

## **WCBA Undergraduate Committee**

### **Minutes of the September 28, 2012 Meeting**

#### **Attendance**

Members in attendance: Erica Byrnes (ex-officio), Michelle Darnell (MGT), CJ Hernandez (HSB, marketing), Rich Lutz (MKG), Aditi Mukherjee (ISOM), Brian Ray (ex-officio), Mark Rush (ECO, chair), Kimone Ferguson (HSB, management), and Craig Tapley (FIRE).

Guests in attendance: John Laibson (Director of the Online Business Program), Jaime Little (Academic Advisor & Career Coach)

The meeting began at 9:45 a.m.

The minutes of the April 13<sup>th</sup> meeting were approved.

The following are highlights of the presentations that were made:

#### **Brian Ray: Enrollment Update and Other Issues**

- Freshmen recruiting went well. 12.6% of the freshmen class chose business or accounting.
- Overall, on-campus BA headcount is up 9.3% from Fall 2011 (from 2,522 to 2,757).
- Enrollment in EP Courses is up 6%.
- WCBA's 2012 BusinessWeek student feedback was the best ever.
- Enrollment in the Online Business Program has seen a drop over the past two years.
- State colleges (formerly community colleges) have baccalaureate enrollments of over 19,000.
- An update on the design of Heavener Hall was provided.

#### **Jaime Little: Innovation Academy**

The first class of Innovation Academy students will matriculate in Spring 2013.

- 76 of the 348 (21%) confirmed students have declared business (62) or accounting (14).
- A majority of students is "pre-enrolled" this fall in two online courses and/or are taking courses at another institution.

- Future considerations IA Heavener students: increased need for summer advising, possible summer IA speaker series, potential need for additional major courses in next few years.

### **John Laibson: Online Business Program**

Despite lower enrollment, there are still a number of things to help in marketing:

- UF/Warrington/Heavener brand and rankings
- Shared positions at the two largest state colleges (Miami Dade & Valencia) as well as Santa Fe.

Our price is still higher than other SUS options.

We are working on new marketing initiatives, with an increased budget from the university.

The meeting was adjourned at 11:10 a.m.

*Last revised October 15, 2012*