

Educational Policies and Planning Committee  
Meeting Minutes  
September 9, 2011

- I. Call to order: George Bailey (Representative to Marianna Walker, whose arrival was delayed), called the meeting to order at 2:07 p.m. on September 9, 2011 in Rawl Annex 142. The following persons were present:  
Regular Members: Deedee Glascoff, Scott Gordon, James Holloway, John Kenney, David Smith, Ed Stellwag, Blaise Williams  
Ex-Officio Members: George Bailey, George Kasperek, Anthony Overton, Mark Taggart, Marianna Walker  
Excused: Susan Bashinski, Linner Griffin, Thomas McConnell  
Guests: Lori Lee
- II. Chair of the Faculty Walker made several announcements upon her arrival:
  - a. The newly elected EPPC chair will be meeting with Chair of the Faculty Walker (along with all faculty senate committee chairs) once per month (on the 4<sup>th</sup> Tuesday) during the 2011-2012 academic year.
  - b. The newly formed Graduate Council will soon take the place of the Graduate School Administrative Board, and Graduate Council recommendations will be sent to the Academic Council and then to the Chancellor for final approval of graduate curriculum and graduate policies. The EPPC charge will remain the same, with the exception that both positive and negative EPPC recommendations will be reported to the faculty senate (not just positive recommendations, as was previous procedure). Dr. Walker suggested that the minutes, containing this information, be available to the university community. To facilitate the transmission of information to the faculty senate, Glascoff motioned (seconded by Holloway) that there be a standard announcement available to all senators and linked to the faculty senate agenda reminding senators that the minutes of the EPPC are available at (the appropriate URL). The motion passed by unanimous approval.
  - c. Dr. Walker reported that the Academic Council has requested that EPPC meet twice per month to prevent limitations to the speed at which programs progress through the EPPC to the faculty senate. During discussion, EPPC members noted that actionable items sent from the EPPC to the senate cannot be processed at a faster rate than the monthly senate meetings. Thus, EPPC members were hesitant to schedule a standing second meeting each month, and noted that additional special EPPC meetings have historically been scheduled to conduct pressing business when needed. It was agreed that this practice would remain in effect for future EPPC business as well, and thus no additional standing meetings per month were scheduled.
  - d. The EPPC should review the portions of Appendix D of the ECU Faculty Manual addressing the EPPC's role in program discontinuation to ensure accuracy of the process and wording.
- III. Chair of the Faculty Walker initiated the elections of officers for the 2011-2012 Academic Year. Gordon was elected chair, after which he took over as chair of the meeting. Stellwag was elected vice-chair, and Bashinski was elected secretary.
- IV. The 2010-2011 EPPC Final Report was presented and approved by unanimous vote.

V. Business Carried Over from 2010-2011

- a. Proposed name Change - Department of Hospitality Management to the School of Hospitality Leadership within the College of Human Ecology:  
Professor Robert O'Halloran and Dean Judy Siguwaw presented the case for the name change. The Department has over 400 majors and produces more than enough student credit hours to qualify for school status, and it was noted that there is unanimous faculty support within the College of Human Ecology for the change to school status. Furthermore, it is the wish of the industry partners that school status be acquired. It was stated that the College of Business supports this proposal. A motion was made and seconded for approval, and the motion passed unanimously.
- b. Proposed new Concentration in Occupational Health Psychology within Health Psychology Doctoral program offered by the Department of Psychology:  
Professor John Cope presented the rationale for the new concentration. There was minimal discussion, but Glascoff asked whether this concentration had been discussed with the Dept. of Health Education and Promotion. Cope answered that it had. No new resources are needed, and a rollout of this concentration is set for Fall 2012. A motion was made and seconded for approval, and the motion passed unanimously.
- c. Proposed discontinuation of Applied Economics Graduate Certificate within the Department of Economics:  
Professor Richard Ericson presented a brief rationale of discontinuation of the graduate certificate based upon lack of student interest. There was no discussion. A motion was made and seconded for approval, and the motion passed unanimously.

VI. New Business

- a. Proposed new Concentration in Electrical Engineering in the Department of Engineering (College of Technology and Computer Science):  
Professor Hayden Griffin, Professor Jason Yao, and Associate Dean Leslie Pagliari presented the rationale for the new concentration. Subsequent discussion indicated that all resources are in place, although some existing faculty may have to increase course coverage somewhat. It was also indicated that other universities with schools of engineering support this concentration (NC State being specifically mentioned). No change in the student growth model is expected, as it is anticipated that many current ECU engineering students will change concentration to EE. No official consultation had been sought with other ECU departments such as the Dept. of Physics. A motion was made and seconded for approval, and the motion passed unanimously.
- b. Proposed new Graduate Marketing Certificate in the Department of Marketing and Supply Chain Management:  
Dr. Kenneth Anselmi presented the rationale for the new certificate. The Marketing Certificate will prepare professionals for career opportunities in both public and private sectors by emphasizing more in-depth skill development than just general business knowledge. The career opportunities afforded to marketing specialists expand those available to students pursuing the broad-based MBA degree as well as the MSA degree. A recent survey of current ECU MBA students found 52.1% of respondents expressed interest in pursuing a graduate Marketing Certificate, reflecting a trend at other universities as well.

No new resources are required. There were minimal questions or discussion. A motion was made and seconded for approval, and the motion passed unanimously.

- c. There was discussion surrounding the need for the EPPC to coordinate future faculty forums to discuss activities of the Program Prioritization Committee (PPC), as listed in the timeline for the PPC (<http://www.ecu.edu/cs-acad/ppc/>). Bailey noted that it is not in the faculty senate's charge to directly facilitate such forums, but that the senate delegates such tasks to its committees. The EPPC will be the appropriate committee in this case. The first forum is a University forum on or about November 30, 2011, with another forum to follow on or about April 13, 2012.
- d. Kenney raised the possibility of establishing an electronic meeting policy for the EPPC in the event an important issue must be addressed during a time when a face-to-face quorum cannot be established. It was generally agreed that this policy should be an item addressed during an upcoming meeting.
- e. The meeting times for the remainder of the academic year were discussed. It was motioned by Glascoff and seconded by Kenney that the meeting time be 1:00 p.m. on the scheduled dates. The vote passed by unanimous approval.

#### VII. Announcements

- a. Gordon announced that the EPPC is a co-sponsor of the Academic Program Development Workshop (Friday, September 30, 2011, 2:00-4:00 p.m.). Discussion ensued regarding the extent of EPPC input in this workshop, and EPPC's role as co-sponsor of this workshop was generally deemed appropriate. The extent of EPPC involvement in other academic program development activities in the Office of Academic Program Planning and Development was also discussed. Discussion included the EPPC chair's position on the Academic Program Development Collaborative Team. It was generally agreed that the EPPC's input was valued in these processes.
- b. Gordon announced that a task at the October EPPC meeting would be to review the academic program development chapter of the *Graduate Curriculum and Program Development Manual* to provide subsequent feedback to the Office of Academic Program Planning and Development. This document is posted on Sharepoint.

#### VIII. Adjournment

There being no further business, Chair Gordon adjourned the meeting at 3:45 p.m.

**The next EPPC meeting will be on Friday, October 14, 2011, at 1:00 p.m. in Rawl Annex 142.**

Minutes submitted by Scott E. Gordon