

Contact: Diana Gonzalez

**REQUEST TO TERMINATE THE BACHELOR OF ARTS PROGRAM IN  
CHEMISTRY - MARKETING AT THE UNIVERSITY OF NORTHERN IOWA**

**Action Requested:** Consider recommending approval of the request by the University of Northern Iowa to terminate the Bachelor of Arts Program in Chemistry – Marketing in the Department of Chemistry and Biochemistry in the College of Humanities, Arts, and Sciences.

**Executive Summary:** The request to terminate the program resulted from a realignment of department offerings with industry needs and lack of student interest in the program. This request was reviewed by the Board Office and the Council of Provosts and is recommended for approval. This request addresses the Board of Regents Strategic Plan priority to pursue “educational excellence and impact” and Goal #8 – “Iowa’s public universities and special schools shall be increasingly efficient and productive.”

**Background:**

- ◇ Description of program. The Bachelor of Arts Program in Chemistry – Marketing provides preparation for students interested in the sales and marketing aspects of the chemical industry.
- ◇ Reason for proposed termination. Students interested in this field will be better served by completing a chemistry major with a marketing minor or a marketing major with a chemistry minor. This change will allow students to take a wider range of marketing courses; the increased flexibility will enable them to take courses more suited to their interests.
- ◇ Impact of proposed termination on programming. The department proposes to eliminate one course only – Principles of Physical Chemistry. The department has restructured its offerings in physical chemistry so that students currently enrolled in the program will be able to take the restructured class.
- ◇ Five-year trend of enrollments and graduations. The average annual enrollment during the past five years has been five, ranging from a low of four in 2012 to a high of seven in 2013. The average annual graduation during the past five years has been one, ranging from a low of zero in 2012 and 2008 to a high of three in 2009.
- ◇ Impact on resources. No cost savings will occur as a result of the proposed program termination. All courses required for this program are still required for other chemistry or marketing programs. However, it will allow the department to consolidate the number of courses offered in physical chemistry and reallocate faculty time to other courses, such as general chemistry.
- ◇ Impact on workforce. Students with a chemistry major and marketing minor or marketing major and chemistry minor are more likely to meet the workforce needs of the state than the Bachelor of Arts Program in Chemistry – Marketing has done.
- ◇ Alternative programming. This program is not available elsewhere in the state. However, UNI students will have alternative program options by combining chemistry and marketing as major/minor choices.

- ◇ Effect on current students. There are five students currently in the program – two juniors and three seniors. The seniors will graduate in May 2014. The two juniors have completed the coursework that is specific to the major; the only chemistry coursework they need to complete is taught as part of other programs the department offers. Therefore, the two juniors will have the required coursework to be able to complete their program in a timely manner.
  
- ◇ Effective date of termination. If the proposed program termination is approved by the Board, suspension of admission to the program will become effective immediately and will be reflected on the department website and University Catalog. Termination of the program will become effective when the two remaining students complete their program.