Senate Committee on Educational Policy  
Monday, April 27, 2015  
MINUTES

Present: Gay Miller, Chair; Pradeep Dhillon, Bettina Francis, Phillip Geil, Matt Hill, Shari Hopkins, Gary Kling, Randy McCarthy, Jerome McDonough, Eric Meyer, Steven Michael, John Prussing, Jeremy Tyson, ex officio: Karen Carney, John Hart, Kristi Kuntz

Absent: Amanda Beacham, Dean Meyer, Sofia Sianis, Michelle Wander  
ex officio: Michel Bellini, Brenda Clevenger, Keith Marshall

Guests: Abbas Aminmansour Associate Professor; Jeff Brown, Business; Jon Davis, Department of Accountancy; Dianne Harris, IPRH Director; Jacquie Hitchon, Media; Rod Hoewing, Associate Registrar; Pradeep Khanna, Associate Chancellor; Rhiannon Clifton, Media; Deanna Raineri, Provost Office; Charles Tucker, Provost Office

A regular meeting of the Senate Committee on Educational Policy (EPC) was called to order at 1:10 pm on Monday, April 27, 2015 in room 232 English Building with Chair Gay Miller presiding.

1. Introductions

2. Approval of Minutes  
The minutes from April 20, 2015 were approved as distributed.

3. Chair’s Remarks (G. Miller)  
None.

4. Office of the Provost Updates (K. Kuntz)  
Kuntz announced there will be a quick tour presentation on Course Leaf: May 4, 2015 in the Senate conference room 232, English Building beginning at 1:10.

5. Administrative Approvals (K. Kuntz)  
None.

6. Graduate College Updates (J. Hart)  
Hart announced that the search committee for the Graduate College Dean position has identified three finalist. He advised there will be a public forum and reception held for each candidate.

7. Report from Subcommittee to Study LOG Document (Kuntz, Francis, Geil, Hart, Michael)  
Kuntz advised that there has been no further discussion on the LOG Document since last week. The motion to carry over this agenda item to the Fall 2015 EPC agenda was made and passed unanimously by voice.

8. Old Business  
A. Subcommittee A: Eric Meyer, Chair; Brenda Clevenger, Bettina Francis, Keith Marshall, Dean Meyer, John Prussing, Jeremy Tyson

1. EP.15.63 Proposal to Establish a New Master of Science in Strategic Brand Communication (M.S. in S.B.C.), to be jointly offered by the Department of Advertising in the College of Media, and the Department of Business Administration in the College of Business.

Meyer gave a brief overview of EP.15.63, noting that the Department of Advertising and the Department of Business Administration are proposing to jointly offer an online strategic brand communication M.S. degree.
Discussion followed on a summary of issues with sponsors in attendance to offer clarification to any questions from the committee. It was clarified amongst the committee that when this proposal passes, it is approved to create and increase in numbers; therefore the proposal will not need to be revisited when student numbers increase according to Standing Rule 13.

Meyer moved for approval of EP.15.63. Discussion followed with committee members showing concern for the level of support that would be offered to the online students in comparison to the support that is offered in the face-to-face courses.

The motion to approve EP.15.63 passed by a majority on a show of hands. Chair Miller advised the sponsors that EP.15.63 may be placed on the regular Senate agenda and that their presence would be wise if further questions arose.

2. **EP.15.78 Proposal to Establish a Winter Session in the Academic Calendar**

3. Meyer gave a brief overview of EP.15.78 to establish a winter session through 2016-2017 academic year, and noted the sponsors were in attendance and have answered all of the submitted committee questions. Meyer moved for approval of EP.15.78. Discussion followed with committee members emphasizing that the two-year approval was to allow additional time for administration to assess the educational outcome of four-week online courses versus traditional courses and with the sponsors agreeing to insert the correct year of 2016-2017 to the title at the committee’s request.

The motion to approve EP.15.78 pending a slight revision to the title passed unanimously by voice. EP.15.78 will appear on the May 4, 2015 Senate agenda.

4. **EP.15.81 Proposal for Deloitte Center for Business Analytics in Accountancy (Center)**

Meyer gave a brief overview of EP.15.81, a proposal for creation of a Phase 2 ( Permanent ) status Center. The proposed Center has secured stable funding, through the establishment of a $7.5 million gift from Deloitte in 2015, which will be a combination of a $6.5 million endowment and $1 million in current-use funds. The long-term vision of the unit has been determined, and was a required component to secure external funding.

Meyer noted that the recently revised version of EP.15.81 has corrected the minor issues and questions raised by the committee. Meyer moved for approval of EP.15.81.

Discussion followed, with committee members inquiring in general about the curriculum. The proposal sponsor advised that the Center is creating a model curriculum that can be used and adopted for those that wish to do so. The committee members and sponsor agreed to remove the footer from the final proposal.

No further discussion was held and the motion to approve EP.15.81 passed unanimously by voice. EP.15.81 will appear on the May 4, 2015 Senate agenda.

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

1. **EP.15.42 Proposal from the College of Business and the Graduate College to Offer the MBA Online**

McDonough gave a brief overview of EP.15.42, proposing that the College of Business requests to launch an online version of its MBA program in early 2016. This program, which will be marketed as the “iMBA,” would be the fourth element of the MBA program, supplementing the College’s full-time, professional, and executive programs, each of which leads to an Illinois MBA. The goal for the iMBA program at Illinois is to deliver a high-quality program that is accessible to global audiences and is recognized as a top-five online program by 2019. The iMBA will follow the existing Executive MBA curriculum that requires the equivalent of 18 four-credit-hour courses totaling 72 credit hours, and hence it is not a new degree program.
McDonough noted the proposal has been through a number of revisions, with both editorial and substantive changes. He highlighted the most recent revisions by noting the proposal compares the curriculum clearly to the existing eMBA, and that both are now identical. McDonough moved for approval of EP.15.42.

Discussion followed, with the proposal sponsors in attendance to answer committee questions. The proposal sponsors stated that the lead faculty members are involved in all aspects of putting the courses together. The lead faculty members want to play central roles by being responsible for content of courses and it is very much the intent of the College to staff the program to the fullest extent possible with top quality faculty members.

No further discussion was held and the motion to approve EP.15.42 passed by the following vote: 6 - yes, 2 - no, and 3 abstentions. EP.15.42 will appear on the May 4, 2015 Senate agenda.

2. EP.15.72 Proposal from the Illinois Informatics Institute to Revise the Undergraduate Minor in Informatics
McDonough gave a brief overview of EP.15.72, from the Illinois Informatics Institute to revise the Informatics undergraduate minor. McDonough advised the revisions have been primarily editorial. McDonough moved for approval of EP.15.72. No further discussion was held and the motion to approve EP.15.72 pass unanimously by voice and will appear on the May 4, 2015 Senate agenda.

3. EP.15.77 Proposal from the College of Fine and Applied Arts to Rename and Revise the B.A. in Urban Planning
McDonough gave a brief overview of EP.15.77, to rename the undergraduate degree and change the curriculum to include new prerequisites, a smaller core, new concentration requirements, and a senior capstone. The four new concentration areas are Sustainability, Policy & Planning, Social Justice, and Global Cities.

McDonough noted that the proposal revisions have been mostly editorial and moved for approval of EP.15.77. Discussion followed with committee members sharing additional recommendations for editorial corrections with the sponsors, who were in attendance. No further discussion was held and the motion to approve EP.15.77 passed unanimously by voice. EP.15.77 will appear on the May 4, 2015 Senate agenda.

4. EP.15.80 Proposal to Establish a Graduate Concentration in Structures within the Existing Master of Science in Architectural Studies (MS in AS) Degree Program
McDonough gave a brief overview of EP.15.80, to establish a graduate concentration in Structures within the existing M.S. and AS degree Program. McDonough advised that the revisions made to the proposal have been primarily editorial and moved for approval of EP.15.80.

No further discussion was held and the motion to approve EP.15.80 passed unanimously by voice and will appear on the May 4, 2015 Senate agenda.

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

1. EP.15.35 Proposal from the College of Liberal Arts and Sciences (LAS) to Establish an Undergraduate Minor in Global Business Institutions and Society
Michael advised that EP.15.35 has been withdrawn by the proposal sponsor.

2. EP.15.44 Proposal from the College of Media to Revise the Bachelor of Science in Advertising
Michael advised that EP.15.44 has been withdrawn by the proposal sponsor.
3. **EP.15.69 Proposal to Change the Name from Department of Human and Community Development to Department of Human Development and Family Studies**

Michael gave a brief overview of EP.15.69, to change name from Department of Human and Community Development to Department of Human Development and Family Studies. Michael advised that the revisions have been primarily editorial due to the proposal being split into two proposals: EP.15.69 and EP.15.71.

Michael moved for the approval of EP.15.69. No further discussion was held and the motion to approve EP.15.69 passed unanimously by voice. EP.15.69 will appear on the May 4, 2015 Senate agenda.

4. **EP.15.71 Proposal to Transfer the Illinois Program for Research in the Humanities from the College of Liberal Arts and Sciences to the Office of the Vice Chancellor for Research**

Michael gave a brief overview of EP.15.71, to transfer the Illinois Program for Research in the Humanities from the College of Liberal Arts and Sciences to the Office of the Vice Chancellor for Research. Michael noted the revised proposal included the Public Hearing comments and noted that there were no concerns raised during the public hearing for EP.15.71.

Michael moved for the approval of EP.15.71. No further discussion was held and the motion to approve EP.15.69 passed unanimously by voice. EP.15.71 will appear on the May 4, 2015 Senate agenda.

5. **EP.15.76 Proposal to Change the Name of the Graduate Major from Human and Community Development to Human Development and Family Studies**

Michael gave a brief overview of EP.15.76, to change the name of the graduate major from Human and Community Development to Human Development and Family Studies, convert the HCD course rubric to HDFS, and terminate the HDFS concentration. Michael noted that the name change is to reflect the departmental name change proposed in EP.15.69.

Michael noted that the final revisions have been made, and moved for approval of EP.15.76. Discussion followed with committee members strongly recommending that the department clean up the POS.

The motion to approved EP.15.73 passed unanimously by voice and will appear on the May 4, 2015 Senate agenda.

9. **New Business**

None.

10. **Certificates**

Chair Miller recommended that a small committee be formed to reconvene for the next academic year.

11. **Enrollment Management Annual Report Review (Miller)**

Tucker advised that, due to the vacant position for the Associate Provost for Enrollment, this report has not been completed.

12. **Other New Business**

None.

13. **Adjournment**

The meeting adjourned at 3:00 pm.

Rachel Park
Senate Office Staff