

University Graduate Council
& Curriculum Committee
GL 835/HL 210 – 10:40 a.m. -11:30 p.m.
November 21, 2014 - Bulletin 2Hearings

Graduate Council members present: Winifred E Newman (CARTA), Chair, Karlene Cousins, (BU) Vice-Chair, Liz Cramer (ED), Cheng-Xian Lin (EG), Hector Huerta (CNHS), Myongjee (Michelle) Yoo (HM), Fred Blevens (JM) Adis Beesting (Library), Gwyn Davies (AS)

Curriculum Committee members present: Shahid Hamid (BU), Chair, Sarah Boehm (CARTA), Fred Blevens, (SJMC), Deng Pan (EG), Myongjee (Michelle) Yoo (HM), Grisel Dominguez (Library), Michele Odai (CNHS) Tim Page (Public Health), Joyce Peterson (AS), Michele Anglade (Law), Jenny Fortun (COM),

Guests – Susan Himburg, Director, Academic Planning and Accountability, Sonja Montas-Hunter, Associate Dean, University Graduate School

Meeting was called to order at 10:30 a.m.

New Graduate Degree Program: MS in Marketing presented by Anthony Miyazaki

- Industry is seeking a more focused digital marketing, brand development and marketing analytics
- 30 credits - 10 courses, 10 month program.
- 2 courses, every 8 weeks, lock-step program
- Similar to our other MS College of Business degrees
- Feasibility shows that there's quite a bit of interest in the field.
- Undergraduate courses enrollment up 66%.
- Existing faculty and space requirements are adequate to offer the courses.
- Most likely offered as a Saturday program, in-person.
- Created to serve the local area.

- Self-Sustaining program
- Trying to keep costs at \$27,500 for in –state, out-of-stat& international students \$31,500
- Admissions standards require true professional experience.

The motion to approve the **New Graduate Degree Program: MS in Marketing** was moved. The motion was unanimously approved by the Graduate Council and the University Curriculum Committee.

- Correct headcount & FTE Table
- Follow-up with Common Course Numbering to correct titles in the system.

Having no further business the Curriculum Committee adjourned at 11:10 a.m.

Establish Unit Specific Graduate Admissions Standards: PSM-EPM (Environmental Policy and Management) presented by Bill Anderson

- Professional Masters program with a cohort.
- Common not have a GRE requirement for Professional degrees.
- Across the nation, professional programs in this filed do not have a GRE requirement.
- Other admission requirements will remain in place.
- Discussion ensued regarding how candidates are evaluated in the absence of a GRE score

The motion to table the proposal to **Establish Unit Specific Graduate Admissions Standards: PSM-EPM - Environmental Policy and Management** pending the submission of a rubric that screens professional candidates appropriately.

Motion failed.

The motion to approve the proposal to **Establish Unit Specific Graduate Admissions Standards: PSM-EPM - Environmental Policy and Management** was moved. The motion was approved by the Graduate Council.

Committee recommends that the department create an admissions rubric that screens professional candidates appropriately.

Establish Unit Specific Graduate Admissions Standards: PhD in Public Affairs presented by Sukumar Ganapati

- GRE not being eliminated, but rewording to create expected baseline scores.
- This will enable the department to evaluate candidates with borderline scores on additional criteria.
- The department does use an internal rubric for the evaluation of candidates.
- This is consistent with UGS policy.
- Recommend that department select expected percentiles to include in the requirements.
- Change score to percentiles.

The motion to approve **Establish Unit Specific Graduate Admissions Standards: PhD in Public Affairs** pending a change from an expected score to desired percentiles was moved and unanimously approved by the Graduate Council.

Establish Unit Specific Graduate Admissions Standards: Combined BA/MA in Asian Studies presented by Julie Zeng

Proposal presented by department representative Julie Zeng to the GC to remove GRE requirement for BA/MA in Asian Studies. The current MA programs in Asian Studies require the GRE as only one of several possible qualifiers including a 3.5 GPA in upper level undergraduate course work, 3.0 GPA with appropriate language or study abroad and a written examination, 3.0 GPA in upper level undergraduate course work and a 3.0 GPA or above in 9 hours of graduate courses. The only program currently requiring the

GRE is the BA/MA program. Removing this requirement brings the programs as listed into agreement: the GRE is only one option among several for faculty to determine qualification for the graduate program. To date, they have not had any student pursue the BA/MA program.

The motion to approve **Establish Unit Specific Graduate Admissions Standards: Combined BA/MA in Asian Studies** was moved and unanimously approved by the Graduate Council.

Committee recommends that the department revisit their track descriptions to assure clarity to students applying using the various rubrics described.

Meeting adjourned at Noon

Respectfully submitted by Adis Beesting, Library, Graduate Council