

Educational Policies Committee Minutes
September 12, 2013
11:00 a.m. to 1 p.m., Academic Senate Conference Room

Abstract

Minutes and agenda approved. First reading for Professional Social Media Certificate. First reading for Hospitality and Tourism Management Certificate. Revisions to the Mathematics and Statistics programs approved unanimously.

Present: Melinda Milligan (Chair), Christina Baker, Mary Dingle, Anthony Gallino, Lillian Lee, Felicia Palsson, Nathan Rank, Karen Thompson (proxy for Armand Gilinsky), Tim Wandling, Laura Watt, Carmen Works

Meeting was called to order at 11:02 a.m.

Agenda approved with re-affirmation of liaison assignments

Approval of Minutes – Minutes of August 29, 2013, approved

Reports

Chair

Chair Milligan said she emailed the authors of the Non-Credit certificate proposals on today's agenda and provided committee members with a handout of the information she sent to proposers.

She presented the ENSP proposal to the Executive Committee. Andy Merrifield noted the proposal is good and would be great if more faculty were hired to teach it.

The Senate Budget Sub-committee is collecting examples of one- and two-page budget sheets that many of the other CSU campuses have posted on their website and will propose SSU post theirs as well.

The Academic Senate has nothing on its business agenda this afternoon. EPC has not yet presented its end-of-year report to Senate. The items discussed but not acted upon still need to be added to the report.

Milligan briefed the committee on the On the Horizon list and included items arising submitted from members at this meeting.

AVP Report

E. Sundberg was not available.

Liaison to Graduation Studies Subcommittee

T. Wandling reported that the sub-committee discussed hybrid programs including ways to maintaining their integrity and how to market those courses

Liaison to GE Subcommittee

F. Palsson reported the subcommittee is collecting examples of assessments for teaching critical thinking that demonstrate learning objectives are being met.

Liaison to Academic Planning Committee

Anthony Gallino reported the committee continues its work on fine-tuning the SEIE (School of Extended and International Education) procedures.

Voting Member of Program Review Subcommittee

M. Dingle reported the subcommittee has its first meeting of the year next week. They will be electing a new Chair

Liaison to the Budget Subcommittee

Already presented in the Chair's Report.

Old Business

None

New Business

Item 1. Professional Social Media Certificate – M. Weisman - First Reading

Weisman is now the Coordinator of Social Media for Academic Affairs. This certification program was initially proposed by the Provost who then asked Weisman to do the research and put together a program. The program is primarily for those already familiar with social media and want to utilize it professionally. There are two target populations – professionals already working their field and undergraduate students.

This program borrows its structure primarily from San Francisco State University's certificate program. But the addition of a service learning opportunity in the Social Media Clinic on campus and a capstone experience makes this program unique. The capstone experience is the creation of a social media campaign for their industry.

Wandling believed the program is tremendous and has great potential for all programs, especially graduate programs. Members are thinking about how it can be used for their disciplines.

However, members felt that some of the language required clarification and would like greater detail on the relationship between the certificate program and the Hutchins School as the entity providing faculty oversight.

In its struggle to define its role in this process EPC wondered if it should ask for more detail on faculty qualifications and selection. Do selections require EPC approval?

What do we do now? Does it require our approval? Communicate to Hutchins in more detail what their role is in the cert.

The committee asked Weisman to address the issues raised by members and return for a second reading.

Item 2. Hospitality and Tourism Management – Kyuho Lee – First Reading

Lee is an Assistant Professor in Marketing.

The certificate program will fulfill a growing need to provide training and education unique to Hospitality and Tourism Management, especially for the local area. Santa Rosa Junior College has a program, but the need is growing beyond capacity. And this is Professor Lee's area of expertise.

The Hutchins School has agreed to provide faculty oversight. Both Hutchins and Business will review the qualifications of and select instructors for the certificate program.

EPC would like to see a budget for this certificate program. EPC would also like to see a description of the final project. When and how often will classes meet? Although it is a non-credit program will/can it award Continuing Education Units (CEUs)?

Participants can earn two certificates. To earn the SSU Certificate they will be evaluated on class participation and must get a minimum score of 59% (per standard SSU grading guidelines) on the examination provided by the American Hotel and Lodging Association, a prestigious and recognized industry leader.

Participants satisfying the class participation component and earning 70% on the examination will be awarded a certificate from the American Hotel and Lodging Association.

Will the course, then, focus primarily on preparing participants for the exam or will it provide a more general introduction to the topics? Professor Lee is confident he can assess the needs of participants and meet the objectives of both certificate tracks.

What is the nature of the relationship between the certificate program and the American Hotel and Lodging Association?

EPC looks forward to Professor Lee's return at its next meeting.

Item 3. Math/Stats Program Revision – Elaine Newman and Brigitte Lahme – First Reading

Newman presented the comprehensive reform of the program which includes going from 3-unit courses to 4-unit courses, streamlining degrees and course offerings, modernizing the secondary

teaching track to meet current industry standards, and the need to complete the reform before their upcoming Program Review.

Elaine Sundberg has reviewed the proposal and has no objections. The teaching track has been reviewed and approved by the CCTC (California Commission on Teacher Credentialing).

Motion to waive the first reading was seconded and passed unanimously.

Motion to approve the program revisions to the Mathematics and Statistics Programs seconded and approved unanimously.

In the time remaining Milligan said she will speak to both certificate program proposers and ask them to detail the relationship between their programs and the sponsoring departments. She will also speak to Deborah Roberts, chair of APC (Academic Planning Committee) and present EPC's questions and concerns about the existing practice of approving certificate programs in the absence of an approved procedure.

EPC observed that both certificate programs seem tied closely to only one person, one of whom is not faculty, and would like more information on the number and qualifications of instructors teaching in each program.

EPC would like to see a greater measure of assurance in letters from sponsoring departments that there is adequate and appropriate oversight of the certificate programs. EPC feels especially responsible because the courses in certificate programs are notated the same as SSU courses, i.e., PSY 490, CHEM, BIO). The names of extension course are not visibly different from SSU courses.

EPC is also concerned that historically money that was promised to the academic department to sponsor certificate programs was scooped up to meet other expenses and the departments were never compensated.

Meeting was adjourned at 12:50.

Respectfully submitted by Lillian Y Lee, 09/24/2013.