

Contact: Diana Gonzalez

**MINUTES OF MARCH 9, 2016 ACADEMIC AND STUDENT AFFAIRS
COMMITTEE MEETING**

**IOWA STATE UNIVERSITY, ALUMNI CENTER,
HORTON CONFERENCE ROOM
AMES, IOWA**

COMMITTEE MEMBERS PRESENT

Chair Regent Katie Mulholland

Vice Chair Regent Sherry Bates

Regent Rachael Johnson

Board of Regents Chief Academic Officer Diana Gonzalez

University of Iowa Provost Barry Butler (Telephonic)

University of Northern Iowa Provost Jim Wohlpart (Telephonic)

Chair Mulholland called the meeting to order at 1:00 PM.

PURPOSE OF MEETING

Chair Mulholland asked Diana Gonzalez to explain the purpose of the meeting. Diana explained that this is a new initiative for the Academic and Student Affairs Committee to review programs approximately five years after implementation. This initiative provides an opportunity for the Committee to examine the current state of the program in relation to the project goals and objectives.

BACHELOR OF ARTS PROGRAM IN EVENT MANAGEMENT NEW PROGRAM REVIEW REPORT

This program, which was approved in April 2010, prepares students for careers in event management businesses. Students are prepared to plan, budget, and implement conferences, meetings, and other special events in the private or public sectors. Coursework focuses on meeting and event planning; special event management; budget and finance; site selection; contracts, vendors, and negotiations; marketing and promotions; food and beverage management; meeting technology; and hospitality law.

- ⇒ Professor and Chair of the Department of Apparel, Events, and Hospitality Management provided an overview of the program with a comparison to the projections included in the program proposal, the current status of the program, and its future plans.
- ⇒ The current program enrollment is 360 students compared to a projected enrollment of 100 students. The number of students enrolling courses and declaring the program as a major or minor has continued to increase.
- ⇒ The first graduates completed their degree requirements in late 2012. Since the program was implemented there have been 112 graduates.
- ⇒ A department review was conducted in 2015 by external evaluators. The program review indicated that space “impedes growth.” Other concerns included class sizes and room availability. The program review indicated that “growth in student enrollment has outstripped resources.”

- ⇒ There have been a number of program improvements since the program was implemented.
 - In 2014, a concurrent Bachelor of Science/Master of Science in Hospitality management was created based on student demand.
 - In 2013, the lead advisor earned certification in wedding planning. The new elective course in wedding planning has been successful but limited in size and location because it is taught only by the advisor.
 - A new course in Entertainment Venue Management, taught by a part-time instructor, leads to certification in Trained Crowd Control.
 - In August 2015, a second tenure-track faculty member was added. The department is currently searching for a full-time lecturer for the program.
- ⇒ The department was not able to separate revenue and costs among the programs offered by the department. The multiple majors in the department share faculty and other resources as well as revenue streams.
- ⇒ Rankings do not exist, but the program is considered a top five program.
- ⇒ Job placement is strong in Iowa and nationally; the average starting salary is \$34,000.
- The Committee recommended receiving the new program review report of the Bachelor of Science Program in Event Management at Iowa State University.

MASTER OF ENGINEERING PROGRAM IN CIVIL ENGINEERING NEW PROGRAM REVIEW REPORT

The program is a coursework only version of the Master of Science Program in Civil Engineering offered by the department. Graduates are employable in government, private, and academic sectors. The program requires the completion of 30 credits of graduate coursework without a thesis; six credit hours can be taken from other departments. It offers students a detailed understanding of civil engineering with specializations in Civil Engineering Materials, Construction Engineering, Environmental Engineering, Geotechnical Engineering, Structural; Structural Engineering; or Transportation Engineering.

- ⇒ Dean Sarah Rajala and Professor and Director Graduate Education Say Kee Ong provided an overview of the program.
- ⇒ Discussions between the American Society of Civil Engineers and the national Council of Examiners for Engineering and Surveying are encouraging state licensing authorities to require 30 credits of graduate level education beyond a bachelor's degree as a prerequisite for professional licensure in civil engineering. If the BS+30 model is adopted, ISU will be positioned to address the requirement for advanced study.
- ⇒ The enrollment is meeting projections; the current enrollment is 29 with an expected enrollment of 40 by Year Seven of the program.
- ⇒ The program can be completed in 1.0-1.5 years. Since the program was implemented, there have been 60 graduates. Job placement is 97% six months after graduation.
- ⇒ The program has helped to increase the number of master's graduate students.

- ⇒ The program provides advanced civil engineering training to students who are not interested in research positions, but seek to gain additional insights into important professional topics.
 - ⇒ The faculty will continue to refine the content of individual courses of the program to maintain relevancy of the education provided. Rearranging the schedule of existing courses will provide more flexibility in course offerings.
 - ⇒ Departmental expenditures are not disaggregated or tracked at the program level. Incremental costs associated with this program have been minimal because the courses are shared with those offered for the Master of Science and Ph.D. programs.
 - ⇒ The average starting salary is \$57,000; major employers are state agencies, consulting companies, and contractors.
- The Committee recommended receiving the new program review report of the Master of Engineering Program in Civil Engineering at Iowa State University.

MASTER OF ENGINEERING PROGRAM IN INFORMATION ASSURANCE NEW PROGRAM REVIEW REPORT

This program is offered only to off-campus students. It is designed to assist working professionals to enhance their career opportunities. The program is based on coursework credit only without a thesis or creative component or visit to campus required.

- ⇒ Dean Sarah Rajala and University Professor Doug Jacobson provided an overview of the program.
- ⇒ Demand for cyber security professionals is increasing which has resulted in increased demand for the degree. According to the President's Commission on Critical Infrastructure, "computer security is essential to the protection of the national communication infrastructure." The Fall 2015 enrollment of 50 students surpassed the projected enrollment of 30.
- ⇒ Students in Information Assurance are leaders in defending the nation from cyber attacks. ISU has one of the nation's oldest cyber security programs.
- ⇒ The program includes a capstone course which requires students to defend and attack the networks they build.
- ⇒ Courses are offered through the Engineering-Liberal Arts and Sciences Online Learning streaming media online education program.
- ⇒ There are no full-time faculty assigned to the program; students take classes with peers in other degree programs, resulting in little or no marginal costs.
- ⇒ More than half of the courses in the program have one or more hands-on lab experiments, which is unique with on-line graduate programs.
- ⇒ Students are asking that the core courses be offered every semester. This requires resources that are not currently available. The increased enrollment is also placing a burden on lab equipment.
- ⇒ In order to continue growing, the program needs a dedicated lab environment and a staff person. Currently, the faculty members teaching the courses are responsible for setting up and running the labs. There is a need to start offering the four core courses each fall and spring semesters to meet the student demands for quicker completion times.

- ⇒ Additional courses are needed to address new areas in cyber security, including cyber physical security, software security, and web security.
 - ⇒ Since the program was implemented, there have been 23 graduates; 100% were employed six months after graduation.
 - ⇒ The College of Engineering is establishing a new Information Security Education lab (ISELab) to support graduate and undergraduate courses in information assurance and will offer additional courses online.
- The Committee recommended receiving the new program review report of the Master of Engineering Program in Information Assurance at Iowa State University.

MASTER OF ENGINEERING PROGRAM IN MATERIALS SCIENCE AND ENGINEERING NEW PROGRAM REVIEW REPORT

The purpose of the program is to provide an option for students who seek advanced study in materials science and engineering but are not interested in conducting the research required for the Master of Science Program in Materials Science and Engineering. The program offers students a more detailed understanding of materials properties, processing, theory, and characterization through an all-coursework, non-thesis program of study. According to the U.S. Bureau of Labor Statistics, “as manufacturing firms contract for their materials engineering needs, employment growth is expected in professionals, scientific, and technical services industries also.”

- ⇒ Dean Sarah Rajala and Morrill Professor Kristen Constant provided an overview of the program.
- ⇒ This is a small program which is planning for a steady enrollment of 10-15 students. While there have been enrollment fluctuations each year, the enrollment has basically met the projected numbers.
- ⇒ The design of new materials and study of their structure, properties, processing and performance spans all sectors of industry.
- ⇒ Since the program implementation, there have been 10 graduates; 100% were employed six months after graduation.
- ⇒ Additional graduate students bring diversity of background and thought into the courses in which they are enrolled and enable some graduate courses to be offered more frequently which benefits all graduate students.
- ⇒ A concern is that students do not have a thesis advisor or research group. Therefore, it can be challenging for them to navigate the administrative system and develop a community.
- ⇒ The program requires additional part-time administrative support.
- ⇒ A new professional advisor has been hired; he will allocate a portion of his time to help advise the program’s students as well as other graduate students regarding department, college, and university requirements. He has also been tasked to organize professional development opportunities for all graduate students; these opportunities are expected to improve students’ career preparation and improve their graduate school experience.
- ⇒ There are no faculty appointments with responsibilities associated entirely with this program. All courses for the program are shared with the much larger Master of Science and Ph.D. programs of the department.

- ⇒ The ISU Materials Science and Engineering program ranks 24th overall and 15th among public universities.
- ⇒ The department plans to continue to publicize the program in the regular graduate student recruiting and to industry partners; it also plans to develop more online offerings.
- The Committee recommended receiving the new program review report of the Master of Engineering Program in Materials Science and Engineering at Iowa State University.