

**ACADEMIC COUNCIL**  
Texas Tech University

**Meeting of March 21, 2017**  
**1:30 PM, Library 309**

**MINUTES**

**Present:** Adrienne Carnes, Savannah Chambers for Cindy Akers, Todd Chambers, David Doerfert, Cathy Duran, Genevieve Durham DeCesaro, Keith Dye, Jamie Hansard, Saif Haq, Lynn Huffman, Patrick Hughes, Jorge Iber, Darryl James, Michelle Kiser, Mitzi Lauderdale, Robin Lock, Justin Louder, Andrew Martin, Pat McConnel, Garrett McKinnon, Steven Morales for Bobbie Brown, Alison Myhra, Bill Pasewark, Seshadri Ramkumar, David Roach, Lori Rodriguez for Saif Haq, Brian Shannon, Rob Stewart chair, Patricia Vitela, Janessa Walls, Vicki West

Guests: Ralph Ferguson, John Gilliam,

**Action Items:**

1. Associate Deans are asked to promote to chairs and directors the guidelines for timely and accurate textbook orders for summer and fall.
2. Drs. Chambers and Koerber will continue discussions with Drs. Roach and Iber concerning CHEM 4101, ENGL 3363, and ENLG 4363.
3. Associate Deans are asked to remind department chairs that April will be the last month that the traditional PDF and Word documents will be accepted for course approvals and curricular changes. All course approvals and curricular changes made from May 1 forward will need to be processed through Curriculog. The single exception to this are new/changes to degree program proposals that have already been started and are presently routing through the appropriate committees.
4. Law School will submit draft language concerning exception for the Law School in OP 32.12 (see the Lauderdale item, below).

Stewart called the meeting to order and introduced the minutes from February Academic Council meeting. Durham DeCesaro requested that Amy Koerber be moved from guest to member. Additionally, Louder noted a typographical error on page three. With both corrections noted (and subsequently made to the permanent minutes document), the minutes were approved by acclamation.

Lauderdale presented a proposed update to OP 34.12, Grading Procedures, as a result of recommendations proposed by the ad hoc committee on grades of I and X. The revised OP included language specifically relating to grade changes, as well as updates to the language describing academic integrity and student conduct. Myhra requested the inclusion of specific language excluding the Law School from the OP, noting that the Law School has its own, stricter policies for grade changes. Lauderdale indicated that the committee would revise the proposed OP accordingly. After additional discussion, Huffman moved to approve the proposed OP

pending inclusion of the revised language regarding the Law School, T. Chambers seconded, and the motion was approved.

Durham DeCesaro introduced a proposal to terminate the M.A. degree in Counseling Psychology, effective 2021. Roach noted the department was being very careful to accommodate current students, thus the long lead-time for the degree's termination. After a brief discussion, Roach moved to terminate the degree as proposed, Lock seconded, and the motion was approved.

Council members heard proposals for increases in the semester credit hour requirements for M.A. degrees in English, Economics, and Romance Languages, as well as the M.S. degree in Statistics. In all four instances, the hours requirement increased to 36 semester credit hours from 30. Roach indicated the existing hours were incorrect, and that the new hours requirements would be consistent with the hours approved by THECB. Louder inquired whether the correction applied to the online M.A. in English, but it was found that the online degree already required the appropriate number of hours. T. Chambers moved that the hours increases be approved as proposed, Doerfert seconded, and the motion was approved.

The council also heard a proposal to change the M.A. in Museum Science degree to the M.A. in Heritage and Museum Sciences. Additionally, a proposal to rename the Ph.D. in Mass Communications to the Ph.D. in Media and Communication was heard. After a brief discussion, Doerfert moved that both degree name changes be approved as proposed, Lauderdale seconded, and the motion was approved.

Gilliam discussed a proposed modality expansion to the M.S. in Personal Financial Planning. He noted that the new modality would be hybrid in nature, and was developed in partnership with Fidelity Investments. The degree would be offered partially via on-site instruction at a Fidelity call center, with the remaining courses offered online. Gilliam noted that preliminary surveys indicated up to 60 percent of employees at the center expressed a desire to pursue a M.S. in Personal Financial Planning, and that additional partners had expressed interest in a similar arrangement. He said the hybrid delivery was expected to increase the number of graduate students in the program, but that additional faculty would not be necessary in the short-term. James inquired about the degree to which instruction would be offered on-site, and Louder noted that it would be less than 50 percent, putting the degree program on par with regional site delivery of TTU programs. James expressed concern that SACSCOC could have issues with the modality. After a brief discussion, Doerfert moved to approve the modality expansion, T. Chambers seconded, and the motion was approved.

Roach introduced a proposal to offer the M.A. in Mathematics via fully online delivery. Members of the council discussed the particulars of THECB approval of modality additions, and Louder noted that at recent THECB meetings some concern had been expressed regarding an overabundance of online programs. Huffman moved to approve the modality addition, Roach seconded, and the motion was approved.

Durham DeCesaro provided an update on approvals by THECB. Specifically, the board had approved credit hour changes to the Ph.D. in Agricultural Communication and Education; the

M.A. in Mass Communication; the M.Env.E. in Environmental Engineering; the M.S. in Petroleum Engineering; the M.S. in Environmental Design; the Ph.D. in Interior and Environmental Design; the M.S. in Restaurant, Hotel, and Institutional Management; the M.S. in Marriage and Family Therapy; and the Ph.D. in Marriage and Family Therapy. Additionally, the board had approved the name change of the Area of Marketing to the Area of Marketing and Supply Chain Management.

McKinnon presented the summary of course approvals. T. Chambers requested that ENGL 3363 and ENGL 4363 (items 12 and 13 on the summary list) remain tabled pending a scheduled meeting between the College of Arts and Sciences and the College of Media and Communication. Additionally, T. Chambers asked to table CHEM 4101 (item 11 on the summary list) pending discussion over the proposed course's name. Huffman moved to approve the courses that had not been tabled, Lock seconded, and the motion was approved.

McKinnon also noted that April would be the final month during which PDF-based course change forms would be accepted, as the deadline for full implementation of the Curriculog online curriculum management system would be in May. Huffman noted that the Curriculog workflow had been smoothing out in recent months.

Stewart discussed the creation of course sections after the course census date, and noted that such actions had significant and potentially negative implications for revenue, course credit, student billing, and other areas. He urged diligence in working with students to ensure accurate course section selection during the open enrollment period in order to avoid such actions.

Stewart also discussed textbook orders for the summer and fall terms, and continued to urge council members to remind faculty to submit textbook orders in a timely fashion. He noted that April 3, the start of early enrollment, was the deadline for textbook orders for the first summer term, and noted that as of the council meeting date only 29 percent of courses had recorded textbook orders. He also noted that 25 percent of Summer II courses and 8 percent of Fall courses had recorded textbook orders, and while both figures represented increases from prior years, work remained to be done in order to ensure that students could have access to textbooks by the start of classes.

Finally, Stewart provided an update on OP reviews by associate dean groups, and noted that many positive ideas had been proposed. Changes to multiple OPs covering faculty-related topics would be forthcoming, he added.

In other business:

- Ferguson announced that the Ethics Center was bringing in Samantha Grant, director and producer of "A Fragile Trust" ( a film about the Jayson Blair/*New York Times* plagiarism case) to headline a pair of discussions about the film and plagiarism. He invited faculty, staff, and student participation in the screening and panel discussions, and noted that the film could be a very important teaching tool regarding the dangers of plagiarism.
- Durham DeCesaro discussed changes to the submission process for core and multicultural courses. She noted a dearth of awareness about the requirements for such

courses, and indicated that many department chairs with whom she had been in contact were unaware of the courses within their department that met the various requirements. In that vein, she said department chairs would be emailed prior to each term with a reminder about which courses met the requirements. Additionally, training would be offered to assist department chairs in proposing courses to meet the requirements, and that attendance at the training would be mandatory before course submission would be allowed. She also noted that the deadline for submitting courses would be moved forward for courses to be included for the 2018-2019 academic year, but that the start date for course submission would be moved forward, as well. She said the final change would be the implementation of a quadrennial review cycle to examine courses and ensure that they were still being taught as originally submitted, and that assessment data for the courses was being collected and submitted to the Provost's Office.

- Durham DeCesaro also noted that work on Communication Literacy plans was ongoing, and that most Communication Literacy plans had been approved with only minor revision requests.
- T. Chambers inquired about the possibility of a mechanism to market summer enrollment to students. He said many students within the College of Media and Communication were enrolling in community college courses near their homes during the summer, and then transferring that course credit to Texas Tech. He said better marketing of the summer courses offered by Texas Tech might sway some of those students to remain on campus. Stewart advised that such marketing efforts might be more effective at the college or departmental level, and Huffman noted that competing with community colleges for summer enrollment was a task made more difficult given the price advantage for courses offered by community colleges.
- With the topic of transfer students raised, Stewart noted that work was continuing on the development of more transfer-friendly policies and procedures. He said the president's office had made such action a priority, and that the ultimate goal would be to streamline the process to the point so students could learn their options for transferring credit to the university within hours instead of days.
- James reminded council members of the Provost's Institutional Effectiveness Excellence Award, which was designed to recognize an academic department for institutional effectiveness excellence. He noted that nominations were being accepted, and that the winning department would receive a cash prize of \$5,000.

With no additional business raised, Stewart adjourned the meeting.