

**Texas Tech University  
Academic Council  
Meeting of June 15, 2010  
1:30 PM, Provost's Conference Room**

**AGENDA**

1. Minutes of May 19 meeting (attached)
2. Setting overrides in courses
3. "Parental FERPA passwords"
4. Procedures for proofing diplomas, Commencement program
5. Noel-Levitz Advising and Retention Analysis and Recommendations  
  
(attached 2)
6. Course Approvals (attached)
7. Other Business / Announcements
8. Adjourn by 3:00

# ACADEMIC COUNCIL

## Texas Tech University

Meeting of  
**June 15, 2010**

### MINUTES

**Present:** Wendell Aycock, Calvin Lewis for Wesley Cochran, Susan Harkey for Cathy Duran, Greg Elkins, Bob Henry, Sheila Hoover, Ramona Johnson for Norm Hopper, Lynn Huffman, Patrick Hughes, Peggy Johnson, Sue Jones, Michelle Kiser, Bobbie Latham, Ethan Logan, Hossein Mansouri, Pat McConnel, Juan Munoz, John Kobza for Walt Oler, Valerie Paton, DaNay Phelps, Marjean Purinton, David Roach, Herschel Mann for Brian Shannon, Clifton Ellis, Brian Steele, Rob Stewart (chair), Kenton Wilkinson for Kevin Stoker, Janessa Walls, Tess Barlow for Vicki West

The Academic Council reviewed the minutes from May 19, 2010. Purinton moved to accept the minutes as presented, Aycock seconded the motion, and the motion passed.

Stewart updated the council on course overrides and asked council members to advise their staffs not to override students into classes offered by another college.

Henry advised council members that Texas State University gives parental passwords to parents to allow them to check their child's grades and information online. He questioned whether this might be feasible at Texas Tech. Latham noted that the University of Texas has a similar program but students must grant online access to their parents. Latham said she would contact the universities for information.

Stewart noted the recent problem of errors appearing on diplomas and asked council members to confirm that all procedures are in place within each college to catch errors. He also invited council members to make suggestions for improvement in avoiding errors. Huffman asked for the date of graduation to be repopulated in COGNOS.

Stewart said he has met with Jim Burkhalter, Greg Elkins, Ethan Logan, and Juan Munoz to review the "Noel-Levitz Retention/Advising Opportunities Analysis." Although Texas Tech is already doing some of the practices recognized nationwide as best practices in the area of advising/retention, the Noel-Levitz analysis recommends that the university create a central office responsible for the administrative functions of advising on campus. This office would work collaboratively with the associate deans and advisors in each college. To consider options in implementing this recommendation, the university will form an advising/retention committee. Stewart invited council members to contact him if they would like to serve on the new committee.

Jones presented the June course approval summary. Aycock moved the course be accepted as presented, Huffman seconded the motion, and the motion passed.

#### **Other Business**

- Stewart thanked the council for being so helpful with ASU and HSC information that they provided.
- Paton updated council members on her efforts to work with Christy Blakney in drafting a new operating policy regarding executive degree programs.

- Nicci Price is creating an Associate Deans and Academic Council global list on Outlook.
- The College of Education is beginning the search for a new dean.
- Lawrence Schovanec is the new Dean of Arts and Sciences.
- Susan Fortney is the new Interim Dean of the School of Law.
- Marjean Purinton is the new Acting Dean of the Honors College.
- The College of Engineering is in negotiations regarding selection of a new dean.
- Greg Elkins reported that his office is expecting 4,900 to 5,200 freshmen in the fall.

**July 2010 Academic Council  
Summary of Proposed Course Approvals**

No.	College	Action	Prefix & No.	Title	HRS	Fee	Description/Term/CIP/Level
1	AS	ADD	HIST 5336	Studies in American Sexuality	3:3:0	Y	Examines trends and topics central to the key debates in the history of American sexuality. <b>Justification:</b> The department has found an increasing number of graduate students completing teaching and/or research fields in gender studies. Central to the study of gender is the history of sexuality, a field that provides some of the more theoretically engaging debates that transcend its specialization. This course will serve students in various disciplines and geographical areas of study. <b>Effective Term: Spring 2011</b> <b>CIP Code: 54.0102.0001</b>
2	AS	ADD	HIST 5358	Islamic Reform, Revival, and Politics in the Middle East	3:3:0	Y	Focuses on various Islamic reform and revival movements in the Middle East and their impact on society and politics. <b>Justification:</b> There is no graduate-level course on Middle Eastern or Islamic history. This course will introduce interested graduate students to the various movements of Islamic reform and revival that have buffeted the Middle East over the course of the twentieth and twenty-first centuries. It will allow students to build their knowledge of an important subject and enhance their knowledge of international developments and trends. <b>Effective Term: Spring 2011</b> <b>CIP Code: 54.0101.0001</b>
3	ENGR	ADD	ECE 4363	Pattern Recognition	3:3:0	Y	Prerequisite: MATH 3342. For majors only or departmental consent. Foundational topics in pattern recognition, linear discriminate functions, support vector machines, generalized decision functions, Bayes classifier, and various clustering techniques. <b>Justification:</b> This course will be offered annually along with ECE 5363, Pattern Recognition. It is important to the program to broaden elective offerings for the computer engineering curriculum and signal processing concentration and to provide advanced knowledge in the field of pattern recognition. ECE faculty research is heavily involved in this area of study. <b>Effective Term: Spring 2011</b> <b>CIP Code: 14.0901.0006</b>
4	MC	CHG number, hours	MCOM 6010 to MCOM 6302	Mass Communications Pedagogy	V1-3 to 3:3:0	Y	In-depth study of and research into effective teaching methods for mass communications faculty in their specialized fields. <b>Justification:</b> Faculty teaching assignments are based on the assumption of a 3-hour course. This 1-hour course becomes an overload for a faculty member. Students prefer courses with multiples of 3 credit hours. The college's Ph.D. program aims to address the importance of teaching ability for graduates. By increasing the credit hours and instruction in the course, a more robust spectrum of pedagogical issues can be covered. <b>Effective Term: Fall 2010</b> <b>CIP Code: 09.0102.0001</b>

5	MC	ADD	MCOM 6366	Advanced Mass Communications Theory	3:3:0	Y	Prerequisite: MCOM 5366. Explores philosophical foundations underlying the social scientific approach and investigate the fundamental components of social scientific theory as a tool of scientists. <b>Justification:</b> There is currently no Ph.D.-level theory course in the college. This course will fill the need. In spring 2010 an elective entitled "Advanced Theory" was the largest Ph.D. class in the college. Students have requested a required 3-hour class on this topic. <b>Effective Term: Spring 2011</b> <b>CIP Code: 09.0102.0001</b>
6	HS	ADD	PFP 5000	Individual Study in Personal Financial Planning	V1-6	Y	Prerequisite: Consent of instructor. Individual study or research under the guidance of a personal financial planning faculty member to enhance the degree program. May be repeated for up to 6 hours credit. F, S. <b>Justification:</b> A variable hour independent study course is needed in the graduate program. <b>Effective Term: Fall 2010</b> <b>CIP Code: 52.0804.0016</b>
7	HS	ADD	PFP 5320	Legal and Regulatory Aspects of Personal Financial Planning	3:3:0	Y	Prerequisite or corequisite: PFP 5371, PFP major, dual degree student, or consent of instructor. Application of law, ethics, and regulatory policies to personal financial planning. <b>Justification:</b> This adds a graduate course in law and regulation of financial planning and financial planners. It replaces the BLAW requirement and adds an elective credit for M.S. students with BLAW credit. <b>Effective Term: Fall 2010</b> <b>CIP Code: 52.0804.0016</b>
8	HS	ADD	PFP 5325	Introduction to Charitable Giving	3:3:0	Y	Introduces students to the techniques of charitable planning as viewed from the perspective of donors, financial planners, and fundraising professionals. <b>Justification:</b> The division is adding charitable giving as an area of teaching and research to expand the breadth of financial planning education. This is an important topic that is not specifically taught at this time. <b>Effective Term: Fall 2010</b> <b>CIP Code: 52.0804.0016</b>
9	HS	ADD	PFP 5365	Financial Life Planning	3:3:0	Y	Examines the topics of financial planning around the unique life transitions, goals and fiscal philosophy within individual client settings. <b>Justification:</b> The division needs a course that focuses on the aspects of financial planning relating to both psychological and behavioral issues encountered during transitions in life. <b>Effective Term: Fall 2010</b> <b>CIP Code: 52.0804.0016</b>
10	HS	DEL	PFP 5370	Consumers in the Marketplace	3:3:0	N	Analysis of current consumer problems and the decision-making process. Overview of consumer policies and programs for consumer protection and education, including decision-making and other relevant theories. <b>Justification:</b> This course is no longer taught and is being replaced with PFP 5379. <b>Effective Term: FALL 2010</b> <b>CIP Code: 52.0804.0016</b>
11	HS	CHG title	PFP 5371	<b>Current:</b> Introduction to Personal Financial Planning  <b>Proposed:</b> Fundamentals of Personal Financial Planning	3:3:0	N	Prerequisite: PFP major, dual degree student, or consent of instructor. Focuses on the financial planning process and the profession, including the study of cash management, time value of money, education funding, and other planning areas. F, S, SS. <b>Justification:</b> New title is more descriptive of course content. <b>Effective Term: FALL 2010</b> <b>CIP Code: 52.0804.0016</b>

12	HS	CHG title	PFP 5377	<b>Current:</b> Personal Financial Counseling <b>Proposed:</b> Client Communication and Counseling	3:3:0	N	Prerequisite: PFP majors only, dual degree students, or consent of instructor. The study and use of methods to assist families of different socioeconomic groups in correcting financial behavior. S. <b>Justification:</b> New title is more descriptive of course content. <b>Effective Term: Fall 2010</b> <b>CIP Code: 52.0804.0016</b>
13	HS	ADD	PFP 5379	Business Practices and Entrepreneurship in PFP	3:3:0	Y	Prerequisite: PFP 5371. Provides a global introduction to the process of creating, developing, and managing a successful financial planning practice. Students will create a business and marketing plan, using real industry data and techniques as a case study for profitable practices. <b>Justification:</b> This is a topic that has been recommended by the PFP advisory committee as well as alumni. <b>Effective Term: Fall 2010</b> <b>CIP Code: 52.0804.0016</b>
14	HS	CHG hours, title	PFP 5380	<b>Current:</b> Technological Applications in Personal Financial Planning <b>Proposed:</b> Professional Technology in Personal Financial Planning	3:1:3 to 3:3:0	N	Prerequisite or corequisite: PFP 5373 with a grade of C or better, PFP major, dual degree student, or consent of instructor. Advanced studies in professional software packages for financial planning and investment portfolio applications. <b>Justification:</b> New title more accurately reflects the content of the course. New hours replace a non-credit lab that is not needed. <b>Effective Term: FALL 2010</b> <b>CIP Code: 52.0804.0016</b>
15	HS	CHG number, hours, title, prerequisite, description	PFP 5395 to PFP 5295	<b>Current:</b> Risk Management and Employee Benefits <b>Proposed:</b> Employee Benefits	3:3:0 to 2:2:0	N	Prerequisite: ACCT 5311; PFP 5362, 5394, 5497 with a grade of C or better. Examines advanced topics of employee health benefits from both the employer and employee setting. <b>Justification:</b> Risk management topics are moving to the insurance course and employee benefits will be taught in this 2-hour course to combine course content logically. <b>Effective Term: FALL 2010</b> <b>CIP Code: 52.0804.0016</b>
16	HS	CHG number, hours, title, description, prerequisites	PFP 5397 to PFP 5497	<b>Current:</b> Life and Health Insurance Planning <b>Proposed:</b> Risk Management and Insurance Planning	3:3:0 to 4:4:0	N	Prerequisite or corequisite: PFP 5371. Explores risk management theory, personal risk analysis, and financial loss prevention with private insurance. <b>Justification:</b> Risk management topics are being added to this course. This is a logical combination that will need to be a 4-hour course. <b>Effective Term: FALL 2010</b> <b>CIP Code: 52.0804.0016</b>
17	HS	CHG title, description	PFP 6101	<b>Current:</b> Research Seminar in Personal Financial Planning <b>Proposed:</b> Academic Leadership in Personal Financial Planning	1:1:0	N	Seminar focusing on leadership in the academic setting, including teaching, research, and service. <b>Justification:</b> New title more accurately reflects the content and purpose of the course. <b>Effective Term: FALL 2010</b> <b>CIP Code: 52.0804.0016</b>
18	HS	ADD	PFP 6305	Introduction to Ph.D. Studies in Personal Financial Planning	3:3:0	Y	Prerequisite: PFP major. Provides an introduction to doctoral study in personal financial planning. Includes an explanation of the unique program of study in PFP, culture, expectations, professional development, and the research process. <b>Justification:</b> This course is needed to introduce Ph.D. students to the program and teach introductory research skills such as literature reviews and writing styles. <b>Effective Term: Fall 2010</b> <b>CIP Code: 52.0804.0016</b>
19	HS	CHG title, prerequisite, description	PFP 6374	<b>Current:</b> Family Economics <b>Proposed:</b> Household Economic Theory	3:3:0	N	Prerequisite: Doctoral standing in the PFP division and ECO 5310. Economic status of families at all income levels, factors influencing their standard of living, and interrelationships with the economy. <b>Justification:</b> New title more accurately reflects the content and purpose of the course. <b>Effective Term: Fall 2010</b> <b>CIP Code: 52.0804.0016</b>

20	HS	DEL	PFP 6375	Current Consumer Issues	3:3:0	N	<p>Analysis of current consumer problems and decision-making responsibilities. Policies and programs for consumer protection and education.</p> <p><b>Justification:</b> As structured, this course is no longer taught. The course content has been integrated into other existing courses.</p> <p><b>Effective Term: FALL 2010</b></p> <p><b>CIP Code: 52.0804.0016</b></p>
21	HS	DEL	PFP 6376	Family and Personal Consumption Behavior	3:3:0	N	<p>Emphasis on factors involved in individual and family consumption. Concepts related to levels and standards of living and quality of life will be examined.</p> <p><b>Justification:</b> This course is no longer taught. The relevant course content has been integrated into other existing courses.</p> <p><b>Effective Term: FALL 2010</b></p> <p><b>CIP Code: 52.0804.0016</b></p>
22	HS	ADD	PFP 6381	Research Seminar in Asset Management	3:3:0	Y	<p>Introduces the theory of investment, literature and theory describing the unique process of household investment decision-making, quantitative investment analysis and the instruments used to construct an efficient household portfolio.</p> <p><b>Justification:</b> The program needs a research seminar in asset allocation and investments. This course is essential to incorporate asset allocation research relating to financial planning.</p> <p><b>Effective Term: FALL 2010</b></p> <p><b>CIP Code: 52.0804.0016</b></p>
23	HS	CHG title, description	PFP 6383	<p><b>Current:</b> Regulatory Policy</p> <p><b>Proposed:</b> Seminar in Regulatory Policy</p>	3:3:0	N	<p>A survey of regulatory policies focusing on current regulation of the financial planning industry and the theory underlying government intervention.</p> <p><b>Justification:</b> New name and description reflect seminar delivery.</p> <p><b>Effective Term: FALL 2010</b></p> <p><b>CIP Code: 52.0804.0016</b></p>
24	HS	CHG title	PFP 6397	<p><b>Current:</b> Doctoral Seminar in Personal Financial Planning</p> <p><b>Proposed:</b> Research Seminar in Personal Financial Planning</p>	3:3:0	N	<p>Doctoral seminar on theories and empirical evidence in personal financial planning and its areas of specialization. May be repeated for credit for up to 6 hours when topics vary.</p> <p><b>Justification:</b> New name reflects focus on research.</p> <p><b>Effective Term: Fall 2010</b></p> <p><b>CIP Code: 52.0804.0016</b></p>
25	UC	CHG number, hours	WE 1200 to WE 1300	Introduction to Wind Energy	2:2:0 to 3:3:0	Y	<p>Provides a basic understanding of the wind energy industry and discusses the basic meteorology of wind, extraction of energy from wind, wind plant development, and the environmental and ecological impact of wind energy plants.</p> <p><b>Justification:</b> The new hours and number reflect requirements for the minor and concentration area in wind energy.</p> <p><b>Effective Term: Spring 2011</b></p> <p><b>CIP Code: 14.1301.0006</b></p>