

Academic Affairs Committee

June 22, 2023

Minutes

The meeting was called to order at 10:06 a.m. by Governor Stancato in the Student Center Ballroom. Secretary Miller called the roll. A quorum was present.

Committee Members Present: Governors Atkinson, Busuito, Gaffney, Kelly, and Stancato; renee hoogland, Faculty Representative and Linda Beale, Faculty Alternate Representative; Batsheva Khaimov, Student Representative and Hayden Johnson, Student Alternate Representative

Also Present: Governors Barnhill, and Kumar, President Wilson, Provost Kornbluh, Vice Presidents Chamblee, Clabo, Ezzeddine, Hafner, Lindsey, Massaron, Poterala, Ripple, Schweitzer, Stemmler, and Wright, Secretary Miller

APPROVAL OF MINUTES, APRIL 28, 2023

ACTION: Upon motion made by Governor Busuito, and supported by Governor Atkinson, the minutes of the April 28, 2023 meeting of the Academic Affairs Committee were approved as submitted. The motion carried.

PRESENTATION: MIKE ILITCH SCHOOL OF BUSINESS

Provost Kornbluh introduced Dean Virginia Kleist of the Mike Ilitch School of Business for an update on the School. Dean Kleist has been very active in her first year at the university, including reorganizing the structure of the School, hiring new faculty and moving the School forward.

Dean Kleist began with a discussion on enrollment, where graduate enrollment has been of particular concern. The undergraduate program is up about 8%, but graduate enrollment is declining, and is down about 13% as of the date of this meeting. Efforts to improve these numbers are woven into the School's strategic goals. Dean Kleist touched on the School's mission, to educate, contribute to research, and to engage with the community, and then spoke about how the Ilitch School can improve student experience providing students with the opportunity to have a competitive edge.

The Ilitch School of Business ranks 125th on the U.S. News rankings; it is AACSB accredited as an R1 Research University, and has a stunning new building. Dean Kleist advised that the R1 ranking helps in faculty recruitment, and that the current body of faculty has excellent research. Dean Kleist commented on the diversity of the student body, which is very strong, and efforts are underway to recruit and increase diversity. One program in this regard is a partnership with Cass Technical High School, where they have 150 students in a dual-enrollment program, which has translated into an increase in first

time (FTIACS) students. She added that this year, for the first time, the school has more first time students and transfer students, a change from the past, and she believes that programs like the Cass Tech partnership have aided in this area. Business students are placing well, and earning salaries that are at national norms.

Earlier this year, the School was reorganized into 6 departments. The goal was to improve operations, with a faculty chair in each department providing oversight of classes in their field of study. The appointment of department chairs with expertise in these respective fields also helps in mentorship for faculty research. Dean Kleist added that the School was fortunate to be able to hire diverse faculty, as part of a program the Provost initiated, and one of those new hires is an African American who will be the department chair of Information Systems. Another incoming faculty member under this program is in the Supply Chain area, coming from the University of Iowa. He's a star in his field, and the School is thrilled to have him on board.

Turning to enrollment, Dean Kleist advised that while undergraduate enrollment is up, graduate enrollment is down, and she explained this is in keeping with national norms, providing examples of other graduate programs that are also experiencing declines, including Carnegie Mellon, UT Austin, NYU and Duke. MBAs are not the sought after degree they once were. The MISB faculty have revised the program requirements, which had previously been 48 credits, down to 36 credits, which is the norm for this program. The Dean believes this will help expand interest for the MBA. They have also been simplifying the path to graduation, using Degree Works, and are also looking to expand partnership agreements with other colleges to improve enrollment. They have also been discussing new degree programs, which the faculty are now evaluating. These include a Master of Science in Entrepreneurship and Innovation, a Master of Science in Leadership, as well as changes to their current Master of Science in Finance to make it STEM-designated and more attractive to an international body of students. They hope these changes will help to reverse the decline in graduate enrollment.

The School is also stepping up its marketing efforts, with new personnel joining the team. They are increasing their social media, Instagram and Facebook presence, along with increases in the use of digital marketing, all aimed at driving enrollment. The School also has strong student support programming, which includes a corporate mentor program, where students are matched with mentors 1-on-1, career coaches, and a dress for success club, among others. She also lauded the School's Development team. She added that the alumni of the School of Business are generous and they are stepping up.

In terms of outreach and student engagement, the Dean is very happy to have students back in the building. She spoke briefly about the "elevator pitch" program, held at the Renaissance Center. Students get in an elevator on the bottom floor with an executive, and use their time in the elevator to talk about themselves, and get feedback from the executive. The School also has a supply chain competition, helping students engage in businesses in the city.

In terms of other highlights, the School's Supply Chain program is ranked 21st in North America; a freshman, one of the School's MPREP scholars, is enrolled in Goldman Sachs

as an intern this summer, and the University's Day of Giving was very successful at the School level, with a \$250,000 gift, which has helped keep a number of programs moving forward. Dean Kleist provided some photos from the School's annual gala, showing students, faculty and staff attendees celebrating together. Looking forward, Dean Kleist advised that they want to focus on growing enrollment, which will help with financial stability. They are in the midst of strategic planning for the AACSB accreditation. They also want to become the go-to for high-tech business hires in the region, which means a pivot to more technology infused in their classes. She also wants to improve experiential learning and entrepreneurship and then move to that next level. Other ideas include creation of a student success center hub, pulling needed resources together from across the school to provide support for student needs. They are looking at space for the center on the first floor, and it will include not only help with academics, but with financial aid, assistance in resume creation, and tutoring. They also need to build in a system for flagging students in need of assistance.

On the immediate horizon, the AACSB Accreditation next year will take considerable focus, along with efforts to stabilize enrollment. As the school has moved faster in graduating students, that also impacts enrollment. They have instituted some tuition discount programs for graduate degrees with several area corporations, including Rocket Mortgage, Ford Motors and General Motors, among others. The School must build new master's programs to attract new graduate students and increase enrollment, and the Dean has a stretch goal of 5000 students by 2028, if possible, going beyond the School's previous high of 4400 students in 2019.

They are also looking to improve and strengthen their program in entrepreneurship and innovation, and potentially shift it to a graduate program, allowing the School to be more engaged in economic development with the city of Detroit. Finally, the Dean is also working on expansion of international programs, and building international enrollment. Ms. Khaimov asked whether or not the clothes closet at the MISB is separate from the W Thrift Shop on main campus, and whether there is a cost for students. Dean Kleist confirmed that the MISB has its own corporate closet, and that the clothing is formal, corporate-type clothing for interviews, so students can feel good about how they look. She added that the clothing was donated by an alumna, and that there is no cost to students.

Professor Beale posed a question on how the School of Business is thinking about AI, both in terms of its potential for supplemental learning, and the potential uses for plagiarism and cheating. Dean Kleist agreed that it is an issue of enormous importance. Given the history of technological advancements, she prefers to look forward at the benefits that AI can achieve, and acknowledged that throughout each stage of technological advances there have been concerns about impact. She agreed that plagiarism is a concern across the university, and there are many factors to balance.

Professor Hoogland asked about the future of the MBA, and what graduate students are opting for instead of that program, not only here, but at competing institutions. Dean Kleist advised that the trend is moving towards niche degrees, such as the M.S. in Data Analytics or the M.S. in Supply Chain Management, both of which are offered here at

Wayne. She added that those programs are typically 30 credits, and more focused. The Master of Science in Supply Chain Management has been face to face and had only 8 students in it. The School has transitioned that program into an online degree program. As indicated previously, that program is ranked 21st in the United States, its offered in the city of Detroit, and those factors together make it a very attractive program, and likely one pursued with more interest than an MBA. Professor Hoogland asked whether this is a general trend in Business Schools, and Dean Kleist confirmed that it is the trend.

Governor Gaffney asked about the goal of increasing opportunities for multidisciplinary studies, whether that is still in place, and if there are any examples Dean Kleist could provide to the committee of work in this area. Dean Kleist provided several examples that the School has in place, including a collaborative degree with Engineering in Data Analytics, a minor in Law, and the Entrepreneurship and Innovation Masters, which is collaborative with many other schools. They are also in conversation with the Department of Music, as the music business area offers further opportunities. Governor Kumar asked about health care, and mentioned that Oakland University has an MBA for physician executives. Dean Kleist advised that MISB currently has a face to face MD/MBA program at Wayne State, geared towards 1st year students and tailored for their needs. For example, it meets on weekends and events. There are cost challenges, as it is difficult for a face-to-face program for medical school students, given debt for medical school and the additional cost for this program. She hopes to segue to an online Healthcare MBA that has more appeal to practicing physicians, nursing station supervisors, pharmacists, and others. She added that there are two other competing institutions offering that program, and they will need to research opportunities to make it viable at WSU.

Governor Atkinson asked about partnerships and interactions the MISB may have with non-profit organizations, whose leaders also need information and education, but may not necessarily have time for an MBA. Dean Kleist agreed, and advised that she has had conversations with JP Morgan regarding funding a service learning class for students, which would include deploying an actual fund to various Detroit organizations, to go through all the steps philanthropy needs to evaluate. They are also working with the Kiwanis organization, which has small grants that go to entrepreneurs. They are also working with the city. Here they have a series of 5 classes in leadership that the Detroit police come to campus to take. They have received very positive feedback, and the participants advised that it impacts their policing, and improves their leadership skills. Governor Atkinson concurred with efforts with JP Morgan, as they are very supportive of non-profits, and she believes they would be interested in initiatives on executive leadership. She also added that the Ford Foundation, which has also been widely supportive of nonprofit organizations, may also be interested in partnership opportunities.

Governor Kelly thanked Dean Kleist for her presentation and asked about her perspectives on competition from other universities providing business education in Detroit. Dean Kleist understands the question, given increased competition in this area. She believes that MISB has a product that is different and better in a lot of ways. It has a diverse student population, and MISB's graduates stay in the region and want to stay here, which is not necessarily the case with its competitors. In the final analysis, Dean Kleist believes that collaboration will be the order of the day.

Proposals for Changes to or new Academic Programs

Provost Kornbluh introduced Associate Provost Darin Ellis for presentation of the next action items to come before the committee, which are 5 undergraduate certificates from the College of Liberal Arts & Sciences. AP Ellis commented that last year, the Board changed the regulations on undergraduate certificates to allow programs more room for innovation and flexibility. He advised that the College of Liberal Arts and Sciences has taken advantage of those changes, and are proposing a number of new certificates. There is one other agenda item for consideration, a modification to the Master of Science in Business Analytics and Data Science. With that, AP Ellis moved to the first recommendation.

ESTABLISHMENT OF A NEW UNDERGRADUATE CERTIFICATE IN CANNABIS CHEMISTRY

AP Ellis advised that the first proposal is for establishment of a new undergraduate certificate in Cannabis Chemistry, offered by the Chemistry Department. As background, he commented that everyone is aware of the changes in the laws around use of cannabis, CBD, THC and all related products. The certificate takes advantage of existing strengths in testing and analysis in organic chemistry to provide students who complete these courses the practical skills required to contribute to the safety of this new industry. Provost Kornbluh stressed that this is very much a safety and health issue. He added that this is an area where these products are not usually measured or evaluated and that there's a great demand for chemists to provide safety evaluations of these products, as well as information.

Professor Beale raised a question on the GPA requirement of 2.0 or better for this certificate, and asked if that was typical. AVP Ellis advised that the minimum requirement is a 2.0, and students can graduate with a bachelor's degree or a certificate at that level. He added that some programs choose to establish higher requirements, and those decisions are generally left to the local faculty.

Governor Gaffney commented on the need for a greater understanding of impact and for accurate testing in the American workplace. While there is accurate testing for alcohol consumption, that does not exist for recreational marijuana use, where those users are prohibited from being in the construction trades, or prohibited from driving a truck even though they may in fact not use marijuana during the workday or workweek. As analogous to the work with crash test dummies at the University, he can see the benefits of the efforts on measuring impacts and other testing.

ACTION: Upon motion made by Governor Gaffney and supported by Governor Atkinson, the Academic Affairs Committee recommended that the Board of Governors establish a new undergraduate certificate in Cannabis Chemistry in the College of Liberal Arts and Sciences, effective fall term 2023. The motion carried.

ESTABLISHMENT OF A NEW UNDERGRADUATE CERTIFICATE IN PROFESSIONAL ARABIC
ESTABLISHMENT OF A NEW UNDERGRADUATE CERTIFICATE IN ARABIC FOR HEALTHCARE PROFESSIONS

AP Ellis presented the next two certificates together, which are both certificates in Arabic from the Department of Classical Modern Languages, Literatures and Cultures, one in Professional Arabic, and one in Arabic for the Healthcare Professions. He advised that these certificates rely on established curriculums, and that the department has the expertise needed to offer students an additional credential in addition to whatever field of study they're pursuing. Governor Kumar asked for clarification on the word "professionals" and what it means in this context. AP Ellis advised that this certificate is geared more for the business setting, to provide the type of skills that could be applied, as an example, in the international commerce that we see here in the Detroit region.

ACTION: Upon motion by Professor Beale, supported by Governor Atkinson, the Academic Affairs Committee recommended that the Board of Governors establish the following two certificate programs:

An undergraduate certificate in Professional Arabic in the College of Liberal Arts & Sciences, effective fall term 2023.

An undergraduate certificate in Arabic for the Healthcare Professions in the College of Liberal Arts & Sciences, effective fall term 2023.

The motion carried.

ESTABLISHMENT OF A NEW UNDERGRADUATE CERTIFICATE IN PRACTICAL FRENCH
ESTABLISHMENT OF A NEW UNDERGRADUATE CERTIFICATE IN CONVERSATIONAL AND PROFESSIONAL FRENCH

AP Ellis advised that the next two programs are also related, which are two certificates in French, from the same department, one in Practical French, and one in Conversational and Professional French. These two certificates take advantage of existing coursework, packaged in a way that would be attractive for an undergraduate student to add to their program of study.

Governor Gaffney asked about the required proficiency levels for students taking this certificate. AP Ellis advised that the certificate is centered around the elementary to intermediate French courses. He asked Professor Alina Cherry, Associate Professor of French, for additional background information. Professor Cherry advised that the first certificate, in so called survival skills, takes beginning students. Those who don't have any knowledge in French can begin this program, and after 3 classes, the student will be getting a certificate and will be able to function with those survival skills traveling or even interacting with French people, and/or French speakers in the Detroit area. She added that the second certificate before the committee today, the professional/conversational one, takes students who already have skills and moves them up. These students will be taking more advanced classes, and will be able to function in professional settings such

as in an entry-level business meeting, and have conversations with people on more advanced levels.

Governor Kelly asked about the credit hour requirement for the certificates, versus the credit hour requirement for a minor in French. Professor Cherry advised that the credit hours required for the first certificate are 12 credits, the requirement for the second certificate is 16, and the requirement for a minor in French is 22-24 credits.

Governor Kumar asked how the department evaluated the need for such certificates in French, compared to languages such as Chinese, Arabic or Spanish, where he foresees a greater need for continuity of use with those languages. Professor Cherry advised that like Spanish, French is a language where people are already familiar with the alphabet so it's easier to learn. For WSU students who have taken French in high school, it's a continuation and reinforcement of those skills. For new students without those skills, following completion of the first certificate, they will be able to have basic conversations in French. They also utilize a program called Talk Abroad in more intermediate and advanced classes, and that would be for the second certificate. She added that these programs help students with their fluency and ability to function in these environments. Governor Kumar reframed his question, which was on how did they estimate the interest level for these two certificates?

Professor Cherry advised that they already have students in the program taking the language requirement who cannot fit a minor into their schedule. She added that there is demand nationally and internationally for these credentials, and Canadian universities are already creating these programs. VP Ezzeddine added that there are also opportunities for the business community. There are a large number of French employers in the region and particularly in the auto industry. With the number of American citizens joining or doing business with those companies, opportunities have opened up not only for degree programs, but for non-degree programs as well.

ACTION: Upon motion made by Governor Kelly and supported by Professor Beale, the Academic Affairs committee recommended that the Board of Governors approve the following two certificate programs:
Establishment of a new undergraduate certificate in Practical French, and
Establishment of a new undergraduate certificate in Conversational and Professional French. The motion carried.

ESTABLISHMENT OF A NEW GRADUATE CERTIFICATE IN URBAN HEALTH (TO BE RESUBMITTED IN THE FALL)

ESTABLISHMENT OF NEW MAJORS FOR THE MASTER OF SCIENCE IN DATA SCIENCE AND BUSINESS ANALYTICS

The last agenda item was a recommendation to establish new majors for the Master of Science in Data Science and Business Analytics. When the program was first established a few years ago, it provided a path for collaboration between schools and colleges by creating a method to allow students to distinguish their tracts of concentration by school

or college. The faculty and administration of the collaborating schools and colleges have determined that it would be beneficial to the program and to the students to establish these concentrations as official majors which the recommendation in front of the committee delineates.

ACTION: Upon motion made by Governor Busuito and supported by Governor Gaffney, the Academic Affairs Committee recommended that the Board of Governors change the Master of Science in Data Science and Business Analytics so that the current concentrations are recoded as majors, effective fall term 2023. The motion carried.

OTHER UPDATES

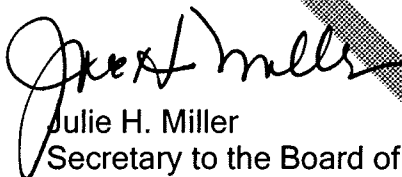
Provost Kornbluh then updated the committee on two areas. First, he advised that the university reached an agreement with its part-time faculty and the hope is that it will be ratified as soon as its membership can vote on it. He added that the agreement is structured in a way that significantly increases the floor for all part-time faculty and includes annual raises. It also provides opportunities for part-time faculty to participate in a retirement plan to a much greater level than they do currently.

Provost Kornbluh also extended an invitation for Board members to stop by a reception following the Board meeting for the Mandela Scholars. He reminded the Board members that they had an opportunity to meet last year's cohort group, and the University is now hosting this program again, for the third year in a row. WSU was ranked the highest in the group of institutions hosting these fellows. This is a State Department program, which brings young African leaders to the US for 6 weeks. The Provost's Office is hosting a reception for them in rooms adjacent to the Board meeting, and the Provost hopes that members of the Board can stop by and be introduced to this year's scholars.

ADJOURNMENT

There being no further business, the meeting adjourned at 10:56 a.m.

Respectfully submitted,



Julie H. Miller
Secretary to the Board of Governors