

MICHIGAN STATE UNIVERSITY
University Committee on Undergraduate Education
DRAFT MINUTES

Thursday, December 5, 2019

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

Board Room, 4th Floor Administration Building

Attending: Brianna Aiello, Alexandra Allweiss, Glenn Chambers, Andy Corner, Deb Dotterer, Jan Eberle, Bridget Ertl, David Gilstrap, Sejuti Das Gupta, Aubrey Hanes, Mark Largent, Gina Leininger, Sheng-Mei Ma, Helen Mayer, Tim Morris, Norbert Mueller, Shawna-Marie Nantais, Steve Shablin, Mariam Shimo, Emily Tabuteau, Antoinette Tessmer, Elizabeth Webster, Patty West, Scot Yoder, Matt Zierler

Absent: Stephanie Cohen, Aubrey Hanes

The agenda was approved.

The minutes were approved for November 7, 2019.

Comments from the Chairperson

Chairperson Corner reported that at the last Faculty Senate meeting, there were three main issues discussed:

- The first item focused on the racist issues that have recently occurred on campus. Faculty Senate issued a statement about the incidents that faculty should have already received. A Task Force has been created with a listening zone on campus where anyone can go to be heard about an issue without judgement.
- The second item was an initiative being promoted by a group within Faculty Senate that wanted to encourage the Board of Trustees (BOT) to waive the attorney/client privilege as it relates to continuing legal issues surrounding the Larry Nassar case. Faculty Senate approved this and encouraged the BOT to relinquish the protection provided by attorney/client privilege and the BOT decided against it.
- The third item was the creation of two subcommittees. A subcommittee to oversee the reform of the SIRS process was created and includes Gina Leininger, David Gilstrap, Alexandra Allweiss, Antoinette Tessmer, and Bridget Ertl. A second subcommittee was formed to discuss the missed class policy for athletes. Jan Eberle, Matt Zierler, and Brianna Aiello agreed to serve on the subcommittee. Two members will join this subcommittee from the University Committee on Faculty Affairs (UCFA).

Comments from the Interim Associate Provost for Undergraduate Education

Interim Associate Provost Largent stated that President Stanley would like to incorporate a 2-day Fall break during Fall semester, 2020. The days for the break may be November 2 and 3. Discussion centered on the mental health benefits of a fall break for the students. Questions rose regarding the academic calendar, class time in laboratories, shortening spring semester, and what to close on campus during this break.

Interim Associate Provost Largent reported that the Provost Search Committee is being chaired by Ron Hendrix and Beronda Montgomery. The committee is working with a search firm about issues important to a provost search. Interim Provost Sullivan will be in the position until the end of May, 2020. A website detailing the search can be found at: msu.edu/provostsearch.

Request for a New Bachelor of Arts Degree in Public Relations (Action Item)

Andy Corner, Associate Chair, Dept. of Advertising and Public Relations, College of Communication Arts and Sciences

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

Gina Leininger, Assistant UCUE Chair, gave voice to Assistant Dean Hoffman and Associate Chair Corner.

Associate Chair Corner reported that MSU has had a Public Relations minor since 2000. It has been highly successful, however with the existence of social media, the degree is evolving. He reported that over 50% of the work of most graduates of the program involves social media. Associate Chair Corner stated that the minor does not have the bandwidth to give the growing minor the attention it needs. After reviewing options for the minor, it was determined a major would be created.

The new major is based on recommendations by the Commission of Public Relations Education which is a group of industry and academic representatives and will incorporate social media, ethics, diversity, equity, and inclusion. The major would have a required internship, a secondary admission requirement and an enrollment limit in order to maintain a manageable student instructor ratio.

Assistant Dean Hoffman stated the secondary admission requirement for the major would add a math class.

Discussion included balancing enrollment between the major and minor and it was suggested they ask the Provost for additional resources if enrollment exceeds resources. Discussion included: structuring the major so that a student could transfer in with 56 credits and still graduate in four years, and the shortest time to degree while working within flat rate tuition.

Discussion continued on the following topics: benefits of students entering the program with credits from Business courses, teaching ethics, helping students obtain a degree in a reasonable time, and the rationale of only being able to apply once to the major. A background in business courses can give students an option to work as a consultant.

Voice was removed from Associate Chair Corner and Assistant Dean Hoffman.

The following motion passed unanimously.

The University Committee on Undergraduate Education duly considered and endorsed the request for a New Bachelor of Arts Degree in Public Relations.

Roundtable

David Gilstrap stated he is looking forward to learning about resource centered management (RCM) at MSU.

Mark Largent indicated that RCM means the budget for your unit based on the number of seats filled in your classes.

Bridget Ertl stated that the last generally assembly meeting of ASMSU is being held tonight.

Respectfully submitted by Lynne Frechen.