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Faculty Minutes and Reports

12-15-2022

Minutes, Crummer Graduate School Faculty Meeting, Thursday, December 15, 2022

Crummer Graduate School of Business Faculty

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**Roy E. Crummer Graduate School of Business
Crummer Faculty Meeting
December 15, 2022
10am-11:30am**

Attendance: Michael Blackburn, Dan Biller, Henrique Correa, Mary Conway Dato-on, Bill Grimm, Jim Johnson, Mark Johnston, Mike Kazazis, Tracy Kizer, Misty Loughry, Greg Marshall, Pete McAlindon, Kyle Meyer, Bill Seyfried, Koray Simsek, Brian Walkup, Syntyche Walker, Keith Whittingham

Approval of Minutes.....Greg Marshall
Minutes approved unanimously

Advancement.....Syntyche Walker
• Introduction: what Advancement does for Crummer

Curriculum Committee.....Koray Simsek

- See presentation for full details
- Proposal of Elective Syllabus
 - Marketing Elective (MKT 614, Dr. Kizer)
 - Chad Cooper will teach this course in the Spring
 - Tracy Kizer, who has taught it previously, is working with Chad
 - approved unanimously
- Proposal: MBA Concentration in Business Analytics
 - Dr. Whittingham developed the proposal with the help of others
 - At least six credits from the following:
 - QBA601: Data Visualization & Analytics
 - QBA/OM602: Corporate Data Management
 - OM614: IT Strategy and Leadership
 - At most three credits from the following:
 - FIN611: Financial Modeling
 - MKT614: Marketing Analytics
 - Motion approved unanimously
- Proposal: ENT concentration - move MGT 611 to the primary list (list from which students must take at least six credits) from the secondary list (list from which students can take at most 3 credits)
 - Motion approved unanimously

Corporate Partner Update.....Mike Kazazis/Greg Marshall

- Diagram of Crummer School Experiential Learning Structure was shared
- Issues/Ideas raised:
 - EDBA Students to produce “Crummer Talks” or similar series with the community
 - “We need a change in our marketing strategy”

- “Our Centers of Excellence are a critical piece to our marketing strategy”
- Fundamental issue is “sales/recruitment” and ensuring the product we are selling is the best product out there. What is the value proposition?
- WPRK has an hour dedicated to Crummer. We are not taking advantage of this.
- Idea to record speakers to be shared as part of recruiting (as well as other purposes)

Marketing Search Update.....Greg Marshall

- Ginger Killian (chair) and the committee are working on this. The position has been posted on our HR site and other job sites

Budget Update.....Bill Seyfried

- Crummer’s budget is independent from the rest of Rollins/Crummer (is self-contained)
 - This includes salaries
- 85% of revenue comes from tuition
- Starting point for budget is revenue forecasts since it determines amount that can be spent each year
- Labor is 60-65% of expenses
- If revenue is static and labor expenses are rising, other expenses must be reduced to maintain a balanced budget

Other Business.....Greg Marshall

- Request to discuss (at next EDDBA Faculty meeting) the current way we are compensating EDDBA dissertations