

From: Godar, Sue <GodarS@wpunj.edu>
Sent: Tuesday, December 3, 2019 1:27 PM
To: Powers, Joshua <powersj@wpunj.edu>
Cc: COB <COB@wpunj.edu>
Subject: Reorganization - Cotsakos College of Business

Dear Provost Powers:

Based on decreasing enrollments for both majors, minors and others taking Sales courses, the Department of Professional Sales has dropped from offering 828 student credit hours in Fall 2015 to 476 this Fall. The number of majors now stands at 42 and minors at 55, roughly a 50% decline in the last five years. The drop in credit hours and students initially occurred in 2016 and the existing department has been unable to recover from that. This is despite a national growth in Sales programs. We are no longer unique in having a program or a lab, and have seemingly been unable to grow.

Currently there are 2 tenured faculty members of the department, one tenure-track faculty, and one one-year appointment faculty. One of the tenured faculty is on the Path to Retirement and will be teaching only 1/2 time for the next two semesters and recruiting for the Undergrad program in the other half of his teaching load. There are two staff members also. Because of the limited number of people, each department member has been overloaded with regular and committee work, both inside the department and at the College and University levels.

Because of the small, and unsustainable, size of the department, I initiated conversations with Naomi Shank, the representative from The Russell Berrie Foundation. I proposed that we separate the “academic” side from the “Executive Director of the RBI” side as was initially the case when we received the Foundation’s funding. The former would concentrate on teaching our students, while the latter would focus on revenue generation including selling the MS program, sponsorships for the National Sales Challenge and other activities, and corporate training. With Naomi’s participation, we are beginning work on a Five Year plan to lay out the parameters of the RBI revenue generating function.

In light of all the above, *I recommend that the faculty and staff of the Department of Professional sales be transferred to the Department of Marketing and Management Sciences with Rajiv Kashyap as the Chair.* Rajiv has previously taught Sales courses and is familiar with their needs. After the Five Year Plan is finished, we should revisit the staff transfer to see where those individuals (Lisa Wright and Michael Gatlin) most logically fit, I.e. with the academic area or with the ED of RBI. Temporarily, because help is needed in the Dept. of Economics, Finance & Global Business, I recommend that Lisa work for Alex Panayides in that department, starting after the Sales Triathlon at the earliest. I further recommend that a faculty member teaching a Sales courses be given a 3 credit release each year to handle the academic events which involve outside schools and/or vendors.

Finally, I recommend that the other clerical duties be reassigned to the other two departments: Linda Lango to the faculty of Marketing & Management and Ruthina Trimblett to Accounting & Law

Please let me know if you desire any further information.

Best regards,
Sue Godar

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