

**University Academic Planning Council
Annual Report to the Faculty Senate
2003-2004**

I. Functions

The University Academic Planning Council (UAPC) meets regularly to advise the chancellor and provost on major program decisions, long term academic plans, and associated campus development. It addresses university academic policy issues and provides for faculty participation in academic planning; assures that appropriate review and consideration are given to requests for new programs and the implementation of proposals for new majors, degrees, or certificates; makes recommendations concerning the establishment or discontinuation of departments, centers and center-like units; makes recommendations concerning the evaluation and review of academic programs; makes recommendations for policy related to new program development, program review, and related issues; and provides oversight for general education.

The UAPC meets once a month during the academic year and as needed during the summer. Both outgoing members and new members attend summer meetings to provide continuity and facilitate the transition. Minutes for UAPC meetings are available from the office of Academic Planning and Analysis.

II. The Year's Activities and Issues

A. Changes in the UW-Madison Academic Planning Approval Process

The UAPC adopted changes to the approval processes for new academic programs. Under the new approval processes, the UAPC will consider for approval proposals to establish new graduate majors, degrees, and certificates after the Graduate Faculty Executive Committee (GFEC) has approved these proposals. Similarly, the UAPC will formally consider eliminations of graduate degrees and majors. In recent years the UAPC has not discussed these proposals and has only ratified the GFEC actions. Name changes of graduate programs and the creation and elimination of graduate-level options will be considered by the UAPC as part of an automatic consent agenda. The purview of the UAPC includes graduate as well as undergraduate academic program planning, and the UAPC tends to be interested in different issues than the GFEC. These changes assure UAPC oversight for all levels of academic programs, and they are also designed to avoid undue duplication of effort. For an overview of academic approval processes see <http://wiscinfo.doit.wisc.edu/obpa/overview.htm>.

B. Program Approval for Professional and Graduate Degrees

The discussion about the approval progress extended to the distinction between graduate and professional degree programs. Increasingly, new post-baccalaureate program proposals challenge the traditional notions of what defines and distinguishes a master's or doctoral program from a professional program. The UAPC identified several issues to be addressed in further discussion: the need to establish criteria to define and distinguish professional and graduate degree programs, the role of clinical versus tenure/tenure track-faculty, differences in governance and administrative structures between graduate programs administered through the Graduate School and professional programs administered in the schools/colleges, differences in standards for admission, the role of specialized accrediting agencies in some professional programs, program-specific requirements and how those relate to Graduate School requirements, and the need to clarify the appropriate requirements for program approval. These issues are also under review by the Graduate Faculty Executive Committee. The UAPC will continue to explore these issues in 2004-05.

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C. Dual Degree Programs

The UAPC reviewed existing dual degree programs -- combinations of bachelors and masters degrees completed in tandem -- and considered if they should be subject to review and approval before being established. The existing dual degree programs require fewer credits overall than if each degree program had been completed separately. However, the amount of coursework required is the same or more than the minimum required for a bachelor's and a master's degree completed separately. The programs do not appear to compromise on academic standards and the curricula meet other requirements including those for licensure and/or accreditation. UAPC members determined that these hybrid programs should have a minimal level of oversight and the UAPC established a requirement that proposals for dual degree programs be submitted to the provost and reported to the UAPC for consideration an automatic consent agenda item.

D. Program Review and Low Enrollment Majors

The UAPC reviewed the annual report on academic program review activities. In the 2002-03 academic year, reviews of 24 academic majors were completed and reviews of 30 academic programs were initiated or ongoing. All but 19 of the 220 academic major programs have been reviewed in the last 10 years, the standard program review cycle. Of the nineteen majors that haven't been reviewed, all but two are scheduled for review in the next few years. Ten of those 19 programs are cross-college or cross-departmental program, which suggests that programs not associated with a single department tend to be missed in the review process. Only a handful of majors meet the low-enrollment criterion, those that graduated fewer than five students in the past five years. The continuation of most of these programs has been justified by the deans and program faculty in the course of the program review process and many are on a shortened review cycle or are under ongoing review.

E. Guidelines for Centers and Institutes

UAPC members reviewed the existing policy guidelines for establishing centers and found that the guidelines lacked a definition of centers and a rationale for having such guidelines and did not provide guidance for the renaming, reorganization, or discontinuation of centers.

The UAPC developed and approved new guidelines for centers and institutes. The major difference between the previous version (adopted in 1997) and the new guidelines is that the 1997 guidelines described only the process for establishing new centers, whereas the 2004 guidelines cover the entire life cycle of centers, which includes establishing, renaming, reorganizing, and discontinuing centers. The 2004 guidelines also include language stating the value of centers to the university, the rationale for a formalized approval process, and a definition of centers, institutes and center-like units.

The UAPC recommended that the official list of centers be reviewed every five years to assure that it is complete and up-to-date. The number of official centers now stands at 260. The last time the list of centers was reviewed was 1998 and another review is underway now and the outcome of that review will be reported next year. The center guidelines and the list of formally approved centers are posted at <http://wiscinfo.doit.wisc.edu/obpa/uapccenters.htm> .

F. Report of the General Education Committee

The UAPC received the annual report of the General Education Committee. The report explained that the General Education Committee has endorsed the new writing component of the ACT and SAT tests for admission purposes, but not for placement purposes. The General Education Committee has been

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evaluating several high school math curricula including the Math Core Plus curriculum for how effectively they prepare high school students for college. UAPC members expressed an appreciation for the concise explanation of the purpose of general education included in the report, and that explanation is now found in the Undergraduate Catalog.

G. Implementation of the Ethnic Studies Requirement

The UAPC received an update on the activities of the Ethnic Studies Requirement Implementation Committee, which is implementing the changes that were approved last year as an outcome of the review of the ethnic studies requirement. The committee has compared courses with an “e” designation against the definition of ethnic studies requirement and determined which courses met the new criteria. Many courses met the criteria, some did not, and some courses were subjected to a more detailed evaluation before a determination was made. The committee continues efforts to expand the pool of “e” courses beyond L&S, and to make efforts to assure that there are enough seats available in “e” courses to meet student demand.

H. University Assessment Council Report on the 2003 Assessment Plan

The UAPC is the governance committee formally charged with overseeing the university’s assessment strategy. The University Assessment Council is charged with providing on-going attention to issues related to academic program assessment. For the 2003-03 academic year, the assessment council was charged with reviewing and updating the assessment plan, which was developed and adopted in 1995. That plan review was completed in the summer of 2003 and the 2003 assessment plan was presented to and accepted by the UAPC. The 2003 assessment plan clarifies the roles and responsibilities of those involved in assessment activities, describes the levels/strands of assessment, articulates principles that shape the philosophy of assessment, lists examples of good practices in assessment, and outlines priorities and goals for the future. The 2003 assessment plan and the assessment plans of the schools and colleges are posted on-line at www.provost.wisc.edu/assessment.

III. Academic Program Changes Approved, July 2003 through June 2004

The University Academic Planning Council considered and recommended the formal academic actions listed below. Frequently, the UAPC considers these formal academic actions in the context of broader academic planning discussions. For example, proposals for changes in the status of some centers and institutes led to the review and revision of the policy guidelines for centers and institutes, as described above.

A. Majors, Degrees, and Options

Approved the entitlement to plan an MS degree and major in Agroecology in the College of Agricultural and Life Sciences. This proposal has been forwarded to UW System Administration for review.

Approved the proposal to implement an MS degree and major in Occupational Therapy in the Department of Kinesiology, School of Education. This program has been approved for implementation in Fall 2005 by the UW System Board of Regents.

Approved the proposal to implement a Master of Public Health degree in the Department of Population Health Sciences, Medical School. This proposal will be forwarded to the UW System Board of Regents for their consideration.

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Approved a curricular redirection of the MBA program in the School of Business. The new curriculum gives students a lockstep, cohort experience in the required foundational courses for much of the first year of the program and then provides an education in one of 14 specializations.

Discontinued the graduate program (MS degree and major, PhD minor) in Analytical Clinical Chemistry, Medical School.

Discontinued the graduate program (MS degree and major, PhD major, and PhD minor) in Continuing and Vocational Education, a cross-college program shared by College of Agricultural and Life Sciences, School of Human Ecology, and School of Education. The programmatic aspects of CAVE will be integrated into the graduate program in Educational Administration.

Discontinued the BS-Occupational Therapy degree and major in the department of Kinesiology, School of Education. This program will be replaced by the newly approved MS in Occupational Therapy.

Discontinued the undergraduate major in Agricultural Mechanization and Management, College of Agricultural and Life Sciences.

Renamed the graduate program (MS major and degree, PhD major, PhD minor) in Veterinary Science to Comparative Biomedical Sciences, School of Veterinary Medicine.

Renamed the graduate program (MS major and degree, PhD major, PhD minor) in Educational Administration to Educational Leadership and Policy Analysis, School of Education. The department was also renamed.

Renamed the undergraduate degree and major Family and Consumer Education to Family, Consumer and Community Education, School of Human Ecology.

Renamed the undergraduate and master's-level major Business: Operations and Information Management to Business: Operations and Technology Management, School of Business.

Renamed the undergraduate and master's-level major Business: Information Systems, Analysis, and Design to Business: Information Systems, School of Business.

Extended the undergraduate-level Individual Major to the BS-Human Ecology degree in the School of Human Ecology.

Extended the major Business: Arts Administration to the Master of Business Administration degree, School of Business.

Established a Research Honors designation associated with the Doctor of Medicine (MD) degree in the Medical School.

Established a named option for the Master of Engineering degree, Engineering major: Engine Systems, College of Engineering.

Established a named option in the undergraduate Civil Engineering major and degree: Fluid Systems Engineering, College of Engineering.

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Established three new named options at the master's level for the School of Business major Business: Finance, Investments and Banking: i) Quantitative Finance; ii) Applied Corporate Finance; iii) Applied Security Analysis.

Established one new named option at the master's level for the major Business: Accounting: Tax, School of Business.

Established three new named options at the master's level for the School of Business major Business: Management and Human Resources: i) Strategic Human Resource Management, ii) Strategic Management in the Life and Engineering Sciences; iii) Entrepreneurial Management.

Established two new named options at the master's level for the School of Business major Business: Marketing; i) Marketing Research; ii) Product Management.

Discontinued the three named options associated with the renamed School of Business major Business: Operations and Technology Management at the undergraduate level: i) Operations Research; ii) Production/Operations Management; and iii) Statistics.

B. Certificates

Transferred the administration of the capstone certificate programs from the Graduate School to the Division of Continuing Studies, effective Fall 2003. Consequently, capstone certificate programs, which were formally available to graduate students, are now available only to special students. This change is effective for any capstone certificate programs approved in the future and for existing capstone certificate programs: Bioinformatics, French Studies, Fundamentals of Clinical Research, Geographic Information Systems, Laboratory Quality Management, Public Affairs.

Established an undergraduate Certificate in Celtic Studies (undergraduate and special students), College of Letters & Science.

Established both a graduate and a capstone Certificate in Clinical Investigation, Department of Medicine, Medical School.

Renamed the graduate Certificate of Specialist in Educational Administration to Certificate of Specialist in Educational Leadership and Policy Analysis, School of Education.

C. Academic Departments

Renamed the department of Educational Administration to Educational Leadership and Policy Analysis, School of Education. The academic programs in the department were also renamed.

D. Timetable Departments/Listings

Established a new timetable listing, Science and Technology Studies, in the College of Letters and Science.

Established a new timetable listing, International Academic Programs, in the College of Letters and Science.

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E. Centers and Institutes

Established the Wisconsin E-Business Institute in the College of Engineering.

Established UW-Madison Language Institute in the College of Letters and Science.

Established UW-Madison National African Language Resource Center in the College of Letters and Science.

Established the Institute for Cross-College Biology Education.

Established the Center for Applied Corporate Finance in the School of Business.

Renamed the Center for Law and Behavioral Science to Center for Law, Society and Justice in the College of Letters and Science.

Renamed the Joyce Erdman Center for Manufacturing and Technology to Erdman Center for Operations and Technology Management in the School of Business.

Merged the Center for Health Policy and Program Evaluation (CHPPE) into the Wisconsin Public Health and Health Policy Institute (WPHHPI). As a consequence, CHPPE is discontinued. WPHHPI is administered through the department of Population Health Sciences in the Medical School.

Continued the Land Tenure Center and moved it from the College of Agricultural and Life Sciences to the Gaylord Nelson Institute for Environmental Studies; required that the Land Tenure Center provide a review of activities in May 2005.

Discontinued the Office of University-Industrial Relations in the Graduate School.

IV. Future Issues

The UAPC will continue to address issues relevant to its mission of advising the chancellor and provost on university academic program issues. These issues are expected to continue to include overseeing program review policies and the general education requirements; monitoring enrollment management and enrollment projections; and reviewing academic policies. Specific issues that may be addressed in the coming year include the development of collaborative degree programs with other institutions, the distinctions between professional and graduate degrees, the influences of specialized accrediting agencies on degree requirements. The UAPC will review the final report and recommendations of the 2003-04 Committee on the Transfer Student Experience. In addition, the review of the centers list, which was initiated in the spring of 2004, will be discussed by the UAPC.

V. Summary

In 2003-04 the UAPC addressed academic issues relevant to many aspects of its mission as defined by *Faculty Policy and Procedures*. Those issues included changes in the academic planning approval process, guidelines for approvals, renaming, reorganization, and discontinuation of centers and institutes, oversight of general education and the ethnic studies requirement, and a review of the assessment plan. As part of its responsibility for "appropriate review and consideration of requests for new programs", the council acted on a large number of academic program proposals as listed above.

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VI. University Academic Planning Council Membership 2003-2004

Ex-Officio Members

John Wiley (Chancellor)

Peter D. Spear, Chair (Provost)

Martin Cadwallader (Dean, Graduate School)

Administrative Member Appointed by the Provost

Paul Percy, Dean, College of Engineering

University Committee Representative

Murray Clayton, Statistics / Plant Pathology (fall semester)

Philip Brown, Geology and Geophysics (spring semester)

University Committee - Chair Budget, Planning and Analysis Joint Subcommittee

Ron Schultz, School of Veterinary Medicine (through November 2003)

Cyrena Pondrom, Professor of English (beginning December 2003)

Academic Staff Executive Committee Appointee

Robin Kurtz, Bacteriology

Divisional Committee Appointees

Jeffrey Hardin, Zoology (Biological Sciences), to 2005

Alda Blanco, Spanish and Portuguese (Arts and Humanities), to 2006

Graham Wilson, Political Science (Social Studies), to 2004

John Moore, Chemistry (Physical Sciences), to 2007

University Committee Faculty Appointees

* Also a member of the Campus Planning Committee.

Dan Pekarsky*, Education Policy Studies, to 2005

Joy Dohr, Human Ecology, to 2006

Mary Behan*, Veterinary Medicine, to 2007

Jane Collins, Rural Sociology, to 2004

ASM Student Appointee (nonvoting, one-year appointment)

Joe Hiegel (fall semester)

Vacant (spring semester)