A regular meeting of the Senate Committee on Educational Policy (EPC) was called to order at 1:10pm on Monday, February 2, 2015 in room 232 English Building with Chair Gay Miller presiding.

1. **Introductions**
   Guests and members were introduced.

2. **Approval of Minutes**
   The minutes from January 26, 2015 were approved as written.

3. **Chair’s Remarks**
   Chair Miller reported the topics of diversity and enrollment management are possible items for future discussion.

4. **Office of the Provost Updates**
   None.

5. **Administrative Approvals**
   Martensen reported the administrative approvals listed on EP.15.40 and EP.15.40 was approved as distributed.

6. **Graduate College Updates**
   Hart noted that a search committee has been formed for the Dean of the Graduate College and the hiring search will be internal.

7. **Old Business**
   A. **Subcommittee A:** Eric Meyer, Chair; Brenda Clevenger, Bettina Francis, Keith Marshall, Dean Meyer, John Prussing, Jeremy Tyson, Andrew Woronowicz
      1. **EP.15.20:** Proposal To Endorse the Existing Policies on Graduate Concentrations and Minors
         No discussion.
2. **EP.15.26**: Proposal from the School of Social Work and the Graduate College to Revise and Rename the Graduate Concentration in Advocacy, Leadership, and Social Change
   No discussion.

3. **EP.15.31**: Proposal from the College of Engineering to Establish a Major in Electrical and Computer Engineering in the Department of Electrical and Computer Engineering for the degree of Master of Engineering
   See EP.15.32

**EP.15.32**: Proposal from the College of Engineering to Establish a Combined Bachelor of Science - Master of Engineering Degree in the Department of Electrical and Computer Engineering

Sub-Chair Meyer reported that all committee concerns had been addressed by the sponsor. Proposal sponsors Buttlar and McElroy were in attendance to answer questions regarding the proposal.

Chair Miller expressed concern regarding the transferring of 12 undergraduate hours to delay paying graduate tuition rates. McElroy assured the committee that this is common and does not interfere with the self-sustaining budget model. Buttlar added that the Master of Engineering is a program that has been worked on for some time and there are a number of Department Heads that are interested in offering more Master of Engineering programs. Buttlar noted that there is more flexibility in the Master of Engineering program here at Illinois.

McElroy, in response to a question, noted that the professional design course is 596. The 596 course can be fulfilled with an internship, but are difficult to guarantee which is why it is not specifically listed. McElroy will submit revised proposals for EP.15.31 and EP.15.32, and will submit a proposal to terminate 2 options, the Online MS and the Non-Thesis Option, in the Master's in Electrical and Computer Engineering.

B. **Subcommittee B**: Jerome McDonough, Chair; Pradeep Dhillon, Phil Geil, Matt Hill, Gary Kling, Kristi Kuntz, Sofia Sianis

1. **EP.15.29**: Proposal from the College of Education to Establish a Concentration in Digital Environments for Learning, Teaching & Agency in the B.S. in Learning & Education Studies
   No discussion.

2. **EP.15.34**: Proposal from the College of Business to add the Graduate Concentration in Business Data Analytics in the Department of Business Administration
   No discussion.

C. **Subcommittee C**: Steve Michael, Chair; Amanda Beacham, Michel Bellini, Juan Bernal, John Hart, Randy McCarthy, Michelle Wander, faculty vacancy

1. **EP.15.35**: Proposal from the College of Liberal Arts and Sciences to Establish an Undergraduate Minor in Global Business Institutions and Society
   Sub-Chair Michael reported that this proposal appears to be taking a broader look at the questions of business. The goal is to try to offer something of an interdisciplinary option and bring a liberal arts perspective. Sub-Chair Michael reported the reasoning behind this minor was understandable, and including the social sciences. This is going to be very practical minor and increase a student’s ability to be hired, but Michael suggested it was difficult to see how
these courses would give any meaningful experience. There is a tremendous variety of courses, but does not seem coherent for any one discipline.

Carney requested that the sponsors attend the next EPC meeting on February 16, 2015 to answer the questions and concerns that EPC members expressed.

McCarthy suggested discussing an increase in capacity in the minor in Business in the College of Business. If this is effecting employability, it should be addressed at the campus level.

Michael agreed that there appears to be a need for this type of course, but the question remained about how to address the issue.

D. **Proposal Template for Programs Housed Outside of Departments**

Hart reported that, in the interest of time, this topic could be discussed at the next EPC meeting, February 16, 2015.

8. **NEW BUSINESS**

A. **Subcommittee A:** Eric Meyer, Chair; Brenda Clevenger, Bettina Francis, Keith Marshall, Dean Meyer, John Prussing, Jeremy Tyson, Andrew Woronowicz

B. **Subcommittee B:** Jerome McDonough, Chair; Pradeep Dhillon, Phil Geil, Matt Hill, Gary Kling, Kristi Kuntz, Sofia Sianis

C. **Subcommittee C:** Steve Michael, Chair; Amanda Beacham, Michel Bellini, Juan Bernal, John Hart, Randy McCarthy, Michelle Wander, faculty vacancy

D. **iMBA (MBA using the Coursera platform)**

Tucker noted this is an existing degree, the Executive MBA (EMBA) but it is new to deliver this degree online using the Coursera platform. Due to the expected substantial increase in enrollment, Tucker noted this discussion was intended to fulfill the Senate Standing Rule 13 requirement to inform the EPC when the intention is to make a significant change in enrollment.

Associate Dean Echambadi noted that there is an increase in the number of hybrid MBA programs that are being developed by other universities and there is internal pressure for Illinois to offer something similar. Echambadi noted the online audience is very different target and marketing costs are significantly lower for online versus traditional students.

There are four options for taking online versions of these courses. There is an option (1) to take only the Coursera portion of the courses, which carry no credit for free, or (2) for completion of a Coursera certificate for a fee, or as University of Illinois courses for credit as either (3) non-degree or (4) part of a degree program, both of which require additional online course materials required and high instructor engagement. Enrollment in the iMBA degree program follows regular graduate admissions requirements. The free Coursera basic content includes lectures and some quizzes whereas the high-engagement version includes substantial interactions with faculty and teaching staff via the same type of learning-management systems used in our other online degree programs. The high-engagement courses would have case studies and small-group projects that would not be part of the Coursera versions.

The staffing model involves a lead faculty instructor with a sub-instructor and teaching assistants under the sub-instructors. This model has been tested in Coursera and seems to work well. There would be a Teaching Assistant (TA) for every group of 50 students. The assessment is done by the
person delivering the content. The Professor develops content and the TA delivers the content and helps assess the work.

There will be degree and non-degree students in the same course. Tucker noted that there are two paths for earning credit and two non-credit paths. The first is to apply to the MBA program and be admitted by the Graduate College and the College of Business (COB) for credit. The second is online for credit, but non-degree seeking. Both degree-seeking and non-degree credit students would be registered Illinois students paying the same tuition. The third option to take the basic version and pay Coursera $49 for certified Coursera certificate of completion. The fourth path is taking a course for free without any certification. Learners in the latter two paths are not Illinois students, and their course includes only the basic content.

EPC members expressed their interest and concern regarding the iMBA.

A committee member asked if the courses for the iMBA were exact substitutes for the EMBA courses. Echambadi said yes basically. A question was asked whether these courses would substitute for the EMBA degree requirements, and vice versa. He replied that the program would consider substitutions on a case-by-case basis. Committee members asked, if the courses were identical, why would they not substitute? Echambadi reiterated the commitment to a case-by-case review.

Echambadi stated that the faculty has been consulted on this proposal. One committee member asked how many faculty had actually signed an agreement to teach in the iMBA. Echambadi replied, perhaps six of a possible eighteen. One committee member asked what would happen if one of the faculty chose not to teach. He replied that the COB has a deep bench, but that quality would be preserved. The question was asked again—what would happen if a faculty member chose not to teach? He stated that the COB had 150 faculty total, and certainly one of them would teach the course required for the iMBA.

Echambadi stated that the new platform would give the same learning experience and there would be no degradation in teaching quality with the iMBA. Each proposed iMBA course would have 500 students, each in a section of 50 supervised by a teaching assistant. Members asked the size of the current EMBA class, which was 40. Echambadi was then asked how it would be the same learning experience with 500 people working with teaching assistants rather than 40 students working directly with one faculty member. He stated that there would be no degradation in quality.

McCarthy requested that EPC members be invited to the COB faculty meeting. Echambadi replied that EPC would be invited.

Francis stated that if Standing Rule 13 is going to have any meaning, EPC needs a formal proposal to review. Francis then moved that EPC request a formal proposal for the iMBA. E. Meyer seconded the motion and the motion passed with 12 yea, 0 opposed, and 1 abstention.

E. Enrollment Management Annual Report Review
No discussion.

9. ADJOURNMENT
The meeting was adjourned at 2:52pm.