

**Texas Tech University
Academic Council**

**Meeting of November 20, 2018
1:30 PM, Provost Conference Room**

MINUTES

Present: Dennis Arnett, Kathy Austin, Jim Bernal, Todd Chambers, David Doerfert, Cathy Duran, Dottie Durband, Genevieve Durham DeCesaro, Kristi Gaines, Greg Glaus, Sheila Gray for Jamie Hansard, Saif Haq, Melanie Hart, Annette Hernandez, Sheila Hoover, Patrick Hughes, Jorge Iber, Darryl James, Michelle Kiser, Sean Lewis, Robin Lock, Justin Louder, Andrew Martin, Brenda Martinez, Pat McConnel, Garrett McKinnon, Alison Myhra, Macie Reese for Cindy Akers, David Roach, Emily Skidmore, Robert Stewart, Carol Sumner, Patricia Vitela, Janessa Walls, Vicki West

Guests: Logan Heinrich

Action Items:

1. Associate Deans are asked to share information presented by Logan Heinrich (detailed below) related to “red notes” with area faculty and request comment.
2. Associate Deans are asked to publicize the call for reviewers for the TTU President’s book award. The Office of the President was specifically looking for reviewers with expertise in the areas of law/political science, biology/zoology, health and wellness, and particle physics. Nominations may be sent to Senior Vice Provost Rob Stewart.
3. Associate Deans are asked to provide Stewart with suggestions about content to cover and audiences to include in a spring training session to be provided by SmartEvals representatives.

Stewart called the meeting to order and introduced the minutes from the October meeting. Louder moved to approve the minutes as presented, Chambers seconded, and the motion was approved.

Heinrich discussed student health absences and a proposal to replace the “red note” cards students were issued upon visiting Student Health Services. He said that, beginning January 1, students would receive a communication card at the onset of their Student Health Services visit, which would be signed at each step of the student’s visit by Student Health staff. The card would contain a return to class/work note with more specific information than contained in the current red notes. He said that the new cards would be more difficult to reproduce illicitly since several signatures would be applied. Additionally, a barcoded sticker would be attached to the card, though he was careful to note that the sticker would not contain any personal medical information, R#, or diagnosis information, and would comply with HIPAA regulations.

Glaus shared the university’s athletics graduation success rate (GSR), noting that for the 2011 cohort the GSR was 84%, or the highest ever for the university. He also noted that the overall graduation rate for student-athletes was higher than that for the TTU student body as a whole.

McKinnon presented the course proposals, noting that some proposals included corrections that would need to be input in Curriculog upon final administrative review. After a brief discussion, Doerfert moved to approve the proposals as presented/corrected, Haq seconded, and the motion was approved.

Durham DeCesaro discussed program proposals:

- The Talkington College of Visual & Performing Arts proposed a new graduate certificate in Interdisciplinary Arts, comprising existing courses.
- Chambers discussed a proposed name change for the Department of Advertising, which would become the Department of Advertising and Brand strategy. He said faculty in the department had been very supportive regarding the proposed name change, and that the College of Media & Communication had secured the blessing of Rawls College of Business Administration before proceeding with the proposed name change.
- The Council heard a proposal to delete the intra-institutional dual degree M.A. in Economics/Masters of Public Administration, which had no students enrolled for some time.
- Rawls College of Business Administration proposed an increase in the semester credit hours for the M.S. in Accounting to 36 from 30. It was noted that students taking the CPA exam were required to have a total of 150 SCH, and increasing the SCH requirement would ensure students surpassed the threshold. Further, the hours increase would better align the degree with peer programs at other institutions.
- Roach noted that a proposal to create the intra-institutional dual degree M.S. in Sport Management/Masters of Business Administration was simply a move to formalize an agreement that had been in place for a number of years.
- Roach also commented on a proposal to phase out the M.S. in Zoology, noting that the conversation to eliminate the degree had been taking place over a number of years. In the future, he said, the study of zoology would take place under the umbrella of the M.S. in Biology program.
- The College of Education proposed a modality change for the B.S. in Multidisciplinary Studies so the degree could be offered at the university's Waco campus.
- Finally, Arnett discussed a proposed undergraduate certificate in Customer Relationship Management, which he said would take advantage of a new Center for Sales and Customer Relationship Management created in the Rawls College of Business Administration. Arnett said that initially only students in RCOBA would be eligible to enroll in the certificate program, but that eventually the hope was to open it up to students across campus.

Stewart called for a vote on the proposed programs. Doerfert moved to approve the programs as presented, Arnett seconded, and the motion was approved.

The Council heard a trio of informational items:

- A new Chinese Language and Area Studies concentration was added to the existing B.A. in Languages and Cultures.
- A curricular modification had been made to the undergraduate minor in Military History.
- A curricular modification had been made to the undergraduate minor in Restaurant, Hotel, and Institutional Management.

Durham DeCesaro noted that the THECB had approved the proposed B.A.A.S. in Early Childhood, which would now go to SACSCOC for final approval.

Durham DeCesaro discussed a new process for making changes to program curricula. She noted that Curriculog process 2.3 should be utilized to make changes to courses required in degree programs, while process 4.2 should be utilized to make changes to courses required in minors. She said that changes such as sequencing of courses, narrative language, and footnotes could be changed via catalog copy, but that any changes to the required courses should be made via Curriculog so that course requirements would update in both DegreeWorks and Acalog.

Durham DeCesaro also discussed the forthcoming December 2018 commencement ceremony, noting that Ed Whitacre had been tabbed speaker of the event. She further noted that the ceremony would be the first such to utilize the university's new RSVP system, as well as the projection of students' names, degrees, and honors on screen. She said it was hoped that by recognizing honors onscreen instead of reading them, the overall length of the individual ceremonies could be reduced. Durham DeCesaro said that as of the meeting date, more than 80% of students had responded via the RSVP system.

Stewart reminded those in attendance about the Spring 2019 re-enrollment campaign, noting that a memo with details about the campaign had been distributed November 19. Hughes said any questions about the campaign could be directed to his office.

In other business:

- Stewart said training for the SmartEvals electronic course evaluation system was available to be delivered by representatives from SmartEvals, and discussions regarding when to schedule one or more sessions was ongoing. In all likelihood, the training would take place toward the end of March 2019. Stewart also noted that the system allows for colleges, departments, and even individual faculty to add specific questions to their evaluations, but that in order to ensure the highest integrity for the process the addition of questions would first be considered at the college and/or department level before such a feature would be opened to individual faculty. West said it was important that any evaluation questionnaires remain fairly simple, as evaluations that were too lengthy might discourage students from participating.
- Stewart called for reviewers for the TTU President's book award. He said the Office of the President was specifically looking for reviewers with expertise in the areas of law/political science, biology/zoology, health and wellness, and particle physics.

With no further business raised, Stewart adjourned the meeting.