

University of Nebraska – Lincoln
Academic Planning Committee (APC)

Approved Minutes
April 10, 2013

Members Present

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| Gerard Harbison, Chair | Libby Jones | William Nunez |
| Miles Taft Bryant | Stephen Lahey | Linda Shipley |
| Ronnie Green | Christopher Marks | Curtis Weller |
| Mike Hoffman | Martha McCollough | Ellen Weissinger |

Members Absent

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| Archie Clutter | Jack Morris | Donde Plowman |
| Jared Leighton | Prem S. Paul | Eric Reznicek |

Others Attending

Steven Waller, Dean, College of Agricultural Sciences and Natural Resources
Lance Perez, Associate Vice Chancellor, Academic Affairs

Harbison stated a quorum was present and called the meeting to order at 3:03 p.m.

Approval of March 27, 2013 Meeting Minutes

Approval of the Minutes from the March 27, 2013 general meeting was moved by Jones and seconded by Lahey.

Harbison asked if there were any questions or comments and there were none. The Minutes were approved without dissent.

Action Item: Proposal to Rename Degree in Hospitality, Restaurant and Tourism Management Program [attached to permanent record]

Harbison introduced the proposal and welcomed guest Steven Waller. He stated Miles Bryant and Mike Hoffman were the subcommittee that reviewed this proposal and asked them to further discuss this agenda item.

Hoffman informed membership this subcommittee had questions which were answered by Dean Waller; however, they now had additional questions to address with the full APC.

Hoffman stated the subcommittee reviewed the proposal and it appears the curriculum is streamlined, this program intent is much clearer and there is very little difference in the core requirements of the two programs. He said one of the questions the subcommittee had concerned the rename of the current Bachelor of Science to a Bachelor of Arts. He wondered what prompted this change. Waller replied with the 120 hour requirement, and with investing in the Life Sciences, they looked at the HRTM program as one of the degree programs that both colleges have. He indicated students are better served by the Bachelor of Arts approach than by

the Bachelor of Science. He shared another reason for this change is that CASNR will elevate the science requirements for the Bachelor of Science, which would be at odds with programs such as HRTM in CASNR. He said this seems to be similar in CEHS.

Hoffman confirmed there was not another Bachelor of Arts degree offered in either CASNR or CEHS. Waller confirmed this.

Hoffman wondered what the faculty input was in this process? Waller replied this proposal was vetted and approved by both the CASNR and CEHS Curriculum Committees. He said this was made known to the faculty in both of colleges, who were supportive.

Hoffman asked Bryant if this was also true in CEHS. Bryant agreed.

Bryant informed membership that he had spoken with Marjorie Kostelnik today and that she had asked him to convey to membership an apology as she was unable to attend today's meeting due to illness. She also wanted him to share that this is an important step in growing this program and that in looking at other institutions around the country, a great number of tourism programs offer a Bachelor of Arts degree. Bryant said his understanding in conversation with Dean Kostelnik is that this proposal is a part of longer term thinking process to ultimately create a school.

Bryant remarked the original proposal was confusing but voiced this proposal is much clearer. He stated this is a program that is identical in both colleges. Waller recalled the original proposal was proposing a joint degree offered by two colleges. He stated the model we have developed now has the degree in both colleges. He informed this is jointly resourced with some faculty sharing. He indicated there is an aspiration for creation of a school in the far future and this will position us to do that.

Hoffman inquired which college will be the central advising unit. Waller responded ultimately there will be one location and that CEHS had agreed they would house the location that would advise students.

Hoffman asked if a mechanism had been established to prevent curricular drift where the CEHS goes one way and CASNR goes another with requirements in the program. Waller replied the Curriculum Committee for the program consists of faculty from both colleges. He said both have negotiated around some of the previous requirements and allowed the development of something that is really novel from our perspective. He commented there is a very strong collegiality around the program.

Bryant indicated this subcommittee recommends approval of the request from the College of Education and Human Sciences and the College of Agricultural Sciences and Natural Resources for the following: 1) Rename the current Bachelor of Science in HRTM (CEHS and CASNR) to a Bachelor of Arts in HRTM (CEHS and CASNR); 2) As part of the program, students also complete the Leadership and Communications minor offered by the College of Agricultural Sciences and Natural Resources; 3) Remove the emphasis or tracks; students will still be able to

specialize in particular aspects of hospitality when selecting courses from options; and, 4) Align the options in finance, management, economics, and marketing so that students can elect to complete the Business Minor offered by the College of Business Administration for non-business students and introduced a motion to do so. As a motion from a subcommittee, no second is required.

Harbison asked if there were any further questions, comments or discussion and there was none. Harbison called for a vote. The APC voted unanimously to endorse the proposal. Harbison congratulated and thanked Waller for attending and he thanked the APC for its consideration. [Waller left]

Update on Digital Measures Activity Insight™

Harbison indicated the APC had discussed this software program last fall and welcomed guest Lance Perez, who had returned to update membership. He informed upon recommendation from Ron Yoder he had contacted a couple of faculty members from IANR (Institute of Agriculture and Natural Resources) for their feedback and he would summarize this to membership after Perez had given his update. He indicated that Dwayne Ball would not be able to attend today's meeting.

Perez stated when he spoke with the APC last fall; IANR was in the midst of adopting this system. He said this was completed in January and IANR is using this in place of e-ARFA now. He said from feedback he has received from various IANR faculty this was very successful and while implementation wasn't perfect, they continue to work on any glitches that happen when switching from one system to another. He said we continue to work with the College of Architecture and the College of Journalism and Mass Communications, who adopted this program last year. He stated currently the Hixson-Lied College of Fine and Performing Arts is conducting a pilot study. Perez indicated we view the system as being stable and in full production mode. We will continue to facilitate adoption and then to start building out other functionalities of the system that will add value to the faculty and to the units.

Harbison inquired if there was a timetable for completion. Perez replied no. He commented this is not a mandate from the SVCAA office for individuals to use this system. He said as people become interested they try to facilitate their adoption. We will continue to use this approach. Weissinger agreed. She said this is a responsive, not proactive project.

Harbison asked is there any thoughts about using this product for anything other than annual evaluations? Perez replied yes, it is useful in that it has a lot of use beyond annual evaluations. He remarked that was IANR's primary motivation. He stated the hope in the future is this program will generate a lot of application processes and will automatically generate curriculum vitae's (cv's) in different formats once the data has been entered, or to automatically populate web pages. He commented the College of Business Administration (CBA) continues to be the most heavily invested user in terms of time. They use this extensively for accreditation. He said this is another feature that is useful in generating reports needed for accreditation.

Harbison then provided the feedback received from IANR faculty Tamara Jackson and Gary Zoubek. He reported the feedback was fairly positive. He said those faculty said there were complaints but the complaints were largely due to learning a new system. Harbison said there had been technical issues largely with customizing the program, particularly for extension educators, but expressed part of the problem could be that directors needed more guidance in customizing and assistance in answering questions. Harbison said Gary and Tamara had remarked the general feeling was that the learning curve was rather steep but the general feeling was the second time around it would be much better. Harbison said they suggested adding more categories and they also warned against procrastination and waiting until the last day to enter data as this may be problematic. Harbison said Gary thought it was very useful in putting together a CV, particularly for the younger faculty. Harbison concluded Tamara and Gary stated the overall problem was the learning curve and the way it was administered as well as the faculty not knowing how to use the program.

Harbison inquired if there were any questions, comments or discussion.

Lahey asked Perez when faculty can start looking at this system in the College of Arts and Sciences. Perez replied it is up to the department chairs and deans. He reminded this is not mandated. [Green arrived] Lahey informed there was a department meeting scheduled today that he will have to leave for soon and wondered if he should mention this as he did not want to undermine. Perez commented the deans are aware of this program and he thought it would be fine to discuss this. He added if further explanation was needed to please contact him.

Bryant remarked when this was in discussion last fall, Dean Plowman had mentioned CBA had provided help to the faculty to the point of even entering their data. He thought this seemed like a wonderful idea to him and wondered if this was possible to others. Perez responded both our campus and other Big 10 campuses attempted hiring student workers or graduate students to input the data; however this method was not efficient as they just weren't familiar enough with the professional life of the faculty to accurately input the data. He said CBA has a different model and has a single trained staff member to work with faculty. He stated once one gets over the initial hump of entering historical records then there is only the annual update.

McCollough indicated she did not fully understand the purpose of this program and asked for further information. Lance explained that each unit that has adopted this program has had a different motivation. IANR adopted it primarily for annual evaluations due to difficulties sustaining with e-ARFA, CBA uses the program as it significantly eases their accreditation process, and other units find it useful to generate reports. He indicated this really is about facilitating and reducing the burden on faculty for all of the reporting requirements. He added this program has the capacity to provide feeds to web pages so when a faculty vitae is updated in Activity Insight™, it is also updated on the web page. Green remarked the value of this program is that it is much easier to generate annual reports in response to federal requirements and federal funding, not to for "tracking the faculty" as he has heard from some faculty.

Bryant observed a concern the APC should address is the fact of outdated information on web pages. He said it is difficult to continually update and noted that some faculty do not even have a

web page on themselves. He voiced this is a problem in how we present ourselves to current and future students.

Harbison inquired if there were further comments, questions or discussion and there was none. He thanked Perez for attending and updating membership. [Shipley left]

Report from Long-Range Planning Subcommittee on Academic Program Review Supplemental Document [attached to permanent record]

Harbison indicated Lahey would discuss this agenda item. Lahey referenced the document that was electronically sent to APC membership in the handout packet as well as sent to Perez. He informed the Long-range Planning subcommittee had not had a chance to meet due to schedules; however he has prepared a document based on his past experience and involvement as an Academic Program Review (APR) monitor. He indicated he would like APC's responses and suggestions so when the subcommittee meets this can be formalized and presented back to full membership. Harbison asked that this be formalized and presented at APC's next meeting in two weeks.

Marks remarked this document outlines the role of the APC APR representative but wondered what the objective of the report from that representative is. He questioned what the report is supposed to represent and what affect is it supposed to have? Harbison referred to the Timeline/Checklist for Program Review Activities and stated we have discussed this topic before. He said in this timeline document the placement implies the APC representative monitor will have to wait until all responses on reports have been received before reporting to full membership. He said the purpose of the report is noting any problems encountered during the review. He said it would be helpful to either change the timeline or at least make it clear when the APC monitor can report to full APC.

Lahey voiced this was a great idea. He added this would be helpful in that some APC monitors terms have concluded before they could report and this would ensure they would not have to come back to report. Harbison suggested the APC monitor could report as soon as the APR review was completed with an additional supplemental report after the timeline had concluded. Bryant mentioned the APC had agreed in the recent past that the APC APR monitor would prepare his or her report shortly after the APR review had concluded and would send to this document to coordinator Green to hold onto until it was time in the process to report.

Harbison asked if there was further discussion or comments and there were none. He asked membership to send any suggestions or comments on this document to Lahey. Harbison stated he will also prepare a suggested amendment to the Timeline/Checklist for Program Review Activities document and this would be an agenda item at the next APC meeting as well. He thanked Lahey. [Lahey left]

Discussion on Chancellor's Future Long-Range Goals

Harbison indicated Chancellor Perlman would be in attendance at APC's next meeting for his annual briefing to APC membership. He said to prepare for this meeting he would like to initiate discussion at this meeting on recommendations or reflections the APC could share with the

Chancellor that he could either address at the next meeting or take into consideration as he plans future long-range goals for the campus.

Discussion ensued as follows.

Harbison stated he would like to ask what is the short term timeline for response to the campus master plan, which is nearing completion.

Bryant commented he would be interested in an assessment of VSIP (Voluntary Separation Incentive Program) and how the VSIP money created was used. He said this separation occurred two years ago.

Hoffman remarked it has been two years into the five year goals determined by Chancellor Perlman. He wondered on the status of the enrollment of the undergraduate student population as well as on federal funding. He voiced it would be interesting for Chancellor Perlman to re-articulate how this is better for the citizens of the state of Nebraska. He stated it would be helpful for the Chancellor to lay out for example, an individual in Minden, that UNL should grow. Why is this better for Nebraska and our campus to grow?

Harbison remarked no one really knows what the external funding situation will be in the next year but it is looking increasingly likely that sequestration will continue. He said he believes that Nebraska will have it tough and wondered is there a coherent response that Nebraska can make to ensure maybe through congressional representation so that this is not devastating. Green observed the goal was to increase research expenditures with consideration that a proportion of those be federal in nature. He voiced he is optimistic the federal shift is going down and that there are other opportunities out there that may be of competitive advantage to the university. He suggested asking Chancellor Perlman if he could re-articulate the context of the goals.

Bryant commented maybe some reflections on how UNL will provide for the academic teaching of its undergraduate and graduate students in the future.

Harbison inquired if there were further reflections, comments or discussion and there were none. He said he would draft a list for distribution to membership before the next meeting. [Bryant left]

Matters from Vice Chancellors - Academic Affairs, Institute of Agriculture and Natural Resources (IANR), and Research and Economic Development

Harbison asked Weissinger if she had any matters to share or convey. She stated commencement in May will be held outdoors in Memorial Stadium as renovations in the Bob Devaney Sports Center are not completed. She commented this will be exciting. She stated May 1st is the date that incoming freshmen are asked to provide their enrollment deposits. She remarked this gives us a relative good estimate of incoming freshman. She remarked the composition of UNL's undergraduate enrollment from a fiscal perspective continues to change in a positive way, both

resident and non-resident. She voiced she is very confident about the exponential growth in total enrollments over the next five years. She said we continue to build out an amazing undergraduate enterprise that continually is refined as well as marketing in very intelligent and strategic ways.

Weissinger said related to her last comment she would like to share on Monday a university registrar was hired. She stated she believes this is the first true registrar hired in the universities modern history. She said Earl Hawkey will now become the Director of the Student Information Systems. She conveyed his previous role of Director of Registration and Records morphed into a registrar. She explained the difference is that a registrar approaches the work of designing systems, processes, and policies that serve us in the delivery of the curriculum. She added a registrar starts from an academic perspective and questions such as how do colleges and departments view this process, what do they need to support their roles in this process, and how do we build systems and policies. She expressed she is excited about this new person and the transformation of this department. She said this individual will begin in the first of August.

Weissinger mentioned the classroom assignment system. She stated this has to be optimized in order for UNL to deliver the curriculum that is wanted in a way that makes good academic sense. Some members voiced frustration concerning classroom assignments. Weissinger stated the APC should be involved in the conversation. She stated the curriculum needs to be spread out over the hours of the day, more efficiently and effectively than what is occurring now, in order to use our physical plant better. She observed there is a classroom shortage but only between the hours of 10:00 a.m. to 2:00 p.m. She expressed she would like these changes to happen in a thoughtful way. Harbison remarked part of the problem is that 50 students are assigned to a classroom that shouldn't hold that number and that another part of the problem could be the lack of sense of responsibility between classroom assignments and Facilities of who is responsible.

Harbison asked if there were any questions, comments or discussion and there was none. He thanked Weissinger.

Harbison asked Green if he had any matters to share or convey. Green informed membership that he has been spending a lot of time in Washington this past semester dealing with issues brought up earlier in this meeting about sequestration. He expressed in his career he has never seen a time that there is greater talk of reform. He has been involved in reforming USDA and literally rewriting the way that it looks and putting more of it outside of the USDA (U.S. Department of Agriculture) and NSF (National Science Foundation) and other agencies, which he voiced he is fully supportive of. He stated there are a lot of things happening in Washington related to funding. He is quite optimistic that at the end more Federal support might be available.

Green stated with that said, the sequestration will impact basic funding for UNL to approximately \$1M. IANR is basically absorbing that amount in the current fiscal year. He said if that was to reoccur or worsen within a 10 year time the base funds that is received from the federal government for the experiment stations or the extension service would go from \$10M to zero. He said this is one of our challenges currently is figuring out how to absorb that money within an operating fiscal year. He stated we are developing strategies to put Nebraska in a competitive position that won't be possible in other states as they lose federal government

funding. He shared an example is that Iowa State announced yesterday an entire program elimination due to sequestration.

Green stated the faculty hiring initiative is moving very fast. He looked at the pools of candidates for those positions in terms of numbers and said we are receiving approximately 25 to 30 applications for each position. He indicated these positions close mid-April to mid-May. He stated the responses have been very high and expressed excitement about the opportunity.

Harbison asked if there were any questions, comments or discussion and there was none. He thanked Green.

Other Business

Harbison asked if there was other business and there was none.

There being no other business, McCollough moved and Marks seconded to adjourn the meeting. The meeting was adjourned at 4:40 p.m. The next meeting of the Academic Planning Committee will be held on Wednesday, April 24, 2013 at 3:00 p.m. in the City Campus Union.

Respectfully submitted,

Michelle (Shelly) Green
APC Coordinator