

MICHIGAN STATE UNIVERSITY
University Committee on Undergraduate Education
DRAFT MINUTES

Thursday, December 1, 2016
10:15 A.M. to 12:00 P.M.

Board Room, 4th Floor Administration Building

Attending: Rich Bellon, Sekhar Chivukula, Andrew Corner, Jan Eberle, Kathy Forrest, Nicole Geske, Carolyn Loeb, Sheng-Mei Ma, Richard Miksicek, Fred Rodammer, Jessica Sender, Cassandra Shavrnock, Mary Kay Smith, Jacob Snyder, Jordan Stomps, Emily Tabuteau, Mingzhe Wang

Absent: Eva Almenar, Giles Brereton, Marcos Caballero, Laura Nelson, Matt Pontifex, Steve Rohs

The agenda was approved.

The minutes were approved for November 17, 2016.

Comments from the Chairperson

Chairperson Miksicek had no comments.

Comments from the Associate Provost for Undergraduate Education

Associate Provost Chivukula stated that he will be leaving the meeting early to assist President Simon in announcing the inaugural President's University Distinguished Teaching Award. The award criteria states that the award must be given to the recipient in class, while he or she is teaching.

Request for a Moratorium on Admission to the Bachelor of Science Degree in Earth Science-Interdepartmental

Kaz Fujita, Professor, College of Natural Science

The committee granted voice to Dr. Fujita.

Dr. Fujita stated the program was first established in 1969 for students in the Teacher Education program. In approximately 2003, a concentration in atmospheric science was added. With the state's decision to remove earth science as a requirement in K-12 education, this contributed greatly to the low demand for the degree. This moratorium request is the first step toward discontinuing the degree. It was stated that if students have an interest in meteorology, they can study the atmospheric and climate concentration under the Environmental Geography degree. For students with a more general interest, they could take courses in Environmental Geosciences. After speaking with representatives in the Teacher Education department, they agreed the degree is no longer viable.

Voice was removed from Dr. Fujita.

The following motion passed unanimously.

The University Committee on Undergraduate Education duly considered and endorsed the request for a moratorium on admission to the Bachelor of Science Degree in Earth Science-Interdepartmental.

Request for a New Minor in Insurance and Risk Management

Naveen Khanna, Chairperson, Department of Finance, Broad College of Business

Mark Schroeder, Professor, Department of Finance, Broad College of Business

The committee granted voice to Chairperson Khanna and Professor Schroeder.

Chairperson Khanna stated that the growth and diversity of the Lansing area has made it an ideal place for this 15-credit minor in Insurance and Risk Management. He has been in consultation with the insurance industry and it is clear they want to be involved in curriculum development and summer internships. Discussion centered on courses that already exist that students can put toward the 15-credit requirement. Professor Schroeder stated that the following courses will either be re-designed or new for the minor: Principles of Risk Management and Insurance, Financial Risk Management, and Crisis Insurance and Risk Management.

Discussion continued on the program being an excellent opportunity for student placement. Professor Schroeder stated that industry professionals will be on an advisory board and have shown great interest in the minor. He also stated that they are committed to delivering what the industry is currently looking for so graduates are well prepared. Chairperson Khanna stated that they expect interest from mainly economics and statistics students.

There were no concerns regarding the requirement of the 3.0 gpa average for the Financial Management and the Introduction of Finance courses.

Voice was removed from Chairperson Khanna and Professor Schroeder.

The following motion passed unanimously.

The University Committee on Undergraduate Education duly considered and endorsed the request for a new minor in Insurance and Risk Management.

Request to Change the Admission as a Junior Requirement in the Bachelor of Arts Degree in Advertising Creative

Ann Hoffman, Assistant Dean, College of Communication Arts and Sciences

Linda Good, Professor, College of Communication Arts and Sciences

The committee granted voice to Assistant Dean Hoffman and Dr. Good.

Chairperson Miksicek noted that the next three agenda items are related to the Advertising Program and questions for each one will be responded to separately.

No change in entrance requirements. This is a change in the major, not the entrance requirements.

Professor Good stated that the current BA in Advertising has two concentrations – one on the creative side and one in the management side. After a review of peer institutions, there was concern that the management side, which is the largest part of the degree, was not being served well because it was not focused on a core set of courses.

It was determined that the existing BA degree would be separated into two parts - a BA in Advertising Creative and a new BS in Advertising Management. Based on the interest of students, two transcriptable concentrations in Advertising Creative were developed. For the approximately 75% of students in the Advertising programs, a BS in Advertising Management was created and the core of this program was strengthened.

As part of this programmatic review, alumni at the senior management level were interviewed about industry trends, an online survey with students who are five years out was implemented, and current

students were interviewed to see what type of minors they would like to see offered. In response to this feedback a new minor, Advertising Analytics, was developed.

A brief discussion was held about the term, “advertising creative” versus “advertising arts.” Advertising Creative is the current industry term and is being used by our peer institutions.

Voice was removed from Assistant Dean Hoffman and Dr. Good.

The following motion passed unanimously.

The University Committee on Undergraduate Education duly considered and endorsed the request to change the admission as a junior requirement in the Bachelor of Arts Degree in Advertising Creative and duly considered and endorsed the associated program changes in this request.

Request for a New Bachelor of Science Degree in Advertising Management

Ann Hoffman, Assistant Dean, College of Communication Arts and Sciences

Linda Good, Professor, College of Communication Arts and Sciences

The committee granted voice to Assistant Dean Hoffman and Dr. Good.

There was no further discussion for this request.

Voice was removed from Assistant Dean Hoffman and Dr. Good.

The following motion passed unanimously.

The University Committee on Undergraduate Education duly considered and endorsed the request to for a new Bachelor of Science degree in Advertising Management.

Request for a New Minor in Advertising Analytics

Ann Hoffman, Assistant Dean, College of Communication Arts and Sciences

Linda Good, Professor, College of Communication Arts and Sciences

The committee granted voice to Assistant Dean Hoffman and Dr. Good.

Professor Good stated that entrance requirements for this minor are a holistic review of a student’s overall gpa, grade earned for ADV 350, an essay, work experience, and an aptitude test. Professor Good stated that the aptitude test will be a numerical reasoning test involving basic math, not algebra, developed by faculty. This competitive application process will admit students for fall, spring, and summer semesters.

A discussion ensued regarding implications of using an aptitude test and possible alternatives for its use. The intent of the test is to help students understand the kinds of thought processes they can expect in terms of the numerical reasoning. It is not meant to be a “weeding out” of students but to help students determine if they would like this career.

UCUE members had the following concerns:

- Are there minority groups who would not do well if they had been educationally disadvantaged?
- Will the aptitude test disadvantage students who have had varying academic backgrounds?
- Will the aptitude test disadvantage international students?
- The word “analytics” can imply “big data.”

Alternatives to using an aptitude test that were discussed include the following:

- Ask students to take a one credit course of Introduction to Advertising Analytics.
- Require students to take a basic statistics course.
- Remove the test from the entrance requirement and frame it as a readiness tool.
- Incorporate this assessment into ADV 350, possibly add a unit on analytics.

Some UCUE members felt the department should consider how it presents the aptitude test to students since the word “test” can mean different things to people. It should be treated as a tool rather than a deterrent. Consider framing it as a readiness assessment or a preparedness evaluation.

Voice was removed Assistant Dean Hoffman and Dr. Good.

The following motion passed with an amendment.

The University Committee on Undergraduate Education duly considered and endorsed the request for a new minor in Advertising Analytics with a friendly amendment to delete the words “performance on an analytic aptitude test” from paragraph 3 of the Academic Programs Catalog Text describing the admission criteria, with a suggestion that this criterion be incorporated as an exercise into the Advertising 350 course. Other admission criteria (including overall grade point average, work experience, and a statement of interest) should remain.

Roundtable

Chairperson Miksicek reported that the topic of evaluating teaching effectiveness was revisited at a recent meeting of the University Committee on Faculty Affairs (UCAF). The UCAF is drafting a letter suggesting that units consider multiple criterion for promotion and tenure, including but not limited to SIRS evaluations. He also stated that the technology coming in 2018 will allow options to change the SIRS platform and revisit the questions/tools currently being used. Chairperson Miksicek will ask for volunteers for a subcommittee regarding SIRS at the beginning of spring semester.

Emily Tabateau stated that the Military Education Advisory Committee (MEAC) met on November 18th and the Chair people for military science and army reported on recent activities.

Cassandra Shavrnock stated that ASMSU is advocating for a policy to protect students who have to be absent from class for a professional interview. A similar policy was passed during fall, 2013. Ms. Shavrnock will report back to UCUE regarding similar policies at other Universities.

Meeting adjourned at 10:50 am.

Respectfully submitted by Lynne Frechen.