



BACHELOR'S PROGRAMS CLUSTER COMMITTEE MEETING MINUTES

**BAS Faculty
October 9, 2012
1:00 PM
CBP 113**

ITEM 1. New Ethics course

Discussion: Development of the new Ethics course proposed by former professor Dr. Nguyen was assigned to Professor Donna Clayton and is now in progress.

Data/data source: NA

Action: None at this time

ITEM 2. Custom Textbooks

Discussion: Custom textbook policies were explored in meetings between bookstore manager Shawn Olds and Dr. Gossman. The concern mentioned in our last meeting stems from a customer's problem with a custom textbook return at the Gardens campus. The customer referred the incident to the president of PBSC and Mr. Olds was asked to intervene. The event prompted administrative concerns with custom texts in general. Dr. Gossman is now serving on the Textbook committee working with bookstore management to find mutually beneficial custom text strategies. The attached report reflects a general understanding between the BAS faculty and the bookstore in this regard.

Data/data source: See attachment

Action: Dr. Gossman will follow up with the bookstore on the status of custom BAS texts and return policies

ITEM 3. E-books

Discussion: Dr. Capers announced plans with Pearson to offer E-books in his courses. He explained that this will address some of our textbook cost concerns. Dr. Hoggins-Blake cautioned that E-Book editions must be consistent with those used to develop the online courses. Dr. Gossman reported plans with CENGAGE to produce E-books for our custom texts and to work with the bookstore to confirm rental availability for our BAS texts. Dr. Rueda-de Leon announced plans to develop non-text-dependent courses to reduce some of the update problems and cost issues.

Data/data source: NA

Action: Faculty will follow-up on E-Book & rental policies with the publishers & bookstore.

ITEM 4. BAS Graduate Luncheon

Discussion: Dr. Capers announced plans for a luncheon to honor 40 BAS graduates on December 4. Discussion centered on the selection process. Various criteria were mentioned including GPA and high performers in the fulltime faculty classes.

Data/data source: NA

Action: Faculty will follow-up on the selections using a GPA list and other criteria.

ITEM 5. Curriculum Changes

Discussion: Professor Chance explained a study to evolve our curriculum to a 60/60 credit plan from the current 78/42 credit split, similar to other State colleges. This will require that we migrate away from the current 2+2 plan. It is aimed at better preparing some of our students in the more technical concentrations such as INFOMAN. By offering more relevant, preparatory 3000/4000 level courses instead of 18 lower division credits, he believes we can enhance our ability to attract and retain students in these programs. His preliminary discussions with Dr. Pedersen received a positive response.

Data/data source: NA

Action: Professor Chance to continue researching this proposal. **Note:** In a subsequent update on this topic, Dr. Kaplan reported that the State will permit a 60/60 program but she cautioned that implementation could depend on identifying methods to “cover all these sections with the limitations of our fulltime faculty.”

ITEM 6. Dean Kaplan’s “Hot Topics”

Discussion: The following subjects were briefly discussed:

- A. The BAS program now has 2 department chairs, Dr. Capers (SUPERMAN) and Professor Chance (INFOMAN). They will lead meetings and handle other activities.
- B. Dr. Kaplan has identified 2 vacancies in the department and secured authorization to fill them. One position will replace Dr. Nguyen and the other will likely address our Health Administration concentration.
- C. Dr. Kaplan led a discussion on credentialing for Business Communications and/or Business Writing, as well as for the Information Management and Ethics courses. Ms. Gainer discussed the difficulty with credentialing in the Business Writing area. The possibility of modifying the courses so that prefixes could change from GEB or ISM to an MAN prefix will be explored.
- D. We are moving forward with concentrations in Entrepreneurship and Project Management.
- E. We are finalizing articulation agreements with several institutions to accept our graduates into their Masters programs.
- F. Dr. Kaplan reviewed the important committees including QEP, Gen Ed, etc., and received feedback from the faculty members regarding their current committee participation. Most of the faculty members reported serving on at least 2 committees. Other committees mentioned were the E-Leaning committee and Textbook committee.
- G. Statistics on the following subjects were shared:

Approximately 1200 students in the program; we have a second class of nursing students (52); approximately 100 course sessions are offered per semester; we have graduated approximately 350 students; we have experienced a growth rate of approximately 100% in our INFOMAN program.

H. A Masters transfer fair will be held on December 1st. We expect participation by 11 institutions; lunch will be provided by Student Activities.

I. We will hold an Open House in February for all 3 of our programs.

J. Administrative/reporting changes were announced. Ms. Gainer now has oversight of the administrative staff and advisors. She also has responsibilities for website updates and the department's newsletter. Hillary will assist in preparing the newsletter and Dr. Hoggins-Blake will remain the faculty advisor. Ms. Gainer shared a template she will use for this purpose.

K. Dr. Kaplan shared information from the library on APA documentation for non-DOI database articles.

Data/data source: NA

Action: Faculty members discussed responsibility for reviewing several of the above items.

ITEM 7. Bachelor Degree Program Advisory Committee (Known informally as the Community Advisory Board)

Discussion: Dr. Capers discussed the proposed agenda for the meeting on October 26. After some discussion, several changes were recommended and Dr. Capers agreed to forward a revised agenda and assignments.

Data/data source: NA

Action: Faculty to prepare input per the agenda

ITEM 8. Industry Certifications

Discussion: Professor Chance reported on an INFOMAN-related program sponsored by the NSA. It is a special designation termed the National Centers of Academic Excellence in IA (Information Assurance) Education. Professor Chance outlined a number of criteria that must be met prior to receiving this designation from the NSA. He explained that the NSA provides access to scholarships for students at institutions who achieve this designation and reported that FAU and NSU currently enjoy this distinction.

Data/data source: NA

Action: Professor Chance to research further.

ITEM 9. Standardized Syllabi

Discussion: The faculty discussed the need for standardized syllabi for use by our adjuncts. We discussed updating templates and posting them for each course on the standard website similar to syllabi posted for the 1000/2000 level courses.

Data/data source: NA

Action: No assignments; faculty to review this approach.

OTHER. NONE

Attendance

Dr. Capers, Cluster Chair; Dept. Chair-SUPERMAN
Professor Chance, Dept. Chair-INFOMAN
Dr. Hoggins-Blake
Dr. Gossman
Dr. Rueda-de-Leon
Dr. Peifer-Neil
Dr. Mahmoud
Ms. Gainer
Dr. Reardon, PROGRAM DIRECTOR
Dr. Kaplan, DEAN

Submitted by:



D.C. Gossman, DBA, Scribe

c. Minutes Distribution List: Attendees

Attachment

This is a generic summary of a Q & A session between Shawn Olds, Follett Store manager, and D.C. Gossman, BAS Professor. The session centered on the BAS custom textbook strategy. Questions and answers are broadly paraphrased. Dr. Gossman generated the questions while Mr. Olds provided the answers.

Q. Can you shed some insight on why the administration highlighted the custom text concern to us?

A. It stems from an incident with a student's parent who attempted to return a custom psychology textbook (1000 or 2000 level) to the Gardens campus bookstore. On the first visit, the computer system was down; on the second visit, some other issue surfaced; on the third visit, the bookstore explained (perhaps incorrectly?) that the store did not buy back custom texts. As a side note, one unconfirmed rumor suggests that a professor for that course had issued a rule that students were not to purchase "used" texts, perhaps contributing to the bookstore's reluctance. After the return was denied, the customer wrote a letter to the President of PBSC. I (Mr. Olds) then responded to the customer to resolve the problem. Since a custom text was involved, the administration found it appropriate to caution all faculty members on custom texts so that similar incidents are avoided.

Q. Do you know if the subsequent policy was related to any textbook committee recommendations or actions? In addition, we are not clear on the "official" status of the textbook committee—for example, is it required to keep & publish formal minutes, etc.

A. No, it is an informal committee (chaired by Mr. Olds) to foster good working relationships with the faculty and administration. Bookstore managers from the other campuses are also represented. Minutes are not kept and official recommendations are not offered.

Q. Can you describe the problems presented to the bookstore by custom texts?

A. For example, loose-leaf, hole-punched custom texts cannot be returned or reused. The bookstore must make decisions based on returns and reuse and unfortunately, custom materials like this cannot be accommodated. Packaged/bundled materials (with CDs/DVDs, etc.) also present a problem. There are two sides to the custom issue, however. The bookstore seeks to capture market share for texts. If the text is a very generic edition used by multiple colleges across the nation, chances are students will find other options to purchase the book. If texts are unique to PBSC, the bookstore can retain a larger share. As a reminder, the bookstore pays approximately 10% of sales to the college in commission. Additionally, we donate more than \$4000/year in scholarship funds and other programs so it simply makes good sense to formulate sound business decisions with regard to custom text strategies.

Q. We are willing to submit to you and Michael (Textbook Manager) a list of our current custom books so that you can confirm their suitability for reuse and resale. In the case of the BAS program, we do not specify loose-leaf custom texts; ours are bound and we do not require bundles. Would you review our current custom texts and offer an assessment on each regarding the return/resale status?

A. Yes, send us the information. We will review it and provide feedback. We would also like to get information to students about our general buy-back policies. Our contractual obligation is to give every student 50% of the NEW retail value if the title is being adopted for the next term. This is regardless of condition.

Q. Would you be willing to provide buyback information/handouts to the professors so they can mention the offers in class?

A. Yes, we will look into providing it.

Q. I know you have reviewed our report outlining the reasons we use custom texts. That report discusses the directive to lock-in texts for 3 years in support of the affordability rules. It is consistent with the recommendations of the State's Textbook Affordability Committee chaired by Dr. Ginger Pedersen. Would you agree that working jointly (through the Textbook committee, etc.) we can address both the bookstore's custom text buy-back policies and the faculty's 3-year adoption and affordability requirements?

A. Yes, working with the faculty and administration to share concerns is important. Jointly serving on our Textbook Committee is a good approach for finding common ground for all concerned—especially students.