

**WESTERN MICHIGAN UNIVERSITY
FACULTY SENATE**

**UNDERGRADUATE STUDIES COUNCIL
Minutes of Tuesday, 4 December 2018, 3 p.m.
Room 204, Bernhard Center**

Members present: Ariel Anderson, Kent Baldner, Jessica Birnbaum, Carrie Cumming (for Associate Provost Curran), Michael Duffy, Clifton Ealy, Vickie Edwards, Samantha Hack, Kathryn Hillenbrand, Marilyn Kritzman, Staci Perryman-Clark (for Dean Bischof), David Reinhold (for Provost Bott), Xiaoyun Shao

Members absent without substitution: Lisa Coons, Dianna Sachs, Joe Sanchez

Academic Advising Liaison present: Betsy Drummer

Advisory Member present: Edwin Martini

Guests: Philip Egan and Scott Slawinski, Department of English; Peter Voice, Department of Geological and Environmental Sciences; Scott Cowley, Marketing; Priscilla Lambert, Department of Political Science; Sally Hadden, Department of History; Matthew Cavalli, Associate Dean, College of Engineering and Applied Sciences; Jason Johnson, Department of Computer Science; Mike Tarn, Chair, and Alan Rea, Department of Business Information Systems; Leigh Ford, Director, School of Communication; Shawn Tenney, Director, Service Learning; Marilyn Duke, Chair, Intellectual Skills Program Advisory Committee

Procedural Items

Council Chair Bruce Ferrin called the meeting to order at 3:02 p.m.

Approval of the Minutes of 13 November

It was moved by Anderson and seconded by Hack to approve minutes of 13 November as published. Motion carried.

Action Items – Curriculum Proposals

1. *Department of English – Philip Egan and Scott Slawinski*
 - a. CAS 17-329: Create an Accelerated Graduate Degree Program in English (postponed on 13 November 2018)
The proposal was postponed on 13 November 2018, and as requested at that meeting, additional information was provided to USC. It was moved by Hillenbrand and seconded by Ealy, to approve the proposal. Slawinski addressed the council. Motion carried with one abstention.
2. *Department of Geological and Environmental Sciences (postponed on 13 November 2018) – Peter Voice*
 - a. CAS 17-298: Delete MA in Earth Science (accelerated)
 - b. CAS 17-299: Create MS in Earth Science (accelerated)

It was moved by Kritzman and seconded by Hillenbrand to approve both proposals. Peter Voice addressed the council. Motion carried with one abstention.

3. *Department of Marketing – Scott Cowley*
 - a. HCOB 17-36: Change name of Electronic Business Marketing major to Digital Marketing and eCommerce
It was moved by Birnbaum and seconded by Hillenbrand to approve the proposal. Scott Cowley addressed the council. The proposal was approved with one abstention.
4. *Department of Political Science – Priscilla Lambert*
 - a. CAS 17-317 Create Accelerated Graduate Degree Program MA in Political Science
It was moved by Anderson and seconded by Ealy to approve the proposal. Lambert addressed the council. A friendly amendment was made by Anderson, and seconded by Ealy, to approve the proposal pending revision of student learning outcomes and the expectation of when the program will be completed. The motion, as amended, was approved with one abstention.
5. *Department of History – Sally Hadden*
 - a. CAS 17-352: Create an Accelerated Graduate Degree Program in History
 - b. CAS 17-353: Create an Accelerated Graduate Degree Program in Public History
It was moved by Edwards and seconded by Birnbaum to approve both proposals. Hadden addressed the council. The motion carried with one abstention.
6. *College of Engineering and Applied Sciences – Matthew Cavalli*
 - a. CEAS-184-086: Establish a Bachelor of Science in Engineering (Biomedical)
It was moved by Kritzman and seconded by Hillenbrand to approve the proposal. Cavalli addressed the council. Motion carried with one abstention.
7. *Departments of Computer Science and Business Information Systems – Jason Johnson, Mike Tarn, Alan Rea, Ed Martini*
 - a. CEAS-184-090: Establish a Bachelor of Science in Cybersecurity (online)
 - b. HCOB 17-42: Establish a Bachelor of Science in Cybersecurity (online)
It was moved by Anderson and supported by Birnbaum to approve the proposals. Rea, Tarn, Martini and Johnson addressed the council. The motion was defeated, with one abstention. It was moved by Cumming and seconded by Edwards to postpone CEAS-184-090: Establish a Bachelor of Science in Cybersecurity (online) and HCOB 17-42: Establish a Bachelor of Science in Cybersecurity (online) to the January 2019 council meeting. Motion carried with one abstention.

8. *School of Communication – Leigh Ford*
 - a. CAS 17-344 Establish a Digital Media and Journalism Major
 - b. CAS 17-345 Eliminate the Journalism Major in the Bachelor of Arts
 - c. CAS 17-346 Eliminate the Organizational Communication Major in the Bachelor of Arts
 - d. CAS 17-347 Eliminate the Public Relations Major in the Bachelor of Arts
 - e. CAS 17-348 Establish a Strategic Communication Major that will combine and replace the Organizational Communication and Public Relations Majors
 - f. CAS 17-349 Establish a Strategic Communication Certificate in Diversity and Inclusion
 - g. CAS 17-350 Establish a Strategic Communication Certificate in Media and Technology
 - h. CAS 17-351 Establish a Strategic Communication Certificate in Public Relations
 - i. CAS 17-354 Establish a Strategic Communication Certificate in Leadership and Teamwork

It was moved by Hillenbrand and seconded by Birnbaum to approve: CAS 17-344 Establish a Digital Media and Journalism Major, CAS 17-348 Establish a Strategic Communication Major that will combine and replace the Organizational Communication and Public Relations Majors, CAS 17-349 Establish a Strategic Communication Certificate in Diversity and Inclusion, CAS 17-350 Establish a Strategic Communication Certificate in Media and Technology, CAS 17-351 Establish a Strategic Communication Certificate in Public Relations and CAS 17-354 Establish a Strategic Communication Certificate in Leadership and Teamwork. Motion carried with two abstentions.

It was moved by Anderson and seconded by Duffy to approve CAS 17-345 Eliminate the Journalism Major in the Bachelor of Arts, CAS 17-346 Eliminate the Organizational Communication Major in the Bachelor of Arts and CAS 17-347 Eliminate the Public Relations Major in the Bachelor of Arts. Motion carried with two abstentions.

Discussion / Action Items

1. *Service Learning Course Approval Subcommittee – Shawn Tenney*
Shawn Tenney addressed the council. It was moved by Kritzman and seconded by Birnbaum to approve the following members for the Service Learning Course Approval Subcommittee:
 - Tim Palmer, Management, Haworth College of Business
 - Brian Gogan, English, College of Arts and Sciences
 - Shawn Tenney, Director of Service Learning, permanent member.The motion carried.

2. *Report on Faculty Involvement in Recruitment and Retention – Marilyn Kritzman*
Kritzman addressed the council. USC has created and approved two reports on faculty involvement in recruitment and retention (2017-18 and 2016-17) and had previously submitted both reports to the Faculty Senate Executive Board. The 2018-19 charges again include addressing faculty involvement in recruitment and retention. In October 2018, Kritzman submitted both reports to the Senate Executive Board again and inquired why USC was charged to create a third report. After review, the Senate Executive Board accepted both reports in October 2018. The reports will be posted to the Faculty Senate website and will be forwarded to Provost and Vice President for Academic Affairs Jennifer Bott for her review. The Faculty Senate Executive Board extends its appreciation to the Undergraduate Studies Council for its work on this project and recommended that this charge be considered completed.
3. *Intellectual Skills Program Advisory Committee 2018-19 Charges – Marilyn Duke, Chair*
Duke addressed the council. It was moved by Edwards and seconded by Birnbaum to approve the proposed charges with one change in number four. Motion carried.

Other

There was no other business.

Adjournment

Council Chair Bruce Ferrin adjourned the meeting at 4:39 pm.

Respectfully submitted,

Marilyn S. Kritzman,
Secretary Pro Tem