

# **ACADEMIC PLANNING COUNCIL**

**February 12, 2018**

**3:00 p.m. Altgeld 315**

## **Minutes**

**Present:** Abdel-Motaleb, Blazey, Chitwood, Cripe, Daniel, Douglass, Falkoff, Gordon, Isabel, Mogren, Reynolds, Torres, Wilkens and Winkler

**Guests:** Mansour Tahernezehadi, Senior Associate Dean, College of Engineering and Engineering Technology; Sachit Butail, Assistant Professor, Department of Mechanical Engineering; APC Member Geoffrey Gordon, Chair of Marketing; Balaji Rajagopalan, Dean, College of Business; Beverly Henry, Associate Dean, College of Health and Human Sciences; Chad McEvoy, Chair, Department of Kinesiology and Physical Education; Steve Howell, Associate Professor, Department of Kinesiology and Physical Education; Claire Schaeperkoetter, Assistant Professor, Department of Kinesiology and Physical Education; David Walker, Associate Dean, College of Education; Laurie Elish-Piper, Dean, College of Education

Meeting called to order at 3:04 p.m.

### **1. Announcements**

- Integration of External Review into Program Review Process
  - Going to see for the first time that External Reviews will be embedded in the reports to the APC. Jeff Reynolds will give a review on them. Jeff will receive the External Review reports and will then send them to the chair and the department.
  - They will all be doctoral degree departments
  - Will hear what the department thinks and the External Reviewers as part of the presentation from Jeff Reynolds.
- Ongoing Improvement in Program Review Process
  - Will talk about this at the next meeting.

### **2. Approval of minutes from November 27, 2017**

- Motion made by Brad Cripe
- Seconded by Judy Chitwood

- Motion approved

**3. Discussion for approval of the B.S. in Biomedical Engineering and B.S. in Mechatronics Engineering: Representatives: Mansour Tahernezehadi and Sachit Butail**

- B.S. in Biomedical Engineering
  - Motion made by Brad Cripe
  - Seconded by Judy Chitwood
  - Motion approved
  
  - Dr. Tahernezehadi provided background information
  - Biomedical Engineering has been an emphasis in the Department of Electrical Engineering since 2008 and has had around 80 students in it and held a lot of interest
  - There is a lot of demand for this type of degree in this region
  - Would need to hire a program director and one new faculty member
  - Hope to start enrollment in Fall 2019
  - Women join more Engineering programs when they are associated with Health areas, so we are hoping this will attract a big female student population
  - Ongoing recruiting includes reaching out to high schools and community colleges; Also includes invitations from high schools and middle schools to visit them and talk about the program
  - Maintain sponsorship, name on banners
  
- B.S. in Mechatronics Engineering
  - Motion made by Brad Cripe
  - Seconded by Stephanie Torres
  - Motion approved
  
  - Dr. Tahernezehadi provided background information
  - There are three full Mechatronics programs in the nation and ours would be the fourth
  - Program would deal with drones and robots
  - Timely since we are getting more and more into smart devices and would fit into what we are working with
  - The need for Mechatronic graduates would be very tangible right now and that is coming from many CEOs
  - One program director would need to be hired and one faculty member the breakeven point would be in the second year
  - There is a big and growing job market for Mechatronics
  - Hope to start enrollment for students in Fall 2019

- This is for students who both enjoy Electrical Engineering and Mechanical Engineering

#### **4. Discussion for approval of the M.S. in Digital Marketing: Representatives: Geoffrey Gordon and Balaji Rajagopalan**

- Motion made by Brad Cripe
- Seconded by Judy Chitwood
- Motion approved
  
- Dr. Gordon provided background information
- Everyone is familiar with digital marketing
- Currently have a certificate in Digital Marketing in the undergraduate program and the demand for it is growing
- Illinois in top five in Digital Marketing jobs so very competitive here
- It is geared toward three groups – traditional college student, working professionals, and working professionals wanting to pursue a higher degree
- Would be the first M.S. in Digital Marketing offered by AACSB in the state
- Also, would be the first online Digital Marketing degree in the state
- Requirement's would be a visiting professor the first year plus the hiring of part-time faculty; They would be experts in the field (5-10+ years of experience).
- The online format would differ from undergrad
  - Eighteen hours – the core courses and capstone course which would be three credit hours courses taught in eight week chunks; Geared towards marketing strategy, digital marketing strategy, market research
  - Students would have their choice of taking six, two credit courses
    - Right now we are planning for 12 distinct subject theories to be offered
    - Five week sessions
  - The courses would run throughout the year. There would basically be three entry points for the program
- All courses would be offered online
- Only one course of the core courses would be new; Currently we teach all of the other courses but not all of them are offered online but would be; we are looking at a lot of the same faculty they would be just teaching their classes online rather than in the classroom
- Professional benefits in getting a M.S. in Digital Marketing?
  - Based on conversations with students this would be very popular and we wouldn't have a problem with recruiting students

#### **5. Discussion for approval of the M.S. in Health Sciences: Representatives: Beverly Henry**

- Motion made by Jeanne Isabel

- Seconded by Geoffrey Gordon
- Motion approved
  
- Dr. Henry provided background information
- This degree would be 30 credit hours and 15 of those would be core or required areas of study
- Some students want to be able to read research better, know measurements better, etc., and this degree would provide them with that
- Get a lot of calls from students asking what graduate degree they need to be able to enter the Ph.D. in Health Sciences degree; They don't want to be a nurse, etc., and this degree would work for that
- A lot of international students have shown interest in this type of degree
- This can be completed 100% online
- If a student was to enroll in the Ph.D. program but then decided this wasn't for them could they then go to the M.S. program?
  - No, they would already enter the Ph.D. program with 30 graduate credit hours; This would be a home for people who in the past were in a clinical practice doctorate program but then it wasn't working out the way they had intended
- Hope to start enrolling students for Fall 2018
- Where would this be housed if the School of Interdisciplinary Health Professions (SIHP) is not up and running by the fall?
  - It is assumed the Program Director for the Ph.D. would assume some of the roles of the graduate Program Director. The masters would probably stay in The School of Allied Health and Communicative Disorders
  - Students may come next year but there may be an interim chair for the SIHP
    - Currently searching for a chair

**6. Discussion for approval of the B.S. in Sport Management: Representatives: Chad McEvoy, Steve Howell, David Walker and Laurie Elish-Piper**

- Motion made by Geoffrey Gordon
- Seconded by Jeanne Isabel
- Motion approved
  
- Dr. McEvoy provided background information
- Minor in Sport Management and Minor in Sport Sales would go along with this degree
- 50-60 students are enrolled in the Masters in Sport Management program
- Program Prioritization saw this degree as a good revenue source and program growth with the interest that the master's degree draws
- Many public schools in the Chicagoland area do not offer this type of degree
- See many opportunities for employment in this area

- We used to have this degree about 15 years ago and it was deleted awhile back and based on data it looks like a great time to bring it back
- Minor in Sport Management would be open to students in other degree programs on campus
- Minor in Sport Sales would be great for a collaboration with Marketing
- The jobs are out there for students with this degree

## 7. Discussion of subcommittee report:

Judy Chitwood gave an overview of the Subcommittee A report

- **B.A./B.S. in Nonprofit & NGO Studies**
  - Report was well written
  - Undergraduate credit hour production has grown over the period FY212 to FY2015
  - Students are involved in not-for-profit community projects for experiential learning
  - Celebrated 100<sup>th</sup> internship in DeKalb community with paid internship programs, 17 interns each year working 120 hours in the community
  - The Director, Professor Einolf, was hired as part of being placed in Program Prioritization “enhancement” category; But due to financial budget cuts there have not been any new hires or increased budget; Joint faculty members are fantastic and the core faculty are very effective
  - More science in the B.S. degree and more language in B.A. degree
  - Create formal partnerships with the high schools in order to create a pipeline. Specifically, first generation students of color; Rockford, Aurora, Elgin and Chicago area
  - Discussion with College of Law and how they can work together on not-for-profit would be a good collaboration; May be a good suggestion to make to the program
  - The Center is located in Zulaf. There are not enough offices for adjunct faculty and no space for students to convene to create a sense of identity and community
    - Recommendation: talk to their Dean or Provost about finding space; Right now there is a lot of available space at NIU
  - The number of students taking the general education offering is down but that is university wide; It was suggested offering one course as an online option
- **B.A./B.S. in Environmental Studies**
  - Growing in interest in terms of faculty
  - Faculty are recognized for their abilities as evidence by awards received; Faculty have received diverse awards for service, publishing, outreach, and alumni activities
  - How do joint appointments work? Which department is the home department? Who dictates teaching assignments? How does the

tenure/tenure eligible faculty receive credit in respect to instruction, research and service efforts?

- MOUs are developed and tailored to that particular faculty member with 50/50 between two units; Teaching assignments are 2/2; One course is one of the core classes and the other is a specialty course in environmental studies
  - Why are the MOUs 50/50 and not 49/51 or something of that sort because the center has 50% of the person's time but when they are going for tenure and promotion they utilize the requirements of the other department
    - Reason we chose 50/50 was because if we did less than it becomes all or nothing mentality
  - There is a vision for two newly proposed centers of excellence (Center for Water in Changing Worlds and Center for Biodiversity, Ecosystem and Environmental Restoration)
    - Working with the Vice President for Research and Innovation Partnerships to hire a joint appointment in order to strengthen their possibilities; They are developing websites to bring publicity
    - APC is wondering if they would want to be IBHE sanctioned?
      - Depends on if they want the centers to be IBHE sanctioned or not.
      - No advantage to being IBHE sanctioned but the disadvantage if you are out of compliance with the law
  - Made the move to Montgomery Hall in Fall 2017
    - More accommodating and a better location for students
    - Used to be in Health Services building
  - Working on alumni engagement activities in order to increase alumni support
  - The program is looking into transfer arrangements with Community Colleges
    - Part of Environmental Education Summit where two year colleges were invited to look at transferring to four year institutions. Also looking at high school programs in terms of dual enrollment and the acceptance of Advance Placement courses.
  - 10% of graduates go onto graduate school versus those seeking employment
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- **B.S. in Medical Laboratory Sciences**
    - The report was well written
    - Faculty committed to service and research. Faculty is recognized for their abilities, as evidenced by teaching awards, student involvement, and interaction with health care community.
    - Strong support from Dean and Chair
    - The department has seen continuous growth since its name change in 2013

- Demand for graduates of the program is high as evidenced by demand, placement rates and signing bonuses offered by employers.
- Strong academic background of students
- How many faculty members are there?
  - Currently have three tenured faculty spots and those are full. Ideally want a fourth.
- Continue to promote the success of the program. Publicize employment opportunities as well as the benefits students can gain from pursuing a career in medical laboratory sciences.
  - University of Chicago Hospitals recently asked students of the MLS to serve in clinical assignments, recognizing the quality of the program.
  - Hospitals are coming to us. Don't have to recruit them.
- Medical Laboratory Technician "MLT" is mentioned.
  - It is the associate program at most community colleges
  - Go from MLT to a MLS
  - We have a close tie with community colleges including: Elgin, Oakland, and ICC (Peoria, IL)

## **7. Other business**

- No other business
  - Looking at the schedule, should we have so many programs being reviewed at the same time by one subcommittee? It is easier when it is all in one department rather than spread around in different departments.
    - The members agreed

Meeting adjourned at 4:54 p.m.

Respectfully submitted,

Mickey Rodriguez and Crystal Doyle