

Brief Notes - Approved 5/2/2023

College of Letters & Science Academic Planning Council

April 18, 2023, 1:00-2:30, 52 Bascom Hall

Chair: Eric Wilcots

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

Members Absent: Andrea Arpaci-Dusseau, Sridhara Dasu, Kristi Shook Slack

Observers: Cal Bergman, Greg Downey, Kristin Eschenfelder, Kim Grocholski, Elaine Klein, Jennifer Klippel, Ruth Litovsky, Shirin Malekpour, Gloria Mari-Beffa, Tina Nielsen, Sue Zaeske, Benedek Valko

1. Academic Program Review: Capstone Certificate in User Experience Design (UNCS980)

Kristin Eschenfelder led the discussion of this focused, revenue-generating program undergoing its 5-year review. The program has a very tight curriculum, and is designed for working professionals; it also creates a pipeline to a related Master’s program, allowing students to be introduced to graduate study and earn a credential before committing to a full master’s degree. The review committee and graduate school memo were complementary, both noting that the program achieves the goal of preparing graduates for interesting jobs and building a loyal alumni base.

Eschenfelder discussed recommendations for program improvement and updates. There were three primary recommendations. The first was to review and update classes and plans are underway to start doing so this summer. The second was to adjust the workload of the program manager, and the iSchool has been working to expand staffing, having hired an internship coordinator and administrative staff. The final recommendation was to focus on marketing to recruit students, which the iSchool is eager to do.

Council members discussed the report and in particular, marketing and demand for the program. APC members suggested asking whether DCS can do an analysis of or offer recommendations about marketing.

The APC unanimously approved a motion to accept the review as complete.

2. Announcements/Information

Dean Wilcots congratulated recent recipients of various awards and honors:

- [Guggenheim Memorial Foundation Fellows](#): Elizabeth Bearden (English), Jason Fletcher (LaFollette School of Public Affairs) and Stephen Myers (Geoscience).
- 2023 Simons Fellows in Mathematics: Mihaela Ifrim, Timo Seppalainen, and Botong Wang
- [Vilas Professorships and Awards \(2023\)](#):
 - [Vilas Research Professorship](#): Miron Livny (Computer Science))
 - Distinguished Achievement Awards: Theresa Delgadillo (English and Chican@ & Latin@ Studies), Kris Olds (Geography), Mario Ortiz-Robles (English), and Tehshik Yoon (Chemistry)
 - Mid Career Investigator: Daniel Erman (Mathematics), Jenna Nobles (Sociology), Robert Roth (Geography), Sissel Schroeder (Anthropology)

- Early-Career Investigator Awards: Angel Adames-Corraliza (Atmospheric and Oceanic Sciences), Ainehi Edoro (English), Jennifer Nelson (Art History), and Luke Zoet (Geoscience)
- [Chancellor's Award for Excellence in Service to the University](#): Desiree Bates (Chemistry)
- Laura Monahan (Zoology)- 2023 Regents academic staff excellence award

In addition, several program proposals previously approved by the L&S APC have been approved by GFEC and UAPC, and are queued for implementation. The Dean noted that the Chancellor's Investiture celebrations were successful, and included many exciting events (see <https://investiture.wisc.edu/> for press releases and links to videos).

3. Consent Agenda: Approval of notes – April 4, 2023, Members unanimously approved the consent agenda.

4. Approval Items: College of Letters and Science: Suspend Admissions to Bachelor of Liberal Studies - Applied Social Science (LSO 070), Lumen proposal:
<https://next-guide.wisc.edu/programadmin/?key=1235>

Guest: Maya Evans, Associate Dean & Director of Online Undergraduate Degrees (OUD)

Elaine Klein provided an overview of challenges facing the online undergraduate degree (OUD) initiative. L&S was charged to develop a suite of undergraduate online programs, which led to a new degree (BLS) and the major in applied social sciences (MASS). The number of students enrolled in the program has been considerably less than expected and currently around 10 students are enrolled. The program entails a heavy administrative workload, including challenges staffing very low enrollment courses. As a result, the College is suspending admission to the degree and major. In anticipation of the current admissions cycle, the Chancellor has approved the suspension of admission so there will be no new students for Fall 2023.

Current students in the program have been notified and will be supported in finishing their degrees. Potential students have also been notified. L&S will continue to provide courses for general education requirements in online programs in the School of Business and SOHE.

Council members discussed the proposal and the general process for trying innovative initiatives. ME pointed out that the market for adults seeking additional credentials has increased and now includes certificates, bootcamps, and other educational credentials outside of completing a bachelor's degree.

Council members who participate in the program offered thanks to the learning technology specialists in IDC and this work will extend to regularly offered online courses within the college. Thanks to everyone who worked really hard on putting this program together.

Members unanimously approved a motion to suspend admissions to the Bachelor of Liberal Studies - Applied Social Science.

5. Discussion:

- a. **Credit by exam policy updates**

EMK led this discussion, noting that accreditation regulations require the university to articulate whether and how students may be awarded credit by passing an examination. This policy has been in place for some time and is being updated. There are only a few approved credit by exam opportunities (e.g., calculus, introductory chemistry). The only substantial change to the policy is to extend policy to the graduate level and clarify approval process for those situation, though that is expected to be rare. There were no questions or comment offered to improve the proposed revisions.

b. Tuition/Service-Based Pricing Programs Policy

EMK led the discussion, observing that the proposed policy statement consolidates policy guidance and practices found in multiple memos and instructions generated over several years as service-based pricing programs were first being developed. This draft updates and modernizes these materials and presents a more clear and transparent statement of policy since it will be listed in the campus policy library. JK also gave an overview of the considerations used to guide programs pursuing service-based pricing, one principle of which is that service-based pricing programs should not compete with traditional GPR-funded programs on campus. For these self-supporting programs, the budget model needs to be viable and scalable, and there must be a well-defined curriculum. EMK noted that service-based programs differ from GPR or more traditional programs, especially at the graduate level, because students in GPR programs have considerable flexibility to take whatever coursework interests them or complements a broad area of academic study. There were no questions about the policy or revisions.

c. Request for Comment: College of Agricultural and Life Sciences, proposal to rename a department *from* Department of Soil Science to Department of Soil and Environmental Sciences Structures proposal: <https://next-guide.wisc.edu/miscadmin/?key=163>

Dean Wilcots introduced the proposal. A number of L&S departments that work in areas related to environmental sciences have reviewed the proposal and provided feedback, specifically the Departments of Atmospheric and Oceanic Science (home of the L&S Environmental Sciences major) and Geoscience. Both departments expressed strong concerns about the proposal, citing in particular the concern that the selected name lays claim to a topic that is studied across many departments in many campus units. Furthermore, L&S colleagues who co-administer the Environmental Studies major jointly with CALS were concerned that students would not recognize that the program can be found in two colleges.

Members discussed the proposals, concerns by L&S departments, and options for moving forward. One question that arose was what was standard in the field and what other departments pursuing similar research have used for their departmental name at peer institutions. Members also discussed alternate names such as “Environmental Soil Science.” A motion was made to table the request and ask for additional information from the College of Agricultural and Life Sciences on what is standard in the field and whether there were acceptable alternatives.

Members unanimously approved a motion to table the request and seek additional information.

d. School of Human Ecology, Notice of Intent, BS Design, Innovation, and Society Structures proposal: <https://next-guide.wisc.edu/miscadmin/?key=161>

Dean Wilcots introduced the proposal. A number of L&S departments that work in areas related Design, Innovation, and Society have reviewed the proposal and provided generally supportive comments.

Members discussed the proposal and in particular, the use of the terms used in the title of the major. It was observed that these are very broad terms and there was substantial discussion surrounding the use of the terms in the proposal. Members noted that SoHE has done extensive work to review the name and it may be too late to reconsider the broad terms used; however, members strongly encouraged SoHE colleagues to refine those broad terms with clear definitions to operationalize them, so other faculty and departments whose work in related areas might seem to fall under the broad umbrella will understand the definitions. Members also recognized that since this is a NOI, there is less information and expressed great interest in reviewing the more detailed Request for Authorization to Implement.

Members unanimously approved a motion to support the Notice of Intent for the B.S. Design, Innovation, and Society with the request to review the detailed Request for Authorization to Implement proposal when it was ready.

e. Wisconsin School of Business, Bachelor of Business Administration curricular changes.

New courses that are part of the proposal:

- i. **GEN BUS 316 –Mathematical Foundations of Business Analytics I, Course proposal: <https://next-guide.wisc.edu/courseadmin/?key=89878>**
- ii. **GEN BUS 317 - Mathematical Foundations of Business Analytics II, Course proposal: <https://next-guide.wisc.edu/courseadmin/?key=89879>**

Guest: Benedek Valko, Professor of Mathematics and Director of Undergraduate Studies (Math)

As part of the standard L&S process, this proposal was circulated to departments offering coursework that will serve the program, including the Departments of Mathematics and of Statistics. The general program revisions were viewed as sound by the committee and likely to serve the students well. However, there were concerns based on feedback from Mathematics and Statistics regarding the inclusion of two new courses proposed by WSB, one in mathematics (GEN BUS 316) and one in statistics (GEN BUS 317). BV explained that the content in the GEN BUS focused on teaching core mathematical concepts, specifically, theory of probability.

Council members discussed the curricular concerns. Members noted that the proposed courses duplicate Math/Stats curriculum, and it is inefficient to teach basic topics outside of the disciplinary departments where traditionally such courses are offered as a service to campus. Members also discussed the UW Budget model and how it increasingly relies on credits generated as a factor in allocating funds. Members were also concerned about the precedent that would be set if these core service courses were taught in another College and how this could lead to additional curricular duplication. EMK pointed out that in the past, the Provost's office has provided strong guidance to departments, schools, and Colleges in affirming disciplinary boundaries.

Members discussed options and recognized the need for the BBA curriculum to be revised. One option would be for the Wisconsin School of Business to withdraw the two proposed courses (GEN

BUS 316 and 317) and work with the Departments of Mathematics and Statistics on substituting appropriate courses. Another option would be to significantly revise the two proposed courses to overlap less with core L&S courses and use MATH and STAT courses as prerequisites.

Members unanimously approved a motion to oppose the proposal as it is currently written and send the proposed suggestions to the Wisconsin School of Business.

Discussion:

6. Consultations of the Dean: There were no consultations of the Dean due to the lack of time.

The meeting adjourned at 2:30 pm.

Submitted by Kim Grocholski, Academic Planner.