, Keith Whittingham and Roger Casey

Welcome.....Craig McAllaster

Approval of MinutesCraig McAllaster

MediaSite Company along with the IT dept presented a demo which is a tool to make blended learning easier and tech friendly. Students could view classes live or view later and can use the “Ask Window” to communicate with the professor who is presenting. IT sent out a tape of the faculty meeting to show how the process works. We will be looking at the possibility of using this technology in the future.

Also discussed were some ideas in the works to help students with their writing skills. Clay Singleton is using Comfit and using a writing coach through the Career Management office.

Another suggestion for distance learning was theories on utube for viewing in place of class time with accountability testing to follow.

Lisa Junkerman and Jule Gassenheimer presented an update on the Marketing Research Study.

Other Business:

- Congratulations to all programs for full classes.
- Strategy meetings continue. There will be an update at our next faculty meeting.
- Tom Kruczek is leaving Crummer to head up the Entrepreneurship Center at Syracuse in New York. An interim director will be hired and a national search will begin for a permanent replacement.
- Clay Singleton and Jane Reimers will be covering classes for Ed Moses during his medical leave

Kudos:

- Mark Johnston and Greg Marshall Presented their current book: Marketing Management
- Marc Fetscherin published articles in the Journal of Brand Management, The Journal of Electronic Commerce Research, and the Journal of Business Review.
- Marc also has been nominated in the editorial board of the Journal of Place Branding and Public Diplomacy.
- Jim Johnson, Ilan Alon, and Marc Fetscherin presented their paper “Measureing the Global Competitiveness of the Automotive, Manufacturing Industry” at the Annual Meeting of the Academy of International Business, in Milan, Italy June 30 –July 3, 2008.

Adjournment.....Craig McAllaster

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