

AGENDA

UW-GREEN BAY FACULTY SENATE MEETING NO. 4

Wednesday, 22 January, 2025

3:00 p.m., TEAMS

Presiding Officer: Clif Ganyard, Speaker of the Senate

Parliamentarian: Michael Draney, Secretary of the Faculty and Staff

1. CALL TO ORDER

2. APPROVAL OF MINUTES: FACULTY SENATE MEETING NO. 3. December 11, 2024 (Pages 2-6)

3. CHANCELLOR'S REPORT

4. OLD BUSINESS: None

5. NEW BUSINESS

- a. New Standalone Minor Proposal: Advertising (Ryan Martin; First Reading; Pages 7-9)
- b. New Standalone Minor Proposal: Arts Management and Entrepreneurship (Ryan Martin; First Reading; Pages 10-13)
- c. New Standalone Minor Proposal: Film Studies (David Coury; First Reading; Pages 14-18)
- d. New Compensation Plan (Melissa Nash and Kent Bond; Informational Item)
- e. Requests for Future Business

6. PROVOST'S REPORT

7. OTHER REPORTS

- a. Academic Affairs Council Report—Submitted by Vince Lowery (Pages 19-22)
- b. University Committee Report—Presented by Bill Dirienzo
- c. Faculty Rep Report—Presented by Patricia Terry
- d. University Staff Report—Submitted by Becky Haeny (Page 23)
- e. Student Government Report—Presented by Karime Galaviz

8. ADJOURNMENT

DRAFT MINUTES

UW-GREEN BAY FACULTY SENATE MEETING NO. 3

Wednesday, 11 December, 2024

3:00 p.m., TEAMS

Presiding Officer: Clif Ganyard, Speaker of the Senate

Parliamentarian: Michael Draney, Secretary of the Faculty and Staff

PRESENT: Zhuoli Axelton (BusAdm); Angela Baerwolf (Faculty, SOCW); Erin Berns-Herrboldt (NAS); Thomas Campbell (TnD); Nazim Choudhury (RSE); Bill Dirienzo (NAS-UC); Jennifer Downard (HUB); Clif Ganyard (UC-HUS); Bill Gear (HUB); Stephan Gunn (RSE); Todd Hillhouse (Psych); Melvin Johnson (PEA); Heather Kaminski (AcctFin); Mark Karau (HUS); Justin Kavlie (ICS); Shawn Malone (NAS); Tetyana Malysheva (RSE); Mike McIntire (NAS); Samantha Meister (EDU); Omar Meqdadi (RSE); Valerie Murrenus-Pilmaier (AWE); Abigail Nehr Korn-Bailey (Psych, Alternate); Heidi Neverman (Nursing); Tariq Newaz (BusAdm); Ray Parth (BusAdm); Laurel Phoenix (PEA); Kristopher Purzycki (Faculty, HUS); Kimberly Reilly (DJS); Jolanda Sallmann (SOCW); Heidi Sherman (HUS); Hyeonsik Shin (BusAdm); Christy Talbott (Music); Tamara Wang (Faculty-Nursing); Sam Watson (Art & Design); Keir Wefferling (NAS); Michael Alexander (Chancellor); Kate Burns (Provost); Mike Draney (SOFAS)

REPRESENTATIVES: Karime Galaviz (SGA Rep); Becky Haeny (USCA Rep); Patricia Terry (UW-System Faculty Rep).

GUESTS: Roshelle Amundson (Faculty, AWE); Scott Ashmann (Assoc. Dean, CHESW); Michael Bubolz (CIO); Sarah Denis (Graduate Admissions Recruiter); Matt Dornbush (Dean, CSB); Paula Ganyard (Library Director); Susan Grant Robinson (Chief of Staff); Marcia Hoffman (Graduate Programs Manager); Brianna Hyslop (Manager, Learning Center); Amy Ibuaka (Dean Assistant, CSET); John Katers (Dean, CSET); Holly Keener (Deans Assistant, CSB); McKinley Lentz (Adm Asst, Grad Studies); Kayleigh Mapes (Grad & Exec Ed Coord); Ryan Martin (Dean, CAHSS); Ann Mattis (Faculty-AWE); Rebecca Meacham (Faculty, AWE); Melissa Nash (Director of HR); Amanda Nelson (Assoc Dean, CSET); Caden Rohadfox (UWGB Student); Sera Shearer (Faculty, TnD); Courtney Sherman (Associate Provost); Rebecca Stone Thornberry (Faculty, TnD); Meghan Strehlow (AVC-Student Access & Success); Tina Tackmier (Dept Asst, CSET); Kris Vespia (Director, CATL); Roger Wareham (Director, Grants & Res); Amanda Wildenberg (Deans Asst-CAHSS); Kerry Wilks (Assoc VC, Grad Studies & Res); Michael Zorn (Assoc Dean, CSET).

Thanks to Vicki Medland for taking attendance today, as I'm having technical issues with the automatic attendance report.

1. CALL TO ORDER at 3:00 sharp.

Announcement: Sam Watson has been elected to UC in the special election to replace Christine Vandenhousten.

2. APPROVAL OF MINUTES: FACULTY SENATE MEETING NO. 2. November 13, 2024 (Pages 2-8)

SOFAS noted that there was no attendance report, so attendance was “guestimated.”

Approved by Consensus

3. CHANCELLOR’S REPORT

Glad to see you all at Holiday dinner today, hope to see many of you at Convocation.

Discussed recent article in Milwaukee Sentinel (front page), talking about our success. An unusual feat for us to make the front page and we’re not a Milwaukee institution. It’s a great thing, and reflects well on us BUT there’s still a lot of risk in front of us, a lot to do. But we should take a minute to celebrate. Both are true.

Update on Phoenix Innovation Park...next milestone (incorporation of a Board to operate it) is coming up. We’ll have a 501C3 “foundation” just as we do with University Housing. We’re in final drafts now after years of work. Probably will be official in January. Will be a quiet rollout, but an important milestone. This group’s mission will be to operate Phoenix Innovation Park in the best interest of UWGB. This group will include Chancellor and a Regent, among others.

Update on Generator, one of the largest countries in the nation, working to develop businesses within a city or with a university. We plan to start a partnership with them soon. More to come.

Update on the CTEC building...some visuals for you. We’ll need to move the Phoenix Statue to S side of Kress, temporarily. Good spot for it, its popular during Commencement, and Kress is our busiest building, by far.

Chancellor shared his screen, showing CTEC footprint, and architectural renderings of exterior and interior of the building. We used many first nations principles in design of the building. Nobody will “own” space here, its not “anyone’s space” its “everyone’s space”. Went through plans of each floor (1 through 5) as well. Much smaller footprint than Cofrin Library, but much better design for our uses.

Questions?

Karau: Where will the books go? Chancellor: They will be there, but back in the stacks rather than out in the open, mostly. To get a book, you’ll go to the service point. Fewer stacks, more useable space. Lots of students now go to the 5th and 6th floor for this reason, and that’s the old building. We expect the new building to have very popular gathering space. The future isn’t working in your office, its getting in front of people.

Gunn: The plans are exciting. How much study was done to make sure the space will be effectively used. Chancellor: We’ve been working with the Deans through all this, and tasked them to think about programming and use of the space as we go forward. We don’t want lock doors, we want open doors, or better yet...no doors.

Reilly: Not about CTEC. We haven’t had a Coffee Break in a while, but we’ve had news about UW-Systems’ new Intellectual Property revision, and the (disturbing to Reilly) Deloitte report, which seems to advocate centralizing with UW-System.

Chancellor: Intellectual Property revision is of concern to the faculty, but not the administration's "issue" so he won't be saying much. Ch. is not concerned about the revision, except he agrees that the UW-System didn't do a good job of "socializing" the policy. He thinks it is mostly about using course materials if a Faculty member can't complete a semester.

As to the Deloitte report: He feels that this kind of "asking about program success" thing and "right sizing" is happening pretty much everywhere across the country. We need to be doing that ourselves so it doesn't get done "to us". We don't want to get to the point where we are thinking about layoffs. High resources + low enrollment is not sustainable. But, Chancellor's in agreement with Reilly about the amount of oversight proposed by the Deloitte report. The BOR should hire/fire Chancellors, not micromanage them. Chancellor has testified about this subject and the importance of liberal arts just this morning. I will talk more about this in the future.

Chancellor wishes us a successful end of semester and a great break.

4. OLD BUSINESS

- a. Software Engineering Major (Second Reading, Action Item. Pages 9-14) (John Katers)

Katers introduces the proposal. We have a successful Software Engineering emphasis, but we want a stand-alone major, still controlled by the Computer Science faculty. We will have two more CS faculty coming, so we

Dirienzo/Wefferling proposed we approve the proposal.

Discussion?

None, so Ganyard called the question. **Motion Carries 35/0/0**

- b. Media Arts & Production Major (Second Reading, Action Item. Pages 15-25) (Ryan Martin, Ann Mattis)

Martin introduces the proposal: Thanks everybody. The Media Arts Production major is meeting a real demand in the community. 3K local High School students have expressed interest in these topics. Very few additional courses needed, this is an interdisciplinary effort. Most of the new courses were in process or are existing gen ed courses.

Watson/Karau proposed we approve this proposal. Discussion?

No questions or comments. Ganyard called the question: **Motion Carries 32/0/0**

5. NEW BUSINESS

- a. Election of Deputy Senate Speaker

This was an oversight from earlier in the semester. A stand-in in case Ganyard cannot preside.

Invite nominations for Deputy Senate Speaker.

Karau: Nominates Dirienzo. Did a great job in October already! Ganyard asks Parliamentarian if UC Chair can serve (Yes) and whether we should vote if there's just one nominee: We should.

Vote: 32/0/0.

- b. Resolution on the Conferring of Degrees (Page 26)

Ganyard read it into the record.

Entertain a motion to approve: Wefferling/Meister

Motion approved 32/0/0

- c. Memorial resolution: Professor Woo Jeon (Page 27; read by Patricia Terry)

Patricia Terry read this resolution into the record.

No vote on this, but we had a moment of silence in honor of our colleague.

- d. Requests for Future Business (Ganyard) No comments were made.

6. PROVOST'S REPORT

Provost: Hard to see Woo's office. He was a good colleague.

Enrollment: We are in midst of January and Spring registration. About even with last year on January. ~1176. For spring, we are currently at 5768, at 71% of total head count and 83% of credit hours vis a vis last spring, so we are still working on connecting with students to get those numbers up.

Stellak is now in operation for the first time, should help us see what courses are in demand, etc. Should help students and us.

A little more about the Program Monitoring suggestions in the Deloitte Report. The report called out lack of program monitoring. We currently have to report programs that have < 25 graduates per five years. Low enrolled programs can still be justified. Deloitte wants costs of programs included as well as enrollment, and there needs to be an intentional process with guidelines, etc. Provost can see the wisdom of that, and we are in fact already planning a faculty/administration working group look at this in the spring. AFTER the Core Curriculum and HIPs work!

Embedded tutoring: We have money from the Joint Finance Committee that we will allocate to this new embedded tutoring (Business, CS, Eng, Nursing, specifically). We also want to look at where else on campus embedded tutoring can be useful. There's a form to fill out if faculty are interested and want to "raise their hand" about being interested in it.

Any questions from faculty?

Reilly: Everyone should read the Deloitte report. It says that BOR has authority to oversee program array, etc. Concerned about how administration is approaching this. Sounds like they can discontinue programs on their own, which would be a completely new process.

Provost: UW-System hasn't given a specific number of students per program, but they recognize that there's other factors besides enrollment/graduation that should justify programs (like revenue/cost). System has a lot of oversight over adding new programs, but haven't done much with maintaining programs, and they want to have more oversight. Provost doesn't love the idea of Board oversight, either, but appreciates the value of additional information about programs being considered. Campuses SHOULD have monitoring processes like this. We need a clearer process on our campus for sure, and that's what the working group is going to take a look at.

7. OTHER REPORTS

- a. Academic Affairs Council Report—Submitted by Vince Lowery (Pages 28-29)
- b. University Committee Report—Presented by Bill Dirienzo

System is revising its Intellectual Property Policy revision, responding to many comments they've received.

Shared Governance Working Group policy will be coming up in Spring.

- c. Faculty Rep Report—Presented by Patricia Terry

Not a lot of conversation about the Deloitte report yet. This group has spent a lot of time drafting a system rep version of "The future of the Universities of Wisconsin" report. A close to final draft has been produced, with a link to a survey to leave comments. UC might distribute it.

We've spent a fair amount of time on the Intellectual Property policy, and in a new "Working from home" policy that's going around.

- d. Academic Staff Report—Submitted by Sam Robinson (Page 30)
- e. University Staff Report—Submitted by Becky Haeny (Page 31)
- f. Student Government Report—Presented by Karime Galaviz

Karime: Will give semester address to student body next week. Two events today: A bus to the basketball game tonight ("Pack the Resch") and a finals week relief program, with therapy dogs, etc.

8. ADJOURNMENT

At 4:07 pm...53 minutes early.

Advertising Minor Proposal

Date: December 4, 2024

To: Vince Lowery, Chair of the AAC

From: Ryan Martin, Dean of the College of Arts, Humanities and Social Sciences

CC: Matt Dornbush, Dean of the Cofrin School of Business; Courtney Sherman, Associate Provost

Subject: Creation of a standalone minor in Advertising

Background: The College of Arts, Humanities, and Social Sciences (CAHSS) and the Cofrin School of Business (CSOB) at UW-Green Bay propose a new, interdisciplinary minor in Advertising to help meet the increasing demand for versatile, skilled professionals in the advertising field. Drawing on strengths across multiple academic programs, including Communication, Marketing, Design, and Applied Writing and English, this minor is crafted to provide students with a blend of theoretical knowledge and practical skills.

The program has been approved by the faculty listed below, and we have gotten feedback from all involved units, the registrar, and the library.

Program Description:

The proposed minor in Advertising includes nine courses, creating an integrated curriculum that builds competencies in marketing strategy, digital content creation, visual storytelling, and cultural analysis. The selected courses provide students with a comprehensive toolkit for modern advertising, from foundational marketing principles and media literacy to technical skills in digital and visual media creation. The minor is made up of existing courses from four units across both colleges. This cross-disciplinary approach equips students to excel in the fast-evolving advertising industry.

Learning Outcomes:

Upon completion of the minor, students will be able to

1. Understand Key Advertising Principles and Industry Trends: Students will learn foundational principles of advertising and current industry trends, developing skills to effectively target audiences and promote brands across various channels.
2. Apply Design Thinking and Visual Communication Skills: Through coursework in design and culture, students will develop an appreciation for design's role in advertising and build basic skills in visual storytelling and brand aesthetics.
3. Develop Competency in Digital Marketing and Social Media Strategy: Students will explore digital marketing fundamentals and social media analytics, enabling them to create, analyze, and adapt marketing campaigns to engage audiences in digital spaces.
4. Integrate Marketing Research and Analytics in Campaign Development: Courses in digital marketing and social media analytics will equip students to interpret and leverage marketing data for strategic decision-making and campaign optimization.
5. Create Engaging Content for Diverse Digital Platforms: Students will gain hands-on experience creating social media and digital content, understanding the nuances of different platforms and learning to produce content that aligns with brand messaging.
6. Apply Advertising and Marketing Principles in Real-world Scenarios: Through applied projects, students will combine marketing, design, and content creation skills to build comprehensive advertising strategies that reflect industry standards.

7. Critically Analyze Media and Advertising from a Cultural Perspective: Courses on mass media and advertising will foster critical thinking about the cultural impact of advertising and media, helping students understand advertising's broader societal implications.
8. Demonstrate Effective Communication and Collaboration Skills: Emphasizing teamwork and communication, the program will prepare students to work effectively in collaborative advertising and marketing environments.

Coursework

Required Courses (9 credits)

- Comm 309: Mass Media Advertising
- MKTG 322: Principles of Marketing
- MKTG 423: Advertising

Elective Courses (select three courses from below, 9 credits)

- Design 131: Introduction to Design and Culture
- MKTG 345: Digital Marketing
- MKTG 447: Social Media Marketing and Analytics
- Comm 317: How to Create Great Social Media Content

Program Governance

The following faculty will make up the committee for the new minor:

- Jeff Benzow (Design)
- Bryan Carr (Communication)
- Phillip Clampitt (Communication)
- Sampath Kumar (Marketing)
- Anup Nair (Marketing)
- Tarique Newaz (Marketing)
- Kristopher Purzycki (Applied Writing and English)
- Katie Turkiewicz (Communication)

12.19.24

Attention: Ryan Martin (dean, CAHSS) and Matt Dornbush (dean, CSB)

The AAC met today and reviewed the memo proposing the creation of an Advertising minor by CAHSS and CSB. We voted unanimously in support of this memo.

Vince Lowery

Chair, Academic Affairs Committee

cc: Courtney Sherman (associate provost)

Mike Draney (SOFAS)

Arts Management and Entrepreneurship Minor Proposal

Date: December 4, 2024

To: Vince Lowery, Chair of the AAC

From: Ryan Martin, Dean of the College of Arts, Humanities, and Social Sciences

CC: Courtney Sherman, Associate Provost; Ann Mattis, Domain Director for Arts and Media Studies; Matt Dornbush, Dean of the Cofrin School of Business

Subject: Revision of the Minor in Arts Management

Background: The College of Arts, Humanities, and Social Sciences (CAHSS) at UW-Green Bay proposes a relatively significant revision of the Arts Management minor into a minor of Arts Management and Entrepreneurship. The program addresses a growing need for professionals equipped to navigate and lead within the intersection of arts and business. This initiative reflects our mission to foster creative problem-solving and to prepare students for meaningful contributions to society.

The revised minor builds upon existing courses while introducing one new course tailored to arts entrepreneurship. It leverages UW-Green Bay's unique assets, including galleries, performance venues like the Weidner Center, and connections with regional arts organizations.

On November 5, 2024, the Art and Design Executive Committee elected four new faculty to the Arts Management Faculty Committee and (b) collectively resign from the Arts Management Faculty Committee (see attached memo). This was the first step in rebuilding a minor that has seen significant declines in enrollment over the last few years. The goal is to rebuild this minor with a broader set of courses from across the university and to more explicitly cover entrepreneurship.

Program Description: The Arts Management and Entrepreneurship minor is an 18-credit program comprising a mix of required and elective courses. The curriculum is designed to provide foundational knowledge in entrepreneurship and arts management while offering flexibility for students to tailor the minor to their interests. This minor is intentionally interdisciplinary, drawing from the fields of business, public administration, communication, and the arts to ensure students develop both practical skills and a broad understanding of the creative industries. By integrating theoretical learning with applied experiences, such as community engagement and project-based coursework, the program prepares students to innovate and lead in the evolving landscape of arts and cultural management.

Learning Outcomes:

Upon completing the minor, students will be able to:

1. Develop Entrepreneurial Competence: Understand core principles of entrepreneurship and apply them to arts and cultural contexts.
2. Navigate Arts and Cultural Organizations: Gain skills in managing and leading arts organizations, including financial management, community engagement, and marketing.
3. Create and Promote Arts-Based Initiatives: Design and execute strategies to promote arts initiatives through innovative approaches.
4. Foster Community Impact: Employ arts as a tool for civic engagement and community enrichment.
5. Integrate Interdisciplinary Knowledge: Combine insights from business, public administration, and arts management to address challenges in the creative industries.

Coursework:

Required Courses (9 credits)

- ARTS MGT XXX: Arts Management and Entrepreneurship
- ENTRP 272: Introduction to Entrepreneurship
- ARTS MGT 257: Arts in the Community

Elective Courses (9 credits)

Students will select three courses from the following:

- ENTRP 492: Social Entrepreneurship
- Pub ADM 315: Public and Non-Profit Management
- PUB ADM 425: Fundraising and Marketing for Nonprofits
- HISTORY 390: [new course]
- Comm 317: How to Create Great Social Media Content
- Arts MGT 354: Managing Arts and Cultural organization
- Arts MGT 355: Funding and Financial Issues in the Arts

Program Governance:

The following faculty will make up the committee for the new minor:

- Alan Kopischke (Theatre)
- Kerry Kuenzi (Public and Environmental Affairs)
- Ann Mattis (Applied Writing and English)
- Heidi Sherman (History and Humanities)
- Nishal Thapa (ex-officio, Cofrin School of Business)

November 5, 2024

TO: Dr. Ryan Martin, Dean of the College of Arts, Humanities and Social Sciences
FROM: Alison Gates, Unit Chairperson, Art and Design
RE: AND Executive Committee and Minor Program in Arts Management

Ryan,

The AND Executive Committee met today and performed two actions. First, we elected our colleagues Profs Heidi Sherman (History), Alan Kopischke (Theatre), Kerry Kuenzi (PEA) and Ann Mattis (CAHSS Arts Domain Director) to the Arts Management Minor Executive Committee, with Nishal Thapa (COB) as ex-officio consultant. We take your word as assurance that they are all willing to serve.

Then the AND Exec. Committee collectively resigned ourselves from faculty governance for the minor in Arts Management, citing the fact that none of us teaches in Arts Management, none of us ever has taught in the minor and after the resignation of Professor Rosewall years ago, we no longer feel AND faculty can be relied upon to provide expertise in the subject matter that the curriculum covers.

Thank you for your guidance through this process. Please let me know if you have any further questions or concerns that we can address in AND.

Alison

Cc: Ann Mattis, Domain Director
SOFAS
Heidi Sherman
Kerry Kuenzi
Alan Kopischke
Nishal Thapa

12.19.24

Attention: Ryan Martin (dean, CAHSS)

The AAC met today and reviewed the memo proposing the revision to the Arts Management minor. We voted unanimously in support of this plan.

Vince Lowery

Chair, Academic Affairs Committee

cc: Courtney Sherman (associate provost)

Mike Draney (SOFAS)

Film Studies Minor Proposal

Narrative:

Film Studies at the University of Wisconsin Green Bay offers an innovative Minor in Film Studies, embracing a multifaceted approach in which students experience cinema from critical and practical perspectives and have the opportunity to select an emphasis that suits their own curiosities and long-term goals as critics and makers. At UWGB, we encourage students to understand cinema as an art, a business, and a technology, and our curriculum engages students in the history, theory, and production of cinema in a variety of contexts, from local to global. As future professionals and critics, Film Students at UWGB develop the creative and critical skills that make them agile participants in all areas of media art and are prepared to serve their communities in meaningful ways. Because of the interdisciplinary nature of film studies, our courses offer a holistic grounding, and the minor is responsive to a number of majors and minors, including the Humanities, English, Communications, First Nation Studies, Writing and Applied Arts, Theater, Design, Arts Management, and Modern Languages.

Faculty:

- Tom Campbell
- Bryan Carr
- David Coury
- Hernan Fernandez-Meardi
- Mark Karau
- Justin Kavlie
- Alan Kopischke
- Zack Kruse
- Chuck Rybak

Proposed Film Minor Structure (with <i>existing</i> courses in other units): 21 Credit Hours/7 Courses*			
A.) Required Courses:		9 Credits/ 3 Courses	Overlapping Majors & Minors
HUM STUD 110	Intro to Film	4	HUM STUD WC
HUM STUD 210	Film and Society	4	HUM STUD WC
HUM STUD 240	Film & the Community (GBFS)	1	NEW COURSE
B.) Required Upper-Division Courses:		3 Credits/ 1 Course	
HUM STUD 309	Intro to Film History & Theory	3	NEW COURSE
C.) Supporting Courses:		3 Credits/ 1 Courses	
FNS 210	American Indians in Film	3	FNS
THEATRE 131	Acting I	3	Theatre (all)
THEATRE 234	Acting for the Camera	3	Theatre (undetermined)
THEATRE 200	Script Analysis	3	Theatre (all)
THEATRE 221	Stagecraft	3	Theatre (all)
THEATRE 224	Intro to Theatre Design	3	Theatre (Design/Tech, Production, & Theatre Studies)
COMM 205	Elements of Media	3	Comm (all)
			Design
D.) Upper-Level Courses in Film Theory and Practice:		6 Credits/ 2 Courses	
HUM STUD 343	International Cinema	3	WC

GERMAN 357	German Cinema	3	WC
SPANISH 355	Spanish and Latin American Cinema	3	WC
COMM 307	Video Production	3	Comm (mass media, social media)
COMM 378	Documentary Video Production	3	Comm (mass media)
DESIGN 433	Advanced Studio	3	Design
ENGLISH 308	Screenwriting	3	WAA
THEATRE 351	Directing I	3	Theatre (all)
THEATRE 302	Playwriting	3	Theatre (all)
FNS 498	Independent Study (Approved Film Studies-related topic)	3	FNS
HUM STUD 497	Internship (Approved Film Studies-related internship)	3	DH, WC
THEATRE 497	Internship (Approved Film Studies-related internship)	3	Theatre (all)
DESIGN 497	Internship (Approved Film Studies-related internship)	3	Design

Film Companion Emphasis Key	
Comm Arts -	First Nations -
Design	Humanities -
Education -	Theatre -
Writing & Applied Arts -	Proposed Courses -

Memorandum

To: Courtney Sherman, Assoc Provost
Ryan Martin, Dean CAHSS
William Dirienzo, Chair University Committee
From: David Coury, Humanities and Modern Languages
Re: Film Studies minor
Date: 11 December, 2024

On Wednesday, December 11, 2024, an ad hoc Executive Committee for Film Studies (Tom Campbell, Bryan Carr, David Coury, Justin Kavlie, Alan Kopischke, Zach Kruse, and Chuck Rybak) met to discuss and approve a modified version of the former Film Studies minor in the Humanities and recommend having it as a standalone minor associated with the new MAPS program being developed. Profs. Coury and Kruse have been discussing this with the Humanities program, which approved the deactivation of the Film Studies minor in order for the creation of this new stand-alone minor.

Prof. Campbell moved that we recommend approval of this as a stand-alone minor and Prof. Kruse seconded. The vote was unanimous 8-0-0.

This Minor was approved by the AAC (See the AAC's report in the Senate Agenda)

New Programs Approved

Advertising Minor

Arts Management Minor

Digital Marketing Minor

Film Studies Minor

Personal Training Certificate

Sales Minor

SPARK Certificate

AAC Report

1.22.25

Course Changes Approved

BIOLOGY 303, 307, 309, 312, 322, 340, 345, 346, 357, 360, 370, and 407

BUS ADM 198, 220, and 305

CHEM 109, 207, 213, 214, 304, 320, 321, 324, 330, 403, 410, 423

COMM 185, 309, 333, 336, 370, 380, 390, 396, 430, 470, 477

ECON 330

EDUC 210, 325, and 345

ENGLISH 308, 315, and 336

ENG 198

ENV SCI 239

FIN 282, 445, 447, and 450

GEOSCI 223

HISTORY 370, 380, and 399

HUM STYD 330

JAPANESE 102

ME 198

MUSIC 165, 166, 265, 266, 301, 365, 366, 465, 466

ORG LEAD 198, 302, and 420

PUB ADM 315, 345, 425, and 428

SOC WORK 371 and 401

THEATRE 325

New Courses Approved

ART 295

BUS ADM 205

DESIGN 238

HUM BIOL 270

HUM STUD 225

Program Changes Approved

Art Education Emphasis

Accounting – Business Analysis and Reporting, Managerial Accounting, and Tax Compliance Emphases

Biology – Animal Biology, Ecology and Conservation, Microbiology, and Pre-Veterinary Emphases

Business Administration – Entrepreneurship and General Business Emphases, Business Administration Minor

Chemistry – Biochemistry, Environmental Chemistry, Food Chemistry, General Chemistry, and Professional Chemistry Emphases, Chemistry Minor

Communication – Generalist, Journalism, Mass Media, Organizational Communication, Public Relations, Social Media, Sports Communication, and Health Communication Emphases

Education – Science Education, Accelerated Applied Leadership for Teaching and Learning, Teaching Music, Art or World Languages, Grades PK-12

Electrical Engineering Technology

Environmental Policy and Planning – Accelerated Emphasis in Environmental Science Policy, Environmental Policy and Planning Minor

Finance – Business Finance, Personal Financial Planning, and Portfolio Management Emphases
Certificate in Professional Ethics

First Nations Studies Major

Geoscience – Geoscience and Accelerated Geoscience Emphases

GIS Certificate

Certificate in German Engineering

Graphic Design

HIMT – Healthcare Management and Healthcare Technology

History – General, Public, and Social Studies Education Emphasis and Minor

Human Biology – Accelerated Athletic Training Emphasis

Humanities – Ancient and Medieval Studies, World Cultures, and Digital and Public Humanities Emphases; Ancient and Medieval Studies, World Cultures, and Linguistics/Teaching English as a Second Language Emphasis

Management Major

Marketing Major

Social Justice Minor

Political Science Minor

Water Science – General and Accelerated Water Science Emphases

New Programs Approved

Advertising Minor

Arts Management Minor

Digital Marketing Minor

Film Studies Minor

Personal Training Certificate

Sales Minor

SPARK Certificate

Courses Deactivated

ART 370

BIOLOGY 410, 411, 420

COMM 366 and 445

DJS 362 and 461

EPP 351

GEOG 250

HISTORY 299, 301, 311, 337, 402, 470

HUM STUD 320, 333, 334, 335, 336, and 350

PHILOS 107

PUB ADM 220 and 225

SOC WORK 250, 330, and 380

THEATRE 325

Programs Deactivated

Accelerated Animal Biology Emphasis

Accelerated Ecology and Conservation Emphasis

Computer Science – Software Engineering Emphasis

Humanities – Film and Cinema Studies, Religious Studies

**University Staff Committee
Report for Faculty Senate Meeting
January 22, 2025**

- The University Staff meeting for December was cancelled.
- January 16, 2025 meeting updates
 - Alan Peters attending giving an update on Phoenix Innovation Park.
 - Kimberly Deering attended to give an update and answer questions on the Interim Personal Holiday and Vacation Policies that have gone in place for University Staff with the transition from calendar year to fiscal year for leave allocations.
 - Sara Taylor has stepped down from the committee with her change to Academic Staff. Request for volunteers to replace Sarah has been made.
- The next University Staff Committee meeting is February 20, 2025 from 10:00 a.m. to 11:30 a.m. Please email usc@uwgb.edu for the meeting link.

Respectfully submitted,

Becky Haeny, Chair
University Staff Committee