

MINUTES
May 15, 2024

University of Nebraska – Lincoln
Academic Planning Committee

Members Present: Ankerson, Bloom, Boehm, Button, Clarke, Doll, Herbin, Heng-Moss, Jemkur, Jones, Minter, Ourada, Russo, Theiss-Morse, Tschetter, Vuran

Members Absent: Boehm, Cressler, Davis

Guests: Associate Dean Adam Wagler

Note: These are not verbatim minutes. This is a summary of the discussions at the Academic Planning Committee meeting as corrected by those participating.

1.0 Call

Vuran called the meeting to order at 3:03 p.m.

2.0 Review of Sports Promotion Graduate Certificate (Ourada and Clarke)

Clarke reported that the College of Journalism and Mass Communications is proposing a Sports Promotion Graduate Certificate which would be a fully online program and seeks to leverage existing courses. She stated that the proposed program seeks to provide education for students interested in sports media, communication, and promotion and the hope is that it would be a pathway for students considering enrolling in a master's degree program. She noted that no additional resources would be required initially and if the program grows the tuition revenue would be used to cover additional costs.

Clarke stated that there were a couple of questions which she shared with Wagler. She stated that one of the questions is whether the students would be able to achieve all of the learning outcomes that were listed in the proposal since there is only one core course required, and the rest are electives. Wagler pointed out that there are only four electives available for students to choose from and students are required to take three electives. He stated that the elective courses address business practices, standards, social media branding, digital media strategy types, and would achieve the learning outcomes.

Clarke reported that another question had to do with admissions, and she pointed out that students only need to submit a personal statement along with a resume which seems very minimal for admission. Wagler noted that the graduate program in the College of Journalism and Mass Communications is fully online. He stated that the students that would be in both the graduate certificate and the master's programs are working professionals, so an online program works better for their schedules. He pointed out that the College's admission requirements to the graduate program does take into account professional experience, and the further the student is out from their undergraduate degree, the less the College is concerned with their GPA. He reported that graduate students must maintain a B or better to remain in the program. He noted that the College has a PR and social media certificate that is popular, and the College is aligning

the Sports Promotion Graduate Certificate with the PR certificate. He stated that by doing this the processes for admission to the graduate certificate programs are similar which makes it easier to work through the application, advising, and completion of admission. Clarke asked how long the PR certificate has been running. Wagler stated that it started in 2017-18 and has been popular and people in the PR industry have taken the certificate. He pointed out that the Sports Promotion graduate certificate has the potential to be even more popular due to the interest that is being shown by undergraduate students.

Clarke asked if the College has consulted with local companies about the proposed graduate certificate. Wagler stated that the proposal does include a letter of support and there are a lot of alumni working in the area, noting that one of the people teaching a course works with Hudl and another with the Athletics department. He stated that they have been providing feedback for the development of the proposal and those teaching the courses have a combined 65-70 years of experience in the field.

Jones noted that the revenue table included in the proposal suggests that the program could bring new students into the college. Wagler stated that this is correct because there has been considerable interest from existing students and also perspective students who have been reaching out to faculty members about having a program in the sports promotion area.

Ourada pointed out that there are some grammatical errors in the proposal that need to be corrected. She stated that she has some suggestions of where corrections need to be made and she could share these with Wagler.

Clarke moved to approve the proposal. Ourada seconded the motion. The APC then approved the proposed program.

3.0 Approval of May 1, 2024 Minutes

Vuran asked if there were any corrections to the minutes. Hearing none he asked for a motion to approve the minutes. Ankerson moved and Tschetter seconded approval of the minutes. Minutes approved unanimously.

4.0 APC Representatives Needed for Academic Program Reviews

Vuran noted that an APC representative will be needed for upcoming APRs and asked for volunteers.

Tschetter agreed to serve as the APC representative for the University Libraries APR (February 16-18, 2025)

Russo agreed to serve as the APC representative for the School of Global Integrative Studies APR (March 9-11, 2025)

Cressler agreed by email to serve as the APC representative for the Chemistry APR (March 30-April 1, 2025).

5.0 Reports from EVC Ankerson, VC Boehm, Interim VC Jones

Ankerson wanted to recognize and thank Doll, Vuran, and Theiss-Morse for their service and commitment to the APC. She pointed out their contributions were very enlightening and helpful throughout the APC's deliberations. She wanted to also thank those members whose terms will

continue on the committee noting that being a member of the APC is one of the most important service opportunities at UNL.

Ankerson noted that we are in the season of celebrating people and their accomplishments and reported that a hallmark last night was the celebration of Professor Sue Sheridan's recent election to the National Academy of Education. She stated that Professor Sheridan's contributions, leadership and mentoring, which she has provided to students and faculty, exemplifies a faculty member's work of going above and beyond. She stated that it was gratifying to celebrate her and other faculty member's accomplishments.

Ankerson reported that this evening is the international graduate reception which celebrates our international students who are graduating. She noted that many family members of these students have flown in from countries around the world to attend the graduation ceremony this weekend.

Ankerson announced that we have six Fulbright students and 18 Gilman scholars this year. She stated that the Gilman scholars are Pell eligible students that received scholarships to study abroad. She noted that it is a credit to all of those people who have helped mentor these students and she congratulated everyone on a successful semester.

Jones thanked Ankerson for acknowledging Professor Sheridan's work and election to the National Academy of Education. She noted that the Academy was founded in 1965 during a time when a lot of legislation relating to early childhood, K-12 education and also higher education was passed by the federal government, and the Civil Rights Act ended U.S. segregation in the public schools. She pointed out that Professor Sheridan's work has basically spanned all ages of children and she developed programs for early childhood education and as mentioned, she contributed immensely to secondary or post-secondary education in terms of mentoring. She noted that it was a delight to honor Professor Sheridan last night.

Jones reported that the University Press has been named a best university press from True West Magazine and they now, as of this afternoon, have a combined 84 award winners and finalist placements for FY 23-24.

Jones stated that tomorrow she will be recording an interview for Husker Radio which will be during the baseball game with Michigan State. She reported that she will be discussing all of the great research work that is happening at UNL. On June 11th, she will be meeting with the Faculty Senate Executive Committee regarding the AAU and looking at our metrics standing. She noted that in July she will be going on vacation, and she hopes everyone gets the chance to get some rest this summer.

Heng-Moss stated that Boehm sends his apologies for not being able to attend the meeting due to a family emergency. She said that she knows he would want to express appreciation for all of the great work that the faculty are doing, and that the APC does.

Vuran wanted to express his appreciation for the administrators' kind notes and to thank the leadership team for their commitment to shared faculty governance. He stated that serving on

the APC has been a great experience for him, especially this past year serving as chair, and he wanted to thank everyone for their service and work on the APC. He said cheers to everyone for a great summer but noted that the outgoing members' term does not end until July 31, although he hopes that there will not be need for a meeting this summer.

The meeting adjourned at 3:29 p.m. The next scheduled meeting of the APC will be on Wednesday, September 11. The minutes are respectfully submitted by Karen Griffin, Coordinator.