

University of Wisconsin – Eau Claire  
**University Senate Academic Policies Committee**  
**Vol. 56, Meeting No. 1**  
Tuesday, February 5, 2019  
Chancellors Room, 311 Davies

**Present:** *Members:* Janice Bogstad, Selika Ducksworth-Lawton, Joel Friederich (via video), Robert Hooper, Marquell Johnson, Hans Kishel, Bill Miller, David A. Miller, Darrell Newton, Vicki Samelson  
*Guests:* Jeff Bria, Margaret Cassidy, Deb Jansen, Jean Pratt, Mary Hoffman, Kristy Lauver, Kate Kim, Paul Kaldjian, Nicholas Phillips

**Presiding:** Chair Marquell Johnson called the meeting to order at 2:04 p.m.

## Meeting Minutes

### 1. Approval of minutes from December 4, 2018

- Motion to approve the minutes of Tuesday, December 4, 2018, as distributed. Motion was seconded and approved unanimously (8-0-0).

### 2. Proposal for Credit-Bearing Certificate in Anthropology

- Dr. Paul Kaldjian was in attendance to provide information and answer questions. Several years ago, the department was encouraged to cut the Anthropology minor; after several years, the department feels that there is a demand for certificate.
  - Will the projected increase in enrollment impact course availability? They will work with the College to provide more seats if there is a demand. There could also be some opportunities with cross-disciplinary courses.
  - More explanation of the history behind the suspension of suspending the minor? In response to budget concerns. There's a feeling that a certificate would be preferred over a minor.
  - Concerns about students graduating with only lower-level courses in the certificate? Right now, the department agrees with the concern but they also want to ensure that the courses offered will be available (they're all part of the LE core).
  - Any concerns about individual students wanting independent studies? No expectation that faculty have to do independent studies in order to sustain the program. Students can also get credit by being involved in SREUs.
- Motion to approve the proposal for a credit-bearing certificate in Anthropology. Motion was seconded and approved unanimously (8-0-0).

### 3. Proposal for Credit-Bearing Certificate in Digital Marketing Analytics

- Drs. Kristy Lauver and Kate Kim were in attendance to provide a brief overview and answered questions. This is an emphasis that has been developed in response to the career needs that current students have through industry-recognized certification.
  - Is there a reason for limiting the certificate to marketing students? Technically, students can earn the certificate without being marketing students, but they have to have the preliminary courses as electives. Discussion around external certification and required points? Dr. Kim provided several examples of students in other majors who would have those qualifications; other majors who might be interested would include Actuarial Studies and Information Sciences.
  - Concerns over the certificate being focused on business majors? As long as students have the prerequisites for the classes, they are welcome in the program.

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- Sense of interest in the program? Roughly 10% of students with a marketing major (20-25 students/semester). Students can incorporate voluntary work experiences (Google Analytics, etc.).
- What would be the cost to the student for the external certification? Some of the certifications (ex: American Marketing Associate), while others are free.
- What's included in the UWEC exit exam? Students take a content-knowledge test pulling older questions from retired certification exams.
- Concerns re: tracking all of the moving parts? There's already a similar certification, and students submit all of the materials digitally (bplogix); they are comfortable with the level of bookkeeping involved.
- There is some general discussion around the following rhetorical questions: Are there courses that could be substituted? What are the course-hour equivalencies for external certification tests? How will students find out prerequisites for the required courses?
- Motion to approve the proposal for a credit-bearing certificate in Digital Marketing Analytics. Motion was seconded and approved unanimously (8-0-0).

#### 4. Proposal for Elimination of Music – Piano Pedagogy, Piano Performance, Piano Collaboration

- Dr. Nicholas Phillips was in attendance to provide information and answer questions. There is student interest in piano pedagogy and piano collaboration, but the numbers are small and the resources are slim. Bachelor of Music Applied Instrumental Major folded piano into the major, and the eliminations have the full support of the piano faculty.
- Motion to approve the elimination of Music – Piano Pedagogy, Music – Piano Performance, and Piano - Collaboration. Motion was seconded and approved unanimously (8-0-0).

#### 5. Future Business

- We will potentially receive two program reviews by the end of February.
- Next week, there is a proposal from Enrollment Management re: advising requirements.

Chair Marquell Johnson adjourned the meeting at 2:52 p.m.

Respectfully submitted,

Carey Applegate  
Secretary for the Meeting