

MICHIGAN STATE
UNIVERSITY

March 10, 2010

MEMORANDUM

TO: Dr. Doug 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 **Extension** to 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 the University Committee on Academic Policy (UCAP).

UCAP Response Requested:

Please ask the UCAP to consider the request referenced above and provide consultative commentary. Please mail the related materials referenced under the heading Attachments at the end of this memorandum to the UCAP members.

The request is to extend the moratorium effective Spring 2010 through Summer 2013.

The UCAP alone will consider this request and its consultative commentary will be sent to the Provost for determination.

If you have any questions about this memorandum or the attached materials, please contact Joy Speas, University Curriculum Administrator, at 5-8420.

Thank you.

Attachments:

1. Request for an Extension to a Moratorium form dated March 2, 2010; Bachelor of Science Degree in Retailing.
2. Student Enrollments by Program; Student Awards by Programs (for the request referenced above).



**UNIVERSITY
CURRICULUM
and CATALOG**

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View a Program		Main Menu
Joy Speas, RO	Wednesday, 3/10/2010	
Program Name: Retailing Degree: BS Sequence Number: 4	Program Request ID: 1608	
Effective Dates: Spring 2010 - Summer 2015 Status: Approved Initial Action: Moratorium <i>Interim Delete - FALL 2015</i>		
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</p>		

Whitten and other members of the dean's office met with the Retailing faculty on October 30 (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.

Moratorium Extended:

Reason for Moratorium Extension: Moratorium started Spring 2010 with a requested end date of Summer 2012 . However, after further analysis and consultation, we are requesting an extension of the moratorium end date to allow all currently enrolled students sufficient time to complete their degree.

Extension Term History: Summer 2012;

Extended by lillieja on 3/2/2010 3:38:24 PM

Effective End Term:

Summer 2015

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 STATUS

Approved: 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

Communication

ADDU - Additional Major Undergraduate			24	29	34	36	34	26	25	31	38	38	315
BA - Bachelor of Arts			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.

Student Awards By Program
(Degrees, Specializations, Minors, etc.)

Michigan State University
Office of the Registrar

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		3	0	0	3	1	4	1	3	2	1	18
UN 1444-Retailing												
BA - Bachelor of Arts												
UN 1353-Advertising		208	270	282	321	327	296	265	299	293	336	2,897
UN 1355-Advertising - Second Degree		6	5	14	12	12	22	22	17	16	13	139
BS - Bachelor of Science												
UN 1443-Retailing		0	0	0	0	0	0	117	107	91	74	389
UN 1445-Retailing - Second Degree		0	0	0	0	0	0	6	2	4	3	15
MA - Master of Arts												
GR 1352-Advertising		29	20	18	21	27	12	15	18	29	26	215
GR 1357-Public Relations		7	5	13	23	19	16	5	7	21	21	137
MS - Master of Science												
GR 1446-Retailing		0	0	0	0	0	0	4	1	6	3	14
PHD - Doctor of Philosophy												
GR 1455-Human Environment:Design & Mgt		0	0	0	0	0	0	0	0	2	1	3
GR 1449-Retailing		0	0	0	0	0	0	1	2	3	1	7
SPCU - Specialization Undergraduate												
UN 1458-Public Relations												
Total - Adv, Public Relations, & Retailing		253	300	327	380	386	350	436	456	467	479	3,834
Communication												
ADDU - Additional Major Undergraduate												
UN 1379-Communication		3	4	2	5	4	0	5	1	1	6	31
BA - Bachelor of Arts												
UN 1378-Communication		211	194	255	334	302	311	277	273	283	285	2,725
UN 1380-Communication - Second Degree		5	8	8	9	4	10	7	10	14	17	92