

University of Wisconsin – Eau Claire  
**University Senate Academic Policies Committee**  
**Vol. 56, Meeting No. 9**  
Tuesday, February 25, 2020  
Chancellors Room, 311 Davies

**Present:** *Members:* Robert Hooper, Marquell Johnson, Hans Kishel, Der-Fa Lu, Joel Meier, Bill Miller, Darrell Newton, Vicki Samelson  
*Guests:* Rose-Marie Avin, Wayne Carroll, Margaret Cassidy, Maria DaCosta, Mary Hoffman, Tom Kemp, Karen O’Day, Jean Pratt, David Schaffer

**Presiding:** Chair Marquell Johnson called the meeting to order at 2:00 p.m.

**Meeting Minutes**

**1. Approval of minutes from February 18, 2020**

- Motion to approve the minutes of February 18, 2020, as distributed. Motion was seconded and approved unanimously (5-0-0).

**2. Proposal for Art, Digital Media, Comprehensive Major [020-023] Elimination**

- Karen O’Day was in attendance to provide information and answer questions. One student currently enrolled, she will serve as advisor to see the student to graduation. Any equipment and materials used by the major are very similar to those used by Graphic Design.
- Motion to approve the proposal for the elimination of the Art, Digital Media, Comprehensive Major [020-023]. Motion was seconded and approved unanimously (6-0-0).

**3. Department of Economics Program Review**

- Chair Tom Kemp was in attendance to provide information and answer questions.
- How much does the BBA degree constitute what department does?
  - Depends on metrics used, quantity of courses offered, sections offered, direct workload of faculty: all courses offered in past several years are part of BBA program, a student in COB could take any course offered and have it count toward BBA degree, 103 and 104 are technically not part of business core and are foundational courses; distribution of majors across the degrees and market demand, approximately 70% are BBA and the remainder BA, numbers fluctuate but not significantly, measure workload, department is required to meet the College of Business’ accreditation metrics, including assessment and course design processes, unsure of percentage of time spent between CoB and CoAS
- IRC report indicates there are still concerns amongst the department related to meeting AACSB compliance. Are those concerns based on some of those metrics or the requirements of maintaining the accreditation?
  - If Economics is to retain the BBA degree, the department must meet AACSB’s accreditation requirements. Two choices: retain the BBA and meet the accreditation requirements or eliminate the BBA. The issue has been resolved (except implementation) since the IRC report was written. Department has rewritten the DEP, will continue offering the BBA and was given a pass by the CoB for the time being. Location of department has been source of contention, have decided to remain located within CoAS (organizational structure)

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- Committee Comment - How the department attracts and retains faculty isn't going to resolve itself if they remain within CoAS, using same pay structure and what they're compensated for, still issues within faculty structure and how retirements and other departures will be handled. Seems to be a mismatch as to what's laid out.
- DaCosta – Contentious issue that has been settled and revived multiple times. In disagreement with external reviewer's report. Department met with CoB and CoAS Deans on October 11 and decided as a department to abide by the AACSB accreditation rules, continue offering the BBA, and stay within CoAS. External reviewer was on campus October 15/16 after the decision was made. His report doesn't reflect where the department was and states they should continue the "move," which never started. The department has always been located in the CoAS and collaborates with the CoB which is happily done for the sake of the students. The reason faculty have not been retained has little to do with salary, last departure was due to personal reasons and the previous four were due to Walker's cuts
- Carroll – Have already set a plan for new faculty to meet the AACSB requirements specifically the need to publish more, don't feel many changes are required nor much implementation needed
- What would the department look like without the BBA degree? Would you be able to serve as many students with the BA, meet the needs of foundational LE courses more efficiently, address workload issues?
  - Speculation. If the degree would be eliminated over a 5-year period allowing those enrolled to complete their degree, not accepting additional majors, in order to maintain its current number of majors and maintain demand for existing course offerings would need to recruit 400% more liberal arts majors than department has been able to recruit in previous years. Inability to recruit the additional students would reduce the demand for upper-level courses, staff would be redundant. Movement from GE to LE has exacerbated everything. Loss of BBA would be an extremely precarious situation.
- Carroll – Consensus among faculty to keep the BBA, unique workload as each teach 120 students in 103 and 104 and one upper-level course. If BBA eliminated, lower-level courses would still be a big part of the workload due to the percentage of CoB majors who enroll in them. Would lose some majors, e.g., Business Econ majors would decide not to major in Econ, lose some demand at upper-level while keeping solid lower-level demand
- DaCosta – Department feels very strongly that they want to retain the BBA and are willing to do whatever it takes to keep it. No reason department can't keep it.
- Seems to be contentiousness about the accreditation requirements, all three reports indicate a level of uneasiness within department to be held to those standards not in DEP, newer faculty will be on a standard set differently than current faculty
  - No contention surrounding requirements for scholarship, new faculty would have to submit more publications
- COB perspective – A lot of contention came out during review; however, the CoB has worked and will continue to work well with the Econ faculty. Publications are up, they're assessing the curriculum, revised the DEP, although CoB would like the faculty to be part of their college, logistically it doesn't really matter, will continue to collaborate collectively
- Department was launched into accreditation process with no forewarning in 2017, changes were made by the department, the reaccreditation occurs in spring 2021, no contention as to whether department will continue to revise its internal structure to meet the requirements

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- What do you think department will look like a couple of years from now – adding 2-3 tenured faculty?
  - Objectives if hiring a cohort of new faculty would be to hire individuals who could move program in the direction of modern technology and techniques in Econ and could pass knowledge onto the rest of department
- With the heavy workload expected of new hires, will they stay at UWEC, does workload in dept correspond with type of people you'd like to hire?
  - If you ask people to do more work, you need to pay them more, can bring people in, impossible to know if they'll stay

Chair Marquell Johnson adjourned the meeting at 2:58 p.m.

Respectfully submitted,

Sarah Forcier  
Secretary for the Meeting