Present: Members: Scott Clark, Rahul Gomes, Abby Hemmerich, Marquell Johnson, Carol Koroghlanian, Bill Miller, Dalete Mota, Jamie Tester Morfoot, Evan Weiher
Guests: Margaret Cassidy, Brewer Doran, Deb Jansen, Paula Lentz, Sonja Meiers, Jean Pratt, Jill Prushiek, Aleks Sternfeld-Dunn, Ruidong Zhang

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

Meeting Minutes

1. Approval of minutes from February 22, 2022
   ▪ Motion to approve the minutes of February 22, 2022, as submitted. Motion was seconded and approved (9-0-0).

2. Proposal from the COEHS for Math, Minor – Teaching – MCEA Suspension [180-408]
   ▪ Motion to approve the Proposal from the COEHS for Math, Minor – Teaching – MCEA Suspension [180-408]. Motion was seconded and approved (9-0-0).

3. Proposal from the College of Business to establish a new major: Business Communication (XXX-XXX)
   ▪ Paula Lentz was in attendance to provide information and answer questions. Business Communication is a creative and innovative business degree created in response to campus and COB need. Students will obtain expertise in business and business/workplace communication. It covers things not currently offered in the array of COB majors. Also in response to the request by Advisory Board members as it combines a skillset businesses are searching for; demand for internal communication specialists which will continue to grow. Will be the only Business Communication, BBA degree within UW System. Received only positive feedback from peer institutions. Electives offered from Art & Design, Computer Science, Communication, English.
   ▪ What jobs will graduates pursue?
     • Degree qualifies students for many types of positions, including the growing internal communication specialist field. Organizations recognize the need to harness how communication happens within and require someone with a background in business and communication. Another option would be management positions.
     • Students with this combo in their background may be able to skip a step in their career progression. Typically need to begin in an entry-level position to obtain the skill set and move up. Highly specialized degree, few can fill those positions.
   ▪ Have had discussions surrounding the future of comprehensive majors. Will there be a non-comprehensive major offered?
     • Built as a comprehensive major with a rich elective array. Not an accreditation issue. Majors need to complete the business core (29 credits) and the final number of credits only allow for a comprehensive major. Already offer a popular Advanced Business Communication Certificate, but it focuses more on writing than communication. Students understand the need to be a good communicator and it is tough to reach that goal with a non-comprehensive major. Will perhaps consider a certificate in the future.
With changes to the work environment due to the pandemic, how does the communication aspect relate in the new world?

- Did start planning the major pre-pandemic. Interesting to watch how technology enabled communication for groupwork, facilitating conversations, written communication. In-depth coursework and data visualization as part of a course project, technology-required communication – it’s built in throughout the major. COB also recently voted to change the oral communication learning outcome to add a virtual option into presentations whenever possible.

Strategy to roll the major out to Business Pre-professional (Business Undecided) students?

- All COB students take business core. If a student is not sure which field of study they want to pursue, the core allows them to sample courses in the field they’re considering. Freshmen who enter as Business Pre-professional won’t get behind because all courses in the core count toward their major (if they stay in the COB). It allows them to explore and choose the correct major early on. VC Crickette was adamant that management and marketing be included. Conservatively estimate 15% of students know they want COB but don’t know the desired major, offering this major will help with retention. Need it on e-application so incoming students can choose it.

Work climate and culture are so important and BSAD 300 (EDI in the Workplace) is only 1 cr. It’s important for individuals to be able to communicate about sensitive issues surrounding EDI while developing a work culture. Is this element incorporated elsewhere? In courses?

- BSAD 300 is only a starting point; students “launch” from it. Elements of EDI are woven into the curriculum. Faculty know to embed it and the college is intentional about including it when developing curricular pieces. EDI is also a major goal in COB’s Strategic Plan, saturating it throughout curriculum with the help of faculty who are involved with EDI. Most faculty have already included it as it is an important part of business today. Some employers don’t want to interview at UWEC because we’re not diverse enough, want to ensure students are exposed to EDI to help them in their job search.

Motion to approve the Proposal from the College of Business to establish a new major: Business Communication (XXX-XXX). Motion was seconded and approved (9-0-0).

4. Proposal from the Department of Information Systems for Information Systems, Comprehensive Major Revision [832-004]

- IS major curriculum hasn’t been revised in a long time. Added data analytics courses to the curriculum to keep up with industry changes. Also want to revise some old courses and eliminate the courses no longer needed.

- Why was PHIL 308 removed?

  - Have added electives from other departments, feel business ethics is covered in other courses. IS has done it’s best to include electives that incorporate some of the learning objectives from the courses that were removed.

Motion to approve the Proposal from the Department of Information Systems for Information Systems, Comprehensive Major Revision [832-004]. Motion was seconded and approved (9-0-0). The item will move forward to Senate as an item for the record.

Chair Marquell Johnson adjourned the meeting at 2:44 p.m.

Respectfully submitted,
Sarah Forcier
Secretary for the Meeting