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College of Business Council Meeting : 2014 : 03 : 20

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**USFSP College of Business
College of Business Council
Meeting Minutes**

Thursday, March 20, 2014, Noon, Piano Man Conference Room

Members: Tom Ainscough, Tom Carter, Chris Davis, Bill Jackson, Grover Kearns (Chair), Dan Marlin, Todd Shank, Bob Thompson (ex officio)

ACTIONS:

The COB Guidelines for Faculty Qualifications will meet the standards set by SACS and AACSB. (Unanimous approval. Motion by Kearns)

Approval of February 20, 2014 Meeting Minutes: Approved without Revision

Standards for Faculty Qualifications

At the February 24 COB faculty meeting, the CBC distributed the proposed faculty qualification standards for comment. Several faculty members made suggestions. Also, Kearns invited suggestions by email. The main two suggestions were: (1) that SP status only require two high quality or 'A' journals or any three quality journals ('C' and above) and, (2) that practitioner activities for maintenance include reviewing peer-reviewed manuscripts. Both of these suggestions have been implemented in the new draft.

Subsequent to the February 24 meeting, Kearns met with Dr. Ebrahimpour to discuss the scholarly and practitioner activities for maintenance. Maling stated that some of the activities, if repeatable, would not be sufficiently strong for maintenance and it was decided to limit those that were easily attained or expected of academics.

Kearns also met with Bob Thompson who was concerned that the qualifications did not reflect SACs requirements. Bob had met with RVC Vivian Fueyo and determined that the exceptions we were currently granting for both graduate and undergraduate faculty were in violation of SACs guidelines.

Based on these conversations, Kearns modified the Faculty Qualifications Draft document.

Kearns suggested that the updated draft be given to faculty for comments and voted upon in April.

Teaching Evaluation: Kearns noted that during the AACSB review, the reviewers expressed concern that the teaching evaluations were heavily reliant on the student evaluation (IDEA form) and especially Question 8. There has been controversy over whether student evaluations are a valid measure of teaching performance. Kearns suggested that the evaluation should encompass other indicators of performance including learning objectives, exams, student performance,

projects, difficulty of material, currency of material, creativity and innovation, experiential learning, and ties to the COB mission (leadership, innovation, ethics, global). The Annual Review Committee will be asked to address the issue of making the evaluation more robust and meaningful.

Class Size: Marlin pointed out that the online class sizes were becoming too large and, in most cases, the instructors had no assistance. This often results in a reduction of course quality. The matter should be discussed by the faculty.

On-Line Course Integrity: Marlin noted that many online classes included online quizzes and examinations that allowed students large amounts of time and the opportunity to collaborate with other students or gain access to supporting resources during the exam. There appear to be no effective controls in use to insure that it actually is the student who is taking the exam or to insure the student is not relying on available resources to look-up the answers. The matter should be discussed by the faculty.

Adjournment at 1:30 p.m.