

Approved: 3/5/02

**Campus Assembly
Minutes
February 5, 2002**

1. Approval of Minutes

- a. The minutes of the December 4, 2001 Campus Assembly were approved as distributed on eastalk and infoline.

2. Provost's Update

- a. **Grading Guidelines** - Dr. Betts indicated that students have requested that more explicit grading guidelines be distributed at the beginning of each term. These guidelines are currently being distributed through the schools for their review. Further discussion will take place on this issue.
- b. **Dead Week Policy** – Dr. Betts indicated that the Academic Standards Committee is reviewing the policy. He indicated that the current policy singles out athletics.
- c. **Finals Week Schedule Change** – Dr. Betts indicated that the finals week schedule for Tuesday has been changed to accommodate for an Assembly if it is necessary to have one during finals week.
- d. **Faculty/Staff Handbook** – Dr. Betts mentioned that the Provost's office is currently working with Gary Moses, Webmaster, to provide annual updates to the Handbook on line. A limited number of copies will be printed and distributed to each office and the Library for reference. The desire is to have it available on line as well as having the update dates available.
- e. **EPCC Policy Change** – Dr. Betts indicated that records of procedures, policies, programs and course changes that have been approved by EPCC have not been kept up. Therefore, a database will be established that will include the item(s) brought forward, the result, the date, and any other pertinent information needed.
- f. **Science Building Update** – At this point, the Governor does have in his goals for the special session to allow the state to back the lottery bonds. If this passes, the project will be a go.
- g. **Science Building Request** – Dr. Betts requested the Science department put together a large furniture/equipment item for the building (\$500,000). As well, Anna Cavinato will be visiting with the Kreskie Foundation for various items and contributions. If you can contribute to the Foundation, please do so. We need internal donations too. Remember Jerry Young's challenge of for every \$5 he will match it! Payroll deduction forms are available after the assembly if you would like to contribute via this avenue. We do need to show a high level of involvement, this helps with funding.

- h. **Honorary Doctorate** – Dr. Betts has received many nominations, but only one complete request.
- i. **Distinguished Alumnus Award** – The Assembly was reminded that this recognized person speaks at commencement. The Alumni Association has been asked to take over the selection process for this.
- j. **Day Care Center Update** – The newspaper jumped the gun a little bit here. The issue of on-campus day care has been a topic of discussion for many years. We are a long way away from opening at this point. An apology to the campus assembly was extended for reading about it in the newspaper before hearing about it on campus.
- k. **Faculty Scholars** – The deadline for the partial award is March 4. Faculty can also apply for up to half a stipend. Please address clearly, the criteria of the project, the clarity of the project, and identify the method. A question to think about – is this eight weeks of work?
- l. **Sabbatical Selections** – Five individuals applied for sabbatical and received them. They are: Sandra Ellston, Colleen Johnson, Jeff Johnson, Shapur Shahbazi, and Joe Hart.
- m. **Budget Update** – Dr. Betts gave an overview of the revenue sources and the proposed cuts. The dollar loss for Eastern looks like around 1.5 million. However, when we know exactly what the Governor is doing we will move forward. The Assembly was reminded that the intent is to keep the focus of undergraduate education. The focus is currently on RSI, public service, and research. It was mentioned that an avenue that could present a cost savings is that of moving to a semester system. In March this will be discussed. Budgets have been decentralized. This allows for each Vice President to have control over their budgets. Current targeted programs are EOCCC and moving distance education into a new position.

3. **Information Item**

- a. Voting procedures – The chair of the Campus Assembly discussed the voting procedures that were distributed to the Assembly. It was clarified that all academic and administrative support faculty holding at least half time appointments are eligible to vote. In addition, all officers of the recognized student government and all the classified staff serving on Assembly committees are eligible to vote.

4. **Action Items**

a. **EPCC – School of Education and Business**

- i. **Omission and Addition of Course** - A motion was made and seconded to omit BA 498, Business Policy and Strategy, from the Business Administration degree core and add it to the concentrations of Marketing, Leadership, Organization and Management, and International Business in order to boost them to over 21 credits. A discussion took place. Motion passed.

- ii. **Masters Program in Business Administration** – A motion was made and seconded to approve the following Masters Program in Business Administration.

Masters Program in Business Administration

Rationale: The rationale for offering the program dwells in a variety of needs and obligations, at both macro and micro levels. First, due to a rapid change in the work world and business environment, both society and industries hold a higher *expectation* for college graduates in terms of their management capability, leadership aptitude, and organizational skills. The program is designed to meet this expectation. Second, the development of regional economy indicates a *need* for more candidates with specialized and advanced professional skills and expertise. The proposed program is to satisfy this need. Third, both business and not-for-profit organizations show a strong *intention* to re-train their employees, managers, and mid-careerists for a higher level of competency in performance. The unique work-study feature of the program coincides with this intention. Fourth, given the broad application of technology at workplace, technical personnel in are more likely to be placed on management positions than before, thus making a *call* for the enhancement of their leadership and management skills. The proposed program answers the call by providing the training that integrates managerial skills with their technical expertise. Fifth, in eastern and central Oregon regions, there is no MBA program while our surveys among and feedback from college students, individual employees, managers, and organizations indicate a strong *desire* for pursuing the MBA degree with Eastern. This desire validates the incorporation of advanced professional training in business administration into the long-term missions and strategic goals of Eastern in these regions. Sixth, by our study, current Eastern students, recent graduates, and many of its staff members, show a strong *interest* in this program. The program satisfies this institutional need. But moreover this need itself validates the program for its another embedded strategic function. It will enhance the enrollment and retention rate by attracting more to attend Eastern undergraduate programs, to stay with them, and for many, to have an “ultimate” finish with an advanced education that creates a competitive edge for their professional career. In addition, it can create an effective educational integration through concurrent programs (undergraduate-graduate, graduate-graduate). Seventh, the program satisfies the need of other institutions of OUS with its unique features. Southern Oregon University and Oregon Institute of Technology have shown serious interest in this program to benefit their students. Collaboration and cooperation are on the way.

Curricular/Program Impact: Given the above reasons, we claim that the proposed MBA program is a *sine qua non* for satisfying economic, organizational, industrial, regional, and institutional needs, as well as fulfilling the obligations of Eastern as a higher education institution. As for the curricula, the proposed program attends to major disciplinary areas through three processes: the Core requirements, Electives, and the Master Thesis. The core requirements, through rigorous education and training, update students’ professional knowledge and upgrade their applied skills in areas of business administration, such as innovative management and organizational approaches, information system, operations management, strategies and techniques in finance,

marketing, and international business. The completion of the Core lays an academic foundation for students to undertake the Electives for more concentrated and applied professional training in a variety of areas. Finally, the Master Thesis, as the ultimate training, integrates the foundation knowledge (from the Core) and the specialization expertise (from the Electives). It invites a comprehensive application of both disciplinary theories and professional skills, and as the result, ensures an overall enhancement of students' management aptitude.

Resource Implications: The program proposed is financially self-support. Faculty members, through the coordination and organization by Eastern MBA program, will come from EOU, SOU, and OIT.

Approval: Sent to School of Arts and Sciences on November 8, 2001. Approved by the Business Division of the School of Education and Business Programs on October 16, 2001. Approved by School of Education and Business on November 13, 2001.

Expected Implementation Date: Fall 2002 (after approval at the state level).

See the attached curriculum and EPCC Action Requests and syllabi for the program courses.

Course of Study

The curriculum is composed of three sectors – the Prerequisite, the Core, and the Master Thesis and Electives. All students need to accomplish 45-credit hours of course work.

Prerequisite Courses (9 credits total)

- BA 501 Management Forum (3)
- BA 502 Finance/Accounting Forum (3)
- BA 503 Marketing Forum (3)

Core Courses (24 credits total):

- BA 515 Marketing Strategy and Techniques (3)
- BA 520 Financial Strategies and Techniques (3)
- BA 530 Contemporary Management & Organization (3)
- BA 540 Operations Management (3)
- BA 550 Management Information Systems (3)
- BA 560 Business Ethics, Government, and Society (3)
- BA 570 International Business: Strategies & Techniques (3)
- BA 580 Competition and Strategic Management (3)

Electives (9 credits minimum)

- BA 610 Selected Topics (3)
- BA 620 Entrepreneurship and Business Ventures (3)

- BA 630 Quality Management (3)

BA 699 Master Thesis (3 credits total)

Prerequisite Courses (9 credits total)

- BA 501 Management Forum (3)
- BA 502 Finance/Accounting Forum (3)
- BA 503 Marketing Forum (3)

Core Courses (24 credits total):

- BA 515 Marketing Strategy and Techniques (3)
- BA 520 Financial Strategies and Techniques (3)
- BA 530 Contemporary Management & Organization (3)
- BA 540 Operations Management (3)
- BA 550 Management Information Systems (3)
- BA 560 Business Ethics, Government, and Society (3)
- BA 570 International Business: Strategies & Techniques (3)
- BA 580 Competition and Strategic Management (3)

A discussion took place. A question was asked regarding whether or not we have the resources to provide such a program. It was mentioned that no resource impact would be necessary at this time. The program will be on a self support system and does involve other faculty members from other OUS Institutions. This program will be accredited through IACEB and meets all the requirements for accreditation. It was mentioned that the interest is in assisting place bound students fulfill their desire for a master's degree. It was mentioned that there is a pressing need at this time for such a program. It was also mentioned that there are many engineers out there that would benefit from such a program. The program request will need to go to the house; in turn, the house will send it to an external reviewer. It is anticipated that by the end of spring term it will be presented to the accrediting agency and implemented by fall of next year. Motion passed.

- b. **Space Utilization** – The Chair of the Assembly requested that the campus Assembly consider the request of the Executive Committee to appoint the Budget and Planning Committee responsibility for reviewing space allocation requests and submitting recommendations to the Executive Cabinet for approval. There were no objections. It was mentioned that if the Campus Assembly feels this needs to be addressed in the future, we could do so.

5. Five-minute Access

- a. EOCCC – Mike Cannon gave an overview of the accomplishments that EOCCC made over the years, such as: CUESTE, Business Administration, Computer Science/Multimedia, and the ECE program. It was mentioned that a large portion of the dollars for this program went toward course development through DDE.
- b. Arts and Sciences Dean Search Update – Regina Braker gave an overview of the status of the search. It was indicated that there will be three candidates on campus over the next few weeks
- c. IFS Update – Elizabeth Boretz gave an overview of the recent IFS meeting in Eugene. It was mentioned that to date there still is not representation from Eastern for the Chancellors Search. All were encouraged to take five or ten minutes to email questions to virginia_thompson@ous.edu. They need to know that we are here.
- d. Food Drive – Colleen Cascio reminded the Assembly of the annual food drive that will be held from February 18 through March 1. It was mentioned that all donations remain in the Union county area.
- e. The Major Cup – Sally Click thanked everyone for their participation in the major fair, even though there were not a large number of students. April Curtis and Lon Butcher presented the Major cup to the winner of the most creative booth. The Major Cup went to the Psychology department. Marie Baliban accepted the cup.

6. **For the good of the order** – no further action was requested. The general campus assembly was adjourned. All teaching faculty were asked to stay for an election of an IFS delegate and alternate.

7. Additional Action Item

- a. Election of IFS delegate and alternate – A motion was made and seconded to nominate Jim Tooke as the IFS delegate by acclamation. Motion passed. Nominations were open to the floor for the alternate seat. Those nominated were Rob Davis, Greg Monahan, and Sarah Witte. A motion was made and seconded to close nominations. Closed ballots were cast and counted. Sarah Witte is the new alternate for IFS.

Meeting adjourned at 4:50 p.m.

The next campus Assembly will be held on Tuesday, March 5, 2002