

University of San Francisco
School of Management
Department of Public and Nonprofit Administration

(draft)

Date:	9/11/2012	Start Time:		End Time:		Location:	
		10:30		12:30		MH 405	

Michael O’Neill, Chair, Jo-Ellen Radetich, staff, Stan Buller, Larry Brewster, Rich Callahan, Kim Connor, Kathleen Fletcher, Monika Hudson, Richard Johnson, Tim Loney, Gleb Nikitenko, Tony Ribera, Richard Waters

Guest: Dean Mike Webber

Excused: Phil Hanson (on sabbatical)

The minutes from the May15, 2012, meeting were approved unanimously as mailed.

MNA Proposal The projected start date for these changes is Fall 2013. The new proposed program consists of 13 courses, 3 units each, and 39 total units. Kathleen explained that changes in the titles of courses were made. Several suggestions were made. Rich C: Consider separate courses on foundations, especially Bay Area foundations, and social change. Kim: Add Ignatian language to the program description. Richard J: Is there a cultural competence component in the new MNA? Larry: Will the standard two years of work experience be required? If not, there should be an internship program, either adding units or substituting for current courses. Tim: The capstone course should give more attention to assessment of what the students have learned during the program.

The addition of a full-time MNA program received strong support.

The proposed changes to the MNA program were unanimously approved.

MPA update- Tim Loney repeated that the first course has started, taught by Stan Buller. Stan applauded the caliber of the students, which reflects well on the admission process. There are 13 students (one had to delay entering until Spring 2013) in the first group. Embanet is doing a good job of marketing the on-line MPA program for USF.

Other reports and announcements

- Richard J. announced that he got approval from the Dean to sponsor two students to attend ASPA.
- Michael announced that former Dean Mike Duffy expressed a desire to teach the BSM 301 course in new program.
- The next Phi Alpha Alpha induction ceremony will be held in the Xavier Room of Fromm Hall on October 17, from 6:00 to 8:30 p.m. Faculty are encouraged to attend.

Dean Webber joined the group at 11:45

Dean Webber meets with the department chairs and associate deans once a month and will continue to do so as part of the new structure of the dean’s office.

Faculty complimented the dean on his thoughtful announcements about outgoing Associate Dean Dayle Smith and incoming Associate Dean Richard Stackman.

Dean Webber informed the group that marketing, communication and recruitment are SOM priorities. Margot Frey, Marketing Director, will be back from maternity leave soon and will be able to address some of the urgent marketing issues. Dean Webber stated that we need to step up our game with social media in order to compete with other universities. Adult students are considered “at risk” students because of several factors: age, family commitments, and work responsibilities, to name a few. He said that we would need more advisors in SOM in order to serve the adult students. The new BSM program will be launched in the Spring.

Dean Webber addressed the problem with the “conditional admits” of new traditional undergraduates. The issue is not ethnicity but rather the ‘conditional admit’ status of these students. International students have a 25% attrition rate, so there needs to be success built into their experience at USF. The conditional admit students are almost exclusively business and math majors. One possibility to add to their success is launching an ESL component to address the language barriers that obstruct their educational experience. Dean Webber informed the group that USF has revenue concerns and there is deferred maintenance needed on campus, so the additional revenue from international students is needed.

Dean Webber is committed to shared governance. Graduate programs need program directors, per the Dean.

Dean Webber also stressed the following goals:

- The need for more fundraising at SOM.
- Stronger departments.
- Positive word-of-mouth reputation management.

The meeting ended at 12:35