

Graduate Council Meeting
September 15, 2011 Meeting Minutes
(Room: York Room, Mansion)

Present: Beth Barnett; Cynthia Brennan, Kathy Burke, Lew Chakrin, Brian Chinni (Recorder), Angela Cristini, Eric Daffron, Hassan Nejad, Steven Perry, Chris Romano, Sam Rosenberg, Eddie Saiff, Elizabeth Siecke, Anita Stellenwerf, and Ashwani Vasishth

Dean Perry opened meeting at 10:04 a.m., introduced the meeting agenda and distributed copies of related documents for individual and collective review. The meeting topics included:

1. Graduate Education Standards and Procedures Manual (Provost Barnett);
2. Graduate Program Enrollment Report (Chris Romano); and
3. Presentation of MBA Program Proposal (Lew Chakrin)

The primary focus of the meeting was the MBA Program Proposal presentation provided by Lew Chakrin. The following provides a summative reports of all activities and related actions:

1. Steve Perry introduced Provost Barnett; the Provost spoke briefly, expressing words of thanks and appreciation for the Council's collaborative efforts to complete the Graduate Education Standards and Procedures Manual.
2. Steve Perry introduced the next agenda item - Graduate Enrollment Report presentation. Steve introduced Chris Romano to the Council. Chris presented the Report, and explained that President Mercer has expressed that we need to focus on achieving our respective program quotas. Chris further explained that if individual programs anticipate additional student enrollment, his office will need the enrollment information by Monday, September 19, 2012, prior to submitting to the State. Finally, Chris explained that increasing enrollment is a priority. The overall goal for graduate program FTE is 107; the current FTE is 94. Unfortunately, even with the additional MAEL graduate program enrollment, the overall FTE is down. Steve Perry asked the Council if they had any questions for Chris? There were no further questions.
3. Steve Perry introduced the next agenda item – MBA Program Proposal presentation. Steve introduced Council member, Lew Chakrin. Lew began by explaining that he is to present the MBA Program Proposal and, as such, seeking the Council's approval. Lew further explained that he need to obtain the Graduate Council's approval, prior to presenting the proposal to the RCNJ faculty. His desire is to launch the MBA program in fall 2012.

Lew proceeded to offer a very detailed proposal presentation, inclusive of:

- Rationale and Purpose – “Why an MBA Program ? Why now?”

- Market Study and Related Data
- Surveys of MBA students - alumni and presently enrolled
- Program Design, Course of Study and Related Curricula

Lew explained that his program design team put forth extensive efforts to thoroughly research MBA programs, past and present. In addition, he explained that the design team examined the related MBA program literature, specifically highlighting the text, *Re-thinking the MBA: Business Education at a Crossroads* (Srikant, M. Datar, David A. Gavin and Patrick G. Cullen). The authors examined the MBA programs of what are considered to be the top 40 business schools, and identified eight (8) essential “unmet” needs aligned to these programs. The design team utilized this information to guide the development of the RCNJ MBA Program. Lew proceeded to explain:

- specific learning goals;
- program structure (42 academic credits delivered over 20 months; 6 credits in each of seven 10-week quarters);
- the cohort-based model (maximum cohort enrollment of 30);
- enhanced delivery through application of modern communication and learning technologies, including use of "lecture capture" technologies for unavoidable absences;
- demonstrated alignment of quarter-based semesters to traditional semester model;
- curricula and related coursework to promote authentic learning; and
- program faculty.

Discussion ensued. Lew entertained feedback, concerns, and related questions from the Council members.

- Business Plan and Related Financials

Lew proceed to explain the proposed MBA Program Business Plan. The following provides specific highlights of this portion of his presentation:

- fall 2012 enrollment quota is 25 students
- the program will need to maintain 20 students - one (1) cohort for first three (3) years; the next cohort will launch fall 2016
- ACSB requires that 75% F/T faculty
- MBA Program faculty will teach both undergraduate and graduate courses
- six (6) of eight (8) courses will be taught by F/T faculty
- the Program will need to add F/T faculty based on additional enrollment increase
- a MBA Program Director will be added
- an initial P/T administrative assistant (for Program Director) will be added
- strategic marketing and promotion will be essential to the overall success of the MBA Program
- the anticipated Year 1 Program expense will be approximately 250K

- the anticipated Year 1-2 Program expense will be approximately to spend 300K
- assuming enrollment projections are achieved, the Program will net approximately 450K by Year 3; approximately 1M by 2016; the projected cumulative net revenue by end 2018 is 4.9 million. The net considers all related Program costs.

A rather extensive discussion ensued. Lew entertained all feedback, concerns, and related questions from the Council members. At 12:10 p.m., Steve Perry expressed that we need to conclude the discussion. Steve further explained that Lew will be presenting the Proposal to the President's Cabinet on 10/3/11. Provost Barnett requested that the Council members provide her with the questions that remained. Lew expressed that the more specific financial questions presented by the Council members are straying beyond the purview of the Graduate Council. Beth expressed that she believed the MBA Program is feasible, and that the Council has the authority to make decisions on course of study and related curriculum. Ashwani put forth a motion to approve the MBA Program curriculum. Sam Rosenberg seconded the motion, and expressed that all other program related issues would be addressed in the Deans Council.

The next Graduate Council meeting is scheduled for Thursday, October 13, 2011 (10 a.m.) in the York Room of the Mansion.

Steve Perry motioned to adjourn the meeting at 12:18 p.m.

Minutes submitted by Dr. Brian P. Chinni