

Graduate Programs Committee (GPC)
Minutes--Draft
Friday, April 15, 2016, 10:00 AM, SON Room #200
Approved 9/1/16

GPC Members present: Lama Farran, Ann McCleary, Dawn McCord (Chair), Shirley Lankford, Jeannie Pridmore, Anja Remshagen, Jessica Renard, Shea Rose, Kathy Skott-Myre, Matt Varga, Susan Webb, Toby Ziglar

GPC Members absent: Christy Berding, Frances Chumney, Denise Overfield

Guests: Cathi Jenks (SACS COC Liaison), Jessica Bucholz (COE: Learning & Teaching)

1. Request to edit the agenda by Jeannie Pridmore in reference to CISM 5330

- a. Agenda item approved
- b. See Old Business for action

2. Minutes: March 9, 2016

Any Changes, Additions, Modifications

Action:

A. Minutes: January 22, 2016

Approved minutes read:

Marketing and Real Estate

1. Course: MKTG 5818 Marketing Metrics

Minutes should read:

Marketing and Real Estate

1. Course: MKTG 5818 Business Web Design

Previously approved minutes may be viewed at

[GPC Minutes 22Jan2016](#)

Action: Approved

3. Course/Program Additions, Modifications, Deletions:

A. Richards College of Business

1. Program Proposals:

- a. Department: Marketing and Real Estate
 Program: Master of Business Administration with a Concentration in Digital Marketing (Originator Talpade, Salil M.). (See <https://apps.westga.edu/catalog/>) A Concentration in Digital Marketing will require a student to complete a total of 33 credit hours made up of 6 Core MBA Courses, 4 Concentration Courses, and 1 Free Elective. The required 4 concentration courses for the Digital Marketing Concentration are the following:
- i. 1. MKTG 5818 - Business Web Design.
 - ii. 2. MKTG 5868 - Marketing Metrics.
 - iii. 3. MKTG 5810 - Social Media Marketing.
 - iv. 4. MKTG 6850 - Analytical Methods in Marketing.

Request: Modify

Rationale: Based on student demand, the Richards College of Business will begin to offer an MBA with a Concentration in Digital Marketing to help students differentiate themselves in the marketplace.

Comments: The current MBA program requires 30 credit hours, 6 core courses and 4 electives.

A Concentration in Digital Marketing will require a student to complete a total of 33 credit hours made up of 6 Core MBA Courses, 4 Concentration Courses, and 1 Free Elective. The required 4 concentration courses for the Digital Marketing Concentration are the following:

1. MKTG 5818 - Business Web Design.
2. MKTG 5868 - Marketing Metrics.
3. MKTG 5810 - Social Media Marketing.
4. MKTG 6850 - Analytical Methods in Marketing.

Action: Approved

- b. Department: Marketing and Real Estate

- c. Program: Master of Business Administration with a Concentration in Sales and Consumer Research (Originator Talpade, Salil M.). (See <https://apps.westga.edu/catalog/>) A Concentration in Sales and Consumer Research will require a student to complete a total of 33 credit hours made up of 6 Core MBA Courses, 4 Concentration Courses, and 1 Free Elective. The required 4 concentration courses for the Sales and Consumer Research Concentration are the following:

1. MKTG 5805 - Sales Management.
2. MKTG 5864 - Consumer Behavior.
3. MKTG 5868 - Marketing Metrics.
4. MKTG 6850 - Analytical Methods in Marketing.

Request: Modify

Rationale: Based on student demand, the Richards College of Business will begin to offer an MBA with a concentration in Sales and Consumer Research to help students differentiate themselves in the marketplace.

Comments: The current MBA program requires 30 credit hours, 6 core courses and 4 electives.

A Concentration in Sales and Consumer Research will require a student to complete a total of 33 credit hours made up of 6 Core MBA Courses, 4 Concentration Courses, and 1 Free Elective. The required 4 concentration courses for the Sales and Consumer Research Concentration are the following:

1. MKTG 5805 - Sales Management.
2. MKTG 5864 - Consumer Behavior.
3. MKTG 5868 - Marketing Metrics.
4. MKTG 6850 - Analytical Methods in Marketing.

Action: Approved

1. Program Proposals:

- a. Program: EdD in Nursing Education Program, Part Time Plan of Study Option C (Originator Duke, Karen). (See <https://apps.westga.edu/catalog/>). The creation of an EdD part-time plan of study, using all of the currently approved EdD

courses. The part time plan of study option will involve a five year period of coursework, in addition to the full time EdD in Nursing Education Program Option C, which occurs over a four year period.

Request: Add

Rationale: Based on student demand; requests from current and potential doctoral students for a part time plan of study.

Action: Request was made to table item in order to determine : why this would require GPC action without change in hours or program. [Note: Following meeting, it was confirmed that GPC was not needed.]

- b. Program: Post-Master's Certificate in Health Systems Leadership-Clinical Nurse Leader Role (Originator Duke, Karen). (See <https://apps.westga.edu/catalog/>). The Post-Master's Certificate for Clinical Nurse Leader (CNL) is designed for a registered nurse who has earned a master's degree in another nursing specialization and wishes to be eligible to take the CNL certification exam. To be granted the post-master's certificate, students must complete a minimum of 10 credit hours at the University of West Georgia Tanner Health System, School of Nursing including 425 clinical practicum hours. Post-Master's Certificate for Clinical Nurse Leader students must successfully complete graduate didactic and clinical requirements of the MSN CNL program. A GAP analysis of the applicant's transcript will be completed to determine if additional courses are required to meet the certificate program guidelines. These additional courses include but are not limited to N6103: Health Promotion and Advanced Health Assessment; N6107: Pathophysiology and Pharmacology I and N6108 Pathophysiology and Pharmacology II.

Request: Modify

Rationale: The Post Master Certificate program plans of study are updated to reflect the requirements of the MSN essentials and CNL revised competencies.

Action: Committee would like see current plans and what changes this entails and declared willingness to vote

electronically. [Note: SON submitted requested information and a majority of committee members approved the modification on April 17, 2016 within the GPC Listserve.]

- c. Program: Post-Master's Certificate in Health Systems Leadership-Leader/Manager Role (Originator Duke, Karen). (See <https://apps.westga.edu/catalog/>). The Post-Master's Certificate for Health Systems Leadership is designed for a registered nurse who has earned a master's degree in another nursing specialization. To be granted the post-master's certificate, students must complete a minimum of 13 credit hours at University of West Georgia Tanner Health System School of Nursing including 240 practicum hours. Post-Master's Certificate for Health Systems Leadership students must successfully complete graduate didactic and clinical requirements of the Master's Health Systems Leadership program. A GAP analysis of the applicant's transcript will be completed to determine if additional courses are required to meet the program guidelines.

Request: Modify

Rationale: The Post Master Certificate program plans of study are updated to reflect the requirements of the MSN essentials and CNL revised competencies.

Action: Committee would like see current plans and what changes this entails and declared willingness to vote electronically. [Note: SON submitted requested information and a majority of committee members approved the modification on April 17, 2016 within the GPC Listserve.]

- d. Program: Master of Science in Nursing Program--Post-Master's Certificate Nursing Education (Originator Duke, Karen). (See <https://apps.westga.edu/catalog/>). The Post-Master's Certificate for Nursing Education is designed for a registered nurse who has earned a master's degree in another nursing specialization. To be granted the post-master's certificate, students must complete a minimum of 10 credit hours at University of West Georgia Tanner Health System School of Nursing including 240 practicum hours. Post-Master's Certificate for Nursing Education students must successfully complete graduate didactic and

clinical requirements of the Master's Educators program. A GAP analysis of the applicant's transcript will be completed to determine if additional courses are required to meet the certificate program guidelines. These additional courses include but are not limited to N6103: Health Promotion and Advanced Health Assessment; N6107: Pathophysiology and Pharmacology I and N6108 Pathophysiology and Pharmacology II.

Request: Modify

Rationale: The Post Master Certificate program plans of study are updated to reflect the requirements of the MSN essentials and CNL revised competencies.

Action: Committee would like see current plans and what changes this entails and declared willingness to vote electronically. [Note: SON submitted requested information and a majority of committee members approved the modification on April 17, 2016 within the GPC Listserve.]

4. Information items

A. College of Education

1. Program: Master of Education with a Major in Special Education and Teaching (General Curriculum) (Originator Bucholz, Jessica). (See <https://apps.westga.edu/catalog/>). SPED 6795 "Comprehensive Exam for the Master of Education: Special Education" is being added to this program. This zero credit course will allow students to know when they must take their comprehensive exam. It will allow the special education faculty members to know how many students each semester need to complete this exam. Currently, students are required to email to register for this exam, which has not been an efficient process.

Request: Modify

Rationale: SPED 6795 "Comprehensive Exam for the Master of Education: Special Education" This zero credit course will allow students to know when they must take their comprehensive exam. It will allow the special education faculty members to know how many students each semester need to complete this exam. Currently, students are required to email to register for this exam, which has not been an efficient process.

5. New Business

A. Graduate Enrollment Management (GEM) Working Group of the UWG Strategic Enrollment Management Committee

- a. The UWG Strategic Enrollment Management (SEM) is reviewing the current UWG SEM plan and has formed working groups. The task of the GEM Working Group is to discuss existing strategies and others that could be applied to GEM. It currently includes membership from each of the Colleges as well as from the Provost's Office and Graduate Admissions. It is being chaired by Elizabeth Kramer (COAH, Assoc Dean) and Toby Ziglar (Director of Graduate Admissions).
- b. SEM would welcome a member from the GPC or another member appointed by the Faculty Senate to facilitate information flow and faculty involvement at all stages of the conversation.
- c. Call for a GPC member to serve: Matt Varga

B. GPC Chair, 2016-17

1. *CHAIRS OF THE STANDING COMMITTEES*. Each Senate committee shall annually elect one (1) faculty member of the Senate as chair. The election shall be held at a special meeting of the continuing members and the newly selected members of the committee to be called by the out-going chair before the end of each spring semester. Results of the election will be reported within one (1) week, in writing, to the Executive Secretary of the Faculty Senate and the Provost and Vice President of Academic Affairs. The newly elected chair shall take office at the beginning of the summer semester
 - i. Current eligible members are:

McCord, Dawn	dmccord@westga.edu	Senate-COAH (2017)
Farran, Lama	lfarran@westga.edu	Senate- COE (2017)
Remshagen, Anja	anja@westga.edu	Senate- COSM (2017)
Varga, Matt	mvarga@westga.edu	Senate--COE (2018)
Webb, Susan	swebb@westga.edu	Senate--RCOB (2018)

- ii. New members were to be invited to this meeting in order to have a voice in the election, however, not all university results were in.
- iii. Matt Varga elected

6. Old Business

A. CISM 5330 Enterprise Architecture

- a. This item was approved at the January 22, 2016 GPC meeting but after going through the process, it was discovered that the course already existed. The request is to change the approval from “add” to “modify” the approval as a modification as the course already exists.

- b. Course: CISM 5330 Enterprise Architecture

(Originator Gainey, Thomas; Jeannie Pridmore presenting). Successful organizations use Enterprise Architecture (EA) as a business strategy. EA is the organizing structure for business processes and IT infrastructure. Top performing organizations know how to design their business processes and IT infrastructure for success of their current operations, and the most successful companies know how to expand their EA to enable innovation and to seize a competitive advantage for the future. This course will introduce students to how EA is used as a business strategy and a business enabler. A final research project will include design thinking methods and the use of SAP enterprise systems design tools to extend an organization’s EA.

Request: Originally was a request to add and RCOB is asking for a request to modify as suggested by the Provost’s office.

Rationale: This is one of three courses that will be required for an MBA concentration in "Business Intelligence and Cyber Security". Same as CISM 4330, but with different requirements for MBA students.

Action: Approved and this will be submitted as an information item at the April Senate meeting.

7. Announcements

A. Ongoing SACS activities and impact on Graduate Programs. Catherine Jenks, presenter.

- ❖ The deadline for the first catalogue proof was March 01, 2016. Course or program additions, deletions, or modifications approved by the Faculty Senate after this date will be entered in the catalogs as time allows based upon publishing deadlines.

B. Update on reorganization of Graduate Studies by Toby Ziglar.

8. Adjournment at 11:05 AM

