

AGENDA

UW-GREEN BAY FACULTY SENATE MEETING NO. 5

Wednesday, 19 February, 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. 4. January 22, 2025 (Pages 2-6)

3. CHANCELLOR'S REPORT

4. OLD BUSINESS

- a. New Standalone Minor Proposal: Advertising (Ryan Martin; Second Reading; Pages 7-9)
- b. New Standalone Minor Proposal: Arts Management and Entrepreneurship (Ryan Martin; Second Reading; Pages 10-13)
- c. New Standalone Minor Proposal: Film Studies (David Coury; Second Reading; Pages 14-18)

5. NEW BUSINESS

- a. Shared Governance Proposal (Mike Draney, First Reading, Pages 19-28)
- b. Requests for Future Business

6. PROVOST'S REPORT

7. OTHER REPORTS

- a. Academic Affairs Council Report—A large report will come out next month. AAC Chair Vince Lowery is available at today's Senate Meeting to answer any questions about Core Curriculum, etc.
- 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 29)
- e. Student Government Report—Presented by Karime Galaviz

8. ADJOURNMENT

DRAFT MINUTES

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

PRESENT: Zhuoli Axelton (BusAdm); Angela Baerwolf (SOCW); Erin Berns-Herrboldt (NAS); Nazim Choudhury (RSE); Bill Dirienzo (NAS-UC); Jennifer Downard (HUB); Clif Ganyard (UC-HUS); Bill Gear (HUB); Stephan Gunn (RSE); Todd Hillhouse (Psych); Elif Ikizer (Psych); Melvin Johnson (PEA); Heather Kaminski (AcctFin); Mark Karau (HUS); Justin Kavlie (ICS); J.P. Leary (FNS); Shawn Malone (NAS); Tetyana Malysheva (RSE); Mike McIntire (NAS); Samantha Meister (EDU); Omar Meqdadi (RSE); Valerie Murrenus-Pilmaier (AWE); Abigail Nehrkorn-Bailey (Psych, Alternate); Heidi Neverman (Nursing); Tariq Newaz (BusAdm); Laurel Phoenix (PEA); Kristopher Purzycki (Faculty, HUS); Kimberly Reilly (DJS); Jolanda Sallmann (SOCW); Heidi Sherman (HUS); Hyeonsik Shin (BusAdm); Christy Talbott (Music); 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).

GUESTS: Jorge Aguilar (Assoc HR Director: Talent Mngt); Roshelle Amundson (Faculty, AWE); Scott Ashmann (Assoc. Dean, CHESW); Moises Bahena-Martinez (UWGB Student); Kent Bond (CFO); Michael Bubolz (CIO); David Coury (Faculty, HUS); Sarah Denis (Graduate Admissions Recruiter); Caitlyn Diamond (Admin & Recrt Coord II); Matt Dornbush (Dean, CSB); Paula Ganyard (Library Director); Susan Grant Robinson (Chief of Staff); David Helpap (Faculty, PEA); Tamara Hoff (Faculty, Nursing); Craig Hulce (Faculty, Finance); Brianna Hyslop (Manager, Learning Center); Amy Ibuaka (Dean Assistant, CSET); Rianna Kaiser (Student Services Specialist); John Katers (Dean, CSET); Holly Keener (Deans Assistant, CSB); Alan Kopischke (Faculty, TnD); Zack Kruse (Faculty, AWE); Kate LaCount (Executive Assistant, Provost Office); Jessica Lambrecht (Executive Officer, CECE); McKinley Lentz (Adm Asst, Grad Studies); Kayleigh Mapes (Grad & Exec Ed Coord); Ryan Martin (Dean, CAHSS); Ann Mattis (Faculty-AWE); Kim Mezger (Access Coordinator); Melissa Nash (Director of HR); Amanda Nelson (Assoc Dean, CSET); O'Connell, Chrissy (Office Manager, CSET); Debi Popham (Director, Music); Caden Rohadfox (UWGB Student); Sera Shearer (Faculty, TnD); Courtney Sherman (Associate Provost); Chris Smith (Faculty, Psych); Rebecca Stone Thornberry (Faculty, TnD); Meghan Strehlow (AVC-Student Access & Success); Tina Tackmier (Dept Asst, CSET); Kris Vespia (Director, CATL); Voss, Kay (Director, Career Services); Roger Wareham (Director, Grants & Res); Amanda Wildenberg (Deans Asst-CAHSS); Kerry Wilks (Assoc VC, Grad Studies & Res); Jennie Young (Assoc Dean, CAHSS); Michael Zorn (Assoc Dean, CSET).

Thanks to Becky Haeny for taking attendance today.

- 1. CALL TO ORDER at 3 pm.** Clif Ganyard welcomes everyone back.
- 2. APPROVAL OF MINUTES: FACULTY SENATE MEETING NO. 3. December 11, 2024**

Clif asked for corrections, and hearing none, we consider the minutes to be approved.

3. CHANCELLOR'S REPORT

Chancellor welcomes us back. A number of updates today.

CTEC building bids due in March. Moving along on schedule. Thanks Paula Ganyard and [someone else?] who have been leading this complex building project.

Phoenix Innovation Park moving along, too.

Good discussion on the compensation plan at the Coffee Break this morning. Again, we found that faculty/instructional staff were a lot more underpaid relative to the CUPA average, so the first four years of the five year project will primarily focus on them.

Just back from Sheboygan. In talks with Lakeshore College about a space-using collaboration. He is excited about this project.

Budget: We are in a holding pattern until the Governor's Feb. 18 Budget Address. We need to wait for the actual budget and how the legislature responds to it. Our advocacy continues.

Thinking lately about everything happening on the national/state level. It took me a while to understand what makes us special, our core values: 1) We advance fearlessly (which we've done since day 1; this is our superpower). 2) We are about empowering success 3) We are about providing access. We can't have a democracy without an educated populace. We should be proud of our role in this. 4) We build community connections. This will become more and more important that the community continues to see value in higher ed, and building community does that. 5) We express gratitude for our special role.

Chancellor Alexander is grateful for all we do, and invites questions you may have:

4. OLD BUSINESS: None

5. NEW BUSINESS

Note: Regular minors don't usually come to Senate, but these are stand-alone minors, not associated with one program. Free standing minors that draw from multiple units for faculty and coursework, which is why we're reviewing them here. They are not entirely new, but there are at least substantive changes being proposed. These are first readings, so we won't vote on anything today.

a. New Standalone Minor Proposal: Advertising (Ryan Martin; First Reading)

Dean Ryan Martin: Thanks Clif for the intro. The advertising minor is truly brand new, a collaboration between CAHSS and CSB. Most coursework exists, but the minor is new.

Q (Karau): Why CAHSS instead of CSB? Dean Dornbush and Dean Martin have discussed this; ultimately we see this as a collaborative opportunity.

Dornbush: Thanks for presenting. Advertising is a funny program nation-wide, often housed in arts and humanities because it leans on the creative side. Probably the College housing doesn't matter much; Dornbush is also excited about this minor, which demands collaboration. We are maturing as a university with these types of offerings.

- b. New Standalone Minor Proposal: Arts Management and Entrepreneurship (Ryan Martin; First Reading)

Martin: Another collaboration with CSB/CAHSS. An existing minor (Arts Management) that we have changed significantly, bringing in more CSB courses/faculty as well as new faculty/courses from CAHSS. There's a new Executive Committee formed; we are trying to broaden this Minor out. Dovetails with Institute for Entrepreneurship and Innovation. We are proposing a new course to replace several Arts Management courses that have been deactivated.

No questions on this.

- c. New Standalone Minor Proposal: Film Studies (David Coury; First Reading)

David Coury presents (Zack Kruse also present). This minor is being changed significantly. It used to be in the Humanities and Theatre, and was housed in Humanities. It didn't do well after the interdisciplinarity requirement was dropped, and we think it should be a free-standing interdisciplinary minor. Better for marketing to students, and it does engage all sorts of faculty and fields.

Zack Kruse: We wanted to ensure we reduced the number of credit hours, and we added two new classes to be up to date with other contemporary film minors across the country.

Martin: Wants to reiterate this will be working with Arts Management and Production faculty. Again, the collaborative nature is good for students and faculty.

We will vote on these three at the February Senate meeting.

- d. New Compensation Plan (Melissa Nash and Kent Bond; Informational Item)

We've invited Melissa and Kent to come discuss this plan more.

Nash: We had a rich conversation at the "Coffee Break" this morning. Thanks to CWC and people who went to open forums. There's three parts, the first is the five-year market plan, trying to ensure everyone is at or above 90% of CUPA for their positions. New CUPA data in February; notices to affected faculty/staff Spring semester. Pay raise to start in next Fall semester (2025).

Ganyard: Can you review CUPA? It is comparison data from "like" institutions. We submit salary information and get comparison data back each year. We can pull by rank and discipline (via "CIP Codes"), so we can get very granular data: Our best salary data source.

Q (Hillhouse): Is the plan to address the lowest first, or is everyone adjusted simultaneously? Nash: The plan is to take four years to address everyone who is under 90% of CUPA. 25% first year, 33% next year, and everyone up to 90% by 2028.

Follow up (Hillhouse): He's going up for promotion next year, how will that affect things? Nash: You'll be assessed based on your new rank next year.

Q (Wefferling): Are these data available to us? Nash: Sort of. We have a dashboard, but you can't see individual positions. We'd like to make individual positions visible soon. Bond: Confirms this.

Q (Talbot): What are the other two parts of the plan? 2) We'll do new hires at 90% of new CUPA; 3) A change in timeline for reviewing base rate adjustments. Right now, its kind of ad hoc, anytime. We want to change to an twice annual process that matches our budgeting.

Q(Gear) Will there be adjustments for 12-month faculty/staff? Nash: Yes, there's a UW-System conversion formula that we'll use.

Q(Choudhury): Which year of data are we using? The current data is last year's data. The CUPA data comes out each February, and we'll use the new data whenever it comes out.

Q(C. Ganyard): How can people find that dashboard? Bond: There's a link in an email that came out. If you can't find it, Kent will send the link over. [emails 27 November, and a few weeks ago]

Q(Ikizer): Requests that the link be dropped in the chat.

- e. Requests for Future Business

Clif made the request...no response. Please see UC or your Senator with any.

6. PROVOST'S REPORT

Provost Burns: Wants to gives additional details. We're at 7235 on the enrollment front and we expect about 1,000 more HS students, which would take us over 8K. There's always a lot of fluctuation in these first few days.

Core Curriculum/HIPs update: We should be able to share final lists out end of January/beginning of February.

Internship: HIPS project allows us to bring HIPs to scale: Every student will get some. This builds in access and transparency. We have a working group looking at our internships process, Led by Kay Voss and David Helpap.

Happy to answer questions. [there were none]

7. OTHER REPORTS

- a. Academic Affairs Council Report—Submitted by Vince Lowery
- b. University Committee Report—Presented by Bill Dirienzo

Dirienzo: We'll be taking a look at the Shared Governance Working Group recommendations, and we'll craft several action items. We'd like to pass everything by the last meeting in April, so that next year's elections can be updated.

c. Faculty Rep Report—Presented by Patricia Terry

There was no report to present this time. There's a Faculty Rep meeting on Jan. 31.

d. University Staff Report—Submitted by Becky Haeny

e. Student Government Report—Presented by Karime Galaviz

Galaviz: Not much to report for SGA, as we were all on a well-deserved break.

We're having an officer retreat, Senators optional. We'll also be meeting on 31 January in Madison. Appointing Moises Bahena-Martinez to serve as student rep for a working group on revisions to the UW System copyright policy there. Elections for SGA happening soon. I'll be graduating, so this is the last semester for me.

8. ADJOURNMENT at 3:45 pm. Ganyard happily adjourned us.

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

Proposal 1: Eliminate the Individualized Learning Committee as a standing committee and form ad hoc committees as needed instead:

(From the Faculty Handbook Pg. 80-81)

~~Individualized Learning Committee~~

- ~~1. The Individualized Learning Committee shall be composed of eight (8) appointed members. It will include five (5) faculty members with no more than two from a domain voting district and the chair of the Interdisciplinary Studies Committee. The Personal Major Advisor and Director of Assessment Services serve as ex-officio, non-voting members. Each faculty member will serve a three (3) year staggered term to assure continuity.~~
- ~~2. Nomination of candidates for appointment to the Individualized Learning Committee is the responsibility of the Committee on Committees and Nominations. Appointments are made annually by the University Committee.~~
- ~~3. Individualized Learning Committee activities are coordinated by a chairperson elected by Committee members at the beginning of each academic year. The chair will be responsible for establishing a committee structure and making committee assignments.~~
- ~~4. The Individualized Learning Committee serves the following functions:
 - ~~A. Advises the Provost and Vice Chancellor for Academic Affairs or their designee on policies and procedures related to Credit for Prior Learning and Credit by Examination.~~
 - ~~B. Evaluates Personal Major proposals and determine whether to recommend approval.~~~~
- ~~5. The chair must submit a report of Committee activities at the end of each academic year to the Chair of the University Committee and the Secretary of the Faculty and Staff.~~

(From the Course Catalog)

Individual Major

(Bachelor of Arts or Bachelor of Science)

An Individual Major is a self-designed program for students who find that their educational objectives cannot adequately be met by any of the University's existing majors. The Individual Major allows students to incorporate courses from several academic areas into a unique program of study intended to prepare them for employment or graduate study in a specific field of interest. In keeping with the interdisciplinary mission of the University, all Individual Majors are strongly encouraged to incorporate courses from several academic areas offered at UW-Green Bay.

To develop an Individual Major, students must meet with a faculty adviser and the Associate Provost to discuss their educational and career objectives. Students write a proposal which includes a statement of objectives, a list of proposed courses for the major, intended degree, and a rationale explaining how those courses form a coherent program of study. **Students also identify at least three (3) faculty members, approved by the Associate Provost, with expertise relevant to the Individual Major to serve as an ad hoc Individualized Learning Committee.** The proposal must be approved by the Associate Dean and faculty adviser before being submitted to the Individualized Learning Committee for final approval. Students completing an Individual Major must complete all University requirements for a degree, including general education, residency, and English and mathematics proficiency. It is highly recommended that students who wish to pursue this course of study have a cumulative GPA of 3.5 or above.

The minimum requirements for an Individual Major include 30 credits of upper-level credits focused on an area, and an appropriate array of supporting courses. Students should submit the proposal to the Associate Provost no later than the beginning of their junior year to ensure timely graduation.

Additional information and assistance in planning an Individual Major is available from the Office of the Provost.

Proposal 2: Update the faculty membership of the Committee on Workload and Compensation to reflect the current College structure and loosen the strict tenure requirement:

(From the Faculty Handbook Pg. 82-83)

Committee on Workload and Compensation

1. The Joint Committee on Workload and Compensation (CWC) shall be composed of nine voting members serving three-year ~~terms (eventually, but not initially, to be staggered three-year terms)~~. The Academic Staff Committee (ASC) shall appoint three Academic Staff representatives. The University Staff Committee (USC) shall appoint three University Staff representatives. The University Committee (UC) shall appoint three ~~tenured~~ faculty representatives ~~at the rank of associate or full professor, associate or full teaching professor, or associate or full research professor, with faculty status, with no two from the same College: one from the College of Professional Studies, one from the College of Liberal Arts and Sciences, and one at large~~, subject to the condition that at least one of the three members shall also be a member of the Graduate Faculty. In addition, the Director of Institutional Research and one representative each from the ASC, the USC, and the UC shall serve as ex officio (non-voting) members of the CWC. These additional members shall each serve one-year terms, or be re-appointed annually for the duration of their service on the ASC, USC or UC.
2. The chair of the CWC shall attend a meeting of the ASC, USC, and the UC at least once per semester to update them and report on plans and progress.
3. The CWC is charged with both reporting and action responsibilities:
 - a. The committee is charged with:
 - i. identifying the various existing and potential components of workload and forms of compensation for the Academic Staff, University Staff, and Faculty
 - ii. identifying areas of concern and stress among said personnel relating to workload and compensation, and
 - iii. formulating options for remedying perceived workload and compensation shortcomings, dysfunctional procedures, or inequities on this campus.
 - b. On an ongoing basis, and at least once per semester, the committee is asked to present Resolutions (relating to 3a) to the Academic Staff Committee, University Staff Committee, and Faculty Senate for action.

Proposal 3: Remove the Institutional Review Board (IRB), Institutional Animal Care and Use Committee (IACUC), and Institutional Biosafety Committee (IBC) from Shared Governance responsibility.

(Institutional Review Board Charge)

1. The Institutional Review Board (IRB) shall be composed of eight (8) persons: six (6) members of the faculty appointed by the Provost, one (1) community member, and the Risk Manager and Contracting Officer (who will serve as an ex officio, voting member). At least two of the faculty members will be non-scientists, i.e., the major field of study of their highest degree held is not in the natural or social sciences and at least one will be a scientist. All members, with the exception of the Risk Manager and Contracting Officer, will serve three-year, staggered terms to assure continuity.
2. The Provost and Vice Chancellor for Academic Affairs, or designee, is the designated Institutional Official responsible for matters pertaining to research involving the use of human subjects.
3. ~~The IRB Chair shall collaborate with the Committee on Committees and Nominations when nominating the slate of faculty candidates to serve on the IRB or when nominating faculty candidates when replacements are necessary.~~ The IRB Chair shall be responsible for the nomination of the community candidate when a replacement is necessary. Final appointments are made by the Provost and Vice Chancellor of Academic Affairs, or designee.
4. IRB activities are coordinated by a chairperson appointed by the Provost and Vice Chancellor of Academic Affairs, or designee, for a three-year, renewable term. The term of the chair begins on July 1 and concludes on June 30.
5. The IRB serves the following functions:
 - Is the UW-Green Bay Institutional Review Board as defined in the Federal Government Regulations 45 CFR Part 46 (Federal Register 11/01, PP83668392).
 - Develops and makes recommendations to the Institutional Official regarding guidelines and procedures for the review of research proposals, submitted by UW-Green Bay faculty, staff and students, involving more than trivial risks to human subjects participating in the research.
 - Reviews and approves or denies the conduct of all proposed research, to be conducted by UW-Green Bay faculty, staff and students, involving more than trivial risks human subjects participating in the research.
 - Investigates allegations of research misconduct of UW-Green Bay faculty, staff or students when the misconduct is associated with research proposals previously approved by the Committee. The Committee may suspend approval of previously approved research if allegations are substantiated.

6. The chair of the Board has the following responsibilities:
 - Maintain official records of submitted research proposals reviewed by the Committee, indicating approval or denial of all proposals.
 - Report the results of investigations of research misconduct, when the misconduct is associated with research proposals previously approved by the Committee, to the Institutional Official (or designee).
 - Notify the Institutional Official when the Board suspends approval of previously approved research and make recommendations for actions to be taken as a result of the suspension.
 - Submit a report of all Board activities at the end of each academic year to the Provost and Vice Chancellor for Academic Affairs, or designee.

(Institutional Animal Care and Use Committee Charge)

1. The Institutional Animal Care and Use Committee (IACUC) shall be composed of seven (7) appointed persons. It will include four (4) members of the faculty, one (1) community member, one (1) doctor of veterinary medicine, and the (1) University Safety Manager serving as an ex-officio, voting member. The community member must be unaffiliated with the University, cannot be an immediate family member of an employee of the institution, and must not utilize laboratory animals in a professional capacity. Among committee members, one must be a practicing animal scientist and one faculty member must be a non-scientist. Faculty members will serve three-year, staggered terms to assure continuity. The community member and the doctor of veterinary medicine will serve renewable one-year terms.
2. The Provost and Vice Chancellor for Academic Affairs is the designated Institutional Officer responsible for matters pertaining to research involving the use of animal subjects.
3. ~~The IACUC chair shall collaborate with the Committee on Committees and Nominations when nominating the slate of faculty candidates to serve on the IACUC or when nominating faculty candidates when replacements are necessary.~~ The IACUC chair shall be responsible for the nomination of community candidates and the doctor of veterinary medicine when replacements are necessary. Final appointments are made by the Provost and Vice Chancellor of Academic Affairs, or designee.
4. IACUC activities are coordinated by a chairperson elected by Committee members prior to the end of each academic year for the succeeding fiscal year. The term of the chair begins on July 1 and concludes on June 30.
5. The IACUC serves the following functions:

- A. Act as the UW-Green Bay review board as defined in the policies set forth by the Animal Welfare Act, administered by the United States Department of Agriculture (USDA), and the Public Health Service Policy on the Humane Care and Use of Laboratory Animals, overseen by the NIH Office of Laboratory Animal Welfare (OLAW).
 - B. Report to the Institutional Officer recommendations regarding guidelines and procedures for the use of live animals for research, testing, or teaching activities by UW-Green Bay faculty, staff, and students.
 - C. Review and approve or deny the conduct of all proposed research, testing, or teaching, as well as significant changes to previously approved activities, involving live animals to be conducted by UW-Green Bay faculty, staff, and students.
 - D. Evaluate the animal care and use program, and inspect currently operating animal care facilities, at least every six months.
 - E. Review any concerns about the care and use of animals at the institution.
 - F. Investigates allegations of research misconduct of UW-Green Bay faculty, staff or students when the misconduct is associated with research proposals/protocols previously approved by the Committee. The Committee may suspend approval of previously approved research if allegations are substantiated.
 - G. Provide recommendations on IACUC-related websites, trainings, and professional development.
6. The chair of the Committee has the following responsibilities:
- A. Archive official records of meetings, submitted research, testing, or teaching proposals involving live animals, indicating approval or denial of all proposals within the electronic storage infrastructure provided by the Office of Grants and Research.
 - B. Notify the Institutional Officer when deficiencies in the animal care and use program are identified. Notify the Institutional Officer when the Committee suspends approval of previously approved research and make recommendations for corrective actions to be taken as a result of the suspension.
 - C. Report the results of investigations of research misconduct involving the use of live animals to the Institutional Officer, or designee.
 - D. Submit a report of all Committee activities at the end of each academic year to the Provost and Vice Chancellor for Academic Affairs, or designee.

(Institutional Biosafety Committee Charge)

1. The Institutional Biosafety Committee (IBC) shall be composed of no fewer than six (6) members. It will include (1) the University Safety Manager as an ex officio, voting member, three (3) appointed members of the faculty, and two (2) community members unaffiliated with the University. Collectively, the committee should possess expertise in recombinant and synthetic nucleic acids, plants and animals, assessment of risk to environment and public health, knowledge of institutional commitments and policies, applicable law, professional standards, community attitudes, and environment, biological safety, and physical containment. Ad hoc consultants can provide subject area expertise for select submissions. All members, with the exception of the University Safety Manager, will serve three-year, staggered terms to assure continuity.
2. The Provost and Vice Chancellor for Academic Affairs, or designee, is the designated Institutional Official responsible for matters pertaining to research involving the use of recombinant DNA and other potentially hazardous biologics.
3. ~~Nomination of faculty candidates for appointment to the IBC is the responsibility of the Committee on Committees and Nominations.~~ The IBC chair is responsible for nominating community candidates when replacements are necessary. Final appointments are made by the Provost and Vice Chancellor of Academic Affairs, or designee.
4. IBC activities are coordinated by a chairperson elected by Committee members prior to the end of each academic year for the succeeding fiscal year. The term of the chair begins on July 1 and concludes on June 30.
5. The IBC serves the following functions:
 1. Is the UW-Green Bay Institutional Biosafety Committee as defined in the policies set forth by the National Institute of Health.
 2. Develops and makes recommendations to the Institutional Official regarding guidelines and procedures for the review of research proposals, submitted by UW-Green Bay faculty, staff and students, involving recombinant or synthetic nucleic acids and other investigations that involve other applicable biohazardous materials (e.g. blood borne pathogens, select agents and toxins).
 3. Reviews and approves or denies the conduct of all proposed research, to be conducted by UW-Green Bay faculty, staff and students, involving recombinant or synthetic nucleic acids and other investigations that involve other applicable biohazardous materials (e.g. blood borne pathogens, select agents and toxins).
 4. Investigates allegations of research misconduct of UW-Green Bay faculty, staff or students when the misconduct is associated with research proposals previously approved by the Committee. The Committee may suspend approval of previously approved research if allegations are substantiated.
6. The chair of the IBC has the following governance responsibilities:

1. Maintain official records of submitted research proposals reviewed by the Committee, indicating approval or denial of all proposals.
2. Maintain active registration of the UW-Green Bay IBC with the National Institute of Health (NIH).
3. Notify the Institutional Official when the Board suspends approval of previously approved research and make recommendations for actions to be taken as a result of the suspension.
4. Submit a report of all Board activities at the end of each academic year to the Provost and Vice Chancellor for Academic Affairs, or designee.

Proposal 4: Increase the size of the University Committee to seven members and require representation based on College instead of voting domain:

(From the Faculty Handbook Pg. 18-19)

52.07 Organization of the Faculty Senate

- A. The Presiding Officer of the Senate shall be the Speaker of the Senate.
- B. The Speaker of the Senate shall be elected from among the senators at a Senate meeting in the month of May. The Speaker of the Senate shall be the executive coordinator of the Senate. Term of office for the Speaker shall be one year. The Speaker shall be eligible to succeed themselves. Duties of the Speaker include:
 - 1. Preparing the agenda for Senate meetings in conjunction with the Chancellor, the Secretary of the Faculty and Staff, and the University Committee, bringing before the Senate all items of interest in faculty governance.
 - 2. Coordinating, in conjunction with the chairperson of the University Committee, all Faculty committees, elected and appointed, to ensure that all matters are brought before the appropriate Faculty committees; setting deadlines for committee reports to the Senate, and receiving committee minutes and reports.
 - 3. Reporting to the Senate the disposition of each matter.
 - 4. Appointment of a parliamentarian, if needed.
- C. The Deputy Speaker of the Senate shall be elected from among the senators at a Senate meeting before the month of November. The Deputy Speaker will be the Presiding Officer in the absence of the Speaker.
- D. The University Committee serves as the executive committee of the Faculty Senate, as well as of the Faculty.
 - 1. The University Committee comprises ~~six~~ **seven** tenured members of professorial rank, ~~two~~ elected ~~each year~~ for three-year terms. There shall be one member from each ~~domain voting district~~ **College** and ~~two~~ **three** members at-large, with not more than ~~two~~ **three in total** from a single **College** ~~domain voting district~~. A faculty member shall not serve on the UC and the PC, AAC, GAAC, GEC or CRR at the same time.
 - 2. The University Committee has the following functions:
 - a. Considers questions concerning the educational interests or policies of the UWGB campus.
 - b. Examines any action taken respecting the UWGB campus by the Board of Regents, by the Board of Visitors, by the various faculties or faculty committees, or by other bodies or individuals related to the UWGB campus.
 - c. Serves as the UWGB Codification Committee, and as such:

- (1) Interprets the rules and regulations where general questions arise;
 - (2) Interprets rules and regulations regarding potential faculty grievances, and where appropriate, refers personnel grievances to a personnel grievance committee;
 - (3) Proposes for Faculty action, changes in rules and regulations, when appropriate.
- d. Consults with appropriate administrative officers on budget and legislative matters.
 - e. Participates in the preparation of the agenda for meetings of the Faculty and of the Faculty Senate.
 - f. Initiates studies and makes recommendations to the Faculty or administration concerning educational policy.
 - g. Advises on procedures which involve the Faculty in making nominations for appointments to major administrative positions.
 - h. Advises on procedures which involve the Faculty in making recommendations on the organization or reorganization of major programs of instruction, research, and service, or the creation of new colleges, schools or institutes involving significant educational programs.
- E. The Secretary of the Faculty and Staff shall serve as Secretary of the Senate.
- F. The Senate shall determine its own organization in further respects, and shall, if deemed necessary, create committees whose membership need not be limited to senators, and shall adopt procedural rules for the conduct of its business.

**University Staff Committee
Report for Faculty Senate Meeting
February 19, 2025**

- No Updates
- 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