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2013 September 30 - Graduate Council Minutes

College of Graduate and Continuing Studies, East Tennessee State University

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Graduate Council – Minutes
East Tennessee State University
September 30, 2013 1:15pm
President’s Conference Room – Dossett Hall 206

Present: Dr. Karin Bartoszuk, Ms. Queen H. E. Brown, Dr. Russell Brown, Dr. Scott W. Champney, Dr. William R. Duncan, Dr. Emmett M. Essin, Dr. Marsh Grube, Ms. LaDonna Hutchins, Dr. Marie Jones, Dr. Jeff R. Knisley, Ms. Billie Lancaster, Dr. Lori Marks, Dr. Brian J. Maxson, Dr. Martha M. Pointer, Dr. Kathleen Rayman, Dr. Evelyn Roach, Mr. Joshua Savage, Dr. Janna Scarborough, Dr. Marie Tedesco, Dr. Michelle Lee, Dr. Florence M. Weierbach

Absent: Ms. Maria D. Costa, Dr. Rob Pack, Dr. Mitch Robinson, Dr. Ester L. Verhovsek, Ms. Colleen Scott, Dr. Cecilia A. McIntosh

Guests: Dr. Phillip E. Miller, Chair of Management and Marketing, Dr. Kelly Price-Rhea, Marketing, Dr. Don Shemwell, Marketing, Dr. Xuefeng Liu

Approval of August 2013 Minutes:

The June 10, 2013 minutes were approved with the following correction. The last two sentences in the Report from Academic Council were rewritten by Dr. Grube as: The second item was the SACS response to the Reaffirmation Committee. The report centered on Institutional Effectiveness compliance and QEP Assessment issues. SACS response comes in December.

Curriculum Subcommittee report – Dr. Marie Jones

Each of the proposals below was considered using the following characteristics as an element of the appropriateness of the proposal:

- Appropriate credit hour assignment
- Appropriate discipline-specific best practices
- Appropriate purpose and goals of the proposal
- Appropriate intellectual/learning outcomes
- Appropriate content and topics
- Appropriate major assignments
- Appropriate class level
- Appropriate course type
- Appropriate course delivery method
- Conflict with other courses or programs
- Articulation and transferability of credit to other institutions

- I. **Non-Substantive Curriculum Change**—BIOS, MPH Change in concentration requirements to replace two mathematics statistics courses with two biostatistics courses, as recommended by the Council on Education in Public Health accreditation team.

The subcommittee recommends approval with the following changes:

Rationale: first sentence, replace “has” with “requires”; delete “There is considerable overlap in the content of these courses.” Edit next sentence to read: “The Statistical Methods courses will be replaced with two other *existing* graduate biostatistical...”

Summary of Actions: suggested edit: “...elective courses are chosen for *other* concentrations in the MPH degree program.”

Newly created ETSU courses: FALSE

Deleted from course inventory: FALSE

In the proposed curriculum revision section, indicate courses to be deleted by placing three bolded X’s on each side of the course ID.

Action taken by council: approved with recommendations

- II. **Non-Substantive Curriculum Change—BIOS, Biostatistics Certificate.** Change in certificate requirements to replace two mathematics statistics courses with two biostatistics courses.

The subcommittee recommends approval with the following changes:

Rationale: Suggested wording: “Expansion of offerings in public health biostatistics provides the opportunity to modify the certificate to include courses with greater public health statistics focus.” Modify to remove suggestion that initial program design was faulty. Rationale from concentration change is better.

In the proposed curriculum revision section, indicate courses to be deleted by placing three bolded X’s on each side of the course ID.

Action taken by council: approved with recommendations

- III. **Substantial Course Modification MGMT-5547 Corporate Etiquette:** Separate MGMT 4547/5547 into two distinct courses for graduate and undergraduate students, with the graduate course newly titled “Business Protocol”

The subcommittee recommends approval with the following changes:

Correct typographical errors: in attendance policy, regualr should be regular and in rationale differnet should be different

Action taken by council: approved with recommendations

- III. **New Course NRSE 6512—Integrated Complementary Healing Approaches for Advanced Nursing Practice.** This course was part of the DNP program proposal, but was inadvertently dropped during proposal process.

The subcommittee recommends approval with the following changes:

Change implementation date to future.

Description of reflective journal: typographical error in first line (“fress”)

Change grading scale Below 75% F.

Academic misconduct: remove “1” and correct spelling on plagiarism.

Action taken by council: approved with recommendations

- IV. **TBR Proposal--New Program: M.S. in Digital Marketing.** This proposal presents a new program in the Management and Marketing department.

The subcommittee recommends approval with the following changes:

- A. Anywhere you refer to program coordinator, edit to read, “graduate program coordinator.” Refer to the graduate coordinator website (<http://www.etsu.edu/gradstud/Coordinators.aspx>) for description of graduate coordinator qualifications and duties
- B. Cover page: use M.S. as degree abbreviation; on page 3 part b, do likewise.
- C. Page 3, NEED: add “entry-level positions” after “graduate deficit of 360.”
- D. Page 4, paragraph 2: suggest using digital marketing (broader term) rather than online marketing
- E. Page 4, paragraph 3: change to read, “The graduate program coordinator and admissions committee (comprised of marketing program graduate faculty)...” Make same change on page 6, part C.
- F. Page 4, paragraph 3, last sentence: write out “approval of the M.S. digital marketing graduate coordinator.”
- G. Page 4, IMPACT: revise to read “competitive, innovative, and rigorous.”
- H. Page 4, IMPACT, suggest giving URL for the American Marketing Association that links to information they have on their “focusing on the digital marketing environment”
- I. Page 5: LOW-PRODUCING: Delete reference to graduate school—leave it, simply, “Not applicable

- J. Page 6: Why will the admissions committee will “seek a balance of experienced and inexperienced students”? Suggested change: “seek a balance between fulltime and part-time students (see table).”
- K. Page 6: Change reference to “ETSU Graduate Office” to “ETSU School of Graduate Studies”
- L. Page 6: Articulate retention standards for the program. “Retention standards are the same as used by graduate studies and are found in the graduate catalog.”
- M. Page 6, Capstone experience: Explain that students will be able to view each other’s capstone presentations.
- N. Page 6, Capstone experience, sentence 3: Remove “will” (to match tense elsewhere in paragraph)
- O. Page 7: Be absolutely sure that all course descriptions in this document match word-for-word the course descriptions in the course proposals. MSDM 5000, 5020, 5030, and 5050 are not exactly the same.
- P. Page 9, college and faculty cooperation: In reference to industry practitioners, be sure to state that, in addition to applying for a position—or to teach as an adjunct—they will be required to apply for and receive graduate faculty status.
- Q. Page 10: Explain the ratio of 60% PT to 40% FT students. Suggested language “the ideal balance of experienced practitioners...”
- R. Page 11: See comment about graduate program coordinator; you could consider mentioning that the ETSU School of Graduate Studies conducts exit surveys of all graduating graduate students and will share results as applicable.
- S. Page 14: under Resources, include again that practitioner adjuncts will be required to obtain graduate faculty status in order to be able to teach in the program.
- T. Page 15: Add description of the source of administrative costs that appear in the financial projection form.
- U. Page 16 Student Advisement Support: “Student advising will be facilitated by the M.S. Digital Marketing graduate program coordinator....Graduate Student Success Specialist are currently in place through ETSU’s School of Graduate Studies to assist with various student services.”
- V. Page 17, Section VI: Suggest replacing “is planned” with “exists.”
- W. Page 17, Section VII, 3.g. should read: “MCM (alternate degree designation for one concentration in the MPA program; using an alternate degree designation to be recommended to cease)”
- X. Page 19, Financial Projection form: Increase budget to meet increase in GA stipends. For the 2014-15 year, the president has stated intentions to start a phase in of a stipend increase of \$500 per year for 4 years. Therefore, the stipend should be \$6500 for year 1, \$7000 for year 2, etc. (and this needs to be explained in the narrative of the proposal). If planning a fiscal year GA, the current minimum stipend for a fiscal year GA is \$8000. For the 2014-15 year, the president has stated intentions to start a phase

in of a stipend increase of \$500 per year for 4 years. Therefore, the stipend should be \$8500 for year 1, \$9000 for year 2, etc. (and this needs to be explained in the narrative of the proposal). Also, be sure that summer tuition is budgeted (required to take at least 9 graduate credits in fall and in spring, and 6 graduate credits in summer).

- Y. Confirm with Dr. Grube if additional appendices are needed: B – Crosswalk between courses, learning objectives for the degree, and faculty qualifications to teach (including graduate faculty status); C – Sample programs of study for full time and part-time students (term-by-term). Helps see when courses will be offered, etc.

Action taken by council: approved with recommendations

- V. **New Course Proposal: MSDM 5000 Social Media and the Brand.** This course is part of the program proposal for the M.S. in Digital Marketing.

The subcommittee recommends approval with the following changes:

Rationale should be for the course, not the degree. Shorten and tighten language. Delete last three sentences.

Course should NOT be repeatable for credit.

Omit technology sentence under the heading for faculty.

Catalog description: suggest omitting “such as email and mobile” as this could become dated

Purpose and Goals: 2nd sentence: “serve the purpose of addressing” last sentence – change “department” to “course”.

Add some description to the Major assignments, especially the marketing strategy plan. Tie description into learning outcomes.

In “Other” section of syllabus, add academic misconduct policy.

On syllabus bibliography, delete “(Due to 100% online delivery, the bibliography is comprised of library databases that cover marketing resources)” and replace with heading: “ETSU Library Databases”

Action taken by council: approved with recommendations

- VI. **New Course Proposal: MSDM 5010 Search Marketing.** This course is part of the program proposal for the M.S. in Digital Marketing.

The subcommittee recommends approval with the following changes:

Rationale should be for the course, not the degree. Omit last three sentences.

Can omit technology sentence under the heading for faculty.

Purpose and Goals: Make these directly relate to the course, not the program at large—“The purpose of the course is to...” last sentence – change “department” to “course”. Heading should be “Goals of the course,” not “Objectives...”

Articulate how major assignments relate to learning outcomes (don’t see the creation and management of pay-per-click campaign reflected).

Add description to the Major assignments and articulate connection with learning outcomes.

In “Other” section of syllabus, add academic misconduct policy.

On syllabus bibliography, delete “(Due to 100% online delivery, the bibliography is comprised of library databases that cover marketing resources)” and replace with heading: “ETSU Library Databases.”

Action taken by council: approved with recommendations

- VII. **New Course Proposal: MSDM 5020 E-Commerce Marketing/Direct Marketing (B2C).** This course is part of the program proposal for the M.S. in Digital Marketing.

The subcommittee recommends approval with the following changes:

Rationale should focus on the course, not the degree. Delete final three sentences.

Can omit technology sentence under the heading for faculty;

Purpose and Goals: first sentence, start out “The main purpose of the course is to help...), second sentence “The course also addresses the technology...”, last sentence – change “department” to “course”,

instead of “Objectives of the course include”, use “The goals of the course are: and then use “To” at the beginning of each bullet to have parallel language; articulate how major assignments relate to learning outcomes; add some description to the Major assignments

In “Other” section of syllabus, add academic misconduct policy.

Show library holdings in bibliography

Action taken by council: approved with recommendations

- VIII. **New Course Proposal: MSDM 5030 Consumer Behavior in the Online Environment.** This course is part of the program proposal for the M.S. in Digital Marketing.

The subcommittee recommends approval with the following changes:

For transcript title, suggest Consum Behav Online Env.

Rationale should focus on the course, not the degree program. Start with, "This course will serve the purpose of addressing..."

Omit technology sentence under the heading for faculty;

Articulate how major assignments relate to learning outcomes and describe major assignments.

In "Other" section of syllabus, add academic misconduct policy.

On syllabus bibliography, delete "(Due to 100% online delivery, the bibliography is comprised of library databases that cover marketing resources)" and replace with heading: "ETSU Library Databases."

Action taken by council: approved with recommendations

- IX. **New Course Proposal: MSDM 5040 B2B Digital Marketing.** This course is part of the program proposal for the M.S. in Digital Marketing.

The subcommittee recommends approval with the following changes:

- A. Articulate how major assignments relate to learning outcomes and add description to the Major assignments.
- B. Correct character set in bullet 3 of attendance policy
- C. In "Other" section of syllabus, add academic misconduct policy.

Action taken by council: approved with recommendations

- X. **New Course Proposal: MSDM 5050 Web Analytics.** This course is part of the program proposal for the M.S. in Digital Marketing.

The subcommittee recommends approval with the following changes:

- A. Rationale should be for the course, not the degree;

In catalog description, emphasize analytics aspect of the course to differentiate this course from others in program. Suggestion: Change “explores” to “analyzes.”

Omit technology sentence under the heading for faculty.

- D. Purpose and Goals: Be sure emphasis is on course purpose, not program purpose.

- E. Articulate how major assignments relate to learning outcomes and add description to each assignment.

In “Other” section of syllabus, add academic misconduct policy, disability services statement, and graduate student success specialist.

Action taken by council: approved with recommendations

- XI. **New Course Proposal: MSDM 5060. Business Analytics, Data Visualization and Online Metrics.** This course is part of the program proposal for the M.S. in Digital Marketing.

The subcommittee recommends approval with the following changes:

- A. Rationale should be for the course, not the degree. Omit last three sentences.

- B. Purpose and Goals: Be sure emphasis is on course purpose, not program purpose.

- C. Articulate how major assignments relate to learning outcomes and add description to each assignment.

In “Other” section of syllabus, add academic misconduct policy.

Action taken by council: approved with recommendations

- XII. **New Course Proposal: MSDM 5080. Digital Marketing Research.** This course is part of the program proposal for the M.S. in Digital Marketing.

The subcommittee recommends approval with the following changes:

Rationale: Write out “quant/stat”

Omit technology sentence under the heading for faculty.

Purpose and Goals – Focus it more: The purpose of this course is to...

Correct font in Major Topics section (not just printing error; online as well)

Articulate how major assignments relate to learning outcomes and add some description to the major assignments. Remove doubled heading on major assignments, grade assignment, grading scale, attendance policy.

Add Academic Misconduct policy to “other” section of syllabus.

Action taken by council: approved with recommendations

- XIII. **New Course Proposal: MSDM 5090 Digital Marketing Strategy.** This course is part of the program proposal for the M.S. in Digital Marketing.

The subcommittee recommends approval with the following changes:

Rewrite rationale to focus on course, not program.

Add closing parenthesis on Graduate Faculty in the list of instructor names and credentials.

Focus the course purpose and goals: “The purpose of the course is to...”

Articulate how major assignments relate to learning outcomes and add description to the major assignments.

In “Other” section of syllabus, add academic misconduct policy.

Action taken by council: approved with recommendations

- XIV. **New Course Proposal: MSDM 5100 Digital Marketing Strategic Experience.** This course is part of the program proposal for the M.S. in Digital Marketing.

The subcommittee recommends approval with the following changes:

- A. Focus the rationale more tightly, indicating that this is the capstone course for the program. Final sentence is your lead.
- B. Purpose and goals: typographical error—“inyo” for “into”
- C. Make clear that the capstone has both a written report and an oral presentation. Be clear if this is an individual effort or if students have the option of working in teams.
- D. Describe major assignments have description, include when plan for capstone is due, and be presented as benchmarks due on or before certain times of the semester.
- E. Consider a description of how or if other students may observe or participate in the presentations.
- F. Academic Misconduct statement needs to be included.

Action taken by council: approved with recommendations

A. Graduate Faculty Subcommittee report and recommendations – Dr. Marks.

Appointment

<u>Applicant</u>	<u>Department</u>	<u>Recommendation</u>
1. Bhuse, Vijay	Computing	Member
2. Bland, Carol Mason	Teaching and Learning	Member
3. Chesley, Colin	Health Services Management & Policy	Affiliate
4. Gorman, Charles	Management & Marketing	Member
5. Hoque, Mohammad	Computing	Affiliate
6. Johnson, Michelle	Allied Health	Affiliate
7. Joyner, Andrew	Geosciences	Member
8. Krishnan, Koyamangalath	Internal Medicine	Senior Member

9. Pealer, Jennifer	Criminal Justice and Criminology	Member
10. Roach, Ronald	Appalachian Studies	Member
11. Tavoc, Tabitha	Allied Health Sciences	Member
12. Tweed, Stephanie	Educational Leadership	Affiliate

Reappointment

<u>Applicant</u>	<u>Department</u>	<u>Present Status</u>	<u>Recommendation</u>
1. Crittenden, Courtney	Criminal Justice and Criminology	Affiliate	* Member
2. Drinkard- Hawkshawe, Dorothy	History	Associate	Member
3. Greene, Rachel	Chemistry	Temporary	Member
4. Lehrfeld, Michael	Computing	Affiliate	Member
5. Mustain, Eric	Health Sciences	Associate	**Incomplete Application
6. Rasmussen, Susan	Nursing	Affiliate	* Member

* Contingent upon the dean's signature

**Return for department chair and dean's recommendations and signature.

Action taken by Council: approved that included Dr. Crittenden, Dr. Greene, Dr. Mustain, Dr. Rasmussen

Report from Academic Council – Dr. Marks:

Dr. Marks reported the proposed policy for second doctoral degrees was approved by Academic Council. Also, the proposal was approved later by Dr. Noland.

Dr. Marks stated a proposal from Faculty Senate which concerns reporting and evaluation beginning January 2013. The proposal implements evaluating and reviewing with feedback every year for each faculty member up for tenure status instead of each three years. Dr. Marks suggested those who wish to voice your concerns, please contact Dr. Bill Kirkwood, chair of this subcommittee.

Old Business:

Dr. Marks stated the graduate faculty forms are being received with missing signatures. Dr. Bartoszuk reported the Graduate School meet with ETC last week. The new Graduate Faculty online system should be implemented in the spring and will eliminate missing signatures, comments, or marking of recommendation from the forms.

New Business:

No new business was brought forward.

Other:

No other business was brought forward.

Adjournment:

There was no further business to discuss; therefore, the meeting was adjourned at 2:05 pm