

MINUTES

**November 11, 2020
University of Nebraska – Lincoln
Academic Planning Committee**

Members Present: Ankerson, Bloom, Boehm, Buan, Clarke, Everhart, Gay, Geisinger, Hachtmann, Hebets, Latta Konecky, Miller, Moberly, Rodene, Smith, Spiller, Tschetter, Zeleny

Members Absent: Wilhelm

Others Attending:

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

Geisinger called the meeting to order at 3:01 p.m.

2.0 Review of Proposed Strategic Marketing Graduate Certificate Program (Hachtmann and Bloom)

Hachtmann reported that the proposal is for a 12-credit hour graduate certificate being offered by the College of Business and it is a distance education only program. She noted that the program focuses on marketing in a broad sense and has the appropriate intellectual content. She stated that it targets existing MBA students as well as other who might want to add the certificate to their credentials. She reported that the proposers estimate an enrollment of 10-15 students, and they plan to use existing courses and could cover additional courses through overload pay for existing adjunct faculty members. She stated that there is evidence of a need for demand and enrollment is not limited to just Nebraska University students.

3.0 Review of Proposed Marketing Analytics Graduate Certificate Program (Hachtmann and Bloom)

Hachtmann reported that the proposed program is similar to the Strategic Marketing Graduate Certificate in that it will consist of 12 credit hours and all of the courses currently exist in the MBA program. If additional courses are needed they would have these courses covered by overload pay for adjunct faculty members. She noted that the proposers anticipate an enrollment of 10-15 students. She pointed out that in both programs overload pay would be covered by funds generated through an updated tuition rate.

Bloom pointed out that one of the proposals did not contain the required tables and he and Hachtmann had to push to obtain answers to questions. He noted that the programs do meet the standards that have been applied, but he thinks the level of effort being put into the proposals lately has not been good. Hachtmann stated that updated tables were received by the Associate Dean of the college.

Moberly stated that certificate programs are attempts by colleges to bundle existing courses making them appealing to new markets. He stated that the process for proposing new courses is lengthy because they are reviewed all the way up to Central Administration and then need to be approved by the Board of Regents. He pointed out that we should move the proposals along as quickly as possible and noted that if these programs do not bring in revenue they will be pulled, particularly given the new budget model that we are working with.

Geisinger stated that the resident student tuition rate in the Business College is \$422 but the proposal lists a tuition rate of \$650. Zeleny pointed out that it could be from differential tuition which the College of Business has.

Hachtmann moved to approve both Marketing Graduate Certificates. Gay seconded the motion and the APC approved both proposals.

4.0 Approval of October 21, 2020 Minutes

Hebets moved to approve the minutes. Motion seconded by Ankerson and approved unanimously by the APC.

5.0 APC Transmittal Letter to the Chancellor on the Proposed Budget Cuts

The APC discussed and recommended changes to the draft transmittal letter. Geisinger stated that he will redraft the letter with the intent of delivering it to the Chancellor by Friday, November 13th.

6.0 Reports from EVC Spiller and VC Boehm

Spiller stated that she would like to discuss in December the program proposal process. She noted that she has discussed with the Deans the need for earlier consultation with the APC in the development of the proposals. She stated that the governance process to the college curriculum committee would not be changed but the current process is missing opportunities for having conversations during the time the program is being developed and the proposal written. She stated that she plans on working with the Deans Council to ensure that every program proposal is carefully reviewed. She stated that she wants to create an open dialogue so any Dean can talk to one another during the development of an academic program.

Boehm reported that COVID is actively moving across Nebraska and is starting to hit rural areas very hard. He stated that another concern is water conservation, and a particularly contentious issue is water quality. He stated that we need to bring people together to tackle these problems and the University has received a \$5 million gift to create a water and health climate program. He noted that IANR will fund the faculty position for this program, but it will be a split appointment as the person will also become the Director for the Water for Food Institute. Buan asked if the faculty appointment will have a split appointment with UNMC and IANR with the tenure home being in IANR. Boehm reported that 55% of the appointment is in the College of Public Health at UNMC and the faculty promotion and tenure committee in the School of Natural Resources will provide input into that person's annual performance and tenure review.

Boehm wanted to thank the Faculty Senate for approving the proposed changes to the Regents Bylaws relating to Extension Educators. He hoped that these proposed changes will be on the Regents December agenda.

Boehm reported that his administration is going to begin looking at IANR's compensation practices and will look at equity and market analyses.

Boehm stated that IANR's federal engagement efforts have been very robust this year which is enabling some good conversations about what can be moved forward in the 2020-2022 biennium budget.

The meeting was adjourned at 4:31 p.m. The next meeting of the APC will be on Wednesday, November 18, 2020 at 3:00 by Zoom. The minutes are respectfully submitted by Karen Griffin, Coordinator.