Minutes of the Liberal Studies Committee (LSC)
October 7, 2011
University Center, Dogwood Room

Members Present: Alexander Macaulay (Chair), Carol Burton, Shannon Thompson, Peter Tay, Steve Baxley, Erin Myers, Baldwin Sanders, Michelle Scifers, Lorrie Willey, Beth Jones, Debby Singleton

Members Absent: Susan Metcalf, Jane Eastman, Brent Kinser

Guests: Julie Johnson-Busbin, Grace Allen

Recorder: Ricky Lanning

1. AA5s for MKT 195 and FIN 195 discussion:
   - The committee welcomed guest Julie Johnson-Busbin of the Sales and Marketing program. The guest spoke about MKT 195 and how the course will focus on emerging social media trends. The guest anticipates a variety of exercises will be implemented to meet the objectives of the seminar and the guest continued to provide the committee with a general introduction of the class. The guest mentioned how students will be working with local companies in the area to develop marketing plans that implement a social media component. The committee provided the guest with some syllabus recommendations. A motion to approve the course pending revisions to the syllabus as noted to the guest was made and seconded. The committee unanimously approved the motion and made note that it was okay for the Chair to complete the approval process on his own once he received the revisions from the guest.

   - Grace Allen, an associate professor of finance in the College of Business, proposed FIN 195 and provided a brief overview and general introduction of this new freshman seminar. The guest spoke about how many students do not have a basic understanding of personal finance and how this course will help introduce them to the basics of keeping a home budget, but with an innovative classroom approach. The committee provided the guest with some syllabus recommendations. A motion to approve the course pending revisions to the syllabus as noted to the guest was made and seconded. The committee unanimously approved the motion and made note that it was okay for the Chair to complete the approval process on his own once he received the revisions from the guest.
2. Approval of minutes from the September 30, 2011 meeting:
   - The second agenda item was the approval of the minutes from the September 30, 2011 LSC meeting. Alex brought the minutes from the meeting before the committee and they were subsequently approved. The minutes are now available on the LSC website for viewing. (http://www.wcu.edu/10946.asp).

3. Old/New Business:
   - Alex informed the committee that there will not be a meeting next week because of Fall Break.

Time of Meeting Adjournment: 2:00pm