

**University of Nebraska – Lincoln  
Academic Planning Committee  
Closed Session Deliberation and General Meeting**

**Approved Minutes**

**June 25, 2010**

Members Present

John R. Bender	Jeffrey F. Keown	Justin Solomon
William J. Nunez	Miles Bryant	Kristen Koch
David Manderscheid	Dwayne Ball	
Jennifer Brand	Craig J. Eckhardt	

Members Absent

John C. Owens	Ellen Weissinger	Andrew John (Jamie) Radcliffe
Prem S. Paul	David Allen	Shelley T. Fuller

Others Attending

Peg Johnson, President, UNOPA (University of Nebraska Office Professionals Association)  
Nancy Myers, President-Elect and President Designee, UAAD (University Association for Administrative Development)  
Mark Askren, Chief Information Officer, University of Nebraska–Lincoln  
Charlyne Berens, Interim Dean, College of Journalism and Mass Communications  
Gary Kebbel, Incoming Dean, College of Journalism and Mass Communications  
Amy Struthers, Sequence Head and Associate Professor, Advertising  
Charles Francis, Director, Nebraska Union

Bender stated there was a quorum and called the meeting to order at 1:40 p.m.

**Closed Session**

The Academic Planning Committee (APC) moved into a closed session for the purpose of holding a discussion on the following subject: the FY2011 proposed budget reduction items.

The APC went into closed session at 1:40 p.m. and reconvened the open meeting at 2:30 p.m.

**Discussion of FY 2011 Proposed Budget Reduction Items**

Bender outlined the order of the meeting. Bender reviewed the University of Nebraska–Lincoln FY2011 Proposed Budget Reductions spreadsheet and the Proposed Budget Reductions and Structural Changes April 2010 Narrative Summary documents [both attached to permanent record] in each member’s handout binders. These second round proposed budget reduction documents were released by Chancellor Harvey Perlman on April 21, 2010. It was determined to use these documents - in particular the spreadsheet - for discussion of each proposed budget item. The APC went into closed session at 1:40

p.m. where discussion and voting ensued over the proposed budget items until the meeting went into open session at 2:30 p.m. Each item discussed and the result is listed below. [During this time frame Koch arrived, Nunez left to phone Askren and returned, and the APC welcomed and heard testimony from Askren. The APC thanked Askren for his testimony and time. Askren left]

### Office of the Chancellor

#### University Communications

- Reduce support for The Scarlet newspaper, which will eliminate 0.5 FTE Scarlet assistant position – The APC endorsed the proposed reduction in support for The Scarlet newspaper, which will eliminate 0.5 FTE Scarlet assistant position totaling \$28,039. *Passed without dissent.*
- Eliminate contract with national news consultant – The APC endorsed the elimination of the contract with a national news consultant totaling \$32,000. *Passed without dissent.*

#### Information Services

##### Operating

- Discontinue participation in Chronicle IT (Instructional Technology) Advisory Group. – The APC endorsed discontinuing Information Services management staff participation in the Chronicle of Higher Education Advisory Group totaling \$5,000. *Passed without dissent.*

### Open Session

The APC came out of closed session and reconvened the open meeting at 2:30 p.m.

#### Consideration of Journalism and Mass Communications Proposal to Rename Undergraduate Major in Advertising

[Copy of full proposal attached to permanent record]

Bender welcomed Charlyne Berens, Gary Kebbel, and Amy Struthers. Struthers commented this proposal is an effort to better reflect what we teach and what students are seeking in a degree program. They are proposing the major be called “Advertising and Public Relations”. She noted for at least the last 10 years the term “Public Relations” was included in a minimum of five course titles in the curriculum and have developed course content specific to Public Relations in order maintain our campus chapter of the Public Relations Student Society of American (PRSSA). She stated the new name will serve as a powerful recruiting tool, reflecting two very popular fields of study.

Berens agreed with Struthers and commented the new sequence name change will make it easier for prospective UNL students to find the public relations courses on the university Web site and know that they can, indeed study PR here at UNL.

Ball moved to accept the name change of the undergraduate Advertising major to Advertising and Public Relations. The motion was seconded by Keown.

Bender asked if there were any questions. Eckhardt asked why Advertising and Public Relations together? Struthers stated the industry is moving more towards integrating these majors. Bryant inquired if there were any classes currently focusing exclusively on Public Relations? Struthers replied in addition to the core curriculum that emphasizes Advertising and Public Relations are two disciplines within the broader field of promotional communications, four classes exclusively focus on PR.

Bender inquired if there were any further questions or comments and there were none. Bender called for a vote on the motion. The motion passed without dissent.

#### Consideration of Journalism and Mass Communications Proposal to Rename Undergraduate Major in Advertising

[Copy of full proposal attached to permanent record]

Bender stated this was the second name-change request that had been requested to come before the APC for its consideration. He conveyed Berens and Keobel were still present in support and asked if they would like to make any comments. Berens said each day, the media world takes another step that blurs the boundaries between broadcast and print and the proposed name change of our News-Editorial major and courses to a major and courses called "Journalism" would more realistically reflect the state of today's mass media. Keobel agreed.

Bryant moved to accept the name change of the undergraduate News-Editorial major to Journalism. The motion was seconded by Keown.

Bender inquired if there were any questions or comments and there were none. Bender called for a vote on the motion. The motion passed without dissent. Bender thanked Berens, Keobel, and Struthers for addressing the APC. They thanked the APC. [Berens, Keobel and Struthers left]

#### Clarification to Change Names of Graduate Degrees (M.S. and Ph.D.) in the Department of Geosciences

[Copy of full proposal attached to permanent record]

Bender asked Brand to discuss this item. Brand explained the proposal changing the name of the Department of Geosciences to the Department of Earth and Atmospheric Sciences was approved by the APC at its January 27, 2010 meeting. And, following the procedures and processes, received approval as of May 13, 2010 from the CCPE, which is the final step. However, it was brought to our attention that, inadvertently, the changing of names for the graduate degrees was overlooked. Thus, the name change was approved but not the name change for the graduate degrees.

Brand moved to amend the motion to endorse the Department of Geosciences name change to the Department of Earth and Atmospheric Sciences to include approval to

change the names of the graduate degrees (M.S. and Ph.D.) to reflect the new department name. The motion was seconded by Ball.

Bender inquired if there were any questions or comments and there were none. Bender called for a vote on the motion. The motion passed without dissent.

#### Other Business

Bender noted the calendars and the listing of APC 2010-2011 meeting schedule in each member's handout packet. He indicated, if possible, he would like to set a date in the fall for the next budget reduction hearing. Brief discussion ensued. Discussion concluded with a date set on Friday, September 3 for the next budget hearing and Wednesday, September 8 for a closed session deliberation meeting. Both the hearing and meeting would be from 1:30 to 5:00 p.m. and the deliberation meeting could possibly be held after the hearing depending on the hearing agenda.

Bender also drew attention to the *Operating Procedures of the Academic Planning Committee* in each member's handout packet as an informational item. He noted the proposed revisions have been through the process and have now been approved.

#### Closed Session

The Academic Planning Committee (APC) moved into a closed session for the purpose of holding a discussion on the following subject: the FY2011 proposed budget reduction items.

The APC went into closed session at 2:50 p.m. until the meeting was adjourned for a break at 3:15 p.m.

#### Continue Discussion of FY 2011 Proposed Budget Reduction Items

The APC went into closed session at 2:50 p.m. where discussion and voting on the proposed budget items continued until the meeting was adjourned for a break at 3:15 p.m. Each item discussed and the result is listed below. [During this time frame Nunez left to phone Francis and returned.]

#### Office of the Chancellor

#### Information Services

#### Operating

- Terminate Custom Support Contract. – The APC endorsed terminating the Custom Support contract that is no longer required for operational purposes totaling \$15,000. *Passed without dissent.*
- Reduce O&M (Operation and Maintenance) funds. – The APC endorsed the reduction of the O&M funds totaling \$5,000. *Passed without dissent.*

## Personnel

- Eliminate proposed \$0.25 reduction in office phone line rate. A vacant 0.60 FTE O/S staff position will be cut. – The APC endorsed this reduction, which is a result of discontinuing an external service that Information Services no longer requires due to implementing a new billing application, as well as the cut of a vacant 0.60 FTE O/S staff position totaling \$25,000. *Passed without dissent.*
- Discontinue printing campus phone directory. A vacant 0.89 FTE O/S staff position will be cut. [\$50,000]– *Item was tabled.*

The APC heard testimony from UNL's Chief Information Officer. The APC tabled this item until the Fall Hearing, to be held on September 3, 2010, in order to examine progress towards electronic modification of the campus phone directory. The APC members said they would like to have representatives of Information Services return to the committee in the fall with detailed plans and timelines for how the transition from a printed directory to an electronic one will be made and how the university community will be informed about the transition and about how to access and use the electronic version. Members also expressed concern about the special problems facing so-called "desk-less" workers - those who do not have ready access to computers or other devices for accessing an electronic directory.

## Office of the Chancellor

### Vice Chancellor for Business and Finance

- Facilities Management and Planning (*Eliminate vacant Director of Facilities Management position- this position within the Assistant Vice Chancellor's office*)– The APC endorsed the elimination of the vacant Director of Facilities Management position totaling \$133,457. *Passed without dissent*
- Facilities Management and Planning (*Eliminate vacant staff training position – this position within the Assistant Vice Chancellor's office.* – The APC endorsed the elimination of the vacant staff training position totaling \$41,126. *Passed without dissent.*

The APC reconvened at 3:20 p.m. Bender stated there was a quorum and called the meeting to order.

The APC went into closed session at 3:20 p.m. and reconvened the open meeting at 3:41 p.m.

### Continue Discussion of FY 2010 Budget Reductions and Structural Changes

The APC went into closed session at 3:20 p.m. where discussion and voting on the proposed budget items continued until the meeting went into open session at 3:41 p.m. Each item discussed and the result is listed below. [During this time the APC welcomed and heard testimony from Francis. The APC thanked Francis for his testimony and time. Francis left.]

### Office of the Chancellor

#### Vice Chancellor for Student Affairs

- Judicial Affairs - Managerial Professional Pool Line (*Eliminate ability to hire 0.50 FTE assistant to assist with Judicial Affairs case load*) – The APC endorsed eliminating the ability to hire a 0.50 FTE assistant to assist with Judicial Affairs case load totaling \$31,550. *Passed without dissent.*
- Career Services (*Reduce state tech support to 15 hours*) – The APC endorsed the reduction of state tech support to 15 hours totaling \$9,797. *Passed without dissent.*
- Career Services (*Fill vacant staff training position at a lower salary*) – The APC endorsed filling vacant staff training position at a lower salary totaling \$7,616. *Passed without dissent.*
- Nebraska Unions - Operating Expenses (*Reduce operating support for care of public areas in the Unions*) – The APC endorsed the reduction of operating support for care public areas in the Unions totaling \$21,037. *Passed with one dissent.*

Bender announced a conclusion of the discussion of the proposed budget items and that a letter would be drafted to Chancellor Perlman from the APC stating the above. [attached to permanent record]

The APC moved into open session at 3:41 p.m.

There being no further business, the meeting adjourned at 3:42 p.m.

Respectfully submitted,

Michelle (Shelly) Green  
APC Coordinator