Graduate Council Minutes  
May 14, 2014  
Chancellors Room, Davies Center

Members Present: Wick (Chair), Amdahl (Secretary), Amann, Baker, Fessler, Havholm, Jansen, Kretz, Lessuise, Long, Pederson, Pollitz, Samelson, Scukanec, Sias, VanWormer, Vaughan  
Guests: J. Aminpour, M. Hoffman

The meeting was called to order by Dean Michael Wick at 3:00 p.m.

1. The minutes of October 23, 2013, were approved as written.

2. Compensation of Summer Session Instruction:
   - Wick briefly explained summer session revenue sharing. In short, money goes back to the department when students enroll in credit-bearing summer session courses.
   - Faculty may now be compensated for their instructional role during the summer session when serving as the instructor of record for internships, directed studies, independent studies, thesis and research paper courses.
   - For directed studies, independent studies, research paper, and thesis courses, compensation is based on the total course credit-hours enrolled, with the maximum payment set at the equivalent of a standard three-credit summer course, and the established summer session limit of 2/9ths salary. Therefore, an instructor for a graduate-level course would receive approximately $239 per student per credit.
   - Calculations are based on tuition rates less institutional overhead, fringe benefits, etc. A sample tuition revenue-sharing summer instructional budget model will be shared with committee members once it has been reviewed for accuracy by the budget officer.
   - Questions/Comments:
     - It’s great that we are able to compensate faculty during the summer session, but please keep in mind that something needs to be done with workload issues and compensation for these types of courses during the regular year. Wick assured the committee that conversation about compensation during the school year is coming.
     - This does not include compensation for faculty who serve on written, oral, or thesis graduate committees, unless you are the instructor of record for the student’s research paper or thesis credits during summer session.
     - Graduate program directors receive no compensation during the summer session. This issue will be addressed in our upcoming workload conversation.

3. Consider Proposal for Credit-Bearing Graduate Certificate Program in Communication and Leadership in Health Organizations:
   - Wick explained that we have been looking for new programming to attract student populations that we may not have been able to attract previously; something other than the standard 18 to 22-year-old, full-time, new freshman student.
   - The new online MS-CSD program is coming along successfully. The application process went well, students are admitted for the 2014 Summer Session, and the first cohort will begin in a few weeks.
   - Given that we are surrounded by health care organizations that are substantial in size, we’ve been looking for other opportunities that might serve the health care population that doesn’t involve the typical new freshmen.
   - Continuing Education and the Education Advisory Board have been working on a market analysis for the demand for a communications related program, most likely post-bacc level. CE and the Department of Communication and Journalism have held focus study interviews with local leaders.
   - Since Wick and others were confident that there would be a demand for such a program, new courses were created that would parallel a possible new degree in this area, to reduce our time to market.
   - The CASCC recently approved five new graduate CJ courses, as well as this newly proposed credit-bearing graduate certificate. These new courses will be posted in the UW-Eau Claire Announcements. If no
objections within 30 days, the courses will be approved. If any objections or concerns, the courses will come to GC for discussion. If interested in reviewing these new course proposals, contact our office.

- After market analysis review, the demand is for a degree, not a certificate. We hope to begin attracting students for the online certificate while we work toward creating a master’s degree in this area.
- These five new CJ courses that make up the certificate will be fully online and offered in 8-week sessions.
- The target audience is professionals working in health care settings, including nurses, administrative staff, and those in the insurance industry.
- We need to be careful with advising and how this program is advertised, so people do not receive the false impression that they will earn a teaching or nursing license by completing this certificate or master’s degree.
- Reminder: When determining how much research will be involved within this program, please keep in mind the resources and support of the library.
- It was moved, and seconded, to approve the proposed graduate certificate program in Communication and Leadership in Health Organizations.
- Clarification was requested as to how a health care focus developed with this certificate. Chair Hoffman explained that in addition to the national interest in this topic, they have a number of faculty within CJ who have an expertise and interest in communication and health contexts, experience with health campaigns in local hospitals and public health organizations, as well as faculty members in organizational communication who have done research or have interest in health context. Some courses are more organizational, communication and leadership in the contexts of health, and others are more specific about health issues.
- The credit-bearing Graduate Certificate Program in Communication and Leadership in Health Organizations was unanimously approved.

4. Other Business:
- Wick thanked everyone for their involvement and leadership in graduate education this past year.
- Wick announced that Gail Scukanec will be serving as an evaluator consultant for graduate education, so we can be more proactive in our planning, review policies, practices, and challenges, as well as provide leadership in graduate education. Scukanec will be working part-time, and will start sometime this summer.

The meeting adjourned at 3:28 p.m.

Respectfully submitted,

Nancy J. Amdahl
Secretary to the Graduate Council
May 20, 2014

*Copies of the handouts distributed at GC meetings may be obtained from the Office of Graduate Studies.*