

Plymouth State University

FACULTY MEETING AGENDA

Wednesday, December 1, 2010
3:35 – 5:00 PM, Heritage Commons

- I. Accept the draft minutes of the November 3, 2010, meeting.** Minutes are available online on the Faculty Governance blog. You will be required to log in to myPlymouth to view the minutes. Use the headings to the left and click on “Faculty Meeting Minutes.” Then, in the right-hand column, click on the link below the title, “Faculty Meeting minutes, November 3, 2010, DRAFT.”

The Faculty Governance Blog may be found at <http://www.plymouth.edu/committee/faculty/> (note that this URL has changed from last year).

II. Reports

- A. Sara Jayne Steen, President
- B. Julie Bernier, Provost and Vice President for Academic Affairs
- C. Terry Downs, Faculty Observer to the Board of Trustees System Personnel Policy Committee will send a separate report to all faculty before December 1st. He will take questions as needed.

III. New Business

A. Resolutions of the Standing Committees

Academic Affairs Committee: RESOLUTION - Students will not be allowed to maintain enrollment in any course if they fail any prerequisite for that course. Students will be dropped automatically by the Registrar.

- B. SURVEY from the Faculty Welfare Committee** (Anne Lebreche) The Faculty Welfare Committee will distribute a brief survey regarding tuition benefits. The Survey will be collected after the meeting.

- C. MOTION from the College of Business Administration** (Robert Nadeau): to create a Minor in Sales.

Supporting documents for this motion can be found in Appendix A: Sales Minor on page 3.

- D. MOTION from the Art Department** (Cynthia Vascak): to create a Minor in Photography.

Supporting documents for this motion can be found in Appendix B: Photography Minor on page 4.

- E. MOTION from the Honors Council** (Rebecca Noel): To replace the existing undergraduate University Honors Program with the following new undergraduate University Honors Program.

Supporting documents for this motion can be found in Appendix C: Honors Council on page 6.

F. MOTION from the Honors Council (Rebecca Noel): To amend the **Article XI, Section F13, of the Faculty Bylaws as follows (new language in italics):**

a. Composition

Composed of *the* Associate Vice President for Undergraduate Studies; five faculty members appointed by the Faculty Speaker to three-year terms; the Registrar serving as an ex officio voting member; *a student member; and a Coordinator nominated by the Council from among full-time faculty and appointed by the Provost. The Coordinator chairs the Council and serves a three-year term.*

Current language:

Composed of Associate Vice President for Undergraduate Studies, five faculty members appointed by the Faculty Speaker to three-year terms, and the Registrar serving as an ex officio voting member. The Committee elects its chair.

G. MOTION from the Department of Health and Human Performance (Linda Levy): to create a B.S. in Exercise & Sport Physiology.

Supporting documents for this motion can be found in Appendix D: Exercise & Sport Physiology on page 8.

IV. Brief Announcements

Appendix A: Sales Minor

Background and Overview:

Our current program is doing well. We started in the fall of 2009 with 41 students in two sections of PSS I. As of this fall we'll have had 195 students who have taken, or are enrolled in a sales course. We are now offering three sections of PSS I, and two sections of PSS II, and have hired two adjuncts; sales executives who are PSU alum. During the first week of the enrollment period last April, virtually all sales sections of the fall 2010 were filled. A Professional Sales minor can afford non-business majors access to specialized training in a career field that would improve their job opportunities. Here are a few examples:

- Art, Music, Theater and Dance students could benefit by learning how to promote their offering like a painting, musical ability and or acting skills to network and successfully negotiation an offer, or land a better paying music gig.
- Graphic arts students would benefit by positioning their portfolios.
- Information Technology students with a sales skills set when applying for jobs would have a solid differentiator among students from other universities. These skills will help them build long term strategic partnerships working for companies like HP, EMC and the like working with their clients in finding solutions to help their businesses grow.
- The medical field is forecasted to have strong growth as baby boomers age, hence companies like Pfizer, Medtronic and Stryker would find PSU science majors with a sales minor highly desirable employees.
- Social Science students in Public management would perform their jobs and advance their careers more rapidly with negotiation and consultative sales skills.

Career Opportunities: In terms of salaries, more people earn over \$100,000 annually in sales than in any other profession (Lill 2002). In terms of job opportunities, sales are an area where 10% of the U. S. labor force is employed (Jackson and Hisrich 1996). There are over 13 million “for profit” companies in the U. S. alone and almost all employ sales representatives to personally represent their company to its customers and prospects. Price and Product are easily replicated; hence a sales team with consultative skills is an advantage. Demand for sales professionals is expected to increase as products and services become more complex, more technical, and more expensive. Customers need the expert advice and assistance of sales representatives as they examine the numerous market offerings available.

Our competition: Over the last year, we have reviewed 26 of the 50 Universities with sales programs. Here are some observations:

- 24 have the AACSB accreditation
- 11 are members of the USCA, an additional six are associate members
- 9 have a Certificate, 19 offer a concentration or emphasis, 9 have a major, 12 have a minor (they all offer various combinations of these offerings).
- A closer look at Penn State, Central Michigan, St Catherine's and Akron reveal a range of 18 to 21 credits for their minor. Twelve come from courses specific to their sales program; the other credits come from more general business courses like Principles of Marketing, and Intro to Business.

Proposed Sales Minor Courses

We should consider keeping our minor at 19 credits to make it realistic for our students from outside the business discipline to complete. We should use the following courses which closely resembles the sales minor of other universities with sales programs. This is also the same format developed for the Sales Certificate for Frost Students.

- Principles of Marketing BU-2450 3 credits
- Professional Selling Skills I BU-3280 3 credits
- Organizational Behavior BU-3420 3 credits
- Professional Selling Skills II BU-3290 3 credits
- Interpersonal Relations BU-4260 3 credits

- Sales Internship 1 credit: a 40 hour internship in sales
- Sales Management BU-3230 3 credits

Appendix B: Photography Minor

Background and Overview:

We have a long history of offering the courses Photo I and Photo II and have received many requests from students to offer a photo minor. We also need to provide a Digital Photography course to keep abreast of emerging technologies. The majority of students enrolled in our Photo courses represent a mix of majors so we feel the minor would be of interest to a wide variety of students. We now receive many inquiries regarding a Photo Major from students who are considering PSU and the majority of our first year applicants express an interest in Photography. Providing a Photo Minor could significantly impact recruitment and enrollment. We have the resources to be able to provide for a Photography Minor and have conducted research with consultation as part of the design of this minor.

Research:

Consultants: John Anderson MFA in Photography Rhode Island School of Design, David Martin, PSU Coordinator of Graphic Design, Chehalis Hegner MFA in Photography Art Institute of Boston, Kerri McLeod MFA in Photography Savannah School of Art and Design, Brian Jolley MFA in Photography Savannah College of Art and Design, Franz Nickolay MFA in Photography Art Institute of Boston and Art Program Coordinator for Holderness Academy, and Aaron Witham. BFA in Photography Rochester Institute of Technology.

Research: examination of Photo minors from:

Savannah College of Art and Design, Savannah, GA,
 USouthern Connecticut,
 Roski School of Fine Arts, Los Angeles,
 SUNY, Plattsburg, NY,
 University of Colorado, Denver,
 UCM: University of Central Missouri,
 University of Arkansas, Little Rock,
 Endicott College, Beverly, Mass.

Our research identified a lack of photo minors. The majority of programs are BFA with emerging Certificate programs and Post Bacc programs.

UNH does not offer Photography major or minor

Keene State does not offer Photography major or minor but they do offer 3 courses in Photography:

Photo I (B&W 35mm), Digital Imaging (Digital photography), and Photo II that can be repeated for credit
 NH Institute of Art offers a BFA in Photography and a Certificate program in Photography.

Program Description:

15 – 17 credits

New courses will have a PT designator to identify them as Photography courses rather than confuse with AR studio courses.

BASE of 9 credits

1. Art of Photography PTDI 2xxxx – wet with SLR camera - Designed as a CTDI OR Current Photo I (required for GD majors).
2. Digital Imaging PT3xxxx designed as a TECO - using current thematic/conceptual component of Photo II with change to digital image capture and fine art printing within a new course.
3. Theoretical Framework provided by Choices of:
 - o CM 2770 - Intro to Media and Cultural Studies (already required in our GD degrees) - also a TECO and pre-req for Video and Film production courses
 - o Or AH2700 (WRCO) to provide an Art Historical framework (required of all our BA in Studio Art, BA in AH, AE, and BFA degree programs
 - o Or AN2210 Cultural Anthropology (GACO) to provide socio-cultural-anthropological contexts – required of students in BA Anthropology/Sociology

- Additional Course Choices: Choose an additional 6-8 credits from the following offerings:
4. Photo Documentary PT3xxx: People and Place - digital and/or wet (new course)
Prereq: Photo I or Art of Photography and Digital Imaging
 5. Special Topics in Photography (could be taken twice with different topic) (new course)
Could rotate as needed
EX: Lighting, emotional landscape, Eco- Photography, photo journalism, commercial applications, alternate processes, thematic journeys.....
Prereq: Photo I or Art of Photography and Digital Imaging Video Strands available through Communications Studies
 6. CM3750 Film and Video Production Techniques - 4 CR (Media and Cultural Studies is a prereq for #6.)
 7. CM 3760 Advance Video Art Production (pre-req Film and Video Production CM3750) -4 CR

** Art Department Photography courses will have a course fee of \$35.00 (same as current Photo I and II) that will cover developing chemicals, darkrooms and developing supplies and equipment, print cartridges for digital printing, lighting needs, and custom papers

II. Deletion of Current Photo II AR3910

An addendum proposal was approved for a change in course designation for AR 2700 Photo I to PT 2700 in order to maintain consistency of designators.

New Courses:

New courses for the Photo Minor with course descriptions approved by Curriculum Committee and General Education Committee

1. The Art of Photography CTDI

An introduction to photography as a visual language. Students will gain technical skills with the camera, film, exposure developing and printing . Students will explore use of the creative process as they develop personal imagery and learn to compose and apply principles of art and design to their work. Students will also be introduced to the history and aesthetics of photography. A 35 mm camera with a light meter is necessary. Students purchase personal film and papers. The Course fee covers chemical supplies and darkroom equipment. (CTDI) Course Fee. \$35.00 to cover darkroom supplies and chemicals.

2. Digital Photography TECO

This course introduces students to digital photography and the use of digital cameras, computer software, scanners, and photo-quality ink-jet printers in order to be able to create high quality color and black and white photo images. Students will learn how to scan negatives, transparencies and prints to produce high resolution files and to manipulate these files in Adobe Photoshop. Equipment calibration will be covered along with manipulation of color rendition and selections of fine art paper surfaces. Students will work with composition, lighting, critique, and study works of contemporary photographers while developing a personal body of professional quality photo images. Course fee of \$35.00 for use of inkjet printers and lab. Prerequisite: Art of Photography or Photo I. TECO

3. Photo Documentary: People and Place

This course will address the components of creating and editing photographs and pictorial narratives for the purposes of creating photographic documentaries, newspaper and magazine publications, and photo ethnographies. Research methods and ethical issues facing photographers engaged in this form of work will be addressed and applied to projects. Students will work with choices of 35mm and/or digital cameras to complete a variety of assignments that will include current events, people and place, and social issues. Equipment selection and use will be discussed. The course will culminate in a personally selected final feature project. Course Fee \$35.00 for technical equipment, darkroom, and printing.

4. Special Topics in Photography

Designed for students who have completed 9 credits of coursework in Photography who seek to continue to work at an advanced level. Students will work with the instructor to address specialized topics that will enhance and challenge their personal artistry, technical and design skills, and photographic repertoire. Pre-requisites: 1. Art of Photography or Photo I, 2. Digital Photography, 3. Photo Documentary or Film and Video Production). May be repeated up to 6 credits.

Course fee. \$35.00 to cover darkroom supplies and chemicals and /or inkjet printing

Appendix C: Honors Council

Proposed New PSU Honors Program

PSU Honors Council, 2010

Currently students can earn an Honors transcript designation for a given year by taking two Honors courses in that year. The new program removes the yearly transcript designation. Instead, it awards **Honors Points** for Honors-designated **coursework** (as at present), **Bridge Experiences** both group and independent, and an **Honors Capstone**. Students earning **24 Honors Points, fulfilling the minimum requirement in each category, and completing an Honors Capstone** by the time of graduation earn a University Honors designation on the final transcript.

A. Honors Points Opportunities

EXPERIENCE	POINTS	DESCRIPTION	RATIONALE
Coursework	1/credit hour, 12-18 total	Honors-designated courses, including Honors travel courses Honors transfer semester through NCHC	Core of program remains Honors coursework
Bridge—Group <i>Events enriched by writing, discussion, or reception</i>	½ each+, 3-9 total	Existing campus lectures/events Added campus lectures/events, sponsored by honors/disciplinary societies, student groups Field trips Serving on Honors Student Board Other community projects/events	Engage students when coursework unavailable; enhance community; diversify experiences; add service opportunities
Bridge—Independent <i>Approved by Honors Coordinator</i>	½ each+, 3-6 total	Research/added project in non-Honors course, including Independent Study, Individual Enrollment, Internship, or Practicum with Tutoring Mentoring (including other Honors students)	Engage students when coursework unavailable; allow diverse & independent Honors work
Honors Capstone <i>Conference/Banquet planned by Student Board & Honors Coordinator</i>	1-2	Conference/Banquet each semester showcases in-major Capstone work OR approved Honors Capstone work in key in-major course Requires monthly meetings with Honors Capstone cohort and/or Coordinator	Interdisciplinary research-sharing experience distinct from major, unites Honors community

B. Student selection process and other policies

- Incoming first-year and transfer students are automatically invited into the Honors Program if they have >1200 SAT score (or ACT equivalent) or are in the top 10% of their high school graduating class.
- Incoming students not invited into the Honors Program may apply for admission to the program.
- Transfer students may ask the Honors Coordinator to assign Honors points for work done elsewhere.
- Continuing students with fewer than 37 credits who are not currently in the Honors Program are automatically invited to join the Honors Program if they achieve a 3.5 cumulative GPA.
- Continuing students with at least a 3.3 cumulative GPA may apply for admission to the program.
- Students may apply in January and summer to cite the most recent semester grades.
- Students in the program may slip below 3.5 for one semester and remain in the program.

C. Honors Program Transition Plan

Spring 2011 – Old program only

Fall 2011 – (Notification begins Fall 2010 for new/transfer, March 2011 for returners)

- **New/Transfer admits**, new program only
- **Students with <37 credits earned and 3.5+ GPA** – automatically invited to new program (not eligible for old program)
- **Students with >37 credits earned and 3.5+ GPA**
 - May apply to participate in new program if they have completed at least 2 Honors courses. *Fall 2011 is their only opportunity to enter the new program.*

- If no application is submitted or the application is denied, these students would be eligible to receive transcript designation if two honors courses taken per year (old program)
- **Students with <48 credits earned and 3.3-3.49 GPA** – may apply to new program (not eligible for old program). *Fall 2011 is their only opportunity to enter the new program.*

D. Honors Program Coordinator Duties

Program Administration:

- Chair Honors Council
- Attend National Collegiate Honors Council conference
- Research and share best practices regarding pedagogy, program structure
- Conduct program assessment
- Oversee budget
- Coordinate capstone projects, year-end banquet, conference
- Coordinate with PASS on recording hours worked by Honors tutors
- Track Honors students' point attainment
- Advise Students as they progress in program
- Counsel Honors students whose GPA fall below required range

Recruitment

- Create and maintain Honors Program website
- Create Honors Program promotional materials for use by Admission Office in recruiting
- Attend admitted student open house events and new student orientation as the 'face' of the Honors Program
- Invite incoming new and transfer students to program
- Evaluate transfer students' honors-eligible activities at previous institution(s)
- Invite current students into program

Bridge Experiences

- Coordinate on-campus lectures
- Find appropriate/approve off-campus lectures/events as honors-eligible, advertise to students
- Coordinate opportunities to showcase Honors work (banquet, poster presentation, etc.)
- Review and approve honors designations for independent studies, internships, practica

Enrichment Experiences

- Hold social gatherings of Honors students twice a semester
- Write monthly online newsletter or blog for Honors Students
- Coordinate alumni activities with Alumni/Development office

Courses

- Coordinate semester course offerings
- Collect course reviews and communicate feedback to faculty
- Recruit faculty to teach Honors courses
- Train faculty on Honors pedagogy
- Review and approve additional projects for non-honors courses

Appendix D: Exercise & Sport Physiology

Program Description:

EXERCISE AND SPORT PHYSIOLOGY, Bachelor of Science

120 credits

Degree Requirements

		Credits
PE 2428	Flexibility, Core, and Balance Training	1.5
PE 2640	Burdenko Conditioning	1.5
PE 2831	Resistance Training Techniques	1.5
PE 2550	Foundations of Physical Education (TECO)	3.0
PE 3xxx	Introduction to Research Writing	1.0
PE 3570	Kinesiology	3.0
PE 3580	Physiology of Exercise	3.0

(1) PE 3750 *Physiology of Exercise Laboratory* 1.0

(2) PE 3760 *Advanced Laboratory*
Techniques 3.0

PE 4520	Principles and Theories of Strength and Conditioning	3.0
PE 4770	Cardiovascular Physiology	3.0
PE 4780	Exercise Prescription	3.0
PE 4790	Exercise Biochemistry	3.0
AT 3400	Pharmacology for Allied Health	2.0
BI 2110	Human Anatomy and Physiology I	4.0
BI 2120	Human Anatomy and Physiology II	4.0
CH 2330	General Chemistry I (QRCO) (TECO)	4.0
CH 2340	General Chemistry II	4.0
HE 3220	Applied Nutrition for Healthy Living (TECO)	3.0
MA 2300	Statistics I (MATH)	3.0

Capstone Experience – complete both courses:

PE 4805	Senior Research I (WRCO)	3.0
PE 4810	Senior Research II	3.0

General Education:

EN 1200	Composition	3.0
IS 1111	The First Year Seminar: Critical Thinking and the Nature of Inquiry	3.0
CTDI	Creative Thought Directions	6.0
PPDI	Past and Present Directions	6.0
SSDI	Self and Society Directions	6.0
DICO	Diversity Connection	3.0
GACO	Global Awareness Connection	3.0
INCO	Integration Connection	3.0
WECO	Wellness Connection	3.0

Electives

Total		<u>23.5</u> 120.0
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Pending SIDI waiver

Total credits required by the major = 60.5

50% of the major must be 3000/4000 level = 30.25

Total 3000/4000 level credits required by the major = 34

Credits required for General Education, assuming SIDI waiver = 36

Major	60.5
Gen Ed	<u>36.0</u>
Sub-total	96.5
Free electives	<u>23.5</u>

Total 120.0