Educational Policies Committee Program Proposal, Jon M. Huntsman School of Business, December 14, 2007 – Discontinue Business Information Technology and Education and Marketing Education Programs

Utah State University

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AGENDA

MEETING OF THE
UTAH STATE BOARD OF REGENTS
TO BE HELD AT
BOARD OF REGENTS BUILDING, THE GATEWAY
SALT LAKE CITY, UTAH

December 14, 2007

(Final Revision 12/13/2007)
Center administration in the first couple of years. Center activities will initially be supported by drawing on existing Asian Studies development funds in combination with external grants and co-sponsorship with other campus and community entities. However, fundraising and grant applications will be the two top priorities of the Asia Center. The university has already begun the process of developing donor support for an Executive Director for the Center and for the academic activities of the Asian Studies Program and have raised some $40,000 in new program funding in 2005-6 alone. The university is preparing to apply for a Department of Education Title VI grant as a National Resource Center for Asian Studies in the next cycle in Fall 2008. With its revised and newly flexible B.A. degree, the new M.A. program, and continued success in development to support new faculty lines, scholarships, and community outreach activities, the Asian Studies Program will be in an excellent position to compete for this grant, which would bring substantial funds and prestige to the new Center.

B. Utah State University

Discontinue Business Information Technology and Education and Marketing Education Programs

Request: The College of Business and the Department of Management Information Systems at Utah State University seek authorization for discontinuance of bachelor and master degree programs in Business Information Technology and Education (BITE) and Marketing Education (ME), effective Spring Semester 2008. Specific programs slated for discontinuance are:

- Bachelor of Science/Bachelor of Arts in Business Information Technology and Education
- Bachelor of Science/Bachelor of Arts in Marketing Education
- Specialization in Business Education within the Master of Education degree
- Specialization in Business Education within the Master of Business Information Systems degree
- Specialization in Marketing Education within the Master of Business Information Systems Degree

Need: While Utah State University has a rich history in training teachers in Business Information Technology and Education and Marketing Education, in recent years student demand for these programs has declined. This has occurred at a time when business schools have felt significant pressure to expand and enhance the technical content in Management Information Systems degree programs, respond to challenges of globalization in the business curriculum, and facilitate economic development through provision of expanded programs related to ecommerce and entrepreneurship.

In a memo to the Utah State University Educational Policies Committee, December 9, 2005, former Dean of the College of Business, Caryn Beck-Dudley and former Department Head of the Department of Business Information Systems, Dr. Karen Forcht, notified the university community of their intent to suspend enrollment in the Business Information Technology and Education and the Marketing Education majors and minors, effective Spring Semester 2006. In Accordance with the Board of Regents Policy R401, the Commissioner’s Office was also notified at that time of the University’s intent to discontinue the program. Key rationale for program suspension included declining enrollment, availability of comparable programs at other institutions throughout the state, and a strategic decision to reallocate investment in faculty and other resources toward enhancing core management information systems degree programs offered in the department.
As of December 2005, enrollments in BITE and ME majors had declined to a combined total of 20 students. Enrollment declines may likely be attributed to a number of factors. A key factor may be economic opportunity. As potential students compared compensation levels for business education positions as opposed to alternative positions in marketing and management information systems, fewer students were attracted to the major. At the same time an increasing array of schools within the state were authorized to deliver programs similar to the BITE and ME programs. While for many years Utah State University was the only school within the Utah System of Higher Education to offer these or similar degrees, competing programs are now available in the southern (Southern Utah University), central (Utah Valley State College) and northern (Weber State University) regions of the state.

While enrollments in BITE and ME declined, the demand for courses and graduates in management information systems grew. Responding to these market dynamics, the College of Business and Department of Management Information Systems, working in an environment of limited resources, began a strategic process of transitioning these resources toward MIS programs. This has occurred over the years through the natural process of faculty turnover, retirements and new hires, as the department has reduced the number of faculty assigned to teach business education classes and expanded the number of faculty qualified to teach emerging management information systems courses.

In the fall of 2005, with only a minimally sufficient number of faculty remaining to offer the degrees, and the pending retirement of one of these faculty members, departmental and college leadership realized they had reached the point where a decision must be made, either to reinvest faculty resources in these programs or to recommend their discontinuance. After careful consideration, the decision was reached to move towards discontinuance of the BITE and ME programs.

**Suspension and Discontinuation Procedures:** Guidelines and procedures for program suspension and discontinuance are specified in Section 406.3 of the Utah State University Faculty Code and the Utah State Board of Regents R401 policy. Suspension of enrollment is defined in the USU Faculty Code, Section 406.3.1 as “an action short of discontinuance, which if not reversed will lead to discontinuance, and which refers to the suspension of enrollment in a major subject, a minor subject...or program....” Under the USU Faculty Code, a department intending to implement a suspension of enrollment is required to notify the USU Educational Policies Committee as soon as the department decision has been made and approved by the dean (Utah State University Faculty Code, Section 406.3.2).

Once notification has been received, the Educational Policies Committee is charged to “review the proposed suspension of enrollment for its effects on other academic programs of the University” (Section 606.3.2). The committee is further charged to “hold hearings at which all constituencies affected, including students, faculty, and representatives from other departments affected by the proposed action, have the opportunity to testify” (Section 406.3.2). The Faculty Code goes on to specify that “at conclusion of its deliberations, the Educational Policies Committee will recommend approval or disapproval of suspension of enrollment to the Faculty Senate” (Section 406.3.2). The Faculty Senate, following deliberation, then makes a recommendation to the university president, who may authorize the suspension. The Faculty Code further notes that “suspension of enrollment may be reversed by the department, upon approval of the Educational Policies Committee, the dean, and the President, at any time up to three years after suspension has been granted” (Section 406.3.2). If the suspension of enrollment has not been reversed within three years, the code states that program discontinuance must be initiated.
In accordance with the above specified code requirements, notification of the intent to suspend enrollment for the BITE and ME programs was submitted by the department head and dean to the USU Educational Policies Committee on December 9, 2005. A hearing was held, under the direction of the Education Policies Committee on February 9, 2006 and affected students, faculty, and representatives from other departments were invited to testify. Upon receipt of the report from the February 9, 2006 hearing, the Educational Policies Committee voted to approve a temporary suspension of the BITE and ME programs through October 1, 2006 pending a report on efforts to explore the feasibility of reconfiguring the programs for delivery under the leadership of the College of Education and Human Services. These conversations were held between March and October of 2006. In the end it was decided that reconfiguration of the program was not in the strategic interests of the College of Education and Human Services, hence the Educational Policies Committee on October 10, 2006 voted to extend the suspension of enrollment for the program until the Utah State Board of Regents had formally authorized discontinuance of the programs.

This finding was then presented by the Chair of the Educational Policies Committee to the Utah State University Council on Teacher Education, which endorsed the decision in its February 2007 meeting. On March 1, 2007, the Educational Policy Committee upon receiving the report of the Council on Teacher Education voted to endorse the program discontinuance. This recommendation was presented to and passed by the Utah State University Faculty Senate on April 2, 2007. President Stan L. Albrecht has authorized the discontinuance pending approval from the Utah State University Board of Trustees and the State Board of Regents. Discontinuance was approved by the Utah State University Board of Trustees on October 19, 2007.

**Institutional and Financial Impact:** Upon reaching the decision to suspend enrollments for the BITE and ME programs, the department immediately initiated a teach-out plan that would ensure that students presently enrolled in these programs would not be hampered in their ability to complete their degree. An individual advising meeting was held with each of the 20 student in the degree programs and a plan for completion for each student was prepared. A teach-out course schedule was then implemented to ensure students could complete the courses remaining in their program of study. The teach-out process has been underway since Spring Semester 2006. Of the final students remaining in the programs, six are expected to complete their coursework Fall Semester 2007, and the remaining five during Spring Semester 2008. New students expressing interest in Business Education are presently being referred to Weber State University, Utah Valley State College or Southern Utah University.

While the formal decision to recommend discontinuance of the BITE and ME programs is relatively recent, the forces leading up to this decision have been at play for several years. Responding to these forces, the department has gradually reallocated resources, including faculty lines, from business education to support growing demand for degrees in management information systems. Looking back over the years, one can mark this transition in a series of name changes that have occurred. Over twenty plus years, the name of the department has evolved from Business Education, to Business Information Systems and Education, to Business Information Systems, to its present name, Management Information Systems, which was approved by the Board of Regents in April of 2007. Because of the incremental nature of this transition, the department has been able to reallocate faculty lines in a manner such that no faculty or staff members have or will be displaced as a result the discontinuance of these programs.
Recommendation for Program Discontinuance: As evidenced by the series of hearings and discussions held on the campus of Utah State University, decisions for discontinuance of academic programs are seldom easy, particularly for programs with a long and rich institutional history. Nevertheless, it is the willingness to let some programs go to make room for programs supporting emerging demands in the marketplace that reflects the vitality and responsiveness of educational institutions. It is in this spirit that Utah State University seeks authorization for discontinuance of its BITE and ME programs, effective Spring Semester 2008.

C. College of Eastern Utah

Fast Track Approval of Certificate of Completion in Medical Assistant Program

The College of Eastern Utah requests Fast Track approval to offer a certificate of completion in Medical Assistant Program. The program has nine specific courses and thirty-one semester hours that will typically require two semesters to complete.

Program Description: In addition to the suggested sample schedule of coursework outlined below, ENGL 1010 (3 cr hr) must be completed to award the Certificate of Medical Assistant as an institutional credential.

Sample Schedule of Courses
Semester 1

<table>
<thead>
<tr>
<th>Course</th>
<th>Cr Hr</th>
</tr>
</thead>
<tbody>
<tr>
<td>NURS 1000 Nursing Assistant</td>
<td>4</td>
</tr>
<tr>
<td>NURS 1008 Medical Terminology</td>
<td>2</td>
</tr>
<tr>
<td>MATH 1030 Quantitative Reasoning</td>
<td>3</td>
</tr>
<tr>
<td><strong>HEAL 1030 Medical Assisting: Admin. Competencies</strong></td>
<td><strong>4</strong></td>
</tr>
<tr>
<td>BIOL 1500 Anatomy and Physiology</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>16</strong></td>
</tr>
</tbody>
</table>

Semester 2

<table>
<thead>
<tr>
<th>Course</th>
<th>Cr Hr</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HEAL 1600 Medical Assisting: Clinical Competencies</strong></td>
<td><strong>6</strong></td>
</tr>
<tr>
<td><strong>HEAL 1700 Medical Assisting: Externship</strong></td>
<td><strong>4</strong></td>
</tr>
<tr>
<td>HEAL 2020 Emergency Response</td>
<td>3</td>
</tr>
<tr>
<td><strong>HEAL 1860 Phlebotomy and Clinical Laboratory</strong></td>
<td><strong>2</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

New courses developed and approved by the College Curriculum and Instruction Committee are indicated in bold type.

Need: The Medical Assistant (MA) program is a complimentary addition to the Certified Nursing Assistant (CNA), Licensed Practical Nurse (LPN), and Registered Nurse (RN) programs currently offered by the College of Eastern Utah. The program has nine specific courses and thirty-one semester hours that will typically require 2 semesters to complete. Five of the courses are already routinely taught and are well