

Gordon Ford College of Business
MBA Committee Meeting

Minutes

Tuesday, September 12th

11:10am -12:10pm

Grise Hall 443 – Oppitz Conf. Room

Members: Dr.'s, Evelyn Thrasher (New Chair), Harold Little, Ling Lo, Paula Potter & Patricia Todd *Ex Officio* Members: Bob Hatfield, April Schleig, & Jean Snively

Absent: Dr. Brian Strow

Old Business:

Topic: Minutes from last meeting

Discussion: approve, Jean Snively will add more details on the AOL items

Action: Approved Little/Lo

Reports:

Topic: AOL – Jean Snively

Discussion: Presented AOL Report for 5 YR MBA Assessment (document distributed. All rubrics now posted for AOL on website, along with 5 YR plan and new faculty packet.

Action: April needs to get latest ETS Summer 2017 numbers to Dr. Snively. Dr. Hatfield wants to see if possible to create posters with our graduate learning outcomes in building like the undergraduate have placed in Grise.

New Business:

Topic: Relaunch the MBA Options to gain new interest

Discussion: Dr. Hatfield reported that he and Dr. Capps are working with focus groups and MBA program surveys to determine some new “wow” factor to attract new students. How do we capture the switch to Online to benefit the Online option without cannibalizing FT MBA students?

Action: Need to create a 5 YR plan in regards to Curriculum and Marketing for Spring with committee help. Dr. Hatfield announced Dr. Thrasher is the new chair of the MBA Committee (replacing Dr. Todd).

Walk-ons:

None