

Academic prioritization retreat, December 7, 2010:

1. NSU programs to grow/invest: 9 programs/majors (When resources are available these need to be a priority)
 - BGS- General Studies
 - BSW- Social Work
 - MS- Criminal Justice
 - MSN- Nursing Education (New 2010)
 - B.S.- Environmental Health & Safety Management
 - BA- Criminal Justice
 - BS- Computer Science
 - BS- Biology
 - BS- Health Care Administration
2. NSU Programs to sustain: 53 programs/majors (No revision continue to improve; focus on quality)
 - BA- English
 - BAEd- English Education
 - BSEd- Elementary Education
 - BA- Art
 - BA- Music
 - a. Resource dependent
 - BS- Medical Laboratory Science
 - BSEd- Early Childhood Education
 - BBA- Information Systems
 - MS- Accounting & Financial Analysis
 - MBA- Professional MBA
 - MA- English
 - MS- Counseling Psychology
 - BSEd- Mathematics Education
 - BS- Mathematics
 - BSN- Nursing
 - MEd- Early Childhood Education
 - OD- Optometry
 - MBA- Master of Business Administration
 - MEd- Reading
 - MS- Library Media & Information Technology
 - MEd- Teaching
 - MS- Health and Kinesiology
 - BS- Speech Language Pathology
 - a. Accreditation limits enroll numbers
 - b. Faculty per students
 - BBA- Accounting
 - a. Consider a set with Acct. & Fin.- Masters
 - b. 150 hrs needed to sit for exam
 - c. Only program in the area
 - d. Problem- hiring faculty, salary \$120,000
 - e. Faculty- Need some bridge campaign/ Grow your own/ Tolbert Professorship
 - f. 6 faculty out of 8/9 need PhD
 - g. 350 major- 6 faculty, BA program primarily
 - h. Possible enhance requirement
 - i. Adjunct with differential pay
 - j. Suggest to cap enrollment
 - BBA- Hospitality & Tourism Management
 - BS- Human & Family Sciences
 - BA- Political Science

- BBA- Management
- BAEd- Social Studies Education
- BBA- International Business
- BS- Organizational Leadership
 - a. Concern- hiring faculty with no approval
 - b. Program does not have ownership of faculty
 - c. Should be institutional owned
 - d. Decision to continue funding program at Regents level being considered
 - e. Move to College of Extended Learning
- BS- Chemistry
- BA- Psychology
 - a. Curriculum change-Four tracks folded into one
 - b. Cost efficient
- BBA- Entrepreneurship
- BSEd- Science Education
 - a. Would like to improve this program
 - b. Move to online
- BBA- Supply Chain Management
 - a. Needs marketing
 - b. Still on probation
 - c. To date no graduates
- BA- Mass Communication
 - a. Major drop because of visual communications
- BA- Communication Studies
- BAEd- Art Education
 - a. Heavily supports Elem Ed
- BA- Sociology
 - a. Supports other programs
 - b. Consistent
 - c. Good SCH; not cost expensive
- BA- Theatre
 - a. Big Gen Ed
- BT- Bachelor of Technology
 - a. Online program
 - b. Need marketing support
 - c. Needs champion
- MEd- Science Education
- MEd- School Administration
- MS- Speech Language Pathology
 - a. Accreditation limits enrollment numbers due to faculty per student ratio
- BBA- Marketing
- MEd- School Counseling
- MA- Communication Arts
- BSEd- Health & Physical Education
- BS- Health & Human Performance
- BME- Musical Education
 - a. Overlapping program
 - b. Approximately 20 majors
 - c. Support other program- Elem Ed.
 - d. NSU has the only music education degree in the northeast region
 - e. Research is now coming out regarding the positive impact of music ed and student achievement.
- BA- History
- BS- Vision Science

- a. Special purpose program
- b. Often used for students who need to complete bachelor for the OD program
- c. No extra resources needed, leave it alone

3. NSU Programs to revise (with a two year period to meet expectations/criteria clearly defined as part of the revision plan that will be developed for each of those programs during the coming spring, consider delivery, location and limited resources): 16 programs/majors

- BS- Environmental Science
 - a. Poor quality
 - b. New students
 - c. Recommend to phase out
 - d. Pick up in Business & Biology
 - e. Sunset
- MS- Substance Abuse Counseling
 - a. Revision
 - b. All license counselors 2012 must have masters
 - c. Should be a good program
 - d. Needs marketing & leadership
- MA- American Studies
 - a. New coordinator
 - b. 5 yr program review
 - c. Multi discipline
 - d. Personnel & curriculum issues
- MS- Higher Education
 - a. Curriculum revision
 - b. Master in leadership
- BA- Geography, Curricular
 - a. No longer a Gen Ed requirement
 - b. Making place matter could be a focus
 - c. Maybe not a major but minor
 - d. Needs GIS component
- BA- Visual Communication
 - a. New program
 - b. Curriculum revision needed
- BBA- Finance
 - a. Declining student demand
- BSEd- Special Education
 - a. Need curriculum revision so that candidates can get dual certification in order to be considered "highly qualified".
 - b. High need
- BAEd- Spanish Education, Gen Ed? or Revise?
- BA- Spanish
 - a. Need to do something with it
 - b. Enrollment issue; Freshmen enrollment high but no majors
 - c. Recommend Phase Out, Gen Ed. only
 - d. BA campus it would work- possible certification- College of Extended Learning
 - e. NCATE compliant
- MEd- Mathematics Education
 - a. Regents are getting ready to possibly launch Elem Ed Math Specialist
 - b. Needs revision
 - c. Could be in College Teaching
 - d. Revise or sunset- possible move to extended learning
 - e. Possible mid level certificate
- MS- Industrial Management

- a. Most profitable program
- b. New curriculum- Environmental Health & Safety Mgmt
- BBA- Business Administration
 - a. Advise against it
 - b. Combine with General Management
- BA- Cherokee Cultural Studies
- BA- American Indian Studies, Curricular
- BAEd- Cherokee Education, Curricular

The above programs could be considered to be combined and included under the Indigenous Studies Ctr.

Should be key program for NSU

Strong identity

Programs to move to the new college at BA or develop for that college under a new funding model:

1. All off campus degree programs currently operating: CJ; HCA; HFS
2. BS in Administration (interdisciplinary program)
3. Credit certificate in Leadership Development or Organizational Leadership
4. Minor in Leadership Development
5. LPC certificate
6. Financial Planning certificate
7. Legal Studies program (para-legal)
8. Others may follow as program revision takes place and as new programs are developed

New programs that will be coming forward in three phases, approximating a 3 year time period:

Phase I (year 1)

1. MS in I.T.
2. Ed.D. Community Based Leadership
3. Post Bac in Pre/Pro Health certificates
4. MS in Natural Science
5. MS in Occupational Therapy

Phase II

1. BS in Engineering Technology
2. MS in Physician Assistant Education
3. Certificate in online teaching

Phase III

1. BS in Nuclear Medicine
2. BS in Radiation Therapy
3. MS in Social Work
4. MBA in Health Care Admin
5. "Green Business" related program
6. Bachelor's degree in recreation

Online programs we now have and those that will be online within the next 3 years:

Already online and approved...can advertise freely as such:

1. BS in Human/family science
2. Masters of Science Nursing
3. Bachelors of Science Nursing
4. BS in Medical Laboratory Science

To be online and will seek approval within the year:

1. Bachelor of Technology
2. MS in Science Educ
3. MS in Reading Option
4. MS in Sp. Ed. option
5. MA in English
6. BA in History - ? Pending faculty discussion
7. BS in Criminal Justice

Signature themes representing NSU that we believe should be our next level of academic promotional messaging (not in rank order):

1. Information Technology
2. Education
3. Health Professions
4. Performing Arts
5. Business Related
6. Diversity; globalization; internationalization
7. Indigenous Studies

Imperatives for all programs:

1. All major programs will develop/define measurable learning outcomes (and in all graduate programs) and all graduates will be assessed on those learning outcomes prior to graduation (major field exams, performance assessment capstones, portfolios, licensure exams/tests, etc.). Target deadline is by HLC visit in spring of 2012.
2. A student academic engagement opportunity (service learning, internship, learning/labor, academic field experience, capstone project, etc.). Target deadline is within 2 years.
3. We will move towards electronic portfolio requirement for all NSU students over the next 3 years.
4. We will move towards the adoption of the electronic textbooks for all general education courses along with a textbook rental program for all students over the next academic year. Target deadline is within 2 years.
5. We will identify during the spring of 2011 an enrollment mix that makes sense for NSU. It will include various scenarios and be applicable to all 3 campuses.
6. Marketing and Communications will be contacted and asked to attend an Academic Council meeting to discuss and address the issue of marketing NSU programs. The quality and reputation of the program will be the selling tool. We as the Academic Council will need to ask: "what can we do to assist you?"