

MINUTES

University of Nebraska – Lincoln Academic Planning Committee

December 7, 2016

Members Present: Bloom, Busch, Correias, Farrell, Franke-Schubert, Hinchman, Kostelnik, Simpson, Sollars, Trainin, Wagner, White, Yoder

Members Absent: Delserone, Goddard, Hartman, Marron, Nunez, Yoder

Others Attending: Interim Associate VC Balschweid, Associate Dean Hachtmann

Note: These are not verbatim minutes. They are a summary of the discussions at the Academic Planning Committee meeting as corrected by those participating.

1.0 Call

Wagner called the meeting to order at 3:02 p.m.

2.0 Approval of November 2, 2016 Minutes

Farrell moved for approval of the minutes. Motion seconded by Simpson and approved by the APC.

3.0 Proposal on Sports Media and Communication Program

Wagner noted that Franke-Schubert and Farrell were members of the subcommittee that reviewed the proposed program.

Franke-Schubert reported that the proposal calls for a new major in Sports Media and Communication offered through the College of Journalism and Mass Communications. She stated that the field of sports media and communication has an expected job rate growth of 4% resulting in 27,400 new jobs. She stated that students will also get a background in film and video editing, camera operations, producing and directing, advertising, promotions, and marketing. She reported that students were surveyed to see how much interest there would be for the program and both students and employers were supportive of the idea.

Franke-Schubert stated that there is no other comparable program in the Big Ten, although some institutions offer a major in sports media or offer specialty certificates. She reported that the program does fit into the general scheme of the college and satisfies UNL's criteria for the work force.

Franke-Schubert stated that there are three existing full-time faculty members and two part-time faculty members that already offer classes in the areas required for the major. She reported that expected student enrollment would begin in one year, that there are already 20 students with an emphasis in sports communication, that 10 students have already indicated interest in majoring in sports media and communication, and that the major will grow further.

Franke-Schubert reported that the expected expenses for the new program are \$922,423, which includes salaries, equipment and general operation of the program. Farrell stated that there was concern that there was not enough funding for the technical component and the subcommittee asked how funds will be generated to get the program fully functioning as envisioned. He pointed out that there are concerns about starting a new program given the current budget situation of the University. Hachtmann reported that Dean Marron is working on fundraising and is confident that the needed funds will be raised. She pointed out that the equipment needed for the visual education is already in place and the College received a \$100,000 gift from the Nebraska Broadcasters Association to purchase new equipment. She noted that the major is designed so the students get a well-rounded background. Students also have the option of having more depth to the program by adding 12 credit hours in electives.

Farrell noted that part of the funding for the program is reallocated money. He questioned where the reallocated money is coming from. Hachtmann stated that this money would come from positions not filled. She noted that these unfilled positions are part of the hiring freeze and the plan is to put forward a request to allow the funds to be used for the new program. She pointed out that research shows that there are more majors in the sports media field than other Journalism fields. She reported that there is a critical mass of students from the College that take courses using media equipment.

Bloom asked why the program is not being proposed as an option within an already existing major. Hachtmann noted that currently there is an emphasis in sports media and communication, but the problem is that some of the courses have prerequisites and the students are unable to take these prerequisites in a specific time frame. She pointed out that the skills and knowledge that students need when working in the field of sports media were carefully reviewed. She stated that students that work in sports marketing need to know sports media. Sports is a unique area where all the other fields - broadcasting, journalism, and newswriting - all come together. She stated that the plan is to have the sports media and communication program be a part of the accredited program.

Bloom asked if creating the program is a marketing effort by the College of Journalism and Mass Communications to attract more students. Hachtmann reported that the College has had sports oriented courses and it is the students who have been asking for more courses in this field. She noted that the program was originally started as an emphasis and students liked it, but the way it was set up did not work well for students majoring in other areas.

Correas asked if the introduction of a fourth major in the college will take students away from some of the other majors, or will the numbers stay relatively the same. Hachtmann stated that this was considered, but after talking with the students it was determined that in the first year there will be some split of the students in the majors, but there are many students in the College that are not interested in sports.

Correas stated that the hiring freeze may impact the ability to hire faculty for the new major so the timing of a new program might not be right and this could impact the success of the program. Hachtmann pointed out that there are three existing faculty members of the College that could

immediately start teaching in the program. She noted that the College has more flexibility in hiring part-time instructors to take care of courses in the other majors, but it would be helpful to have some additional faculty members for the sports media and communication program.

Wagner asked how many students are majoring in sports media and communication at other universities. Hachtmann reported that other institutions offer certificates, not majors, and the focus is typically in sports journalism. Farrell noted that the University of Indiana would probably be the biggest competitor, particularly since they just received \$5 million for technology equipment. Hachtmann agreed, but said that Indiana's program is not as well rounded as the program being offered here.

Farrell stated that it is difficult to make a decision because of the timing with the upcoming budget cuts, but there seems to be a lot of support from the community and desire from the students. He questioned whether it might be wiser to approve it after the budget decisions are made for the next biennium. Hachtmann stated that the College believes it has both the equipment and the partnership with outside companies to have a sports media and communication program. She stated that they would really like to offer the major in the fall of 2017. Correas asked if there are enough electives in other colleges that could fill the outside election requirements of the program. Hachtmann reported that there are significant courses in areas such as general education, communication studies, psychology, and other areas.

Wagner stated that the program sounds like an exciting new way to build a distinctive program at UNL. However, the hiring freeze could be destructive to the program. Kostelnik stated that the question is whether this is academically a good program. She noted that the College can manage the finances. She pointed out that if the program attracts more students this will help with the funding.

Farrell stated that he would like to see the program expand out a bit more and stated that the new program in graphic arts would be a great link for the sports media and communication program. He stated that to compete with Indiana the College needs to know whether HuskerVision, and NETV would allow the students to use their facilities for their courses. Kostelnik pointed out that the program could link up to other programs such as sports nutrition and golf management and she sees real potential with the program.

Correas moved to approve the proposal for a Sports Media and Communications program. Motion seconded by Trainin. The motion was approved with one abstention.

4.0 APC Representative Report on English APR

Sollars reported that the APR of the English department was an exceptionally well done review and the external review team members were all very good. She stated that the review was positive and provided helpful suggestions for the department, college, and university. She noted that the review was very complimentary of the strengths of the department. She stated that the review team did identify some specific recommendations for the department to address.

Sollars reported that there were some small glitches with the process, one of which was with scheduling meetings with groups of faculty members. However, the department was very

responsive to the problem. She stated that another small problem was that the Interim VC of Research was scheduled to meet with the review team, but he had a conflict and could not meet with the team. She noted that one of the external team members was very upset because the meeting had been on the Interim VC's calendar for some time. She reported that the student liaison was never present.

Sollars stated that the faculty were not aware that they could meet individually with the review team and she discussed this with Interim Associate VC Walker who felt that it is the responsibility of the APC representative to inform the faculty members of this option. Sollars suggested that the APC should consider writing a standard letter that would inform faculty members that they have the option to meet individually with the review team. Wagner thought this was a good idea. He noted that in APR's that he has served on an announcement was made at the faculty meeting that individual faculty members can meet with the external review team.

Correas noted that the graduate students' TA load is almost double of other Big Ten schools. Sollars stated that this is a critical issue for the department and the review team pointed out that the department will not be able to advance their reputation if they continue giving graduate students such heavy teaching loads. She noted that the review team did provide suggestions on how this problem could be corrected, one of which is to have the graduate students more involved in the Writing Center rather than teaching courses.

Balschweid noted that Sollars had said that she thought the English department could have gotten more out of the review and asked her to clarify her comment. Sollars stated that the review team was not able to get a good sense of the overall undergraduate curriculum and there is a sense that the department bears a real burden by having to provide so many undergraduate courses. She pointed out that every faculty member across the campus should be involved with the students' writing abilities, not just the English department. She stated that the English faculty members put forth the good things they are working on, but the challenges the department is facing were not coherently presented.

Farrell asked what the English department means by imaginative reasoning. Sollars stated that the external review team felt that this was a phrase that was too diffuse and that clarification of it needed to be put forth, particularly in public-facing documents.

Wagner stated that it would be good for the APC to draft a letter that the APC representative can send out to department faculty members informing them that they can request an individual meeting with an external review team when an academic program review is being conducted.

5.0 Hiring and Travel Freeze, University Budget Cuts

Wagner noted that the university will possibly be facing substantial budget cuts in the next biennium, although the university will not know what the exact amount will be until late spring. He stated that the APC will need to deal with any substantial cuts, probably in the fall of 2017. Farrell pointed out that Chancellor Green informed the Faculty Senate that UNL could be facing a \$6 million shortfall after January 1 due to the Governor withholding some of the University's funding that was appropriated by the State Legislature for the current biennium. Kostelnik pointed out that we do not know for sure yet what we will be facing with the budget. Balschweid

stated that the administration has stated that any shortfall for this fiscal year will be handled internally so we do not have to go through cuts of programs.

Wagner suggested that it would be useful for the APC to review the Procedures to be invoked for Significant Budget Reductions and Reallocations. He suggested that the APC members review the document so the process can be discussed at an upcoming meeting.

Kostelnik pointed out that one of our challenges is to decide how the campus can move forward objectively during times of budget cuts. She noted that the APC plays a very important role in helping the campus navigate through a difficult time. She stated that in past budget cuts the APC has sometimes agreed with proposed cuts and other times it has rejected the proposed cuts. Wagner pointed out that the APC will get actively involved when budget cuts are initiated by the Chancellor.

6.0 Other Business - Reports from Interim SVCAA of Academic Affairs, Interim VC of IANR, Interim VC of Research and Economic Development

Kostelnik noted that this will presumably be her last meeting with the APC and she reported that serving on the Committee again reminded her of the importance of the APC. She stated that one of the things she recently learned while serving as Interim SVCAA was how much all the employees on campus care about the students and how their job relates to the students.

Kostelnik reported that the University initially embraced and wanted to lift salaries when the Federal Standards Labor Act (FSLA) was enacted, but the recent injunctions by a federal judge have prevented the University from doing this. She noted that it was a big disappointment for those who were first informed that they would get a raise due to the FSLA, but then didn't receive the raise due to the injunction. However, the University's hands were tied and it has to follow federal law.

Correas wanted to thank Kostelnik on behalf of the Graduate Student Assembly and ASUN for serving as Interim SVCAA.

Balschweid echoed what Kostelnik said about the FSLA. He noted that the majority of the other Big Ten universities have also not implemented the FSLA. He pointed out that one of the problems is that some employees who thought they were getting a raise changed their health care options during open enrollment thinking that they were going to have a higher salary. He stated that the University is trying to reopen the health care enrollment process for these individuals.

Correas reported that the first Graduate Student Assembly application period for funding travel for graduate students received a great deal of interest with 66 applications received. He stated that the new program provides funding to graduate students traveling January through March. He reported that approximately ten applications will be funded. He pointed out that this is a new program and the GSA wants to request additional funding for it.

The meeting was adjourned at 4:23 p.m. The next meeting of the APC will be on Wednesday, January 18, at 3:00 in the Gaughan Multicultural Center, Ubuntu Room. The minutes are respectfully submitted by Karen Griffin, Coordinator.