Ferris State University
Deans' Council
October 27, 1998

Minutes

Present: Barbara Chapman, Jack Richards, Isabel Barnes, Joe Rallo, Sue Hammersmith, Linda Travis, Nancy Cooley, Henryk Marcinkiewicz, Al Lewis, Ian Mathison, Richard Cochran, Bruce Forintos, Tom Oldfield

Absent: Paul Prins

Handouts: Agenda
Enrollment Capacities

1. Off Agenda Items

Vice President Chapman reminded deans that comments on the proposed Graduate Assistantship Policy are due by November 5. She also reminded deans of the Deans' Council Retreat on the afternoon of November 23.

Dr. Chapman distributed copies of updated enrollment capacity reports. Please send your comments, suggestions, etc., to Mindy.

Richard Cochran and Dr. Chapman reported on their meetings with the Ferris Foundation this past weekend. The Foundation has agreed to use unrestricted dollars as seed money for Teaching, Learning, Technology Roundtable projects and initiatives. They have agreed to provide $5000 for each round table. A process will be established to identify specific funding projects for each roundtable. Dr. Cochran also gave a presentation on FLITE to Ferris Foundation members, highlighting the adaptive technology lab and multimedia lab and the need for equipment. A Ferris Foundation subcommittee will be established to identify specific projects and provide long range assistance for FLITE.

Dr. Chapman indicated that the Division of Academic Affairs will fund the $14,000 required for Resume Expert this year. A joint UAP with Student Affairs requesting funding will be developed for subsequent years.

Bruce Forintos noted that he will be scheduling individual meetings with deans beginning next week.

Richard Cochran thanked the deans for Information Technology Council nominations.

Al Lewis reported that deans from nationwide optometry colleges will be on campus this weekend.

Henryk Marcinkiewicz noted that the new instructional server is now on line.

Dr. Chapman reported on the Academic Affairs Officers/Presidents Council meeting yesterday. The Japan Center was discussed and each university was asked to contribute $2000 for computer purchases. The President of the Michigan Virtual University spoke to Presidents Council. The Michigan Virtual University envisions themselves as a brokerage for classes. They plan initial offerings to be non-credit courses focusing on information systems, plastics and tourism. The Michigan Automotive Virtual College will become a part of the Michigan Virtual University. The Presidents Council is approaching cautiously. Dr. Chapman, Bruce Forintos, Bob Ortwein and President Sederburg will be meeting with members of the Michigan Virtual University on November 18.

2.   Academic Planning

Dr. Chapman divided Deans' Council members into two groups to review questions outlined on "Some Academic Planning Thoughts/Questions to Consider". The groups met for approximately an hour and reported the following.

Group 1   (Richards, Barnes, Rallo, Hammersmith, Travis, Forintos)
               Assigned questions 1-5.

1. What is our service territory?
   The group agreed that it was Michigan but is expanding to out-of-state service areas. In some programs, the service territory is multi-state. The territory is also becoming international with web-based courses. The group suggested expansion of program delivery via the web and establishment of National Centers of Excellence similar to the Elastomer program and PGM. As to the West Michigan Service Area, the group questioned FSU's community college role. Most Ferris' AAS degrees ladder into BS programs rather than stand alone. Ferris has no funding base like a true community college.
2. Where can cross or interdisciplinary programs or degrees be developed? How can we "fast track" development of new courses, tracks, certificates?
   The group incorporated question #5 with question #2. An identified roadblock is availability of faculty time. There is no mechanism to set aside time to allow faculty to creatively develop programs. Another roadblock is ownership of joint programs. The group felt that the approval process is arduous, nit picky and critical, and that the needs assessment is probably more extensive than what is needed. A Center for Interdisciplinary Studies could administer such programs. The group suggests that if an area is simply using/packaging existing programs in a different manner, then the approval process should be fast tracked. Some suggested generic programs for possible development include: professional development degree, e.g. management degree working in health care, etc. A fast track approval process would involve approval of the package and assignment to someone who would oversee the academic integrity rather than approve each and every package. Proposed programs such as Integrative Studies, Masters of Arts in Teaching, Bachelor of Arts option, should be part of an expedited approval process. A quick response/approval time is required to meet business and industry needs. Ferris also needs a way to easily discontinue programs. The vision needs to be broadened to include

Woodbridge Ferris' original vision for Ferris State University, with less emphasis on technology, etc.

Group 2   (Mathison, Cochran, Lewis, Cooley, Marcinkiewicz & Oldfield)
             Assigned Questions 6-11

6. Identify likely faculty retirements in the next five years. Are there new programs, program emphases or tracks that could be developed if the new faculty had somewhat different areas of experience or expertise?
The group agreed that retirements are upcoming in all colleges and suggests that an educational technology background is necessary for new faculty for all programs.
The group debated over how to describe ratcheting up of degrees of competency.
There are certain kinds of skills/competencies for technology programs that need to be taken into account. Ferris programs need both specialists and generalists. The university has to be nimble and able to adapt to changing kinds of technology.

7. Where should our primary emphasis be for new programs?
The group's knee jerk reaction is for emphasis on BS and masters degrees for new programming. The group also agreed that demographics suggest AA programs are more desirable economically, but should be tied to BS programs. There are resource issues in the library related to the ability to support these programs. There was consideration of streamlining curriculum in general – core courses or "standardization". Also noted were enrollment issues and AA programs. When AA programs were pruned several years ago, there was considerable loss of enrollment. Most of the group agreed Ferris is not in the position to offer Ph.D. programs yet. Education is an area where a Ph.D. might be appropriate, but resources aren't readily available yet. An articulation program was discussed similar to the Utica/Rome example, which is totally dependent on community college programs. They also discussed Kendall and how their programs affect FSU.

8. What "for-credit" certificate programs (for which there is market demand) could be developed using current faculty and courses?
The group had a philosophical discussion as to whether certificate programs are appropriate. Certificate programs could dilute normal progressions through the curriculums, but it was noted that exceptions in Education and Pharmacy are appropriate. Certificate programs, however, are popular with business and industry. Credits add credibility to the programs.

9. What needs/feasibility data are needed to support a decision to develop new programs? What support can we obtain/provide for needs/feasibility studies.
In most cases, some kind of feasibility study has been undertaken in the development of new programs, but the emphasis has been more economical rather than attracting the right kind of audience/demand. New programs need to be supported by a more realistic picture of business/industry demand.

Pc: President Sederburg