

**Graduate Council  
Minutes  
October 5, 2012**

The Graduate Council met Friday, October 5, 2012 at 1:30 pm in the Dogwood Room of the University Center.

Members present: S. Alspaw, K. Cooper-Duffy, T. Creasy, A. Debo, M. Fenton, S. Ha, P. Robertson, D. Russell, D. Sally, S. Swanger, M. Tanaka and K. Topolka-Jorissen

Members absent: L. Comer, G. Graham, B. Kloeppel, K. Lunnen, A. Malesky, and E. McNelis

Others present: M. Wargo and E. Frazier

**Announcements**

The announcements were distributed as an electronic handout for the meeting. Graduate Council members were encouraged to submit announcements and to provide feedback on how to make Graduate Council meetings more efficient.

Finalists for the position of Associate Dean of the Graduate School have completed the interview process with the Graduate School staff, Interim Dean Fenton, program directors, and the Selection Committee. A hiring decision will be made after the two candidates for the position meet with the Provost.

A decision was made at the UNC-GA Council of Deans meeting held on October 4, 2012 that UNC Graduate Council representatives from individual universities are no longer needed because the position does not have a clear function. The UNC-GA Council of Deans will continue to meet to review curriculum and vote on new program proposals. Each Deans at each campus will represent their respective campus, after consultation with appropriate faculty or programs, and each dean will have one vote.

**Approval of the Minutes**

Motion and second to approve the minutes of the September 14, 2012 meeting. Motion passed.

**Standing Committee Reports**

**Graduate Faculty Review**

No Graduate Faculty nominations were submitted for review.

**Curriculum Review**

The following curriculum items were reviewed by the Curriculum Committee and came as a seconded motion.

**AA-6**

**Post-Baccalaureate Innovation Management Certificate Program**

The Graduate Certificate in Innovation Management is awarded to students who successfully complete four 3-credit courses: ENT 601 Entrepreneurial Innovation, ENT 610 Entrepreneurial Creation, ENT 640 Entrepreneurial Feasibility Analysis, and ENT 655 Planning a New Venture. If a student desires to complete the Master of Entrepreneurship degree program after completing the certificate program, and the student meets the admission requirements for the M.E. program, the student can apply all credits earned in the certificate program to the M.E. program.

The program is designed to introduce students to the process for developing and commercializing new products and services or improving existing products and/or services.

The Curriculum Committee could not determine if the certificate program is offered as distance or resident credit. The ENT courses are currently only offered on-line in the distance Entrepreneurship program. However, the certificate courses appear to possibly be "hybrid" courses since there is reference to face to face course delivery at Biltmore Park and/or Mission Hospital. The Curriculum Committee had a great deal of discussion about the distance/ resident credit question, but did not come to a determination.

Melissa Wargo provided input stating she believed the certificate program was an Educational Outreach Division contract program which means the program is not state funded and will not generate SCHs. Contract credit hours are non-fundable credit hours covered by overload faculty. Dr. Wargo also stated the 12 credit hour certificate program would not count as a credential in the General Administration performance based model. Post-baccalaureate certificate programs must be at least 18 credit hours in order to count as a credential according to the Integrated Post-Secondary Education Data System (IPEDS), the primary source for data on colleges, universities, and technical and vocational postsecondary institutions in the United States. Post-baccalaureate certificate programs requiring less than 18 hours, and post-master's certificate programs requiring less than 24 hours cannot count for funding.

Approved with the condition that the Chair of the Curriculum Committee, Linda Comer, follow up with Bill Richmond, the contact person on the AA-6, regarding the need for a Library Consultation form and to determine whether or not the program is a distance program which would require an Educational Outreach Division review. Dana Sally suggested Katy Ginanni as a library contact person regarding the Library Consultation form.

## **Accountancy Program Admission Requirements Change**

In addition to the Graduate School Admission Requirements, M.Ac. applicants must present a satisfactory score on the Graduate Management Admission Test (GMAT) or the Graduate Record Examinations (GRE). A minimum GMAT score of 450 is recommended. The entrance examination requirement may be waived for Beta Gamma Sigma members with an undergraduate degree with a major in Accounting. At the discretion of the program director, the entrance examination requirement may be waived, if the applicant has previously passed the Uniform CPA examination. In addition, applicants must present an undergraduate GPA sufficient to demonstrate an acceptable probability of success in graduate level studies. Performance in prerequisite coursework will be considered in the decision process. Three letters of recommendation are required and personal interviews may be requested. Meeting these criteria does not guarantee acceptance. The program encourages applications from students with undergraduate degrees in accounting and also from those who have completed degrees in other fields.

Sue Swanger, program director for Accountancy, addressed questions and concerns from Graduate Council members regarding the proposed change to the admissions requirements. Dr. Swanger explained the change is proposed in order to be competitive with other graduate Accountancy programs who had made this change to their admissions' requirements. The change would affect very few applicants (3-4 per year) and would be monitored to ensure the students admitted did succeed in the program.

Approved.

## **MA Psychology Program**

Students in the MA in Psychology program spend considerable time and effort during their first year spring semester developing a thesis proposal. During this time they engage a chairperson, add committee members, explore and focus topic area, and prepare a written and oral prospectus for defense. They cannot actually take thesis hours (PSY 699) because they do not have a proposal that has been approved by the Graduate School. But the prospectus development process requires considerable time on the part of the faculty chair as well as the student. Thus, we want to recognize this with formal academic credit. There would be one 3-hour section of PSY 599 (new course) required, and passing it would be a requirement for continuation in the program. Students would still be required to complete 6 hours (rather than 9) of PSY 699 Thesis credit.

### **AA-5**

PSY 599 Thesis Proposal (3)

The Curriculum Committee recommended holding the AA-6 for the MA Psychology Program and the AA-5 for PSY 599 for additional information and a vote at the November 16 meeting.

The Curriculum Committee wants to find out answers to the following questions:

- 1) Why does the MA Psychology Program require so many thesis hours?
- 2) Is PSY 599 a prerequisite for PSY 699?
- 3) Has the Registrar's Office given permission for PSY 599 to be offered in the 2013 spring term?

Hold pending additional information.

## **Academic Program & Policy Review**

The Academic Program & Policy and Review Committee had no report.

## **Student Financial Aid**

The Graduate Council Student Financial Aid Committee had no report.

## **Agenda Items**

### **New Graduate Council Committees:**

The new Graduate Council committees were presented and discussed. Interim Dean Fenton will schedule meetings with each committee to discuss expectations, duties, and responsibilities for the 2012-13 academic year.

Alvin Malesky was named by Interim Dean Fenton as Chair of the Graduate Education and Advancement Committee. Current Chairs of the other committees will remain for the 2012-13 academic year.

**Melissa Wargo, Assistant Vice Chancellor from the Office of Institutional Planning and Effectiveness:**

Melissa Wargo, Assistant Vice Chancellor from the Office of Institutional Planning and Effectiveness attended the Graduate Council meeting to share information and respond to questions about data reporting, the role of the Office of Institutional Planning and Effectiveness, and how this might be of use or impact graduate program assessment and review during the program prioritization process.

Dr. Wargo led the 2020 Strategic Planning initiative and will provide information to the Program Prioritization Task Force beginning at their first scheduled meeting on Monday, October 8. She stated she would explain what data is reported and who it is reported to by the Office of Institutional Planning and Effectiveness. She emphasized the importance of and the need for a consistent way of reporting relevant data for Western Carolina University.

The Office of Institutional Planning and Effectiveness is responsible for all of the official data reporting to the following:

- General Administration
- General Assembly
- Federal Government
- Integrated Post-Secondary Education Data System (IPEDS)
- Statutory authorities
- Accrediting agencies
- Various surveys and studies

The Office of Institutional Planning and Effectiveness extracts reporting data from the Banner Student Information System after the term census date. The Banner Student Information System is a dynamic data set, but for official reporting purposes, a static data set is used. Census data is reported on actively enrolled students resulting in definitional data issues. Questions raised about the reporting often concern perceived differences and inconsistencies in the data.

The academic program prioritization review process raises the question about what data will be used. Will the Registrar's Office's transactional data be used or will the Office of Institutional Planning and Effectiveness' reporting data be used? Data issues regarding what will be problematic will get reported to the Provost as the academic program prioritization process begins. The information typically requested to evaluate academic programs is as follows, but no single metric or factor applies:

- Program enrollment
- Enrollment trends from the past 5-10 years
- Program level retention and graduation rates
- Qualitative factors
- Time to completion
- Job placement statistics
- Faculty workload
- SCH(Student Credit Hour) production which is the factor WCU is funded under by the state
- Full-time Equivalents (FTE)

Dr. Wargo shared that there are program level reporting problems using the above factors which complicates the data reporting. Student headcount is easily reported (how many students are actively enrolled and eligible to enroll), but program productivity is not easily defined or reported. Productivity can be defined by SCH production; however, SCHs are generated by a department, not a program for reporting purposes. Faculty also get counted by department, not by program for reporting purposes. Dr. Wargo explained that she does not know how the Program Prioritization Task Force plans to deal with these data reporting issues, but she will make the committee aware of the issues and concerns so they can be recognized and addressed early on.

A Graduate Council member raised the concern that graduate level programs with clinical classes often have enrollment limitations set by program restrictions or accreditation standards. The enrollment limitations result in reduced SCH production which can give the appearance of low productivity related to FTEs. Dr. Wargo responded that there is a tendency to compare programs within the institution equally which can be problematic. She suggested establishing peer programs at other institutions to make comparisons between programs.

A Graduate Council member asked what data would be relevant in the academic program prioritization review process. Melissa responded that she did not have the answer at this time. However, she did state Performance Based Funding criteria may or may not be the most relevant data for program prioritization. She hopes the relevant data is meaningful and not necessarily the data that is available. The aggressive timeline of the prioritization process is a concern because extracting meaningful data takes time. She explained a matrix of data elements is available, but what is strong Banner data or weak Banner data can be difficult to ascertain.

A Graduate Council member asked what the goal of academic program prioritization review process might be. Is the perspective a top-down or bottom-up approach? Dr. Wargo responded the academic program prioritization review process should be both top-down or bottom-up simultaneously. The 2020 Commission report and the Strategic Plan should inform the process and provide the parameters. A practical perspective is needed. The proliferation of programs

within the past 10-15 years has created a need to evaluate and reallocate university resources and to narrow curricular options. State budget issues highlight the need to do this.

A Graduate Council member commented that SCHs drive everything from funding to student metrics such as earned hours and tuition, so couldn't program evaluation occur from the student level. Dr. Wargo responded the data could be extracted at student level, but the reporting is not currently programmed to report from the student level. The Office of Institutional Planning and Effectiveness manually programs reports in SAS. Therefore, the required reports currently in use are the reports available. At present, SCHs can be calculated by course prefix (the category of funding) and by having the SCH follow the faculty member. There is no calculation for SCH to follow the student.

During the last part of the meeting, Dr. Wargo explained the University of North Carolina Weighted Formula Funding matrix and responded to questions from the Graduate Council members about the SCH funding formulas and funding categories.

**Suggested Agenda Items for 2012-13:**

Graduate Council member were asked to suggest agenda items for the 2012-13 academic year. Please e-mail Elizabeth Frazier.

The meeting was adjourned at 3:30 pm.

Submitted by – Elizabeth Frazier

Please note: All attachments are on file in the Graduate School with the Graduate Council meeting minutes.