GRADUATE COMMITTEE MINUTES

11-17-16

The purpose of this meeting was to review, discuss, and vote on revisions to the MAMC in Audience Analytics degree plan and two self-funded distance learning programs –Digital Strategy and Political Communication.

Audience Analytics degree plan—the revised degree plan was distributed. Minor changes to the degree plan were the number of credits for one class from 2 to 3 and where in the timeline a class would be offered.

**MOTION**: Spiker moved to approve, Wright seconded, it was unanimously approved.

Funding-- prior to the discussion about the distance programs, Dr. Weigold joined the meeting. He mentioned that the Public Interest Communication specialization has been reviewed by the WHAT’S THE NAME OF THE COMMITTEE? I MISSED THAT and he’s waiting for the decision.

Weigold mentioned that our distance courses are funded in one of two ways—self-funded and market-rate. The money from the self-funded courses goes directly to the College-every penny from the program goes back into the program. The money from the market-rate can be spent on faculty, etc. in addition to the program. The market-rate has recently been suspended. Programs currently charging the market-rate will be allowed to continue. It’s uncertain if the suspension is permanent or temporary.

Weigold explained that it’s been determined that distance tuition may not diverge from on-campus tuition. Colleges can no longer charge more for distance students. Our College was charging $550 per credit hour for distance students as opposed to $448.73 on-campus, in-state students are charged. This change in tuition will affect the Public Interest Communication program but already active programs will remain at market-rate.

MAMC—Political Communication—there was some concern that there were no Public Relations classes included in this specialization. Communication Strategy and Messaging was suggested. Ferguson suggested there should be a balance of Democrats/Republicans on the consulting board rather than either party dominating.

Weigold talked with someone in the Political Science department about the program and they were very supportive. They aren’t interested in being involved at this time but perhaps in the future.

**MOTION:** Ferguson moved to approve, Babanikos seconded, it was unanimously approved.

MAM—Digital Strategy—the budget for this program will be revised due to the market-rate being suspended.

**MOTION**: Kelleher moved to approve, Babanikos seconded, it was unanimously approved.

The meeting was adjourned.

ATTENDING: Babanikos, Ferguson, Kelleher, Rodgers, Selepak, Spiker, Treise, Wright and Hedge.