

COUNCIL ON ACADEMIC AFFAIRS

200 Bricker Hall

March 9, 2011

3:00 PM – 5:00 PM

MINUTES

ATTENDANCE

Faculty:

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| ✓Dr. Leslie Alexander (History) | ✓Dr. Ashok Krishnamurthy (Engineering) |
| ✓Dr. Marilyn J. Blackwell (Germanic Languages and Literatures) | ✓Dr. Barbara Polivka (Nursing) |
| ✓Dr. James W. Cogdell (Mathematics) | Dr. Robert J. Ward (Music) |
| ✓Dr. John Fellingham (Business) | ✓Dr. John W. Wilkins (Physics) |
| ✓Dr. Jay S. Hobgood (Geography) | ✓Dr. Kay N. Wolf (Allied Medical Professions) |

Students:

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| ✓Mr. Niraj Antani (USG, Political Science) | ✓Ms. Sarah K. Douglas (CGS, History) |
| ✓Mr. Dheeraj Duggineni (USG, Biology) | ✓Ms. Sarah Lang (CGS, Education and Human Ecology) |

Administrators:

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

Guests:

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| Ms. Andrea Bour (Office of the University Registrar) | Dr. Steve Mangum (Fisher College of Business) |
| Dr. Alexis Collier (Associate Provost) | Dr. Gerald Nelms (University Center for the Advancement of Teaching) |
| Dr. Jennifer Evans-Cowley (City and Regional Planning) | Dr. Shilpa Register (Optometry) |
| Dr. Terry Gustafson (Arts and Sciences) | Dr. Elliot Slotnick (Graduate School) |
| Mr. Jay Johnson (Assistant Provost) | Dr. David Tomasko (Engineering Administration) |

The Council came to order at 3:00 PM.

APPROVAL OF THE MINUTES OF THE MEETINGS OF FEBRUARY 23, 2011 AND MARCH 2, 2011

Cogdell moved approval of the minutes of the meetings of February 23 and March 2, 2011 and it was approved unanimously.

REPORTS FROM THE CO-CHAIRS – JAY S. HOBGOOD, AND JAMES W. COGDELL

- The changed University Rules relating to semester conversion will be on the agenda for action at the University Senate meeting on March 10, 2011.
- Cogdell attended the last Faculty Cabinet meeting. None of the reports presented during related directly to the work of this Council.
- The next Council meeting will be March 30, 2011.

REPORT FROM THE VICE CHAIR – W. RANDY SMITH

- The Curriculum Committee for Semester Conversion met on March 8, 2011. Professors Terry Gustafson and Ann Christy are co-chairing this Committee. Topics of discussion included issues related to decimalization of courses under semester system.
- A new interdisciplinary undergraduate Bachelor of Science in Public Health has been submitted to Council for approval and implementation in August 2012. Subcommittee D will review it before full Council review begins.

SUBCOMMITTEE D – JIM COGDELL, JAY HOBGOOD, W. RANDY SMITH

- **Off-Site Delivery of the Master of Business Operational Excellence (MBOE)**
(Guest: Stephen Mangum, Senior Associate Dean, Fisher College of Business)

Mangum presented the first proposal: Off-Site Delivery of Master of Business Operational Excellence. The MBOE program has been in existence since 2008. The program is designed for people who are in their mid-careers, employed full time with high ranks in their organization, and willing to develop a deep knowledge of managing the business process in their field. This program draws individuals interested in operational excellence and trains them strategies and approaches for increase efficiency and process improvement methodologies in specific business fields. Most students in this program have ten to fifteen years of experience in

their field. The program usually takes about sixteen months and includes three different training components: one in campus, one delivered via distance technology and a major part of the program requires a project completion. The project is usually sponsored by the employer. In the past years, Fisher College of Business has been receiving requests from different employers nationwide to implement this program at their organizations. The school district of Evansville, Indiana also requested a customized MBOE program. All deliveries of the program are similar to the on-campus one. The agreement is basically a contract with the Evansville school district, rather than individual contracts with each student enrolled.

During the discussion the following issues were raised and clarifications provided:

- The cohorts for this program will be all from one school district: Evansville. The admission standards do not change for any of the cohorts and any qualified applicant can be considered for admission.
- A true component of this program is distance learning. The Indiana cohort is scheduled to only have one face to face interaction session in Columbus campus; for the rest of them, the faculty will deploy to Evansville.
- Usually, the cost for the customized MBOE program is paid by the employer. The majority of the faculty who teach the on-campus program are the ones who also teach the Evansville program too.
- As an institution, to what extent do we want to be involved in these kinds of distance or remote location programs, and is the distance type of learning used for this program an efficient method of instruction, for the purpose of these programs? There is a high local demand on the market for these programs.
- Other questions: will the Fisher College of Business be able to manage this expansion; if it can be reliable for providing the same quality of education to this cohort just like to the on-campus cohort? The high demand of these programs comes with reimbursement; which in this case, is stipulated in the contract with the Evansville school district along with the extra travel expense for the faculty who it temporarily deploys to Evansville.
- The program in Evansville started in October 2010. There have been two onsite sessions in Evansville. This will be a onetime engagement for one cohort. The initial approach included conversations about the conditions of admittance of students. The only change observed by faculty was not the quality of the students, but the homogeneity of their background; most of them representing the same industry.
- The Evansville cohort did not start at the same time as the on-campus program; but it is running on similar paths. Compared to the Columbus campus cohort which includes diverse students from a variety of industries; the Evansville cohort includes students knowledgeable about the industry they represent: education.
- In the current cohort of the on-campus program about one third of the students are from health based industry. A new cohort for MBOE program is planned to start on the Columbus campus. This will include professionals engaged in the healthcare industry.

- The nature of the work environment in the Evansville school district does not permit those students to commute to the Columbus campus for extended periods of time. They found it more cost efficient to have the program conducted in their own location. This gives Fisher College of Business a new experience and learning opportunity to see how MBOE programs could progress in off-site locations.

- **The Addition of Off-Campus Corporate Course Offerings for the Specialized Master in Business (SMB)**

(Guest: Stephen Mangum, Senior Associate Dean, Fisher College of Business)

Mangum presented the SMB program proposal. The SMB program currently has two tracks: one in marketing and one in finance, with the potential for additional tracks over time. A few years ago, a set of core courses was developed in anticipation of a Master's in Global Engineering Leadership. Currently that program has not been implemented. The core courses chosen for this program are different than the ones in the MBA with more tag designation possibilities.

Nationwide Insurance approached the Office of Executive Education Programs a few years ago, requesting a customized program including not for credit courses available for their marketing team (which includes more than one hundred members). After the customized program started, there was an interest in developing a one year specialized degree program in marketing. Having SMB core courses already developed, this seemed to be a fit program for the Nationwide requirement. The current plans include the creation of the first cohort starting in fall 2011 with the SMB-Finance track specialization including students from diverse industries for the on-campus program. Phase two will be the start of the second cohort in the SMB-Marketing track specialization starting fall 2012. Currently, there are about two hundred and fifty Nationwide employees taking not for credit courses in business and about twenty-two of them expressed interest and have been accepted for admission into this program.

During the discussion the following issues were raised and clarifications provided:

- Currently there has not been any effort to grow this program outside of Nationwide, but there are possibilities in the future. Considering upcoming University plans, including the semester conversion process, the Fisher College of Business plans to start the SMB-Marketing in fall 2012. The only cohort existing now is the one including twenty-two students from Nationwide. The program includes one full year credit course, but, due to the fact that these students work full time, they might graduate in longer than one year.
- In the future there could be more targeted programs developed for Nationwide beside the SMB-Marketing. All future programs will be submitted to OAA for approval.
- The courses offered are a part of the contract. The employer pays the fees and tuition, and there are strict stipulations for all other courses taken outside of the Nationwide facility.

- In the case of other future contracts, based on the SMB framework, the off-campus course offerings will be resubmitted to the Office of Academic Affairs for approval.
- Admission to these programs is managed by the Fisher College of Business and the employer does not have influence on the decision of admission, or the faculty teaching specific courses.
- Academic integrity will not be altered for these students, because all courses are taught by regular faculty and the elective courses can be taken in the main Columbus campus.
- Similar programs are available at other institutions.

Smith said that, after the semester conversion process, this Council needs to have a broad discussion about policy and procedures related to topics such as: distance learning, off-site education, and dual enrollment programs among others.

Cogdell moved approval of the onetime Off-Site Delivery of Master of Business Operational Excellence (MBOE) in Evansville, Indiana. Motion was seconded by Blackwell and carried with seven in favor, four opposed and two abstentions.

Cogdell moved approval of the Addition of Off-Campus Corporate Course Offerings for the Specialized Master in Business (SMB) in the Nationwide Corporation site in downtown Columbus. The motion was seconded by Duggineni and carried with eight in favor, two opposed and three abstentions.

SUBCOMMITTEE B - NIRAJ ANTANI, MARILYN BLACKWELL, BARBARA POLIVKA, ROBERT WARD

Semester Conversion Proposal: Knowlton School of Architecture, College of Engineering- Bachelor of Science in City and Regional Planning

(Guest: Dr. Jennifer Evans-Cowley, City and Regional Planning)

Polivka presented the proposal. The program began five years ago and was approved by the Board of Regents in 2009. Currently this program is seeking accreditation. Students are required to complete a minimum of 122 credit hours; 39 required courses, 51 GEC courses, 10 directed electives and 22 credit hours in track selected courses. Students can choose one of the pre-definite tracks, one in conjunction with the minors from other departments, or create their own track in consultation with their advisor. More major related curriculum was added in the freshman year. The academic unit has a successful master's program, and now a high level of undergraduate enrollment (almost 150 students). A significant number of electives were developed based on a literature review, other universities' curricula, and stakeholder community

feedback. Extended emphasis will be placed on student advising during the transition from quarters to semester.

During the discussion the following issues were raised and clarifications provided:

- The core curriculum was examined and remodeled to maintain student interest, increase retention rates, and better prepare students for advanced coursework.
- Some courses have been re-envisioned. CRP 3610 “Sex and the City” was created to meet the needs of the sexuality studies faculty who identified that there was some demand for a business and government view of sexuality. Also CRP 350 “Legal Framework” might introduce students to an extensive law course; therefore it will be combined with CRP 210 “Planning History” to result into CRP 2100 “Reading the City through History and Law”.
- Course CRP 4950 “Professional Planning Skills Development” course will prepare students to refine their visual, written and oral communication skills using new audiovisual information technologies.

Polivka moved approval; it was seconded by Hobgood and carried with all in favor.

The meeting adjourned at 4:40 PM.

Respectfully submitted,
W. Randy Smith
Liana Crisan-Vandeborne