Minutes of the Faculty Budget Committee
Nov. 14, 2016

The main purpose of this meeting was to review a proposal submitted by Dr. Godfrey Gibbison, Dean of the School of Professional Studies, and Dr. Wayne Smith, Department Chair of Hospitality and Tourism. The proposal is to “add a concentration.”

General Information:

- The College of Charleston’s North Campus and the Lowcountry Graduate Center (LGC) shares several staff positions and both rely on departments and schools on the main campus. LGC pays rent and operating costs to The College of Charleston (CofC), which is about $400,000.
- The Bachelor in Professional Studies Program (BPS) has about 83 students in its programs of which 70 are active. The current programs are Applied Communication, Healthcare and Medical Services Management, Organizational Leadership and Management, and a forthcoming Project Management. SACS has approved Project Management and CHE was meeting this week to affirm the program at the state level.

Questions related to PBS and submitted program proposal:

- Courses are regular CofC courses that can be offered at each site, and are taught by adjunct and roster faculty. Courses can be taught by roster faculty as part of their load or as an overload (above the standard 3-3 course load). Adjunct pay is the same at each site, retired faculty get $4,500, and roster faculty get $6,000. This cap for roster faculty was raised by Academic Affairs.
- Any courses that are transferred into the program for a student are ones that are currently included in the transfer database.
- The new concentration was developed collaboratively by the School of Professional Studies, the Department of Hospitality and Tourism Management, and Trident Technical College to enable quick completion of a Bachelor’s degree for students with an associate degree in hospitality from Trident Tech.
- The newly proposed concentration is similar to other concentrations in that it requires 18 hours.

There was discussion about how students would enter the program and how different the Hospitality Operations Management program would be for BS/BA and BPS students. Students receiving a BPS degree do not have to take and complete the CofC general education core curriculum. There was concern that these BPS students, who take some of the same business courses as downtown students, would not have the pre-requisite knowledge and skills for the same offered courses. While the pre-requisites and courses are the same for each type of student, BPS and BS/BA business major, there was concern about the quality of student taking a ‘downtown’ course. Due to the different general education requirements for admission, BPS students would not have to have a foreign language requirement or a business core. All adjuncts from Trident Technical College would be vetted in order to teach any courses within this program.

Budget

Budget items related to the proposal were discussed. In particular, the projected revenue for Years 1-3 and 4-6 were based upon 10 students taking 24 credit hours a year and growing by approximately 5 students each year to 20. It was suggested that the proposal in the future contain more explicit directions for having the submission detail how the numbers were calculated. The Budget Committee felt that the number of students was ambitious, but the program would be viable and sustainable in the future. There was also discussion about the fee differentiation between BPS and BS/BA students. There was a concern that students at the downtown...
campus might migrate to the north campus courses due to the 20% reduced tuition rate. Dr. Gibbison explained that the tuition rate was determined by the type of students enrolled rather than the type of course offered. In other words, to pay the reduced rate, students would have to transfer to the BPS degree. He explained that the only data he had were two students transferring from BS/BA to BPS and two BPS transferring to BS/BA. The tuition differentiation is common among similar programs nationwide. One reason for the “differentiated tuition structure” was to attract students. The projected revenue would go to the general fund. The new BPS students would have to pay the School of Business (SOB) fees recently adopted.

Vote

There was a vote of quorum members present. The vote was 5-1 in favor of accepting the proposal from a budgetary perspective. One member was absent.

There was significant discussion after the vote to agree upon the wording for the recommendation to the Senate. The committee felt that the number of students and the subsequent projected revenue were ambitious. There were concerns about the strength and credibility of the program. In addition to the budget discussion, several members were concerned about the possibility that the “mark” of a BS degree would decrease due to the overlapping coursework in the BS and BPS programs. A committee member from the SOB stated that the approval process at the level of the dean and provost was done without the consent and discussion of the SOB faculty. A concern about the overall program approval process was the vetting completed by the Curriculum Committee. It is not known if the Curriculum Committee examined the pre-requisites of the courses offered in the BPS program. To the committee’s knowledge, there was no SOB faculty member on the Curriculum Committee that could speak to the pre-requisites at the time of vetting. An additional concern was the lack of letters of support contained in the proposal from other programs and departments that may be affected by the new concentration.

As a result of the meeting, the Budget Committee wishes to present the following memo to the Faculty Senate:

The Faculty Budget Committee is forwarding the BPS Concentration in Hospitality Operations Management proposal to the Senate with the following position:

The vote to accept the proposal was 5-1 in favor based upon budgetary issues only. However, the Budget Committee’s ability to offer an unqualified support for the new concentration was marred due to potential issues found in the procedural and curricular aspects of the proposal. From a budgetary standpoint, the committee felt that the projected number of students in the program was ambitious considering current enrollment trends in the BPS programs. Thus, the projected revenue is also ambitious. There is concern that students may switch from the downtown campus to the BPS program due to the lower costs of courses, leading to a revenue-neutral flow of students from one degree to another.

Most of the discussion and concern for the proposal emanate from procedural and curricular items. There appears to be some concern about how the program was vetted and approved at different levels without consulting the SOB faculty.