

MICHIGAN STATE UNIVERSITY

November 16, 2009

MEMORANDUM

TO: Dr. Douglas Estry, Associate Provost for Undergraduate Education
and Dean of Undergraduate Studies

FROM: Dr. Linda O. Stanford, Associate Provost for Academic Services

RE: Request for a Moratorium on Admission to the Bachelor of Science
Degree in Retailing

For Transmittal to the University Committee on Academic Policy (UCAP)

The request referenced above is being sent to you for action by the University Committee on Academic Policy (UCAP).

UCAP Response Requested:

Please ask the UCAP to consider the request referenced above at its meeting on December 3, 2009. Please mail the related materials referenced under the heading Attachments at the end of this memorandum to the members of the UCAP.

The request is to impose the moratorium effective Spring 2010 through Summer 2012.

The UCAP alone will consider this request and its recommendation will be sent to the Provost for final approval.

If you have any questions about this memorandum or the attached materials, please call me at 5-8420.

Thank you for your help.

Attachments:

1. Request for a Moratorium form dated November 16, 2009; Bachelor of Science Degree in Retailing and attachments.



UNIVERSITY
CURRICULUM
and CATALOG

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View a Program		Main Menu
Joy Speas, RO	Monday, 11/16/2009	
Program Name: Retailing Degree: BS Sequence Number: 4	Program Request ID: 1608	
Effective Dates: Spring 2010 - Summer 2012 Status: Interim Initial Action: Moratorium		
Requested Date: 11/13/2009 4:19:31 PM		
<p>1. Department/School/College: 10022 Department of Advertising, Public Relations and Retailing</p> <p>2. Name of Program: Retailing</p> <p>3. Name of Degree: BS</p> <p>4. Type of Program:</p> <p>5. Effective Start Semester: Spring 2010</p> <p>Reason for Moratorium Request:</p> <p>The College of Communication Arts and Sciences is requesting that a moratorium, in conjunction with the proposed degree program disbandment, be placed on the BS degree program in Retailing effective in Spring Semester 2010. Rationale The bachelor's degree in the retailing program is being considered for disbandment, and as such, a moratorium should be placed on the program. Disbandment is being considered as part of the budget reduction process in CAS for the following reasons: 1. The Retailing program is a weak fit with the core vision and long-term strategic goals of the College of Communication Arts and Sciences. 2. Enrollment in the undergraduate degree program has decreased almost 40% in 5 years. 3. Faculty has not demonstrated significant success in pursuing and obtaining grant support despite consistent directions over the past five years to obtain external research support. Adequate and accessible dissemination of information to all concerned parties It was confirmed in a private Dean's Council meeting on Wednesday, October 28, 2009 that the BS degree program in Retailing was being proposed for disbandment. Late afternoon on Thursday, October 29, Dean Whitten sent an email message to Retailing faculty members informing them that the BS degree program in Retailing, along with the MS and PhD programs, were being proposed for disbandment. Dean Whitten then met with the Retailing faculty the following morning, October 30. Similar correspondences to college faculty, staff, and students in Retailing, as well as alumni, were sent on October 29 and 30. Appropriate consultation/notification of interested parties In an effort to develop and apply metrics to the evaluation of programs within CAS, Dean Whitten, Associate Deans, all department chairs and directors, and the college budget officer met multiple times during August, September and October 2009 to discuss program quality and productivity for every transcriptable academic program in CAS. Dean Whitten also held special departmental meetings with faculty to discuss the budgetary situation and appropriate metrics for evaluating programs. Additionally, Dean Whitten and Associate Deans met with the College Advisory Council on September 3 and again on November 6 to discuss the situation. A schedule of the meetings is attached. Once the proposed program disbandment was announced by the Provost, Dean Whitten and other members of the dean's office met with the Retailing faculty on October 30</p>		

(4 of the 5 faculty members were present). On November 5, Dean Whitten and Associate Dean for Undergraduate Studies Janet Lillie met with the Retailing undergraduate students. Seven students attended, along with one Retailing faculty member. In addition, Dean Whitten and administrative staff met with the faculties from all departments in CAS (including Retailing again) during the week of November 2 through 6. Appropriate consultation/notification of college governance. In addition to the September 3rd College Advisory Council meeting, Dean Whitten and administrative staff consulted with the CAS College Advisory Council on the morning of November 6. Appropriate consultation/notification of external stakeholders (e.g., alumni). Dean Whitten and Advancement Director Cara Boeff consulted via phone about the suggested proposal with available CAS Alumni Board members. Additionally, Dean Whitten and Cara Boeff made a number of phone calls to key donors regarding the proposed disbandment. Summary feedback from constituents Not surprisingly, the collective Retailing faculty members were upset at the prospect of the program being disbanded. However, faculty members have offered to help with the process of graduating current students in the program. Of the seven undergraduate students who attended the meeting, four were freshman who were relieved to hear they would have an opportunity to complete their degree. The other three were juniors and seniors who were disappointed by the proposal and either had questions about where to pursue graduate education or had questions about impact on their employability. At the end of the meeting all students expressed that their questions had been answered. Timetable for implementation Academic advisors are preparing individual advising plans to be placed in the Electronic Academic Folder System (ESAF) for every student who has declared or made a preference for Retailing as their undergraduate major. Once the moratorium has been approved, all Retailing undergraduates will receive an email stating that their individual advising plan is in ESAF and they will be encouraged to make an advising appointment to review their individual plan. All currently enrolled students will be given an opportunity to complete their Retailing degree. Based on current enrollment numbers, we are planning on offering courses through Summer of 2012, with the proposed closing of the program to be effective for Fall 2012. The impact beyond undergraduates in the Retailing is minimal. The Food Industry Management undergraduate degree program requires one retailing course (RET 460, Retailing Information Systems). Additional retailing course work is listed as part of a series of suggested electives from multiple units. Associate Dean for Undergraduate Studies, Janet Lillie, will speak with Associate Dean, Eunice Foster, in the Agriculture and Natural Resources about the potential impact. Accommodations for students in the program and those who may be applying to the program Once the moratorium is in place, we will work closely with Admissions to notify students who have a major preference for the Retailing undergraduate degree and who were planning on attending MSU in Fall 2010. Other MSU degree program options appropriate for these students include Advertising, Communication, Marketing and the Sales Communication Specialization.

Effective End Term:

Summer 2012

Students who will be affected by the proposed change(s):

Retailing BS students

Suggested alternative major and major code for new admits:

Advertising (1353); Communication (1378); Marketing (6049)

DEPARTMENT LEVEL APPROVAL STATUSApproved: Department of Advertising, Public Relations and Retailing
11/16/2009 9:53:16 AM by Rick Cole for Richard T. Cole, Chairperson

COLLEGE LEVEL APPROVAL STATUS

Approved: College of Communication Arts and Sciences
11/16/2009 10:04:28 AM by Steve Lacy for Janet Lillie, Assistant Dean

Student Enrollments By Program

Lvl Program - Description	Span	FY00	FY01	FY02	FY03	FY04	FY05	FY06	FY07	FY08	FY09	Total
Communication Arts and Sciences												
<i>Adv, Public Relations, & Retailing</i>												
ADDU - Additional Major Undergraduate												
UN 1354-Advertising		18	11	18	16	19	15	9	9	10	16	141
UN 1444-Retailing		0	0	0	0	0	0	6	7	7	5	25
BA - Bachelor of Arts												
UN 1353-Advertising		1,115	1,137	1,219	1,185	1,105	1,106	1,102	1,108	1,166	1,287	11,530
UN 1355-Advertising - Second Degree		48	44	46	44	45	62	55	44	36	39	463
BS - Bachelor of Science												
UN 1443-Retailing		0	0	0	0	0	0	411	333	300	290	1,334
UN 1445-Retailing - Second Degree		0	0	0	0	0	0	18	13	12	13	56
MA - Master of Arts												
GR 1352-Advertising		60	45	56	61	47	32	37	53	67	73	531
GR 1357-Public Relations		20	23	46	49	42	24	19	36	58	55	372
MS - Master of Science												
GR 1446-Retailing		0	0	0	0	0	0	14	13	17	15	59
PHD - Doctor of Philosophy												
GR 1455-Human Environment:Design & Mgt		0	0	0	0	0	0	7	6	3	1	17
GR 1449-Retailing		0	0	0	0	0	0	6	11	11	13	41
SPCU - Specialization Undergraduate												
UN 1458-Public Relations		0	0	0	0	0	0	0	0	0	23	23
Total - Adv, Public Relations, & Retailing		1,261	1,260	1,385	1,355	1,258	1,239	1,684	1,633	1,687	1,830	14,592

Communication

ADDU - Additional Major Undergraduate												
UN 1379-Communication		24	29	34	36	34	26	25	31	38	38	315
BA - Bachelor of Arts												
UN 1378-Communication		1,064	1,258	1,384	1,355	1,270	1,250	1,144	1,160	1,226	1,225	12,336
UN 1380-Communication - Second Degree		27	41	39	39	35	44	49	55	55	60	444

Fiscal Year (FY) counts are distinct student counts within the Summer, Fall, and Spring terms.
e.g. FY07=distinct student count within Summer 06, Fall 06, and Spring 07.
If a student changed majors within the FY, he/she is counted under both majors.

Meetings Addressing Budget Cuts

Date	Time	Audience	Room
Mon, Aug 17	12pm to 1pm	Senior Administrative Team	286
Wed, Aug 19	1pm to 2pm	JRN Faculty	Deeb
Thurs, Aug 20	3pm to 6pm	Deans & Chairs	286
Mon, Aug 24	9:30am to 10:30pm	TISM Faculty	Deeb
Mon, Aug 24	12pm to 1pm	Senior Administrative Team	286
Wed, Aug 26	8:30am to 11:30am	Deans & Chairs	286
Thurs, Aug 27	10:30am to 11:30am	COM Faculty	Deeb
Tues, Sept 1	12pm to 2pm	Budget conversation w/ Pres Simon	Kellogg-Lincoln Rm
Thurs, Sept 3	9am to 11am	Special CAC	213 Oyer
Thurs, Sept 3	1pm to 3pm	Deans & Chairs	286
Fri, Sept 4	10am to 11am	APRR Faculty	182
Fri, Sept 4	3:30pm to 4:30pm	Senior Administrative Team	286
Fri, Sept 11	1:30pm to 2:30pm	CSD Faculty	
Wed, Sept 16	9am to 11am	Deans & Chairs	286
Fri, Oct 16	9:30am to 1pm	Alumni Board Meeting	Deeb
Fri, Oct 30	8:15am to 9:00am	Student Services	DEEB
	9:30am to 10:30am	CSD Faculty & Staff	213 Oyer

	10:45am to 11:45am	Retailing Faculty	286
	4pm to 5pm	College Wide Faculty & Staff	148
Mon, Nov 2	4pm to 5pm	APRR Faculty & Staff	184
Tues, Nov 3	4pm to 5pm	COM Faculty & Staff	DEEB
Wed, Nov 4	4pm to 5pm	CSD Faculty	DEEB
Wed, Nov 4	6:30pm to 7:30 pm	CSD Students	145
Thurs, Nov 5	11:30am to 12:30pm	Non- Academic College Wide Staff	145
Thurs, Nov 5	4pm to 5pm	JRN Faculty & Staff	DEEB
Thurs, Nov 5	5pm to 6pm	Retailing Undergraduate Students	148
Fri, Nov 6	9am to 10:30am	CAC	DEEB
Fri, Nov 6	3pm to 4pm	Retailing Graduate Students	DEEB
Fri, Nov 6	4pm to 5pm	TISM Faculty & Staff	DEEB
Mon, Nov 9	9am to 10am	Alumni: Board Call	286
Mon, Nov 16	3:30pm to 5pm	College Wide Faculty & Staff	148