COUNCIL ON CURRICULAR PROGRAMS AND INSTRUCTION

Thursday, 8 March 2012

Algonquin Room - University Union - 3:30 p.m.

**A C T I O N M I N U T E S**

MEMBERS PRESENT: C. Anderson, S. Bennett, J. Brown, H. Marchand, C. Piletic, S. Romano, A. Valeva, T. Westerhold

Ex-officio: N. Parsons, D. Williams

MEMBERS ABSENT: J. Dallinger, A. Doyle (SGA rep), B. Welch

GUESTS: Bill Bailey, Peter Calengas, Craig Conrad, Thomas Hegna, Mark Kelley, Kyle Mayborn, Russ Morgan, Michael Murray, Linda Prosise, Gordon Rands, Heriberto Urby, Gregg Woodruff

1. Consideration of Minutes  
   1. 23 February 2012

**APPROVED AS DISTRIBUTED**

1. Announcements

Chairperson Bennett announced that all courses forwarded by CCPI to Faculty Senate were approved this week.

1. Approvals from the Provost
   1. Requests for New Courses
      1. PHYS 461, Astrophysics I, 3 s.h.
      2. PHYS 426, Astrophysics II, 3 s.h.
2. Old Business – None
3. New Business  
   1. **Curricular Requests from the Department of Management and Marketing**
      1. Requests for New Courses
         1. MKTG 339, Services and Product Marketing, 3 s.h.

**Motion:** To approve MKTG 339 (Marchand/Brown)

**Change:** Change MKTG 339 to MKTG 337 to correct typo on form.

**MOTION APPROVED WITH CHANGE 8 YES – 0 NO – 0 AB**

* + - 1. MKTG 429, Marketing Measurement and Pricing, 3 s.h.

**Motion:** To approve MKTG 429 (Brown/Westerhold)

**Change:** Current prerequisites read, “MKTG 327 (Marketing Principles) and CS 302 (Spreadsheet and Database Applications) (PREREQUISITE OR CO-REQUISITE).” Change to read, “Prereq: MKTG 327. Prereq or co-req: CS 302.”

**MOTION APPROVED WITH CHANGE 8 YES – 0 NO – 0 AB**

* + 1. Request for Change in Major
       1. Marketing

**Motion:** To approve Marketing major (Piletic/Westerhold)

Dr. Westerhold observed that the changes will bring the Marketing major outside the guidelines for a comprehensive major (48-66 s.h.). Interim Associate Provost Parsons suggested a rationale be added to the request explaining the reasons why it needs to go beyond the 66 s.h. limit.

**Changes:**

* In proposed Directed Electives, specify that students can “choose any five of the following” followed by a bulleted list.
* Add rationale regarding why the request exceeds the comprehensive major limit of 66 s.h.

**MOTION APPROVED WITH CHANGES 8 YES – 0 NO – 0 AB**

* 1. **Curricular Requests from the Department of Accountancy and Finance**
     1. Request for New Course
        1. FIN 101, Financial Health, 2 s.h.

**Motion:** To approve FIN 101 (Westerhold/Brown)

Accountancy and Finance professor Gregg Woodruff explained that his department has seen freshmen and transfer students that don’t understand how to properly handle their student loans and have sometimes been prevented from registering for spring term because of their mismanagement. He stated that FIN 101 will address this and hopefully help the University with retention as well. He stated that advisors would like for students to take FIN 101 between their high school and freshmen years, and the department is considering offering it online as well as requesting General Education designation for it.

**MOTION APPROVED 8 YES – 0 NO – 0 AB**

* + 1. Request for Change of Major
       1. Accountancy

**Motion:** To approve Accountancy major (Romano/Westerhold)

Dr. Woodruff explained that a state law was passed recently which affects the Illinois Board of Examiners. The law changes the requirements to sit for the CPA exam, which will now require that students complete three hours of business ethics. He stated that WIU has documented that MGT 481, Management and Society: Ethics and Social Responsibility, will fulfill the ethics requirement. Dr. Woodruff stated that the change goes into effect July 1, 2013.

Dr. Westerhold noted that in order to meet the CPA requirements, the department is trying to pull hours from courses students are already taking in order to avoid increasing the hours required for the major; in order to avoid going over the guidelines for comprehensive majors, Accountancy is allowing students the option of substituting one course this year. This year, Accountancy students will be able to substitute MGT 481 in place of ECON 170 or MGT 125 – the global and ethics requirement of the Business core – with the idea that the College of Business and Technology may reevaluate its core next year. Chairperson Bennett asked if the “or” course choices in the Business core will be handled through advising; Dr. Woodruff stated that this is the intention. Dr. Westerhold added that Accounting majors will be directed by advisors to take MGT 481 to meet the CPA requirements. Chairperson Bennett recommended that the department add a rationale statement about advisors assisting students with these choices in the core and that this is a stop-gap measure to meet changes in the law.

**Changes:**

* Add a line between Directed and Open Electives.
* Correct numbering of Open Electives and Other categories.
* Fill in existing Other courses.
* Elaborate on the rationale statement to explain more fully the changes to the Business core and the reason for the “or” choices.

**MOTION APPROVED WITH CHANGES 8 YES – 0 NO – 0 AB**

* + 1. Request for Change of Minor
       1. Accountancy

**Motion:** To approve Accountancy minor (Marchand/Romano)

**MOTION APPROVED 8 YES – 0 NO – 0 AB**

* 1. **Curricular Requests from Department of Geology**
     1. Request for New Option
        1. Paleontology

**Motion:** To approve Paleontology option (Marchand/Westerhold)

Geology professor Kyle Mayborn informed CCPI that there are only nine universities in the United States that offer an option or track in paleontology. He explained that there are so few because many universities don’t have a paleontologist, but WIU has two: Thomas Hegna in Geology, who specializes in invertebrates, and Matt Bonnan in Biological Sciences, who specializes in vertebrates and developed the Functional Morphology minor. Dr. Mayborn stated that no other university in Illinois has two paleontologists on staff and none offer a Paleontology option or track, so Western may be able to attract new students with this option, particularly since this part of the country is well known in the field. He explained that a lot of the critical fossil descriptions come from this area, particularly around Burlington, Iowa, so Western is situated in “a hotbed of invertebrate paleontology.” Dr. Mayborn added that one or two students per year express interest in paleontology at Discover Western, and this option will allow students to actually have Paleontology reflected on their transcripts.

**Changes**

* Change total proposed hours to 136-144.
* Change hours required to complete program to 120-128.

**MOTION APPROVED WITH CHANGES 8 YES – 0 NO – 0 AB**

* 1. **Curricular Requests from the School of Agriculture**
     1. Requests for Changes in Prerequisites
        1. AGEC 333, Agricultural Marketing, 3 s.h.

**Current:**  None

**Proposed:** AGRI 220 (Introduction to Agribusiness Concepts) or ECON 232 (Principles of Microeconomics II)

Dr. Westerhold remarked that all students in the College of Business and Technology already take ECON 232 if they are interested in marketing, so this will be a good addition.

**Motion:** To approve AGEC 333 (Brown/Romano)

**MOTION APPROVED 8 YES – 0 NO – 0 AB**

* + - 1. AGEC 447, Commodities Markets and Futures Trading, 3 s.h.

**Current:**  None

**Proposed:** AGEC 333 (Agricultural Marketing) or ECON 330 (Intermediate Microeconomics) or ECON 332 (Intermediate Macroeconomics) or FIN 311 (Introduction to Finance) or FIN 331 (Financial Management

**Motion:** To approve AGEC 447 (Brown/Romano)

Dr. Westerhold stated the School of Agriculture’s commodities courses are very well known and respected in the College of Business and Technology as well as in the industry, so other majors will be encouraged to take this course so that students can gain a background in markets.

**MOTION APPROVED 8 YES – 0 NO – 0 AB**

* + 1. Request for Change of Minor
       1. Agricultural Economics

**Motion:** To approve Agricultural Economics minor (Brown/Marchand)

**Changes:**

* Move AGRI 220, Introduction to Ag Business Concepts, 3 s.h., up to the Core Courses section.
* Change Directed Electives to 13 s.h.
* Move information in the Other category under Directed Electives and change “coursework in Agricultural” to “coursework in Agricultural Economics.”
* Indicate credit hours after courses in Directed Electives.

**MOTION APPROVED WITH CHANGES 8 YES – 0 NO – 0 AB**

* 1. **Curricular Requests from the Department of Health Sciences**
     1. Request for 275/475 Course
        1. EM 475, Comparative Strategies in Disasters and Emergencies, 3 s.h.

Interim Associate Provost Parsons asked how many other 275/475 courses the department currently offers, noting that only two experimental courses are allowed at any one time per department. Health Sciences Chair Mark Kelley responded that the department is currently offering EM 275, a film course on images of disaster in film and media, and will offer an EM 475 course on public health preparedness in fall 2012 along with this course, so there will not be more than two being offered in any given semester. He hopes that the experimental courses will evolve into electives for Emergency Management students. Dr. Marchand asked if the department has checked to see if any other departments offer similar courses. Dr. Kelley responded that Sociology and Anthropology offers a course on the anthropology of disaster, but EM 475 is focused more on the practical and preparedness side of disasters.

**NO OBJECTIONS**

* 1. **Curricular Requests from the Department of Broadcasting**
     1. Request for Change in Prerequisites
        1. BC 490, Senior Workshop in Production, 3 s.h.

**Current:**  Senior standing; BC 141 with a grade of C or better and BC 142 with a grade of C or better

**Proposed:** Senior standing; BC 350 or BC 361

**Motion:** To approve BC 490 (Westerhold/Romano)

Broadcasting professor Michael Murray related that last year his department submitted a major overhaul of the Broadcasting major during which the introductory production course for audio and video production was split into two courses. The change introduced the possibility that students could go directly from the introductory course to the senior workshop course without having obtained the necessary production skills, and the prerequisite change will solve that potential problem.

**MOTION APPROVED 8 YES – 0 NO – 0 AB**

1. Reports  
   1. Provost’s Report

Interim Associate Provost Parsons reported that the change of division approved at last week’s CCPI meeting from FCS 258 to 358 had to be slightly revised when it was discovered that FCS 358 already exists. The course number was changed instead to FCS 359.

Interim Associate Provost Parsons introduced Linda Prosise who will begin in the Provost’s office on Monday in the position vacated by Vicki Nicholson. Dr. Parsons said that Ms. Prosise will assist with curriculum issues, the ISBE approval process, planning the new student convocation, and the consolidated annual reports.

**Motion:** To adjourn (Brown)

The Council adjourned at 4:25 p.m.

Tara Westerhold, CCPI Secretary

Annette Hamm, Faculty Senate Office Manager