ACTION ITEM #5
Discontinue the Masters in Business Administration at
WSU Pullman and WSU Vancouver
(Daniel J. Bernardo)

May 4, 2018

TO ALL MEMBERS OF THE BOARD OF REGENTS

SUBJECT: Discontinuation of the Masters in Business Administration at WSU Pullman and WSU Vancouver

PROPOSED: That the Board of Regents discontinue the Masters in Business Administration at WSU Pullman and WSU Vancouver.

SUBMITTED BY: Daniel J. Bernardo, Provost and Executive Vice President

SUPPORTING INFORMATION: The Carson College of Business proposes to discontinue the Masters in Business Administration (MBA) offered on the WSU Pullman and WSU Vancouver campuses. MBA programs nationwide have experienced increasing challenges recruiting qualified students. The Carson College of Business has experienced significant challenges recruiting students to Pullman to enroll in a face-to-face MBA program, and the competition for MBA students in Vancouver is fierce, as there are at least 10 campus-based MBA programs within the Vancouver-Portland Area.

In Pullman, no new students have been accepted into the face-to-face MBA program since fall of 2016. Thus, as of end of summer 2017 there are no more students enrolled in the Pullman face-to-face program.

In Vancouver as of fall 2016, students enrolling in the MBA were informed the program would likely close by fall 2018. This notice allowed students to plan their program accordingly. For the 9 students that will not be completed by summer 2018, they are seamlessly being transferred to the WSU Online MBA (OMBA) Program. For these 9 students, advisors for both programs (MBA & OMBA) have coordinated to ensure no delays in graduation of any student.

WSU will continue its highly successfully online MBA program which continues to grow in enrollment and national reputation.
The complete proposals for both discontinuations are attached. The proposals were reviewed carefully and have support from the Provost’s Office. The recommendations were passed by the Faculty Senate on February 13, 2018.

ATTACHMENT: Attachment A
MEMORANDUM

TO: Faculty Senate
FROM: Daniel J. Bernardo, Executive Vice President and Provost
SUBJECT: Discontinue Masters of Business Administration - Pullman Campus
DATE: October 18, 2017

The attached proposal for discontinuing the Masters of Business Administration at the Pullman campus has been reviewed by the Provost’s Office. We have no concerns about the proposal. The program has not accepted new students since fall 2016 and all students enrolled in the program have exited, so no current students are impacted and there is no need for a teach-out plan. We judge it ready for the Senate review process.
# Proposal to Discontinue a Degree Program

**DEANS:** Send this completed proposal electronically to the Office of the Provost:

provost.deg.changes@wsu.edu (revised 8.17.16)

<table>
<thead>
<tr>
<th>Degree Title:</th>
<th>Masters of Business Administration</th>
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<tbody>
<tr>
<td>Academic Program:</td>
<td>Business</td>
</tr>
<tr>
<td>Academic Plan:</td>
<td>Business Administration</td>
</tr>
<tr>
<td>Number of Credits:</td>
<td>32</td>
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<td>Department(s) or Program(s):</td>
<td>Business</td>
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<td>College(s):</td>
<td>Business</td>
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<tr>
<td>Campus(es):</td>
<td>Pullman</td>
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</tbody>
</table>

**Contact Name:** Tom Tripp  
**Email Address:** ttripp@wsu.edu  
**Contact Phone:** 546-9754  
**Proposed start date:** 8/15/2018

**Rationale for discontinuing the degree:**
The MBA program was having increasing trouble recruiting experienced students to Pullman to take an MBA program face-to-face. Too many students were inexperienced students taking the MBA as a “fifth year” to their undergraduate. Concurrently, our online EMBA programs continue to grow rapidly, so it makes sense to deploy more of our resources there.

**Implications for currently enrolled students (how many)? Attach teach out plan.**
We have not accepted new students since Fall of 2016. Thus, as of end of summer 2017, there are no more students in the Pullman face-to-face program, and we have stopped offering courses in it.

**N/A**  
**Attach teach out plan** - program already taught out, no more students.

**Impact on or responses of current faculty and staff:**
To the extent necessary, MBA faculty are being reassigned to undergraduate courses within their department areas and to online MBA courses. Pullman faculty were first consulted by the dean’s office as to who wanted to keep the MBA program. Next, discussions were also held in the Carson College Masters Program & Policy committee. This committee contains representatives from all business departments and from the Pullman, Tri-Cities and Vancouver campuses. No objections about the discontinuance were voiced.

**Impact on or responses of other degree programs, departments, colleges or campuses:**
Because the Pullman face-to-face MBA program did not have very many students from other masters programs in its courses, the impact is minimal. Also, any graduate student who wants to a WSU MBA course may take one online.

**Impact on or responses of other stake holders (e.g., advisory or alumni groups):**
Our board of advisors understood the reasons for discontinuing the face-to-face Pullman MBA. Fortunately, business leaders who make up our board of advisors are familiar with the idea of redirecting resources from a struggling program to a thriving program.
The initials typed in this box certify that the person named below has reviewed this proposal:

| Chair Name: | N/A – Program owned by College, not by a department. | Date: |

The initials typed in this box certify that the person named below has reviewed this proposal:

| Campus VCAA: | N/A – Closure of Pullman face-to-face MBA does not affect other physical campuses. | Date: |

The initials typed in this box certify that the person named below has reviewed this proposal:

| Campus VCAA: | N/A – Closure of Pullman face-to-face MBA does not affect other physical campuses. | Date: |

The initials typed in this box certify that the person named below has reviewed this proposal:

| Campus VCAA: | N/A – Closure of Pullman face-to-face MBA does not affect other physical campuses. | Date: |

The initials typed in this box certify that the person named below has reviewed this proposal:

| Dean: | Tom Tripp | Date: 10-2-17 |

Comments: Tom Tripp, Associate Dean for Academic Programs, is signing for the Carson College of Business as he is responsible for the MBA programs.

Provost Office Sign: [Signature] Date: 10/18/17

Comments:

For Registrar’s Office Use Only:

| Current CIP Code: | New CIP Code: | Date: |
MEMORANDUM

TO: Faculty Senate

FROM: Daniel J. Bernardo, Executive Vice President and Provost

SUBJECT: Discontinue Masters of Business Administration - Vancouver Campus

DATE: November 7, 2017

The attached proposal for discontinuing the Masters of Business Administration at the Vancouver campus has been reviewed by the Provost’s Office. We have no concerns about the proposal. The program has established a plan to ensure that all currently-enrolled students will be able to complete their degrees on schedule. Faculty involved in the program have been accommodated, and there is unanimous support within the college and on the campus for this move. We judge it ready for the Senate review process.
Proposal to Discontinue a Degree Program

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<thead>
<tr>
<th>Contact Name:</th>
<th>Debra Sanders</th>
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<tr>
<td>Email Address:</td>
<td><a href="mailto:dsanders@wsu.edu">dsanders@wsu.edu</a></td>
</tr>
<tr>
<td>Contact Phone:</td>
<td>546-9147</td>
</tr>
<tr>
<td>*Proposed start date:</td>
<td>8/15/2018</td>
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</tbody>
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Rationale for discontinuing the degree:
Competition for MBA students is fierce for WSUV. There are at least 10 campus based MBA programs within the Vancouver-Portland area. Further, there are numerous online programs available to students with which WSUV must compete. The Carson College of Business itself has its own online MBA (OMBA). Due to this competition, WSUV is not able to attract sufficient students to have a viable face-to-face program.

Implications for currently enrolled students (how many)? Attach teach out plan.
Starting fall 2016, students enrolling in the WSUV MBA were informed the program would likely close by fall 2018. This notice allowed students to plan their program accordingly. For the 9 students that will not be completed by summer 2018, they are seamlessly being transferred to the WSU OMBA program. For these 9 students, advisors for both programs (WSUV MBA & OMBA) have coordinated to ensure no delays in graduation of any student. Please see attached teach out plan.

Attach teach out plan

Impact on or responses of current faculty and staff:
To the extent necessary, MBA faculty are being reassigned to undergraduate courses within their department areas. MBA advisor will focus on undergraduate advising. Vancouver faculty discussed the MBA program and unanimously voted for discontinuation. Discussions were also held in the Carson College Masters Policy & Procedures committee. This committee contains representatives from all business departments and from the Pullman, Tri-Cities and Vancouver campuses. No objections about the discontinuance were voiced.

Impact on or responses of other degree programs, departments, colleges or campuses:
The Master of Public Affairs (MPA) students may take MBA classes as electives in their program. The Carson College of Business has worked with the MPA program to ensure courses for the MPA may be offered when the requisite number of student enrollment is met. Several of the MBA courses have undergraduate equivalents that could also be taken by the MPA students as they may take 6 hours of undergraduate coursework as part of their program.

Impact on or responses of other stakeholders (e.g., advisory or alumni groups):
While business owners, advisory and alumni groups were saddened by the proposed discontinuation of the MBA program, they were all aware of the fierce competition in the area for MBA programs. Redirecting the resources from the MBA to the undergraduate program is seen as a positive step in strengthening our undergraduates.
The initials typed in this box certify that the person named below has reviewed this proposal:  

**Chair Name:**  Jane Cote  
**Date:** 10-2-17

The initials typed in this box certify that the person named below has reviewed this proposal:  

**Campus VCAA:** Renny Christopher, Vancouver  
**Date:** 10-4-17

The initials typed in this box certify that the person named below has reviewed this proposal:  

**Campus VCAA:** Martin Klotz, Tri-Cities  
**Date:** 10/10/2017

The initials typed in this box certify that the person named below has reviewed this proposal:  

**Dean:**  Tom Tripp  
**Date:** 10-2-17

**Comments:**  
Tom Tripp, Associate Dean for Academic Programs, is signing for the Carson College of Business as he is responsible for the MBA programs

**Provost Office Sign:**  
**Date:** 1/3/17

**Comments:**

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**For Registrar’s Office Use Only:**

**Current CIP Code:**  
**New CIP Code:**  
**Date:**  

Revised: 8/17/16

Send completed form to: provost.deg.changes@wsu.edu