

**Texas Tech University  
Academic Council**

**Meeting of February 19, 2019  
1:30 PM, Library Room 309**

**MINUTES**

**Present:** Cindy Akers, Jon Mark Bernal, Donell Callender for Sheila Hoover, Todd Chambers, Mayukh Dass, Lora Deahl, David Doerfert, Cathy Duran, Dottie Durband, Genevieve Durham DeCesaro, Krisit Gaines, Birgit Green, Saif Haq, Annette Hernandez, Patrick Hughes, Jorge Iber, Darryl James, Michelle Kiser, Rodney Lackey for Greg Glaus, Mellinee Lesley, Sean Lewis, Kat Livingston for Bobbie Brown, Pat McConnel, Garrett McKinnon, Alison Myhra, David Roach, Brian Shannon, Emily Skidmore, Robert Stewart (Chair), Carol Sumner, Clay Taylor for Justin Louder, Patricia Vitela, Janessa Walls, Vicki West, Aliza Wong

**Guests:** John Getz, Michael Johnson, Reagan Ribordy, Jackson Young

**Action Items:**

1. Associate Deans are asked to inform department chairs, school directors, and area heads about the recommendation concerning the use of gender-inclusive language in official communications.

Stewart called the meeting to order and introduced Lewis and Getz. The SGA representatives gave a presentation on Open Educational Resources (OER), an initiative offering an alternative to traditional textbooks. Getz said SGA was working with Texas Tech University with attention to the Texas Legislature's possibly continuing funding for the university to utilize OER in an effort to reduce the price of textbooks and increase availability of resources for students. Getz noted that a survey of graduate students conducted in fall 2018 found that many struggled to pay for textbooks. Lewis said SGA was not looking to lower the quality of classroom texts, but was looking for lower-cost options.

The Office of University Outreach and Engagement's Green gave a brief talk about her unit's activities, noting the office's goal was to promote and advocate for engagement. To that end, she said her office works to identify community issues and connect the community with faculty who share interests and expertise to tackle those issues. The office also facilitates partnerships between faculty and individuals or groups outside the university, promotes cross-disciplinary and cross-institutional collaboration, assists in identifying external funding, promotes professional development opportunities, offers online resources for faculty/staff/students, highlights and recognizes engaged scholarship, and serves as a liaison and resource for faculty/staff/students and community partners. Green also aired a short video about the office's achievements and projects.

Stewart next introduced the minutes from the January 2019 Academic Council meeting. Roach moved to approve as presented, Akers seconded, and the motion was approved.

McKinnon introduced the summary of course approvals from Curriculog. He noted Item 20, a proposal to add ENGL 2370 to the core curriculum, had missed the deadline for inclusion in the

2019-2020 core, and would be considered for addition in the core curriculum for the 2020-2021 academic year. Item 26, a proposal to change the hours and activity type for IE 3244, was tabled by acclamation pending clarification of whether the course would change from 2 SCH to 3 SCH and thus necessitate a course number change, as well. With no additional items to note, Doerfert moved to approve the items not tabled, Chambers seconded, and the motion was approved.

McKinnon presented the proposed academic calendars covering CY 2022 and 2023, noting that Faculty Senate had voted to recommend approval of Option A for both calendars. This option, designed to allow August commencement to remain on a Saturday, would have the Faculty on Duty day for the second summer term in each year coincide with the first day of classes for the second summer term instead of occurring on consecutive days as seen in most summer terms. After a brief discussion, Dass moved to approve Option A for both CY 2022 and 2023, Deahl seconded, and the motion was approved.

Durham DeCesaro presented a summary of program proposals:

- Talkington College of Visual & Performing Arts (TCVPA) submitted a proposal for a new Bachelor of Fine Arts (B.F.A.) degree in Dance. Deahl said the adoption of the B.F.A. degree would give the program additional visibility, and no additional faculty would be needed beyond those already teaching courses for the B.A. in Dance currently offered. She noted that the cohort would be phased in gradually, and that the college enthusiastically supported the new degree. In response to a question regarding differences in the B.A. and B.F.A. degrees, Deahl said the B.F.A. was more of a professional degree with a stronger performance aspect. After a brief discussion, Deahl moved to approve the degree as proposed, Wong seconded, and the motion was approved.
- The Council heard a trio of proposed accelerated degrees. The College of Arts & Sciences proposed an accelerated B.S. + M.S. in both Kinesiology and Sport Management, while Rawls College of Business (Rawls) proposed an accelerated B.S. + M.S. in Finance. Dass said Rawls was seeking to increase the number of graduate students in the Finance, and noted that most of the graduate students in the program originated as TTU undergraduate students who opted to stay for their master's degree. He said the accelerated degree would make this simpler, and, it was hoped, increase the number of students who did so. Durham DeCesaro suggested voting on the programs as a block. Doerfert moved to approve the programs as presented, Haq seconded, and the motion was approved.

Durham DeCesaro also introduced a number of certificate and administrative proposals.

- TCVPA proposed an undergraduate certificate in Arts Entrepreneurship, which Durham DeCesaro noted would require Council and THECB approval due to its curriculum meeting the 21-SCH THECB threshold. Deahl said the interdisciplinary certificate would include 12 hours of business courses that could be satisfied via RCOBA's Summer Business Institute, and would also include activities from the TTU Innovation Hub.
- Deahl also discussed a proposed increase in the SCH for the Bachelor of Music (B.M.) degree. She noted the current degree was 124 SCH, with B.M. students taking a four-semester block of 2 SCH theory courses. TCVPA was proposing to increase those courses to 3 SCH, necessitating a 4 SCH increase in the total hours needed to earn a B.M. Deahl said the degree was competitive with those offered by peer institutions in the state, and that the B.M. was considered a pre-professional degree.

- The Council heard a proposal for a Global Bridge undergraduate certificate. The program would allow students to complete a bachelor's degree at their "home" institution by taking courses at Texas Tech University and transferring the credit back to their original institution while also earning the Global Bridge certificate. The hope would be to recruit students to finish undergraduate degrees in residence at TTU while simultaneously preparing for graduate school at the university.
- Chambers discussed a proposal to move the B.A. in Media Strategies from the Department of Public Relations to the newly created Department of Professional Communication. He noted it was a great fit for the new department, and the proposal had received unanimous support from both departments. Chambers said the Media Strategies degree was interdisciplinary and courses were taught by faculty from departments across the College of Media & Communication.

Durham DeCesaro again proposed a block vote. Doerfert moved to approve the proposals as presented, Akers seconded, and the motion was approved.

Durham DeCesaro presented a trio of policy proposals, as well:

- One proposal would revise the requirements for second-degree-seeking students, allowing students who had completed a bachelor's degree at another institution to be considered core compliant. In response to a question, Durham DeCesaro noted the new policy did not address the Multicultural or Communication Literacy requirements of the university, both of which would need to be met for students seeking a second degree at Texas Tech University. After a discussion centered on clarifying the Multicultural and Communication Literacy requirements, Wong moved to approve the policy as clarified, Lewis seconded, and the motion was approved.
- A second proposal would add language regarding absences to the recommended text for course syllabi. The proposed text would allow instructors to require notification of student absences within a minimum timeframe as specified by the instructor or college. After a discussion regarding clarifying some of the language in the proposal, the proposal was tabled by acclamation until such time as it could be revised.
- A final policy proposal would allow graduate coursework to apply to undergraduate students' required 40 SCH of upper-division coursework with approval by the department or college. James noted that the policy did not include double-counted hours in accelerated programs. After a brief discussion, Haq motioned to approve the policy as proposed, Dass seconded, and the motion was approved.

The Council heard quick summaries of a number of new and modified minors and certificates, including:

- Agricultural and Applied Economics, a new graduate minor.
- Arts Entrepreneurship, a new undergraduate minor.
- Legal Studies, revisions to an existing undergraduate minor.
- Arts Entrepreneurship, a new undergraduate certificate.

Additionally, summaries of new and revised concentrations included:

- Bioinformatics Research, a new concentration from the Center for Biotechnology & Genomics.
- Life Sciences Research, a new concentration from the Center for Biotechnology & Genomics.
- Healthcare, a new concentration for the M.B.A. degree.

- Big Data Strategy, a new concentration for the M.B.A. degree.
- Information Technology, a new concentration for the M.B.A. degree.
- Marketing Analytics, a new concentration for the M.B.A. degree.
- STEM, a new concentration for the M.B.A. degree.

Durham DeCesaro provided updates of approvals by THECB including:

- Approval of the Ph.D. in Curriculum and Instruction to be offered online.
- Approval of the Master of Art Education to be offered online.
- Approval of the Master of Science in Computer Science to be offered online.

The Council briefly heard information regarding new articulation agreements with Midland College and Lone Star College.

Durham DeCesaro provided an update on commencement projections for May 2019, noting that 1,400 students had been cleared to graduate at the scheduled Saturday afternoon ceremony, and that other ceremonies were likely to be almost as large. She said as additional RSVPs come in from students, the Provost's Office would be asking for colleges to provide volunteers to serve as marshals during the ceremonies.

In other business:

- The Council heard a proposal regarding gender-inclusive language at Texas Tech University, and colleges were advised to consider eliminating gendered language in official communications. Examples noted included replacing the term "freshman" with "first-year student," replacing "chairman" with "chair" or "chairperson," replacing "upperclassman" with "upper-level student," etc.
- Stewart noted that formal guidelines and expectations for ordering student course materials had been emailed with a memo to faculty in recent days. He said the document did not set policy, but provided guidance. He noted that the goal was for any materials students would be required to possess for a course to be listed with the bookstore 30 days prior to the start of the semester, and that the ideal preference would be for materials to be listed by the time students were able to register for courses. He said students should be made aware of required course materials as early as possible.
- Stewart also noted that options for expanding the SmartEvals electronic course evaluation system were currently being explored, and concrete proposals would be discussed during the March meeting of associate deans.
- Stewart reminded those in attendance that EAB would be presenting a pair of discussions regarding the faculty role in student retention on February 26. The presentations would focus on successful cases from other institutions.
- Durham DeCesaro noted that the call for proposals from the Center for Global Communication had gone out, and two-year grants supporting global communication efforts would be awarded.

With no additional business raised, Stewart adjourned the meeting.