Faculty Senate Executive Committee
Meeting with President Burrage
Minutes
Tuesday, February 9, 2016
2:00 PM

Attendees:
President Sean Burrage
Daniel Althoff
Randy Clark
Kay Daigle
Steven Emge
William Fridley
Layne Heitz
Chris Moretti

Guest:
Tim Boatmun

Agenda

1. Academic Partnerships
    a. Background – current status – future
2. Administrative restructuring
    a. Update – time-line?
    b. Vision 2020 – will this provide any guidance for the future of SE?
3. Marketing/branding Strategies
    a. Continued low enrollment
    b. Overall picture/strategy – time-line for presentation to university community

1) History of the process
    a) Larry Aker relayed information to VP McMillan. He had experience with this organization at his previous university
    b) Dr. McMillan reaches out and they determine that the MBA program in the School of Business is the best place to start.
    c) November 2016 AP come to Southeastern and School of Business begins the process of working through the various components necessary to move forward.
        i) Robert Howard, Lawrence Silver, Kitty Campbell have been actively involved in structure and implementation for Business School
        ii) Several faculty have had experience with this company and business faculty wanted to pursue
    d) Currently there are 62 students in the MBA which represents approximately 3% of the market of Oklahoma students.

e) Projected potential for 500 students in 4 – 5 years with an estimated 1.4 million revenue.
f) AP's concerns were admission procedures – enrollment procedures – financial aid.
    i) Would like to see application to enrollment time-line approximately 14 days.
    ii) 6 start times throughout the year – up from 5
    iii) 7 on 2 off general schedule
g) AP does NOT dictate any curriculum
    i) It is our current accreditation (AACSB) that has inspired them to partner with SE in the first place.
    ii) In addition to accreditation, AP was attracted to the low cost in comparison to other AACSB accredited MBA programs.
h) Additional advantages:
    i) Student submits request for information from MBA and within 2 minutes is contacted via phone call – process moves to a second person to gather information then Dyanna Bowen is contacted immediately and student is handed off to her.
    ii) Focus of recruiting efforts will initially encompass a 200-mile radius.
    iii) AP does all marketing and retention efforts
i) 7-year commitment
    i) Beginning June 2016 AP will receive ½ the tuition of new students enrolling in the MBA
    ii) Their expectation is to recover investment (approximately 1 million to date) in years 6 & 7
j) No enrollment caps, but support for faculty member is possible
    i) Support will come in the form of an assistant hired by AP, with the faculty member choosing from the provided list. Cost would be $38.00 per student.

2) 30 retirements this year – 2 following year
    a) savings of 1.7 million gross
    b) final savings determined after "back-fill" of positions and retirement payouts (probably $500,000 actual)
    c) Discussed areas of consolidation and out-sourcing for custodial and maintenance components
    d) Fewer administrators
3) New logo history was discussed
    a) Several new scholarship initiatives were discussed

Meeting was adjourned at 3:40 PM.