

GRADUATE COUNCIL MEETING MINUTES
September 17, 2015
1:00 P.M.

264 GRINTER HALL CONFERENCE ROOM

MEMBERS PRESENT: Dr. Nancy Fichtman Dana; Dr. Tom Frazer; Dr. Christopher Hass; Dr. Mahendrarajah Nimalendran; Dr. Joanna Peris; Dr. Cindy Prins; Dr. Connie Shehan; Dr. Pamela Soltis; Mr. Nathan Blinn (GSC)

MEMBERS ABSENT: Dr. Adegbola Adesogan; Dr. Henry Frierson (chair); Dr. Ann Horgas; Dr. Dietmar Siemann; Dr. Jane Southworth

GUESTS PRESENT: Dr. Timothy Brophy (Institutional Assessment); Mr. Phillip Klepacki (College of the Arts); Dr. Brian Marchman (Distance and Continuing Education); Ms. Ana Portocarrero (Business Administration); Dr. Debbie Treise (Journalism and Communications)

STAFF PRESENT: Dr. R. Paul Duncan; Ms. Gann Enholm; Ms. Caroline Lentz (recording); Dr. Rhonda Moraca; Mr. Robert Parker; Ms. Stacy Wallace.

The meeting was called to order at 1:05 p.m.

I. ACTION ITEMS:

1. Minutes from the June 18, 2015, Graduate Council meeting (Enclosure 1). Motion to approve was made, seconded, and passed unanimously.

CERTIFICATE:

2. Proposal from the College of the Arts for a termination of the graduate certificate in Arts Administration (#10293). Mr. Phillip Klepacki was present for discussion (Enclosure 2). Mr. Klepacki explained that the College of the Arts proposes to close the certificate because scheduling between the two originating colleges could never be done satisfactorily and marketing the certificate was an issue. Only 4 certificates have been issued since the certificate became active. Change will be effective spring 2016. Motion to approve was made, seconded, and passed unanimously.

CONCENTRATION:

3. Proposal from the Warrington College of Business Administration to close the concentration in Health Care Risk Management (#10276). Ms. Ana Portocarrero was present for discussion (Enclosure 3). Ms. Portocarrero explained that there is a low demand for the concentration and it has not been offered since 2011. The last cohort

group graduated in August 2012. Change will be effective spring 2016. Motion to approve was made, seconded, and passed unanimously.

FACULTY MEMBER AS STUDENT:

4. Petition from Edward Schaefer, a faculty member in the College of Arts, to participate in the Master of Arts in Latin at the University of Florida. Dr. Paul Duncan was present for discussion (Enclosure 4). Dr. Duncan explained the reasoning behind faculty members not being allowed to pursue graduate degrees, and the potential conflict of interest. The basis for the exclusion was to avoid circumstances in which regular, tenured, full-time faculty were pursuing thesis-oriented, full-time graduate degrees. However, now there are many different classifications of faculty (part-time, courtesy, etc.) as well as different classifications of degrees such as the weekend M.B.A., for which Graduate Council has previously created exceptions. Dr. Schaefer's situation requires Graduate Council approval because he is a full-time faculty member who is proposing to pursue a thesis degree. The deans of the employing department, as well as the dean in the college in which he would pursue the Master of Arts degree support his petition, and Dr. Schaefer has provided a clear plan of study.

Graduate Council Member (GCM) asked if the degree would be beneficial to Dr. Schaefer's program. Why the pursuit of the Master's instead of individual courses? Dr. Duncan responded that Dr. Schaefer wants to pursue the degree rather than only courses. GCM then explained that in one paragraph of his petition letter, Dr. Schaefer states why this graduate degree would be relevant and would improve his credentials, particularly in regard to his teaching of Sacred Music.

Dr. Duncan reiterated that Dr. Schaefer did not come to this decision lightly and has given it much careful thought and discussion with Dean Lucinda Lavelli (College of the Arts) and Senior Associate Dean Duncan (Graduate School).

Motion to approve was made, seconded, and passed unanimously.

II. INFORMATION ITEMS:

5. College of Liberal Arts and Sciences, Master of Sustainable Development Practice requested the addition of one class (AGR 5277C) to major credit. This item was administratively approved on June 3, 2014 by the Graduate School staff fall 2015 (Enclosure 5).
6. College of Liberal Arts and Sciences, Master of Sustainable Development Practice requested to reduce the number of major credit hours required from 33 to 24 credits. Dr. Duncan explained that this reduction is not a significant change to the overall degree requirements. This item was administratively approved on June 3, 2014 by the Graduate School staff fall 2014 (Enclosure 6).
7. College of Public Health and Health Professions, Master of Arts, Health Administration Program decreases overall credits from 63 to 57. Dr. Duncan explained that the courses for the M.A. are moving toward competency standards,

necessitating the change to the credit hours. This item was administratively approved by the Graduate School staff on July 15, 2014 for fall 2014 (Enclosure 7).

8. CIP code change from 14.0101 to 30.999 for the graduate certificate in Entrepreneurship that was previously approved by Graduate Council in May 15, 2014 (Enclosure 8).
9. Modification in policy in the English Language Country Exemption List Updates (Enclosure 9). Dr. Duncan explained the history of the list and noted that the most significant change to the list is the addition of India to the deleted countries.
10. Graduate Programs – Distance and Self-Funded (No new items). Dr. Marchman stated that there will be new items for review at October's Graduate Council meeting.

III. DISCUSSION ITEM:

11. Proposal from the College of Journalism and Communications for a modification of the curriculum of the major in Mass Communication for the Master of Arts in Mass Communications degree. Name change proposed as "Communication" (#10336). Dr. Debbie Treise was present for discussion (Enclosure 11).

Dr. Duncan introduced the proposal and explained that a name change to the degree and major would be primarily a local decision, though there would be potential problems with CIP codes and questions of how the terminology would look, how to market the change, etc.

Dr. Treise noted that the name change is not as critical as the proposed changes to the program and then presented the reasons for the proposal: UF's program would be consistent with other universities of similar stature; the accrediting board is fine with the proposed changes; students/other people do not understand the term "mass" anymore. She also stated that if the name change to "Communications" is problematic, it could be changed to "Master of Arts in Media and Communications (thereby remaining a M.A.M.C.) degree. The academic unit has completed 2.5 years of research and the result is that Masters Students want cross-disciplinary experiences and more professional-related education. Many peer institutions offer this 2-track system: a Ph.D. preparation track and a Professional track. The plan is to make the Applied track's length of study shorter (33 hours), with a 12 credit hour fall, 12 credit hour spring, and 6 credit hours in summer A and 3 hours in summer B term.

Dr. Duncan explained that the change would bifurcate the program for those who want to earn their degree and graduate versus those who want to carry the degree forward to a Ph.D.

The following are the questions and answer to questions regarding the proposal:

Will this proposed change creating two separate tracks result in the same degree?

Answer: Dr. Treise affirmed this.

What is the crossover between the two proposed tracks and how are they similar?

Dr. Treise explained that there will be a one-time opportunity for crossover, but the two tracks are very different. She gave the example of Applied Theory vs. Communication Theory.

Will the admission criteria for prospective students would be the same?

Answer: Dr. Treise explained that the standards would remain the same: 156 Verbal/146 Quantitative.

Will the Student Learning Outcomes would differ by track?

Answer: Dr. Treise affirmed this.

How will someone outside of the university system know the difference between the tracks and if the only way to tell which track a student followed was by looking at their transcript?

Answer: Dr. Treise explained that it would be up to the student to explain which track they followed.

Will the College lose any resources by making this change?

Answer: Dr. Treise said it would not.

Will the Ph.D track require 12 credit hours for both terms?

Answer: Dr. Treise clarified that the credit hours are 9, not 12.

What is the relative number of students who will follow each track?

Answer: Dr. Treise predicted that $\frac{3}{4}$ of students will want to pursue the professional track. Dr. Duncan stated that in the past, universities of stature wanted to produce what they considered to be “scholarly journalists.” UF was one of those universities that wanted to create researchers about journalism as opposed to simply journalists. The current proposal from Communications would be a substantial change and would create practitioners from scholars.

Is there any intention to develop a communications concentration in other colleges, particularly STEM?

Answer: Dr. Treise said that they had not thought about that, but would like to learn more about this idea.

What is the reason for 2 separate tracks when students automatically receive Master’s degree when taking Ph.D. courses?

Answer: Dr. Treise clarified that students are required to have their Master’s to be admitted to the Ph.D. program in Communications.

Why GSC asked why there could not be 2 separate degree titles, such as the Master of Science in Construction Management and the Master in Construction Management?

Answer: A GCM explained that this particular proposal is for attainment of the same degree.

Ms. Enholm stated from a degree certification perspective that the proposal will allow students leaving the university with a degree title where the curriculum for the two tracks is significantly different and there may be SACS (Southern Association of Colleges and Schools) accreditation issues. She also stated there are 3 degree programs with “Mass Communications” in the title at UF and asked why the name was not being changed for all three degrees. Dr. Treise answered that they have thought about it, and again stated that the name change is not as crucial as the curriculum

change. Dr. Duncan stated that one has to look at the transcript in order to discern the student's major.

Dr. Treise clarified that specializations do not show up on transcript. She also stated that there is discussion in the college to change the name of the college at a future date.

Do other institutions offer this degree with the two track system?

Answer: Dr. Treise said they do. GCM suggested that Dr. Treise articulate this information in the proposal and also applauded the proposal as representing a huge trend and need.

Dr. Duncan explained that no Graduate Council action is necessary at this meeting, but will be in a month or so when the proposal becomes an action item. Dr. Duncan expressed his appreciation for the conversation about the Communication proposal and directed those with questions to send them to Dr. Treise or Dr. Moraca.

The meeting was adjourned at 1:48 p.m.