

MICHIGAN STATE UNIVERSITY
University Committee on Undergraduate Education

DRAFT MINUTES

Thursday, October 5, 2017

10:15 A.M. to 12:00 P.M.

Board Room, 4th Floor Administration Building

Attending: Ewurama Appiagyei-Dankah, Joanna Bosse, Giles Brereton, Marcos Caballero, Sekhar Chivukula, Caroline Colpoys, Andrew Corner, Jan Eberle, Waseem El-Rayes, Kathy Forrest, Anna Krupka, Rob LaDuca, Richard Miksicek, Matt Pontifex, Robert Richardson, Katherine Ruger, Jiahao She, Emily Tabuteau, Antoinette Tessmer, Janette Vani, Elizabeth Webster

Absent: Sheng-Mei Ma

The agenda was approved.

The September 21, 2017 minutes were approved by email ballot with 14 approving votes.

Comments from the Chairperson

Chairperson Miksicek welcomed new member, Robert LaDuca from Lyman Briggs College who is filling in for Rich Bellon this semester. The Steering Committee accepted a motion to create an ad hoc committee to review the process for the Student Evaluation of Teaching. The ad hoc committee will consist of members from UCUE, University Committee on Faculty Affairs, University Committee on Graduate Studies, ASMSU, Graduate Student Union, with representation from a stakeholder group for fixed term faculty. Individual members will report to their constituencies and then the ad hoc committee will report to the Steering Committee on recommendations for changes to our system for collecting students' opinions on courses and teaching. The following six points were part of that motion:

- Pursue best practices in collecting and reporting course in teaching survey responses from students;
- Improve validity of survey data and reduce intrinsic biases in collecting student opinion data;
- Determine appropriate platform for student courses in teaching surveys including consideration of outside vendors;
- Consider incorporating a mechanism to collect formative mid semester student feedback in addition to end of semester summative feedback on courses and teaching;
- Ensure appropriate use of survey data in determining faculty performance;
- Look at alternative methods of evaluation of teaching quality.

The volunteers from UCUE are Antoinette Tessmer, Robert LaDuca, Jan Eberle, and Ewurama Appiagyei-Dankah (ASMSU representative).

Comments from the Associate Provost for Undergraduate Education

Associate Provost Chivukula provided updates on a number of current issues:

- Congress did not extend the Perkins Loan Program. Awards that have been previously awarded by MSU prior to 9/30/17 will be honored. It is possible that Congress will reauthorize it. The funding for Perkins exists in a loan pool. Some of the funds came from the government; some from MSU.
- The Registrar's Office has designed an alternate class schedule to address 4-credit classes taught on a 3-day week basis. Courses would be 70 minutes each for 3 days that would allow for a Monday, Wednesday, Friday 4-credit schedule. Certain colleges are being asked to coordinate and particular rooms will be assigned to the new schedule. This is being done on a trial basis and so far, interest has been very good.
- The Office of Inclusion and Intercultural Affairs has created an engagement strategy for campus to demonstrate the fact that one of our core values is inclusion. This engagement strategy is built

around the phrase, “building around inclusive communities.” This is not only meant for students, but for faculty and staff as well. Signage will be distributed for the message to be widely seen and recognized.

- The Hub has been asked to create a Spartan identity to connect Spartans Will to undergraduate education.

Request for a New Linked Bachelor of Science Degree in Advertising Management and Master of Arts Degree in Public Relations (Action Item)

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

Lucinda Davenport, Director, School of Journalism

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

Chairperson Miksicek noted that the next three agenda items have a common BS program in Advertising Management. They will be discussed together but voted on individually.

Assistant Dean Hoffman provided background for the request and stated that the Department of Communication Arts and Sciences has nine linked programs and an additional four linked programs that tie each of the disciplinary majors to the college level Health and Risk Communications graduate degree. She stated that the linked programs allow MSU to recruit and retain students for their graduate programs who might otherwise pursue a graduate degree elsewhere.

Assistant Dean Hoffman stated that the nine linked programs have 22 students enrolled and these programs are generally for the high achieving student who carries a 3.5 or 4.0 gpa. A discussion took place on the fact that Advertising used to have one BA degree with two concentrations. The department decided to separate the Advertising degree into two bachelor degrees so they wanted to make sure the new Bachelor degree has the same opportunity to link to the MA degree in Public Relations, the MA degree in Advertising, and the MA degree in Health and Risk Communication.

A discussion took place regarding the nine credits that can be counted toward both the BA and MA linked programs. These are generally 400 level classes and a 3.0 is required in each class. Tuition implications were discussed indicating that a student is charged the undergraduate credit rate for up to 120 credits. Once the degree is deferred, the University switches the coding to a graduate degree in order for the graduate tuition rate to be charged.

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

The following motion passed unanimously.

The University Committee on Undergraduate Education duly considered and endorsed the request for Request for a New Linked Bachelor of Science Degree in Advertising Management and Master of Arts Degree in Public Relations.

Request for a New Linked Bachelor of Science Degree in Advertising Management and Master of Arts Degree in Advertising (Action Item)

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

Lucinda Davenport, Director, School of Journalism

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

No further discussion was held.

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

The following motion passed unanimously.

The University Committee on Undergraduate Education duly considered and endorsed the request for a New Linked Bachelor of Science Degree in Advertising Management and Master of Arts Degree in Advertising.

Request for a New Linked Bachelor of Science Degree in Advertising Management and Master of Arts Degree in Health and Risk Communication (Action Item)

Ann Hoffman, Assistant Dean, College of Communication Arts and Sciences
Lucinda Davenport, Director, School of Journalism

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

No further discussion was held.

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

The following motion passed unanimously.

The University Committee on Undergraduate Education duly considered and endorsed the request for a New Linked Bachelor of Science Degree in Advertising Management and Master of Arts Degree in Health and Risk Communication.

Request for a New Minor in Broadcast Journalism (Action Item)

Ann Hoffman, Assistant Dean, College of Communication Arts and Sciences
Lucinda Davenport, Director, School of Journalism

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

Dr. Davenport provided background information for the School of Journalism indicating that their hallmarks of their graduates are excellent writing, critical thinking, and superb visual communication skills. They were the first Journalism program to be accredited in 1949 and again the first to be reaccredited every six years after that. The very first Journalism class was taught in 1910.

Dr. Davenport indicated that the highly respected program teaches students how to research, present and organize information that is presented in various kinds of media about various topics including national, international, environmental, and sports.

UCUE members inquired as to why this is considered a minor and not a concentration. Assistant Dean Hoffman indicated that a minor is transcriptable and outside industry recognizes the term “minor” over the term “concentration.”

Discussion took place on how much overlap is permissible between the minor and the major. Non-journalism majors cannot sign up for this minor.

Discussion continued on what constitutes a minor versus a concentration. A minor, as defined by MSU, states it is “a coherent sequence of courses supplementary to the major and a concentration is a group of courses within the major.” Assistant Dean Hoffman stated that MSU does not mandate any courses in a minor be unique.

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

Concern was expressed by two UCUE members because they felt the minor should be supplementary to the major and add a dimension that the major does not include. They feel it is taking courses directly out of the major and calling it a minor, and therefore should be called a concentration. One UCUE member stated that this does not appear to meet the criteria of a minor as defined by the University.

The following motion passed by a vote of 18 approved and 2 opposed.

The University Committee on Undergraduate Education duly considered and endorsed the request for a new Minor in Broadcast Journalism.

Request for a New Minor in Sports Journalism (Action Item)

Ann Hoffman, Assistant Dean, College of Communication Arts and Sciences
Lucinda Davenport, Director, School of Journalism

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

Dr. Davenport indicated that students can pursue a concentration or a minor in Sports Journalism. Concentrations are generally fewer credits than a minor.

After a brief discussion, it was agreed that there are multiple models of how MSU utilizes and categorizes a minor. Many existing minors previously were specializations. Eventually, MSU discontinued specializations and minors were created.

Chairperson Miksicek indicated that he would seek clarification from the Registrar's office regarding University policy on what constitutes a minor and how much credit overlap is permitted between majors and minors.

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

Concern was reiterated by two UCUE members because they felt the minor should be supplementary to the major and add a dimension that the major does not include, and that this does not appear to meet the criteria of a minor as defined by the University.

The following motion passed by a vote of 18 approved and 2 opposed.

The University Committee on Undergraduate Education duly considered and endorsed the request for a new Minor in Sports Journalism.

Status Report, Best Practices regarding Turnitin/use of Student Intellectual Property

Jen-nien (Ryan) Yang, Associate Director Academic Technology
Jess Knott, Learning Design Manager, IT

Mr. Yang made a presentation regarding plagiarism detection tools at MSU, best practices, and some of the challenges that exist. He indicated that the contract for Turnitin expires at the end of this academic year.

Ms. Knott indicated that there is an active Request for Proposal (RFP) in progress for new plagiarism detection software to be used at MSU. The adoption of this tool is meant to be educational and not punitive. The various ways that faculty are using Turnitin as well as desired features that would be in the RFP for a new plagiarism detection tool were discussed.

Ms. Knott explained that some faculty are using Grademark which allows students and faculty to interactively grade a paper. Turnitin checks students' papers for plagiarism and creates a report for the instructor to view. Some of the challenges that students and faculty are facing is that the report from Turnitin can be misread and information can be misrepresented. The intent was for faculty to use the tool beyond the plagiarism features. It was agreed that having a tool that can benefit both faculty and students is the goal.

Mr. Yang indicated the handling of intellectual property can be a challenge of Turnitin as well as system limitations using it with D2L. A survey to faculty was done in 2014 and Mr. Yang indicated there may be time to circulate a new survey to find out specific needs.

Discussion involved the possibility of extending the contract for Turnitin year by year if needed. Further discussion centered on the possibility of having required training for faculty, similar to RVSM and FERPA training to use plagiarism detection software.

Roundtable

Rob LaDuca inquired if a warning screen could appear before students drop a course asking the student if they have discussed the situation with an advisor/professor before they actually drop a course. It was noted that MSU has a generous drop policy.

Meeting adjourned at 11:50 am.

Respectfully submitted by Lynne Frechen.