

Brief Notes - approved 3/7/2023

College of Letters & Science Academic Planning Council

February 21, 2023, 1:00-2:30, 52 Bascom Hall

Chair: Eric Wilcots

Members: Andrea Arpaci-Dusseau, Catherine Auger, Charo D’Etcheverry, Sridhara Dasu, Isa Dolski, Stephen Gammie, Peter Haney, Lori Lopez, Nancy Rose Marshall, Jeremy Morris, Kris Olds

Members Absent: Kristen Shook Slack

Observers: Greg Downey, Mel Freitag, Kim Grocholski, Elaine Klein, Jennifer Klippel, Ruth Litovsky, Shirin Malekpour, Tina Nielsen

1. Announcements/Information:

Undergraduate admissions is holding “Your UW day” events to recruit the next undergraduate class and many L&S units and departments have been participating. There have been many recent awards to L&S Faculty and Students.

- Congratulations to colleagues who have joined the ranks of named fellows of the [American Association for the Advancement of Science](#), including L&S faculty Remzi Arpaci-Dusseau (Computer Sciences) and Kyoung-Shin Choi (Chemistry);
- Congratulations to L&S Fulbright recipients: Katarzyna Beilen (Spanish & Portuguese), Adam Kern (Asian Languages & Cultures), Anne Pringle (Botany);
- Congratulations to UW-Madison’s newest SLOAN Fellows, Andrew R. Buller (Chemistry) and Jose Israel Rodriguez (Mathematics); and
- Congratulations to the recipients of the [2023 Distinguished Teaching Awards](#).

We are all saddened by the loss of Chancellor Emerita Rebecca Blank. Becky was an incredible leader who not only steered this campus through incredibly difficult budgetary times and the pandemic but also put UW-Madison on sound financial footing. She had remarkable vision and was instrumental in establishing our new School of Computer, Data & Information Sciences and the building now under construction. Her commitment was also instrumental in getting Irving & Dorothy Levy Hall through the legislative process.

The council was also introduced to the inaugural Assistant Dean and Director of DEI Training and Innovation.

2. Consent Agenda a. Approval of notes – February 21, 2023 b. Request for Comment: i. College of Engineering, new undergraduate Certificate in Engineering Data Analytics. Lumen proposal: <https://next-guide.wisc.edu/programadmin/?key=1374> ii. Wisconsin School of Business, Business PhD (PhD 133BUS) program and associated new named options, Parent plan proposal: <https://next-guide.wisc.edu/programadmin/?key=728>, Accounting Named Option: <https://next-guide.wisc.edu/programadmin/?key=1387>, Operations and Information Management Named Option: <https://next-guide.wisc.edu/programadmin/?key=1390>, Management and Human Resources Named Option:

<https://next-guide.wisc.edu/programadmin/?key=1392>, Insurance Economics and Actuarial Analytics Named Option: <https://next-guide.wisc.edu/programadmin/?key=1394>, Real Estate and Urban Economics Named Option: <https://next-guide.wisc.edu/programadmin/?key=1398>, Marketing Named Option: <https://next-guide.wisc.edu/programadmin/?key=1400>, Finance Named Option: <https://next-guide.wisc.edu/programadmin/?key=1396>
Members approved the consent agenda.

3. Approval Items:

a. School of Journalism and Mass Communication: New Undergraduate Certificate in Digital Media Analytics. Lumen proposal: <https://next-guide.wisc.edu/programadmin/?key=1388>

GD led the discussion. This is one of many certificates working with data analytics and connecting data analytics to other disciplines and domains. The certificate will serve multiple student audiences including current Journalism & Mass Communication majors, students outside of the major, and students coming from data, computation, and analytics fields. This is a certificate that can be delivered by the J School and will not require vast resources to implement and sustain. There were discussions with Life Sciences Communication about a collaborative certificate but the proposed campus-level program structure is not something the College or School are interested in pursuing due to the administrative burden. Per policy, certificate programs are expected to call on few or minimal resources: the hypothetical campus-level program would likely be costly and time consuming to administer.

Members discussed the certificate. Members brought up the approval process and how units with a vested interest within and outside the College weigh in on new proposals. Comments and letters of support are solicited; once a proposal is approved by L&S APC, the Dean sends out a request for comments to the other Schools and Colleges. The role of L&S CC and L&S APC within this process was also discussed.

There was also discussion on the complex array of programs in the field of communication on campus and how this is a dynamic field that is growing. Given the large and decentralized campus, it is expected that there will be ongoing discussions as disciplines evolve.

Members appreciated the inclusion of a capstone course in the certificate curriculum. There was also discussion on student preparation and success given the array of students expected to complete the certificate. The curriculum is structured to account for these different backgrounds and the capstone course final project emphasizes teamwork. The advising resources were also discussed and the courses included in the foundational curriculum. It was confirmed that the advising structure can handle the addition of certificate students. It is best if foundational courses are under the jurisdiction of the sponsoring department to ensure enrollment access. Members unanimously approved the request to create the Certificate in Digital Media Analytics.

b. Rename Center from “COWS” to “High Road Strategy Center” Structures proposal:

<https://next-guide.wisc.edu/miscadmin/?key=159>

GD led the discussion. The name “High Road Strategy” is from the founding of the Center in the 1990s. This is a non-partisan research center in the College and it is administratively tied to the Department of Sociology. The Sociology Executive Committee unanimously approved the new name and feedback was solicited from relevant L&S departments. This name change goes back to the roots of the Center so the phrase will be familiar to stakeholders. Members briefly discussed the name change of frequency of the term. Members unanimously approved the request to rename the Center to “High Road Strategy Center.”

c. Suspend/Discontinue: Certificate in East Central European Languages, Literature, and Cultures (CERT330). This certificate is being replaced by the newly approved Certificate in Slavic Studies. Lumen proposal: <https://next-guide.wisc.edu/programadmin/?key=178>

EMK led the discussion. Current students will be able to complete the program and the plan is to suspend summer 2024. Students interested in this academic area after this summer 2023 can declare the new Slavic Studies certificate. Members unanimously approved the suspension and discontinuation of the Certificate in East Central European Languages, Literature, and Cultures.

d. Suspend/Discontinue: Certificate in Scandinavian Studies (CERT900), This certificate is being replaced by the new Certificate in Languages and Cultures of Northern Europe. Lumen proposal: <https://next-guide.wisc.edu/programadmin/?key=219>

EMK led the discussion. Students currently enrolled in the certificate should be able to complete the program and the discontinuation is scheduled for Fall 2026 to give them time to do so. Students interested in this academic area can declare the new Languages and Cultures of Northern Europe Certificate. Members unanimously approved the suspension and discontinuation of the Certificate in Scandinavian Studies.

4. Academic Program Review

a. Asian American Studies: Certificate in Asian American Studies (CERT201)

GD led the discussion. The self study and self assessment are great and confirm the trends found in the program data. The program is working extremely well and has grown in student engagement, impact, budget, and faculty connections. The unit has future goals to become a department and create a major in Asian American Studies. Members concurred that the certificate was doing well. Members approved a motion to accept the review as complete with one abstention.

b. Integrative Biology: BA/BS Major, Neurobiology (BA 708)

RL led the discussion. This is the five year review for the program, thought it is somewhat

delayed. The program is doing well and has quickly grown to around 800 majors. The program has a steering committee that represents different departments and it is an important major with many students continuing on to professional or graduate school. Students do some research in labs as part of the major. The self-study is comprehensive. The core neurobiology curriculum starts around the third year so one area for improvement is finding ways to engage with neurobiology majors who are earlier in their academic career. Program strengths include strong growth, engaged students, a variety of classes, active student organization and strong advising. Program weaknesses include that it isn't housed in a department and students identified weaknesses in courses with overlapping content, course availability, strong use of exams, and a lack of an honors option. Students would also like more advising.

Members discussed the review. The structure of the program allows for transfer students to easily join, which is a strength. RL pointed out that a program can allow for transfer students while also finding ways to connect with first and second year students. Members also discussed program diversity and what the program is doing to recruit a more diverse student body. The advising team works with the transfer transition program and other programs to try and recruit. The IBio Climate and Diversity committee is also instituting summer research opportunities to help with recruiting a diverse student body. Members asked about student outcomes and the number who take a gap year; this is largely due to the application process for medical and other professional schools in the medical field. Members also discussed the rapid growth and whether this would be capped; RL plans to work with the program to strategize so there is adequate support and strengths are maintained. Members approved a motion to accept the review as complete with one abstention.

Discussion:

5. Consultations of the Dean

Members discussed the process for recruiting, appointing, and electing members to the L&S APC for the 2023-2024 academic year. A flyer was handed out to promote the new [L&S Exchange](#) Podcast.

The meeting adjourned at 2:25.

Submitted by Kim Grocholski, Academic Planner.