

Walker College of Business Appalachian State University



Advisory Committee Structure For Continuous Improvement

Revised September 15, 2020

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Overview

The process of continuous improvement requires a coordinated system in which desired outcomes are identified, processes and procedures are implemented, and assessment is performed to determine the extent to which desired outcomes are being achieved. It is through the continuous improvement process that problems are identified and addressed to improve performance.

The John A. Walker College of Business utilizes such a system to continuously improve its operations. The process is implemented by the Dean utilizing a series of committees as outlined in this document. Included are the purpose, specific duties, and composition of each committee.

The Executive Committee serves as the primary steering committee to direct the efforts of other committees involved in the continuous improvement process. Due to its importance, the committee has leadership representation from all departments in the College. In addition, the Dean seeks advice from the following constituent committees: Mission and Strategic Planning Committee, Business Advisory Council, and Walker Fellows.

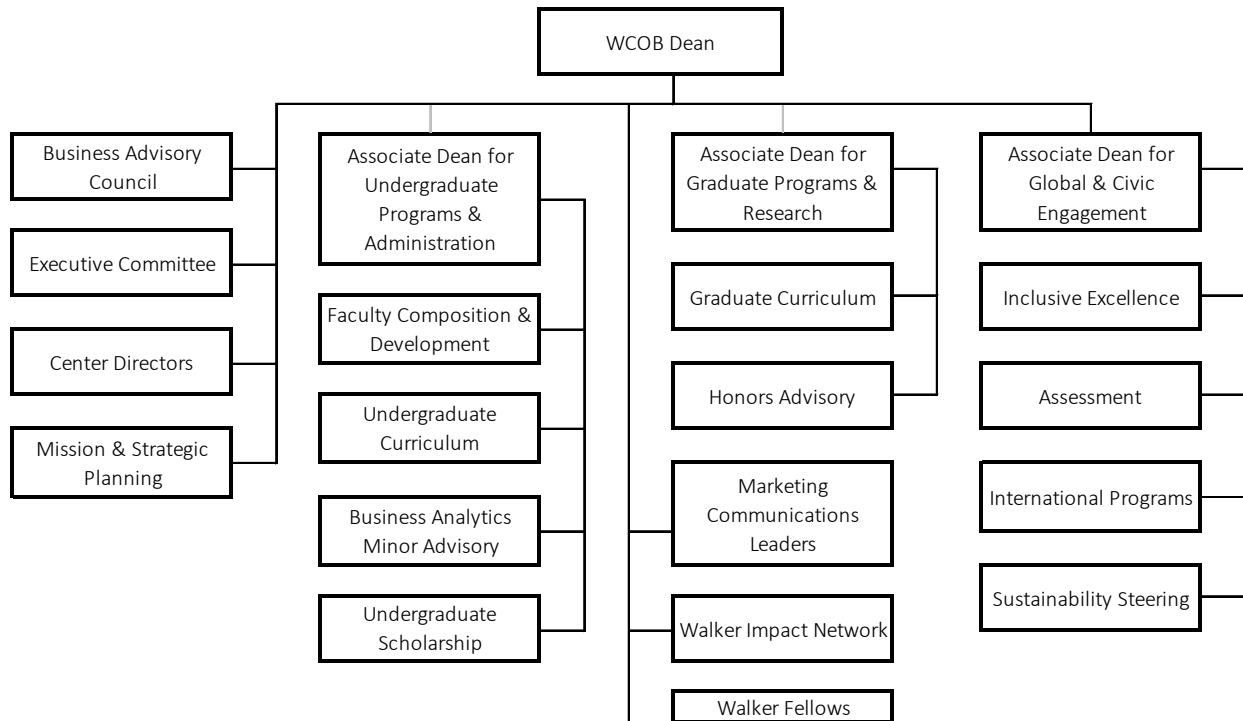
Four key faculty committees are responsible for the oversight of various aspects of the operations of the College, including making recommendations for change. The Faculty Composition and Development Committee is responsible for recommending / reviewing faculty qualification and performance standards. The Undergraduate and Graduate Curriculum Committees are responsible for oversight of the structure of curriculum in their respective degree programs. The Assessment Committee is responsible for oversight of the assurance of learning program of the college.

The four committees described above funnel recommendations through the Executive Committee, which consists of the Department Chairpersons, the Assistant/Associate Deans, and the Dean. The Executive Committee is the primary advisory body regarding the implementation of new policies. When appropriate, a vote of the faculty is taken to determine if policy will be changed.

Other standing committees in the College include the Scholarship Committee, which gives recommendations for scholarship awards to students; the Honors Advisory Committee, which gives recommendations for the College's Honors Program; the International Programs Committee, which advises on issues related to the College's International Programs, the Center Directors, the Inclusive Excellence Team, the Sustainability Steering Committee, and the Marketing Communications Leadership Team. Ad hoc committees or taskforce groups are formed as needed on specific topics.

Committee Selection and Operation

The Dean is responsible for the selection of all faculty appointments to committees. If there are specific guidelines with regard to departmental representation on a committee, the Dean will solicit input from the respective chairpersons in the form of at least two names of faculty members for the vacant position.



Executive Committee

Purpose:

Serve as the primary steering committee in the College's continuous improvement process.

Duties:

- 1) Be familiar with all AACSB standards.
- 2) Regularly monitor the relevance of the College's mission and strategic plan, solicit input from other advisory committees and constituents, and initiate the revision process as needed.
- 3) Develop and execute annual action plans to achieve the mission and strategic plan.
- 4) Serve as the primary advisory committee to the Dean regarding the appropriateness of recommendations from other committees as they relate to the mission.
- 5) Serve as the primary advisory body regarding the implementation of new policies in the College.

Composition:

Chairperson: Dean
 Departmental Chairpersons
 Associate Dean for Undergraduate Programs and Administration
 Associate Dean for Graduate Programs and Research
 Associate Dean for Global and Civic Engagement

Center Directors

Purpose:

Provide input on strategic directions and goals for the college in co-curricular and extracurricular activities involving faculty and students

Duties:

- 1) Develop goals and measures aligned with the college and university goals
- 2) Identify and promote opportunities for faculty and students to become more engaged in applied, experiential learning and research opportunities.

Composition:

Chairperson: Dean

Members: Directors of the: Business Career Services, Center for Economic Research & Policy Analysis, Center for Analytics Research & Education, Transportation Insight Center for Entrepreneurship, and the Brantley Risk & Insurance Center

Mission & Strategic Planning Committee

Purpose:

Continually monitor the relevance of the mission and strategic plan of the College, and develop strategies to monitor and achieve them.

Duties:

- 1) Be familiar with AACSB standards on mission, strategic plan and key objectives.
- 2) Provide regular monitoring of the relevance of the mission and strategic plan of the College.
- 3) Serve as an advisory committee to the Dean regarding recommendations from other College of Business committees and the appropriateness of those recommendations as they relate to the mission.
- 4) Develop and refine key performance measures for the College to provide assessment of how the College is meeting the goals and objectives of the strategic plan.
- 5) In conjunction with the Undergraduate Curriculum, Graduate Curriculum, and Assessment Committees, monitor the learning goals of degree programs and suggest revisions as needed.

Composition:

Chairperson: Dean

One faculty member from each department (3-year term)

Business Advisory Council

Purpose:

Serve as an advisory council to the Dean regarding all programs and activities offered by the College.

Composition:

Chairperson: Selected from the membership

Members are senior-level business executives and/or community leaders (3-year terms)

Dean (non-voting)

Provost (non-voting)

Faculty Composition and Development

Purpose:

Review and advise on all matters related to the composition and development of College of Business faculty.

Duties:

- 1) Be familiar with AACSB standards on faculty composition and development and intellectual contributions, and review College compliance in these areas.
- 2) Review and make recommendations regarding revisions of the WCOB's *Faculty Personnel Guideline* document.
- 3) Review and make recommendations regarding revisions of the *Standards for Faculty Sufficiency & Faculty Qualifications* document.
- 4) Serve as a review and advisory board for policy and procedure changes that relate to faculty issues and concerns.

Composition:

Chairperson: Associate Dean for Undergraduate Programs and Administration

One faculty member from each department (3-year term)

Undergraduate Curriculum Committee

Purpose:

The purpose of the Undergraduate Curriculum Committee (UCC) is to continually monitor and advise on all matters related to the undergraduate degree programs. The Faculty Handbook Section III 3.4.1 states that "Any proposal for changes in a department's courses or programs must first be acted upon by the department before being submitted to the college advisory council." Because of the interdisciplinary nature of the BSBA majors with shared lower and upper core curriculum, the College of Business college advisory council is the College Executive Committee (EC), made up of all department chairs, the associate deans and dean. The Undergraduate Curriculum Committee (UCC), made up of faculty from each department, first reviews and votes on all proposals from departments and then makes recommendations to the EC. The EC reviews and votes on all proposals from the UCC before they are submitted to AP&P by the dean's office. Recommendations regarding changes to college admissions and catalog information independent of specific departmental courses and programs may be made by the EC. In addition, proposals to change the BSBA admissions criteria and proposals to change the required BSBA core curriculum will be voted on by all voting eligible college faculty.

Duties:

- 1) Be familiar with AACSB standards on curriculum content and evaluation for the undergraduate degree program.
- 2) Serve as a review and advisory body for all proposed changes in undergraduate curriculum in the College.
- 3) Monitor and make recommendations regarding revisions of the undergraduate degree program learning goals document. This work is done in conjunction with the Mission & Strategic Planning and the Assessment Committees.
- 4) Monitor and make recommendations regarding revisions of the undergraduate core curriculum on an as-needed basis.

Composition:

Chairperson: Associate Dean for Undergraduate Programs and Administration
One faculty member from each department (3-year term)
Director of WCOB Advising (non-voting)

Business Analytics Minor Advisory Committee

Purpose:

To continually monitor, review and advise on all matters related to undergraduate minor programs in Business Analytics.

Duties:

- 1) Serve as a review and advisory board for the curriculum
- 2) Track enrollments of Business Analytics minors
- 3) Assess student feedback and performance
- 4) Make curriculum recommendations to the Undergraduate Curriculum Committee
- 5) Be familiar with the AP&P process for proposing changes to programs of study

Composition:

Chairperson: Associate Dean for Undergraduate Programs and Administration

Members: Departmental Chairpersons or their designee

Director of WCOB Advising (non-voting).

Undergraduate Scholarship Committee

Purpose:

Advise on scholarship awards to students.

Duties:

Review applicants and make recommendations for scholarships to incoming freshmen

Composition:

Chairperson: Associate Dean for Undergraduate Programs and Administration

One faculty member from each department (1-year term)

WCOB Scholarship Coordinator (non-voting)

Graduate Curriculum Committee

Purpose:

Continually monitor and advise on all matters relating to all graduate degree programs.

Duties:

- 1) Be familiar with AACSB standards on curriculum content and evaluation for all graduate degree programs.
- 2) Serve as an advisory body for all proposed changes in graduate curriculum in the College.
- 3) Monitor and make recommendations regarding revisions of the MBA curriculum on a regular basis.
- 4) Monitor and make recommendations regarding revisions of the graduate degree program learning goals documents on a regular basis. This work is done in conjunction with the Mission & Strategic Planning and the Assessment Committees.

Composition:

Chairperson: Associate Dean for Graduate Programs and Research
One graduate faculty member from each department (3-year term)

Honors Advisory Committee

Purpose:

Serve as an advisory council for the College of Business Honors Program.

Duties:

- 1) Review applicants and select students to be admitted to the program.
- 2) Serve as mentors to students admitted to the program.
- 3) Make recommendations as needed regarding the structure, operation and expectations of the program.

Composition:

Chairperson: Faculty member appointed by the Dean
Associate Dean for Graduate Programs and Research
One faculty member from each department (1-year term)
Director of WCOB Advising (non-voting)

Inclusive Excellence Team

Purpose:

Promote inclusive excellence within the college through education, events, and communications and administrative recommendations to college leadership.

Duties:

Benchmark comparative and aspirational programs seeking to make the Walker College of Business a leader at the University in pursuing inclusive excellence.

Composition:

Chairperson: Faculty member appointed by the dean

Members: Associate Dean for Global and Civic Engagement, Walker College of Business faculty, staff and students who advise the Walker College faculty and staff on diversity and inclusiveness opportunities and needs within the college.

Assessment Committee

Purpose:

Continually develop and monitor the assurance of learning program for the College and advise on matters related to achieving the learning goals of College degree programs.

Duties:

- 1) Monitor College-compliance with AACSB standards on assurance of learning and assessment.
- 2) Oversee the assessment plan of the College. Insure that agreed-upon assessment activities take place in a timely and consistent manner.
- 3) Collect, review and analyze the assessment results within the College. Provide advice on possible methods of improving student learning in the College.
- 4) In conjunction with the Mission & Strategic Planning, Undergraduate Curriculum, and Graduate Curriculum Committees, monitor the learning goals of degree programs and suggest revisions as needed.

Composition:

Chairperson: Associate Dean for Global and Civic Engagement

One faculty member from each department (3-year term)

Associate Dean for Graduate Programs and Research

Director of the M.S. Program in Accounting

Ex officio member: Associate Dean for Undergraduate Programs and Administration

International Programs Committee

Purpose:

Review, monitor and advise on issues relating to study abroad programs, international exchange agreements, and other activities intended to internationalize the College.

Duties:

- 1) Make recommendations to the Dean concerning countries for study abroad programs.
- 2) Make annual recommendations on trip leaders and associates for each study abroad program.
- 3) Make policy recommendations concerning the operation of international programs.
- 4) Review and advise on international collaboration agreements with foreign institutions.
- 5) Review applicants and make recommendations to the Scholarship Coordinator for study abroad scholarship awards.

Composition:

Chairperson: Associate Dean for Global and Civic Engagement
One faculty member from each department (1-year term)
International Programs Coordinator
Student Advisor

Sustainability Steering Committee

Purpose:

Review, monitor and advise on issues relating to sustainability emphasis in curriculum content and special events and speakers engage to promote “business for good” topics in the College and university.

Duties:

Make recommendations to the Dean concerning speakers, events, and programs.

Composition:

Chairperson: Associate Dean for Global and Civic Engagement
Faculty members active in research and passionate in promotion of sustainability topics
Chair of the Inclusive Excellence Team
International Programs Coordinator and Student Advisor

Marketing Communications Leadership Team

Purpose:

To bring together representatives from each area of the college who are responsible for communicating information about the college and its initiatives.

Duties:

Members share information to identify overlap in resources and opportunities to share knowledge and/or responsibility.

Composition:

Chairperson: WCOB Director of Communications

Members: WCOB department administrative assistants

WCOB center assistant directors

Dean's office staff members whose job descriptions contain communication duties (events specialist, development specialist, civic engagement specialist, undergraduate coordinator, graduate coordinator, facilities coordinator, and receptionist).

Ex Officio Members: Undergraduate advising director, Inclusive Excellence Team chair, and the executive assistant to the dean.

Walker Fellows

Purpose:

Serve as representatives to all constituents of the Walker College, including students, alumni, faculty/staff, and the business community.

Duties:

- 1) To coordinate and promote Walker College of business events for students.
- 2) To encourage interaction with students, alumni, faculty and staff, and the business community through service, events and academic programs.
- 3) To increase student awareness of opportunities available through the Walker College of Business.
- 4) To serve as an advisory council to the Dean regarding student issues

Composition:

Business students are invited to join each year through an application and interview process.

Staff Leadership and Support provided by Assistant/Associate Director of Business Career Services

Walker Impact Network

Purpose:

To support ASU's Strategic Plan; specifically, strategic direction number five which is Preserving Faculty and Staff Excellence. In addition, this network also aspires to reinforce our college level vision, mission and values.

Duties:

To plan networking, community service and professional development opportunities for the staff of the Walker College of Business.

Composition:

Staff members representing all areas of the college, including departments, programs and centers.