



The University of North Carolina

GENERAL ADMINISTRATION

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Continuum Universities
Appalachian State
University

East Carolina
University

Elizabeth City
State University

Fayetteville State
University

North Carolina
Agricultural and
Technical State
University

North Carolina
Central University

North Carolina
State University
at Raleigh

University of
North Carolina
at Asheville

University of
North Carolina
at Chapel Hill

University of
North Carolina
at Charlotte

University of
North Carolina
at Greensboro

University of
North Carolina
at Pembroke

University of
North Carolina
at Wilmington

University of
North Carolina
School of the Arts

Western Carolina
University

Winston-Salem
State University

Continuum High School
North Carolina
School of Science
and Mathematics

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MEMORANDUM

TO: Chief Academic Officers
FROM: Alan Mabe
DATE: September 8, 2008
SUBJECT: Productivity Study of Academic Degree Programs and Review of New Degree Programs

As we continue with the implementation of the recommendations of the UNC Tomorrow Report, we will begin the process of revising the long-range planning processes to reflect these recommendations. While we have kept some processes in abeyance while the Commission was doing its work and the Board was responding to the Report, it is now time to do the next productivity study and the accompanying review of recently established degree programs. We will follow a similar process to the one used for previous studies. We provide guidelines, lists of programs not meeting the BOG's standards, and response forms for the programs identified.

In some years General Administration has excluded from review some areas that did not meet the BOG's productivity standards. However, it would appear to be in the spirit of the UNC Tomorrow initiative to at least consider all of our programs that fall below the BOG's productivity standards in this review. We have shortened the response forms for communicating your recommendations regarding the reviewed programs. We are well aware that there are degree programs whose main contribution to the campus is providing courses in the general studies curriculum and we share with you the importance of this function. But rather than our trying to second guess which programs fit this rationale we are including all the programs identifies as not meeting the BOG's standards.

With the growth of the extensive list of online degree, certificate, and licensure programs and the large list of online courses that constitute these programs, we want to encourage campuses to think about whether any of the needs they have in an area where the campus has found it difficult to meet the enrollment and degree production standard might be met through an online consortium or the use of online courses from other campuses. The Board's new Academic Program Planning Policy gives a prominent place to online programs and the Board has encouraged the integration of online options and availability into all our review and development processes.

Chief Academic Officers

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The new degree programs that are to be reviewed have been divided into those approved for establishment in the period January 2006-December 2007 and those approved for establishment in the period January 2004-December 2005. For those approved in the later period a report is requested on the one to two years of the operation of the program and for those approved in the earlier period a report is requested for the three to four years of the operation of the program. Response forms for the two periods are included. The key issue is to address whether the program is meeting the campus's expectations formulated at the time the program was proposed and if not what changes are planned.

We have pushed the date for providing the results of the productivity and new programs reviews to December 15 so it will be slightly beyond the UNCT Phase II due date of December 1. Please let Jim Sadler or me know if we can assist you in this process.

copies: President Erskine Bowles
UNC Chancellors
Senior Vice President Harold Martin
Associate Vice President Jim Sadler
Executive Director Norma Houston (UNC Tomorrow)

Enclosures

14:07 Monday, September 8, 2008

**Low Productivity Programs
East Carolina University**

CIP Program Code Title	Yr. Low Status Estd Prod.	All Majors					Degrees Awarded				
		Fall 2004	Fall 2005	Fall 2006	Fall 2007	2003 - 04	2004 - 05	2005 - 06	2006 - 07	2007 - 08	
05 - Bachelor's Degrees											
050207 Women's Studies	A 1995 *	1	3	3	-	2	-	-	1	-	
131303 Business Education	A 1972 *	14	16	18	20	4	1	2	3	3	
131307 School Health Education	A 1972 *	15	13	13	22	6	7	7	4	8	
131308 Family and Consumer Sciences Education	A 1972 *	5	13	13	13	-	1	6	4	8	
131310 Marketing Education	A 1972 *	-	-	-	2	-	2	-	-	-	
131325 French	A 1972 *	1	1	2	-	-	-	1	-	-	
131326 German	A 1972 *	2	1	1	3	-	1	-	-	-	
131330 Hispanic Studies Education	A 1972 *	14	12	11	22	2	4	6	5	10	
160501 German	A 1972 *	2	5	6	10	3	3	3	3	-	
160901 French	A 1972 *	5	7	7	8	1	-	1	4	1	
380101 Philosophy	A 1972 *	21	30	21	25	9	11	6	8	14	
400601 Geology	A 1972 *	19	19	12	21	8	10	6	10	4	
400801 Physics	A 1972 *	13	14	17	8	11	3	4	7	4	
500703 Art History and Appreciation	A 1972 *	7	8	5	9	3	3	8	2	3	
500904 Theory-Composition	A 1972 *	6	2	2	3	1	1	3	1	-	
512305 Music Therapy	A 1972 *	11	13	13	5	5	5	5	8	1	
540105 Public History	A 1984 *	6	5	8	12	4	2	3	4	5	
07 - Master's Degrees											
131314 Physical Education	A 2000 *	6	5	5	7	3	1	5	3	1	
500904 Theory-Composition	A 1972 *	2	4	3	2	-	1	1	2	1	
512305 Music Therapy	A 1996 *	4	6	4	2	1	1	2	1	2	
08 - Post-Master's Certificates											
131101 Counselor Education	A 1982 *	6	4	-	1	4	-	3	1	-	
250101 Library Science	A 1994 *	2	7	6	6	3	-	2	4	3	
421701 School Psychology	A 1976 *	-	-	-	-	7	8	7	7	7	
09 - Doctor's Degree											
260202 Biochemistry	A 1979 *	7	6	7	10	-	-	-	-	-	
260401 Anatomy and Cell Biology	A 1979 *	7	5	6	7	1	1	1	2	-	
260503 Microbiology and Immunology	A 1979 *	17	14	14	13	2	3	3	2	1	
510204 Communication Sciences and Disorders	A 1996 *	18	17	15	13	3	1	2	1	1	