

EDUCATIONAL POLICIES COMMITTEE

April 7, 2009

4:30 – 5:30 PM

Hellstedt Room

MINUTES

Members Present: Jeff Abernathy, John Cairns, Kirsten Day, Ann Ericson, Margaret Farrar, Stephanie Hortsman, Rick Jaeschke, Taddy Kalas, Mary Koski, Josh Morgan, Mark Vincent, Ritva Williams, Michael Wolf

Guests Present: Kent Barnds, David Snowball

The meeting was called to order at 4:30 PM.

AGENDA ITEM I – APPROVAL OF MINUTES

The minutes of March 24, 2009 Educational Policies Committee meeting were approved as revised.

AGENDA ITEM II – OLD BUSINESS

A. Strategic Majors Project

The Strategic Majors Projects was brought before EPC as an impetus to generate discussions at the EPC level about Augustana becoming more aggressive in student recruiting. David Snowball suggests that proposing multidisciplinary majors to our target audience may be a way of attracting more students to our college. In a marketing sense, the fact that these contract majors are available suggests that we are a larger, better place with more options. Research shows that students place greater value in educational institutions that offer more majors and that have the faculty to support those majors.

Kent stated that research shows that the major does matter to prospective students. They enter college with a specific major in mind, and don't believe at that point, that their major will change. Kent feels this discussion is timely and relevant, but must go through careful planning. He believes that the ongoing discussions Augustana is having now regarding new programs have great potential (neurosciences, journalism, graphic design, etc.). The committee wanted a sense of what a successful major would be, and which of the four contract majors we've approved would likely be most appealing. Kent didn't wish to be quite so specific, but he did say that the only way a program is successfully introduced is that if some measure of accountability for recruitment to the program exists from the disciplines involved. He suggests as well that enrollment targets need to be associated with all new programs. Kent added that simply redesigning the website to make it more interdisciplinary-based, to expand the perception of offerings, and make it more faculty-focused would likely increase student interest.

At this point, most members wanted to continue the discussion as a committee of the whole in lieu of forming a subcommittee. The committee also wants to review Kent's data from the George Dehne and Simpson-Scarborough studies. The strategic majors discussion will be placed on a May meeting agenda.

AGENDA ITEM III – NEW BUSINESS

A . A proposal for Attendance Guidelines--was not discussed and will be put on the next agenda.

B. Philosophy Senior Inquiry Proposal

Motion-Wolf, Second-Ericson APPROVED

"To approve the Department of Philosophy's Senior Inquiry Proposal as presented."

C. Course Renumbering Request

Motion-Ericson, Second-Morgan APPROVED

"To approve course renumbering of SOCI 350 to SOCI 419: Survey Research Methods as presented."

D. Business Administration Department Proposals

Motion-Vincent, Second-Jaeschke APPROVED

"To approve course number changes as follows:

BUSN 405 to BUSN 380: Topics in Business

BUSN 422 to BUSN 326: New Product Policy

BUSN 463 to BUSN 363: International Business

BUSN 467 to BUSN 367: From War to Doi Moi: Vietnam's Economic Liberalization (Vietnam Term only)

and to approve new course requests as presented as follows:

BUSN 327: Consumer Behavior

BUSN 334: Bank Management

BUSN 474: Business Simulation."

The meeting adjourned at 5:26 PM.

Respectfully submitted,

Mary Koski