

COUNCIL ON ACADEMIC AFFAIRS

200 Bricker Hall

July 22, 2009

2:30 – 4:30 PM

DRAFT MINUTES

ATTENDANCE

Faculty:

Dr. Lawrence A. Baum (Political Science)
✓ Dr. Neelima M. Bendapudi (Marketing
and Logistics)
✓ Dr. James W. Cogdell (Mathematics)
Dr. Kathryn A. Corl, (Germanic Languages
and Literatures)
Dr. Marcia E. Farr (Teaching and Learning)

✓ Dr. Jay S. Hobgood (Geography)
✓ Dr. Michael Ibba (Microbiology)
✓ Dr. Daniel A. Mendelsohn (Mechanical
Engineering)
✓ Dr. Robert J. Ward (Music)

Students:

✓ Mr. Robert D. Calhoun (CGS, History of
Art)

Ms. Sarah K. Douglas (CGS, History)
✓ Mr. Benjamin T. Reinke (USG, Physcs)

Administrators:

✓ Dr. W. Randy Smith, (Academic Affairs), Vice Chair

Guests:

Dr. Alexis C. Collier (Associate Provost)
Dr. Timothy Gerber (Professor, School of
Music, Chair, Faculty Council)
Dr. Terry L. Gustafson (Associate Dean,
Arts and Sciences)
Ms. Sarah Lang (Academic Planning
Specialist, College of Education and
Human Ecology)
Dr. Donna Long (Associate Professor,
Spanish and Portuguese)

Dr. Stephen Mangum (Associate Dean,
Fisher College of Business)
Dr. Elliot E. Slotnick (Associate Dean,
Graduate School)
Dr. John Wanzer (Senior Assistant Vice
Provost, Enrollment Services and
Undergraduate Education)

The Council came to order at 2:35 PM.

APPROVAL OF THE MINUTES OF THE MEETINGS OF JUNE 3, 2009

Mendelsohn moved approval of the Minutes of the meeting of June 3, 2009. The motion was carried with all in favor.

COMMENTS FROM THE CHAIR—PROFESSOR DANIEL A. MENDELSON

A proposal related to the restructuring of the Colleges of the Arts and Sciences has been submitted by Interim Executive Dean Joan Leitzel and supplemented by the new Executive Dean of Arts and Sciences and Vice Provost, Joseph Steinmetz.

The Council must follow special guidelines related to such a proposal and an ad hoc Committee will be appointed with a goal of completing the review by the end of Autumn 2009.

The composition of this committee must be approved by the Council on Academic Affairs, the Executive Committee of the Faculty Council, and the Executive Vice President and Provost. There are detailed expectations of committee membership. Mendelsohn and Smith will work with the Senate leadership on implementing this process.

COMMENTS FROM THE VICE CHAIR — PROFESSOR W. RANDY SMITH

- Shared with Council, for informational purposes only, changes that have been recently approved by the Graduate School:
 - Changes to the Graduate Interdisciplinary Specialization in Global Health (the inclusion of courses as curriculum options).
 - Updates to the Environment and Natural Resources Graduate Program Minor to conform to their newly recognized specializations and to add courses offered for graduate credit through the School of Environment and Natural Resources.
 - Changes to the minimum number of quarter credits required for the Doctor of Nursing Practice degree.
- Informed Council members that, following a year of intense discussions, a proposal will be coming forward to move the Department of Entomology to the College of Food, Agriculture and Environmental Sciences (FAES). Currently, the Department of Entomology reports to two colleges – Biological Sciences and FAES – and is the only University Department to do so. The faculty is behind this action and one outcome of the discussions is that some faculty members have chosen to remain with the College of Biological Sciences and some with FAES.

PROPOSAL TO REVISE THE UNDERGRADUATE SPANISH MAJOR – DEPARTMENT OF SPANISH AND PORTUGUESE - SUBCOMMITTEE A— PROFESSORS LAWRENCE BAUM, NEELI BENDAPUDI, AND KATHRYN CORL

Bendapudi presented a brief overview of the proposal to revise the Undergraduate Spanish Major. Donna Long, Associate Professor, Department of Spanish and Portuguese, attended the meeting to respond to questions/comments.

The proposal creates four tracks within the existing major, which as it is presently structured, is very broad. These consist of three specialized tracks (Peninsular Literatures and Cultures, Latin American Literatures and Cultures, and Hispanic Linguistics) and a fourth and more general track (Hispanic Studies) devised for students whose interests are not centered on one area or who may be contemplating a career where a broader exposure to the discipline may be desirable. Overall, Subcommittee A found the proposal to be very much in response to student need in that it allows students to specialize and speaks to a natural segmentation that appears to be happening already (based on student choices).

Bendapudi also shared with Council members the questions/concerns that Subcommittee A initially had that were addressed satisfactorily:

- Technically, students without a background in Spanish can complete the major, but enrollment information indicates that this is not the case. Also, a major entrance exam is required for placement into the program, the Spanish Listening and Reading Proficiency Exam (SLRPE). The entrance exam also addresses the wide variations in schooling among students entering the program.
- A concern about the Spanish immersion component in terms of cost (time and/or money) was also satisfactorily addressed. There are many different types of places to go and many different alternatives to fulfill that requirement that do not require travelling abroad.
- The program is conducive to students seeking a Masters of Education through OSU's M.Ed. program.
- The proposed revisions will bring the non-honors experience more into line with the honors major which already has concentrations as its staple feature.

The following clarifications were sought by Council members and addressed during the meeting:

- Professor Long confirmed that the biggest change is the tracking which allows those majoring in Spanish to either specialize or generalize.
- The proposed changes appear to line up with national trends; many peer institutions have been offering tracks for many years and the existing OSU major is rather dated by comparison.
- The proposal indicates that assessment information was used to spearhead some of the revisions – would the expected learning outcomes for the major program have changed as a result of the revision? Long responded that some of those assessments have had an impact. For example, the instrument that is used as an entrance requirement into the major has had a profound affect on the outcomes and on the objectives of those advanced-level courses. It ensures that students can comprehend reading and writing in Spanish. It doesn't make any assessment of their productive skills (speaking and writing), but that they can comprehend instruction in the target language.

Mendelsohn brought forth a motion to approve the proposal, it was seconded, and the motion was carried with all in favor.

PROPOSAL TO ESTABLISH A SPECIALIZED MASTERS IN BUSINESS DEGREE PROGRAM, FISHER COLLEGE OF BUSINESS (FCOB) - SUBCOMMITTEE B— PROFESSORS JAY HOBGOOD, MICHAEL IBBA, AND ROBERT WARD, AND ROBERT CALHOUN (CGS)

Ibba presented a brief overview of the proposal to establish a Specialized Masters in Business. Stephen Mangum, Senior Associate Dean, and Karen Wruck, Associate Dean, FCOB, attended the meeting to respond to questions/comments.

The Fisher College currently offers an MBA and several other masters degrees in accounting, business logistics, labor and human resources, and business logistics engineering. The college does not currently offer any masters degrees relating to finance, marketing, or other aspects such as strategy. This makes the college atypical. As a result, the college has developed a Specialized Masters in Business that has several tracks with a common set of core classes. The structure consists of a combination of existing classes and a new class on accounting financial analysis with decision-making.

Initial concerns of Subcommittee A that have been addressed:

- FCOB has provided an extensive description of the proposed new course.
- The new course will fulfill a need for students to learn more about base courses; existing programs do not touch on finance, marketing, or accounting.
- There is a clear need for the specialized masters within the state and university and enrollment is expected to rapidly exceed the break-even point.
- Enough repetition of classes exists throughout the academic year allowing for completion in three quarters.
- Future tracks will have to come back to Council for review/approval (following review by the Graduate School).

Mangum and Wruck gave a national perspective to the proposal, indicating that in the graduate education and management education realms there appear to be two types of degrees: general management degree/MBA which offers breadth and terminal degrees in specialized areas with less breadth, more depth.

FCOB already has several tagged degree programs. The idea is that the Specialized Masters, under one program title, will allow for creation of multiple tracks with a relatively brief core and be more in-depth. Due to a fairly small core curriculum, the structure will allow the college to be more efficient in terms of time, process, and effort. As market conditions change, they will come back through the process with additional tracks.

Further clarifications/observations:

- Graduates will be competitive with individuals holding a masters in finance. Graduates of the Specialized Masters will have unique expertise in risk management and corporate finance, and should not be competing directly with the MBA graduates. Recent graduates will be at entry level positions and working professionals will stay with their company.
- Information from the corporate environment indicates that the specialization with marketing emphasis has significant interest in the business community.
- Both the Departments of Finance and Accounting have approved the course syllabus.

Hobgood seconded the motion brought forth by Mendelsohn to approve the proposal. The motion carried with all in favor with one abstention.

PROPOSALS FROM SUBCOMMITTEE D—PROFESSORS DANIEL A. MENDELSON AND W. RANDY SMITH

- **New Music Media and Enterprise Minor**

Mendelsohn provided a brief overview of the proposal. He noted that it is the only non-stem Targeted Investments in Excellence Initiative and that it has resulted in two new faculty members (with an additional to be added), and one staff member. The minor consists of 22 credit hours (3 core classes and 8 hours of electives). Three entities involved are Communications, Business, and Music. Three new courses are attached to this proposal.

The following questions were raised by Council members:

- An official letter of concurrence from business was not included.
- A 100-level course is part of the minor which appears to violate an ASC policy on minors.
- Clarification on assessment of and credit for internships.

The discussion was tabled for the next meeting. Terry Gustafson will follow up on these issues.

- **New Quantitative Methods in Consumer Behavior GIS**

Mendelsohn presented the proposal to add a Graduate Interdisciplinary Specialization in Quantitative Methods in Consumer Behavior.

Mendolsohn explained that the purpose of the proposed GIS in “Quantitative Methods in Consumer Behavior” is to formalize a thriving ad hoc program, to ensure that the training of these students is broad based through required courses in statistics, marketing, and psychology. In fact, it is the first time these three disciplines have been brought together to look at consumer behavior in this way. Students must take all core courses and additional electives for a combined total of 21-23 hours. Electives are chosen with a coordinator resulting in a personally designed program - all aimed at studying consumer behavior in a quantitative way.

The following issues brought by Council members were addressed:

- Main target population is students of statistics.
- Graduate School approves the inclusion of a 500-level course.

Bendapudi seconded the motion brought forth by Mendelsohn to approve the proposal. The motion carried with all in favor.

SEMESTERS UPDATE LED BY W. RANDY SMITH AND FACULTY COUNCIL CHAIR TIMOTHY GERBER

Since our June meeting:

- Faculty Senate has approved the formal calendar for semesters for 2012-13.
- The implementation phase (Office of Academic Affairs (OAA) working closely with governance leaders at the ASC and University levels) has begun. An Implementation Coordination Committee is being established which will include faculty and student representation (through governance groups) and staff (through key areas such as Business and Finance, Student Life) and partners (campuses that will change with us).
- There will also be sub-committees for advising, information technology, space, and curriculum. We will also have a communication committee to keep moving information forward. Every academic unit will have a point person.
- We have also convened a group of frontline curriculum people and what are key issues – definition of a credit hour, number of minutes in a class, structure of the day, course numbering, honest look at the curriculum and use the opportunity to create the very best program we can acknowledging what is going on in the field. This group will be reconvening and suggestions will be shared with this Council.
- Senate leaders and leaders from the Arts and Sciences Committee on Curriculum and Instruction, note that this is an opportunity to look at the general education. A template showing how general education courses are converted will be most helpful. The goal is to have a “shell” related to the general education identified by October with complete with guidelines in place as soon as possible afterward.
- We are meeting with the other universities that concurrently are going through this change (Ohio University, University of Cincinnati, and Wright State University).
- Beginning in September, a team from OAA will meet with the academic units to help them begin the conversion process. Some colleges will go earlier than others.

NEXT MEETINGS

A meeting is scheduled for Tuesday, August 25, 2:30-4:30 p.m. Soave will be in touch to schedule and additional August meeting devoted to semesters.

The meeting adjourned at 4:05 PM.

Respectfully submitted

W. Randy Smith
Melissa Soave