GRADUATE COMMITTEE MINUTES

10-15-2014

Minutes from 9-24-14 meeting

Approved unanimously following one correction—Kelleher did not attend.

Treise welcomed the student representative who will serve on this committee—Annelie Schmittel, a doctoral student.

Fundraising Certificate Proposal

A concern was raised regarding faculty members who were listed as instructors but who have not been approached to teach in this program. Kelly would be responsible for finding the appropriate faculty to teach the courses. Ostroff asked how instructors will be compensated. That question has not yet been answered.

Molleda pointed out that Kelly needs to be trusted to find the faculty because she is the expert in this area. He suggested the committee should be focusing on the courses, not who will teach them. He said the Foundation has approved this proposal, agreeing on the content of the proposal based on the skills of Kelly, and it needs to move forward. He suggested the hiring can remain flexible and does not have to be graduate faculty even though the proposal mentions that the instructors will be graduate faculty.

**A motion** was made by Ferguson to table the discussion until next meeting following a clarification of the language in the contract regarding faculty who will teach courses and some questions raised about the SLOs. The motion passed unanimously.

Value Communication and Conversion Certificate Program

Andy Selepak presented the proposal for a College of JM/COM Graduate Certificate in Value Communication and Conversion. The program consists of four courses (12 credits). Selepak’s proposal stated that, “Marketing and recruitment for the program will rely on a blend of tactics produced by the College’s Distance Education staff and our partner in this program, MecLabs.”

The target for the program would be companies already working with MecLabs. Selepak said there is a potential for hundreds of people who could be interested in a certificate such as this.

Ostroff mentioned that at the undergrad level, certificates can’t stand alone and must be part of a program. Selepak said at the graduate level a certificate can stand alone. Kelleher mentioned that if there was a need to have a partner program, he should contact the Advertising department.

Questions asked and answered—

* Would current students pay regular tuition?
* Any on-campus students taking the classes would pay regular tuition as they do now for distance classes.
* Will MecLabs have right of refusal of students?
* No, the company will have no part in the application process. The partnership comes in with MecLabs being the facilitator of the course content. There will be no money coming from MecLabs, the students will come from their clients, such as Verizon,
* Can the courses be applied to a Master’s degree?
* It depends on the degree.
* Are there plans to make this a Master’s degree?
* There are no plans, at this time, to make it a Master’s program. The earliest it could even be considered would be fall of 2016.
* Who will manage the program?
* Selepak will serve as Program Director and Faculty Adviser for the first years of the program. He would manage the teaching assistants and lectures. MecLabs will provide the two main instructors from their company.

The Graduate Committee wants to see the CVs for the two instructors and asked Selepak to clarify the following:

1. Can we take the program with us if we separate from MecLabs?
2. Will the content be proprietary?
3. Is it patented?
4. Will students from other areas be able to pick and choose classes without getting a certificate?

The proposal was **tabled** until the next meeting when Selepak will address the questions asked at today’s meeting.

MA Curriculum Review

Ferguson said the Public Relations department is working on their curriculum review.

Other Topics

Ostroff mentioned that Career Day is coming up and it would be good to survey the employers.

ATTENDING: Treise, Cleary, Goodman, Kelleher, Molleda, Rodgers, Schmittel, Selepak, Spiker, and Hedge.