

**Texas Tech University
Academic Council**

**Meeting of April 20, 2021
1:30 PM, Skype**

Attendance

Present: Cindy Akers, Dennis Arnett, Kathy Austin, Andrea Bilkey, Stephanie Borst, Jaclyn Cañas-Carrell, Todd Chambers, John Dascanio, Mayukh Dass, David Doerfert, Cathy Duran, Dottie Durband, Kristi Gaines, Jason Hale, Lindsay Hallowell, Jamie Hansard, Kaelene Hansen, Melanie Hart, Hunter Heck, Bret Hendricks, Sheila Hoover, Patrick Hughes, Wendy-Adele Humphrey, Jorge Iber, Catherine Jai, Darryl James, Michelle Kiser, Mitzi Lauderdale, Justin Louder, Dave Louis, Brenda Martinez, Sukant Misra, Kuhn Park, David Roach, Brian Shannon, Rob Stewart, Carol Sumner, Nicolas Valcik, Patricia Vitela and Janessa Walls.

Guests: Faisal Al-Hmoud, Chad Cain, Stacy Caliva, Michael Carter, Aaron Chavarria, Stephanie Hart, Rodney Lackey, Stephanie Legako, Tara Miller, and Elizabeth Trejos-Castillo.

Action Items:

1. Associate deans and department chairs are asked to respond to Rob Stewart, Jamie Hansard, Patrick Hughes, and Cathy Duran with ideas for how to use the additional funding to expand in-person RRO experiences this summer by end of day Wednesday, April 21, 2021.
2. Associate deans are asked to review the new [College Contacts for Academic Dean Approval](#) web page for accuracy.
3. Associate deans are asked to provide information on their departments' extending annual appointment renewals to non-tenure-track faculty.

Stewart called the meeting to order by presenting the minutes from the March Council meeting. With no comments or revisions, Doerfert motioned to approve the minutes, Dascanio seconded, and the minutes were approved.

For the next item of business, Stewart brought to attention a memo from the President's Office regarding additional funding for expanded welcome experiences at RRO this summer. Stewart clarified that the immediate priority is to expand in-person experiences that would help build relationships at the department and program levels with first-generation students and other academically at-risk populations. The funding that has been approved can be used to cover the cost of activities in addition to those that have already been planned, as well as for additional compensation to staff those activities.

Stewart then turned the floor over to Hansard for additional information. Hansard thanked the Council members and guests for their assistance in recruiting students for this coming academic year. Hansard pointed out that this is possibly the first year that we are recruiting for a class in which the majority of students have not visited the TTU campus or had any in-person interaction with the TTU community. The goal is to enhance RRO and the Raiderland Experience to give those in-person connections that TTU is known for. Hansard explained that in pre-pandemic years, roughly 70% of students who register for RRO have visited campus, but this year, that number is less than 40%. Of the students currently registered for RRO, 30% are first-gen and 25% are Pell-eligible. We are anticipating for those numbers to increase, as first-gen and Pell-eligible students

historically register for RRO later in the year.

Because we have not been able to host our typical recruitment events (Connect Tech, Select Tech, and Raider Roadshow) this year, RRO will function like a recruitment event. Hansard explained that students are registering for multiple college orientations and using those experiences as a determining factor in choosing the college they will attend. Students and parents have expressed the desire to have an on-campus experience before showing up to attend in the fall, thus our desire to expand our in-person experiences for students during the Raiderland Experience. Hansard mentioned the possibility of using the additional funding to bring first-gen and Pell-eligible students to campus if they do not have the funds to make the trip on their own, and explained that additional information about that possibility is forthcoming. Hansard concluded by offering any assistance that Enrollment Management can provide as departments plan for these events.

Duran pointed out that orientation is retention point number one, but, especially this year, orientation is also a recruitment point because of the lack of face-to-face interaction. Duran explained that the goal is to enhance the Raiderland Experience, which is the optional in-person part of RRO. Duran proposed for colleges and departments to add components to their already scheduled meet and greet sessions, which could include meeting advisors and professors, career professionals, and current students as well as touring buildings and lab and performance spaces. Rather than the traditional orientation experience, Duran encouraged colleges to create more of a college showcase by taking elements from all our traditional recruitment events and adding them to the Raiderland Experience.

Duran then explained that the time for the meet and greet will be expanded to include these additional aspects, and colleges will be provided with the number of students to expect and the participation cap for the events. Duran also mentioned that Student Affairs is anticipating individual follow-up meetings with the colleges to brainstorm ideas for how to plan the events, including activities, decorations, information packs, and refreshments. Duran added that the additional funding can be used as additional compensation for staff or to hire students to attend the events.

Duran requested that colleges compile ideas for the Raiderland Experience and include the estimated cost to implement those ideas so the Office of the Provost can create a single proposal for each college to submit to the CFO for consideration and approval.

Hughes mentioned that University Advising staff receives the majority of the students participating in RRO because they arrive to RRO as undecided students, they express a desire to explore other majors once they arrive to RRO, or they express an interest in the Pre-Professional Health Careers (PPHC) options. Because of this, University Programs and Student Success plans to ask for additional funding to have advisors available to help undecided students explore majors and to attend the PPHC event.

Stewart called attention to items in the chat. The first was a question from Shannon regarding tours of the athletics facilities, and Miller responded that athletics tours had been scheduled. The next item was a comment from Chambers regarding marketing to admitted but not yet enrolled students. Stewart added that this would be a good idea at the department and college levels. The next item was a question from Borst regarding the amount of funding available, and Stewart responded that there is plenty of funding available, so departments and colleges should not let a dollar amount limit their brainstorming.

Stewart then asked for other attendees to provide ideas or comments on the plan to enhance the in-

person experience. Hansard responded to Chambers' comment by pointing out that one of the most impactful pieces of yielding students is the connection the students and their families have with their academic colleges. Currently, Undergraduate Admissions has been focusing efforts on students who have been admitted but have not registered for RRO. In addition, when considering providing transportation for the special populations (first-gen and Pell-eligible), Undergraduate Admissions is focusing on students who have registered for RRO but not the Raiderland Experience. Hansard encouraged colleges and departments to reach out to their students and offered to assist in brainstorming ways to connect with students, whether through calling campaigns or digital communications.

Stewart asked for Lauderdale and Miller to discuss the conversation in the chat with regards to grouping students for this effort. Miller explained that the Raiderland Experience events are already open for registration by college, and each session has a maximum of 200 student spaces, which will then be divided by college. Currently the largest session for Arts & Sciences is roughly 40 students, and the smallest session is roughly 15 students for the smaller colleges.

Duran added that while it might be easier to get faculty involved if students were grouped by major, over the years it has proved better to spread the events out to maximize the number of students able to attend in general rather than requiring students of specific majors to attend on specific days. Instead, there will be more sessions throughout the summer with smaller numbers of students attending at a time. However, Duran welcomed further discussion on the possibility of dividing students by major.

Chambers asked if the RRO crew would be in charge of escorting students to the various academic units. Miller confirmed that and explained that there would be a college dismissal, and RRO staff would walk the students to their next destination. Duran added that if there are other things departments and colleges would like for the RRO crew to do to bring those ideas forward. Chambers also mentioned the possibility of using student media to broadcast small snippets of students introducing themselves to the university.

Duran then shared an example from the College of Architecture. The idea is to start with an info session at the Bruno sculpture to discuss why students would want to major in architecture and what the program entails and then to go inside to the student lounge to meet current students. Then they could take students to the architecture library and some of the hands-on lab spaces to showcase the different opportunities within the college.

Stewart then asked if areas whose majors are less hands-on had ideas to discuss. Heck mentioned that the ideas from the College of Architecture are appealing to incoming students. Heck added that having current students available to create points of contact with the new students is invaluable. Duran added that there are other elements that Architecture is considering that other colleges can do as well, including a video from the dean, a panel or presentation from ambassadors, and a trivia game.

Stewart reminded the Council members and guests to consider options outside their colleges and departments, like the Library, TrUE, and other opportunities outside the classroom. Stewart added that since one of our goals is to focus on first-gen and Pell-eligible students, it might be good to bring in current students who fit into those categories who can relate to the incoming students' experiences. Overall, having a broad representation of students would be beneficial. Heck offered to connect the colleges with the newly elected SGA college senators to assist with brainstorming.

Sumner added that it is important, when considering our diverse students, to think of all the

different ways students can get involved on both the curricular and personal levels. In many ways, this will be one of the first opportunities for many new students to socialize with people again. Sumner recommended for colleges to consider including clubs and student orgs in their Raiderland Experience events to give students additional points of connection. Sumner also encouraged colleges to be prepared with demographic information on the diversity of our campus community and to have information on ways students can get involved that reflect the diversity of the campus.

Stewart asked Melanie Hart how the regional sites handle in-person experiences with orientation. Hart explained that the regional sites have a site orientation with information similar to RRO, and then there are site-specific sessions. Hart offered to meet with the site directors to get more information on any specific activities that are planned. Stewart agreed and mentioned that including such information in the proposals could be beneficial.

With no further discussion, the Council moved to the next item of business. Cañas-Carrell introduced the summary of course proposals. Hallowell explained that the effective term for item 23 had been missed and that the term should be spring 2022. Hallowell then brought the Council's attention to items 15 and 16, which were proposed as course deletions for two distinct topics of the HMGT 7000 Research course. Hallowell explained that we are suspecting that these are discontinuations of those special topics under the 7000 course number because they have been approved with their own course numbers. Hallowell then asked Doerfert for clarification. Doerfert confirmed that these topics are being discontinued under the HMGT 7000 course number.

Hallowell then introduced the list of DVM courses needing approval. Dascanio explained that these courses are to be taught this coming academic year. Stewart asked the Registrar's Office if these courses are ready to go pending approval by the Council, and Martinez confirmed that. Stewart then called for a motion for the course proposals. Chambers motioned to approve, Humphrey seconded, and the course proposals were approved.

Cañas-Carrell then introduced the program proposals, starting with the new programs. The first new program was an accelerated program with the Plant and Soil Science, B.S. and Agribusiness, M.A.B. Akers explained that Agribusiness is continuing to explore additional options for accelerated programs. Louder asked if the program was being proposed as a distance program. Cañas-Carrell said that the Curriculog proposal stated that the program was being proposed as a distance program. Louder asked if it would be available to regional site students but offered to discuss with Akers at a later time.

The next two items were new programs in the College of Visual and Performing Arts. The first was a new Interdisciplinary Arts doctoral track for the Fine Arts, Ph.D. Bilkey explained that the interdisciplinary track is designed for students interested in multiple areas within the Ph.D. program. Stewart asked for clarification on the already interdisciplinary nature of the Fine Arts, Ph.D. and how this new track fits in. Bilkey explained that there is an interdisciplinary core for the program and then students focus on one area within the program. However, this new track would allow for students to develop their own unique pathways throughout the program without being limited by one single area. The next proposal was for a new graduate certificate in Music Cognition. Bilkey explained that the certificate is designed for students who are interested in both music and cognitive sciences. The certificate will benefit students looking for commercial jobs in music technology as well as post-doctoral studies in various areas.

The last new program proposal was for an undergraduate minor in Hospitality and Retail Management. Durband explained that this proposal is designed to add an additional minor

option for students in the College of Human Sciences. It is being proposed as an eLearning program to be available for distance students. It will also give students pursuing the Human Sciences, B.S. another option to choose as part of the interdisciplinary degree program.

The next three items were title changes. The B.S. in Wind Energy is proposed to change to the B.S. in Renewable Energy; the M.S. in Architecture with a concentration in Digital Design and Fabrication is proposed to change to a concentration in Design, Computation, and Fabrication; and the B.A. in Public Relations is proposed to change to the B.A. in Public Relations and Strategic Communication Management.

The remaining three voting items included two departmental name changes: Educational Psychology and Leadership to Educational Psychology, Leadership, and Counseling and Public Relations to Public Relations and Strategic Communication Management. The final item was a proposal to move the Instructional Technology master's and doctoral programs and the eLearning and Online Teaching certificate program from the Department of Educational Psychology and Leadership to the Department of Curriculum and Instruction.

James asked for clarification of the title change from Wind Energy to Renewable Energy. James pointed out that the majority of the courses for the program have Wind Energy in the title rather than Renewable Energy and asked what the motivation of the title change was. Roach explained that the desire is to expand the current program to include additional forms of renewable energy. Iber reiterated Roach's point and added that the ultimate goal is to move the program in a broader direction. James asked why not change both the title and the curriculum at the same time, and Roach clarified that new courses should be coming down the pipeline soon.

Cañas-Carrell then introduced the curricular changes and encouraged Council members to make note of the programs being changed which may affect their students. Stewart then called for a motion on the voting items. Akers motioned to approve the list of voting items, Doerfert seconded, and the program proposals were approved.

Stewart then turned the floor over to Lauderdale to discuss a new page for [College Contacts for Academic Dean Approval](#) being housed on the Provost Office website and linked in the catalog. Lauderdale explained that this list should be referenced whenever a student needs academic dean approval for various reasons. Lauderdale asked for Council members to verify that the list is correct and to let the Office of the Provost know if the list needs to be updated.

Lauderdale then brought the Council's attention to the attachment regarding the Statewide Transfer Framework. Lauderdale directed the Council members to slides 10-12 on the attachment, which provide information on what the new field of study will look like. In addition, there is a new Texas Transfer Advisory Committee (TTAC) that will provide opportunities for representation. The TTAC will be split 50-50 between two-year and four-year institutions and will require majority votes for each half. We are set to grandfather in anyone in a current field of study, but as we move forward, there will be more university voice in setting up the field of study.

Roach mentioned how important it is for our departments to be the source for their curriculum and how beneficial it is for our departments to have a voice in these decisions. Lauderdale mentioned an opportunity on slide 11 that, as the subcommittees put together the plans for the field of study, we will be able to determine directed electives specific to TTU. In addition, if we are not satisfied with the field of study and how it aligns with our academic

needs, we have the ability to appeal for an alternative discipline foundation course list. Lauderdale concluded that it is a small population of students who transfer in as field of study complete, but when they do, we need to honor that.

With no further discussion, Lauderdale moved to the next point, concerning the Texas Transfer Alliance. Lauderdale explained that the universities in the TTUS have been invited to participate in the Texas Transfer Alliance. The purpose of the alliance is to work collaboratively between two- and four-year institutions to improve transfer relations. As part of this alliance, we are partnering with South Plains College on a grant on two 90-planning cycles to improve our transfer relations. Lauderdale mentioned the possibility of connecting various departments with South Plains College in the future as we work on this grant.

In other business, Stewart brought the Council's attention to the email regarding the change in bookstore management this summer. Stewart explained that the change-over creates a greater urgency in getting textbook orders placed as soon as possible. Summer I textbook orders should already be complete, and they will be fulfilled by Barnes & Noble as has been done in the past, but Summer II and Fall textbook orders will go through the new management company, Follett. Stewart added that there will be some interruption in bookstore services this summer as the physical transition is made, but there will be a pop-up store available in the SUB during that time.

In another item of other business, Stewart mentioned that there will be three commencement ceremonies this spring. May 7 will be a makeup ceremony for all those who graduated in 2020, including those who participated in the December 2020 in-person ceremonies. Then the May 2021 ceremonies will be held on May 14 and 15. Hart added that there will be space for faculty to attend, so associate deans are asked to encourage faculty to attend the ceremonies.

Stewart then asked associate deans to what extent departments provide annual appointment renewals to non tenure-track faculty. The Provost Office would like to provide guidance on this nature of those appointments. In addition, [OP 32.20, Notice of Non Renewal for Non Tenured Tenure-Track Faculty and Non Tenure-Track Faculty](#), contains information on this issue.

Stewart then called for other items of business. Heck mentioned that this will be the last Academic Council meeting of her term as President of the SGA and introduced Faisal Al-Hmoud as the incoming SGA representative for Academic Council.

With no other business or announcements, Stewart adjourned the meeting.