

Minutes

Regents' Advisory Committee for Communication

Friday, October 2, 2015

Middle Georgia State University, 10:00 a.m. to 3:00 p.m.

Shani T. Clark	Darton State College
Tyler Bagwell	College of Coastal Georgia
Mark May	Clayton State University
Steve Stuglin	Georgia Highlands College
Ginger Durham	USG
Adria Goldman	Gordon State College
Barbara G. Tucker (recording)	Dalton State College
Keith Perry	Abraham Baldwin Agriculture College
Camilla Gant	University of West Georgia
Juone Brown	Fort Valley State University
Mark Borzi	Valdosta State University
Danna Gibson	Columbus State University
David Cheshire	Georgia State University
Ronald S. Ellison	East Georgia State College
Pam Bourland-Davis	Georgia Southern University
Patricia Linder	Middle Georgia State University
Rebecca Burnett	Georgia Institute of Technology
Ed Panetta	University of Georgia
Kristin English (proxy)	Georgia College and State University
Jeff Marker (presiding)	University of North Georgia
Frank Johnson	Atlanta Metropolitan State College
Linda Bowen	Georgia Perimeter College
Jan Odom	Georgia Gwinnett College
LaVette Burnette	Middle Georgia State University
Angela Wilson (proxy)	Savannah State University
Barbara Gainey	Kennesaw State University
Joey Watson	Georgia Southwestern State University

Jeff Marker called the meeting to order at 10:11. He asked for a motion to begin the meeting; Ronald Ellison made the motion and it was seconded by Linda Bowen. Approval was unanimous.

Jeff Marker called for a motion to approve the minutes of the February 19 meeting at Georgia Southern University. Patricia Linder made the small change of the name of Middle Georgia State College as a friendly amendment. Danna Gibson made the motion and Tyler Bagwell seconded it. The vote to approve the minutes was unanimous in favor.

Jeff Marker asked for a motion to approve the agenda. He noted that he wished to add discussion of one item to the agenda, i.e., the end of LaVette Burnette's term as executive director. Pam Bourland-Davis made the motion and Patricia Linder seconded it. The vote to approve the agenda was unanimous in favor.

Jeff Marker noted that for the last three years, the meeting was started with introductions of each member and information about what was going on at the respective institutions, so that followed.

After the introduction, Dr. Marker asked which institutions are going to put forward degrees to come before this committee; four will be doing so.

Ginger Durham, the liaison from the Board of Regents, was introduced and provided the following updates.

- The BOR is trying to streamline the process of approving new academic programs and now provides a template for the proposals. She stressed that proposals should address economic development and provide a program map for completion. *The procedure is:*
  1. *Institution submits new program prospectus.*
  2. *New program review committee reviews prospectus and provides feedback to institution.*
  3. *If the prospectus is determined to represent a viable program, the institution is invited to submit a formal proposal.*
  4. *Institution submits formal proposal.*
  5. *New program committee reviews proposal, gives feedback, and passes the proposal to the appropriate RAC for input.*
  6. *Once all input is received, the New Program Review Committee meets again and determines whether or not to forward to the BOR for approval (by adding it to the agenda for the next BOR meeting). The Academic Affairs Committee votes on approval, then recommends approval to the entire Board during General Session. (Italics denote clarification added by Ginger Durham via email on October 12, 2015.)*

Some discussion took place at this point in the RAC over differing perceptions about the BOR's desire for new programs and concerns about nonperforming programs. Dr. Houston Davis looks at the comprehensive program reviews and at low performing programs, which do not mean imminent termination but does serve as a red flag. A PowerPoint presentation from Teresa Joyce was viewed, and institutions are encouraged to be data driven in the proposals. Juone Brown asked that faculty development be done for program and asked what measures of productivity were in place for the programs in smaller institutions.

*Ginger Durham stated that Teresa Joyce and she would plan to hold a webinar on the subject of program approval in November. (Italics denote clarification added by Ginger Durham via email on October 12, 2015.)*

Ginger Durham also clarified that concentrations that are proposed as majors do not have to come through the RACC. Resolutions from RACs are taken

seriously by Houston Davis but that doesn't mean all resolutions will be realized, since the RAC is an advisory committee.

There was a question from the committee about how spreadsheets related to program performance numbers are incorrect due to differences in codes; e.g., JOUR and SPCH may not be seen as COMM.

*Also, in regard to program approval for doctoral programs, new program proposals are currently being accepted for doctoral programs. (Italics denote clarification added by Ginger Durham via email on October 12, 2015.)*

- Steve Stuglin from Georgia Highlands College asked about associate's degrees as pathways to a bachelor's rather than a major. The issue comes down to the CIP code; there is one CIP for all AA and one for all AS. Institutions offering associate's degrees cannot present the program as an AA or AS degree in that field, but as a concentration or pathway to the bachelor's in that field. *Currently there are no designations for majors in AS or AA degrees. New policy will be on the Board agenda in October. The policy will establish a route to have approved majors at the associate's level. (Italics denote clarification by Ginger Durham on October 12 via email.)*
- Affordable Learning Georgia is part of the group that administers GALILEO/GIL. The idea is to try to find online sources to cut price. The textbooks used by eCore will all be open educational resources (and thus no- or low-cost) by Fall 2016.
- All campuses but the R1s are eCore accessible, even if not eCore affiliates. There is a great deal of misinformation about eCore. She explained how the money is split up. Being an affiliate allows the VPAA to restrict who teaches the students from his/her institution in eCore classes. Making eCore courses available to students is often seen by an institution as hurting existing online programs and classes, but Kennesaw State University is seeing more students online even though they allow students access to eCore .
- Ginger Durham addressed eMajor and encouraged future program developments in collaboration with other institutions. Competency based education is "hot" in the USG, and the system is trying to see what that would look like here, like Western Governors and SNHU. It will roll out through eCore or eMajor. The Gates Foundation is giving grants for competency-based education. Priorities in the USG are the high demand career initiatives, adult education and learning, and Complete College Georgia, adult learning.

At 12:10 the committee adjourned for lunch and reconvened at 12:50.

Jeff Marker shared announcements from the RAC committee chairs meeting.

- Athletics programs are being reviewed at the BOR level to ensure that academic operating budget funds are not being used to augment athletic department budgets.
- There is a new concern with post-approval program monitoring. Last year 371 were flagged as low productivity.

- SARA (State Authorization Reciprocity Agreement) will be addressed at RAC for Distance Education (meeting October 8 and 9).
- The COMPASS test is being discontinued, and there will be a new placement exam found.

The issue of faculty credentialing for teaching public speaking and communication in general was initiated by Patricia Linder. The issue has to do with SACS' understanding of general background needed to teach public speaking. A draft statement was shown on the screen for discussion. Pam Bourland-Davis said to add something about why it is a service course. Mark May pointed out that SACS will look into the degree but not individual courses. Rebecca Burnett suggested that other degree names be added to the list. It was suggested that the staff person who gatekeeps for SACS at the institution should be aware of these different programs that qualify one to teach public speaking. Some problems may be coming from idiosyncratic interpretations that caused the reviewer to conclude that the faculty member was not qualified to teach public speaking. Pam Bourland-Davis suggested adding a sentence, "These courses are taught under various degree names such as . . . ." (because of variety of titles). Kristin English added, "Including but not limited to . . ." Another addition, "This may require a review of graduate transcript." Jeff Marker asked Patricia Linder to add the revisions and stated that it will be sent out in the listserv.

Jeff Marker introduced Jeffrey Stepakoff, Executive Director of the Georgia Film Academy, who provided information about the film industry in Georgia and how the USG and TCSG are responding to it. The Georgia Film Academy will start running classes in January. Its curriculum consists of two nine-hour courses, one in the fundamentals of filmmaking and the second "a semester on set" making a real film. Discussion over how this GFA would fit into existing or new curricula took place. Mr. Stepakoff invited emails and communication.

The next order of business was to elect a new Executive Director. LaVette Burnette explained the position. Pam Bourland-Davis nominated Juone Brown of Fort Valley State University. Mark May made the motion to close nominations, which was seconded Pam Bourland-Davis.

The course numbering issues for Human Communication (COMM 1100 under USG listing) and Fundamentals of Speech (COMM 1110) were addressed. There will be a survey from an ad hoc committee about what is being used. COMM 1100 and COMM 1110 are recommended by the USG. There are inconsistencies.

It was clarified that eCore does not have COMM 1110 in its curriculum. Current understanding is that COMM 1100 does not have to be accepted by

institutions to replace COMM 1110. Jeff Marker stated that it is an advising issue. Mark May suggested that we come to an agreement within ten years and also mentioned that another issue that should be addressed in the future is courses that are at different levels (2000, 3000, or 4000) at different institutions.

The Area F guidelines were approved through electronic vote in Spring 2015. The terminology guidelines had not been approved. Otherwise, the guidelines are ready to go to the general education committee, which also wants Area F learning outcomes. How to approach the learning outcomes was addressed, after the committee looked at the Area F learning outcomes for music and philosophy. The film learning outcomes also need to be addressed by the Fine arts RAC after RACC deals with it. Pam Bourland-Davis and Rebecca Burnett volunteered to draft them. The learning outcomes should be broad because they will need to be assessed at a later date. Ginger Durham verified that the committee could do the voting on the learning outcomes in the February meeting. Two edits were made to the definitions. Jeff Marker moved to end discussion of the draft of terminology with the acceptance of future friendly grammatical changes. Danna Gibson seconded the motion to close discussion, and the vote to do was unanimous. Jan Odom moved to accept the draft of the definition, Krista English to approve the message. The vote to accept the definitions of terminology in Area F guidelines was unanimously in favor.

The next issue was the best math pathways (in Area A) for communication majors. In the RAC chairs' meeting a mathematician explained the content and purpose of the courses, MATH 1001, 1101, and 1111, the last being a prerequisite to calculus and other STEM courses. Quantitative skills and Reasoning (Math 1001) is designed for those who would take statistics. The topic was discussed pro and con. It is not that simple because of the digital media programs, which require MATH 1111 as a prerequisite to coding classes. Jeff Marker said that he would draft a statement that says the RACC prefers 1001 or 1101 unless the students' track is about digital coding, etc. and give it to Barbara Brown in the system office to review.

The last issue on the agenda was whether film should become a separate RAC. Now three RACs deal with it: Communication, Fine Arts, and English. Related to this issue is that of who is credentialed to teach film. David Cheshier brought up the accreditation issue and cultural differences in teaching it from a production or critical studies perspective. For now having it dealt with in more than one RAC seems feasible because of how integrated is in different disciplines.

Barbara Tucker stated that the next meeting would be held in Milledgeville on February 18, probably starting at 12:00. This is the day before the Georgia Communication Association Conference.

The meeting adjourned at 3:00.

Respectfully submitted,

Barbara G. Tucker