Notification of Academic Council
Curriculum Approvals
for University Council
March-June 2020

March 12, 2020 Academic Council Approvals

Establishment of Center

A. **Interdisciplinary/Interprofessional – Child and Family Health Institute**
https://www.etsu.edu/curriculum-process/documents/academiccouncil/interdisciplinary-interprofessional-child_and_family_health_institute.pdf
Presenter: Dr. Karen Schetzina

B. **Health Services Management and Policy – Center for Applied Research and Evaluation (CARE) – Women's Health**
https://www.etsu.edu/curriculum-process/documents/academiccouncil/health_services_management_and_policy-center_for_applied_research_and_evaluation.pdf
Presenter: Dr. Amal Khoury

March 30, 2020 Academic Council Approvals

Action Items – Graduate

A. **Letter of Notification – Master of Fine Arts (MFA) in *Digital Media***
Presenters: Dean McGee, Marty Fitzgerald, Todd Emma and Greg Marlow
https://www.etsu.edu/curriculum-innovation/documents/academiccouncil/letter_of_notifcation_only-master_of_fine_arts-mfa-in_digital_media.pdf

Action Items – Undergraduate

A. **Admission Policy Revision for BSW**
Presenters: Dean Samples and Dr. Jamie Clem
https://www.etsu.edu/curriculum-innovation/documents/academiccouncil/program_policy_revision-bsw_program-admission.pdf

April 9, 2020 Academic Council Approvals

Action Items

    A. Graduate

      i.   **Establish New Certificate Data Analytics – Computing**
         This 12 credit graduate Data Analytics certificate is being recommended based on employment data and computer analytic trends in business and other industries. Access to this certificate is not restricted to specific disciplines and will therefore support professional growth and certification of students across colleges.
         https://www.etsu.edu/curriculum-process/documents/academiccouncil/4-9establish_new_certificate_12-23_credits-data_analytics.pdf
         Presenters: Dr. Sharon McGee and Dr. Mathew Desjardins

      ii.   **Esports Management - Sport, Exercise, Recreation, and Kinesiology**
         This 12 credit graduate Esports Management certificate is being recommended to address a dynamic and increasing area of interest across the country. Esports is emerging as a growing global industry. This certificate will provide students options to develop professional skills needed in the esports industry and have flexibility to structure their experiences in esports areas such as marketing, communications, administration, and/or facility and event management.
         https://www.etsu.edu/curriculum-process/documents/academiccouncil/4-9establish_new_certificate_12-23_credits-esports_management.pdf
         Presenters: Dr. Sharon McGee and Dr. Natalie Smith

      iii.   **Graduate Certificate in Heritage Interpretation and Museum Studies – Appalachian Studies**
         This 21 credit graduate certificate in Heritage Interpretation and Museum Studies is being recommended in response to the growing tourism industry in Tennessee. Currently, tourism is the second leading industry in Tennessee and is producing record levels of revenue. Students involved in this certificate program will be better prepared to find employment in natural and cultural heritage tourism and will be prepared to play important roles in the cultural sustainability of their communities.
         https://www.etsu.edu/curriculum-process/documents/academiccouncil/4-9establish_new_certificate_12-23_credits-graduate_certificate_in_heritage_interpretation_and_museum_studies.pdf
         Presenter: Dr. Sharon McGee and Dr. Ronald Roach

Consent Items

A. Graduate

    i.   Revise Curriculum: Substantive M.S. in Engineering Technology

        The current M.S. in Technology program has become dated. The department worked with an industry advisory board, industry partners, and other constituents to revise the program to be more reflective of both regional and international demands. In addition to this, an external program audit was conducted during March of 2019. Program improvements resulting from these inputs were among the following: include more industry specific courses, consider a name change that is consistent with curricular revisions and increase efforts to recruit and market a more content specific program. The suggested program revisions include new coursework focusing on advanced manufacturing, automation, advanced instrumentation, and plant operations. These revisions will improve student recruitment and produce graduates that are better equipped to meet contemporary workplace requirements.
https://www.etsu.edu/curriculum-process/documents/academiccouncil/4-9revise_curriculum_substantive-m.s._in_engineering_technology.pdf

B. Change Name/Title of Academic Program

    i.   M.S. in Technology to M.S. in Engineering Technology

        The proposal is to change the current degree title from MS in Technology to MS in Engineering Technology. The current title is too general; the term technology is now applied in many fields and specific applications. The change to Engineering Technology is to clarify and focus the curriculum content associated with this degree and associated curricular revisions.
https://www.etsu.edu/curriculum-process/documents/academiccouncil/4-9change_name-title_of_academic_progra_or_concentration-m.s._in_technology-m.s._in_engineering_technology.pdf

C. Revise Program Policy – Admission

    i.   **Ed.D. Leadership (Higher Education, Admin, School)**

        This admission policy revision is to remove the Graduate Record Exam (GRE) as a criterion for admission to the program. Removing this admission requirement will keep the program competitive with other programs across the state and nation.
https://www.etsu.edu/curriculum-process/documents/academiccouncil/4-9revise_program_policy-ed.d._leadership_higher_education_admin_school-admission.pdf

Undergraduate

A. **Change Name/Title of Academic Concentration Merchandising to Fashion Marketing and Merchandising**

The proposal is to change a concentration in the BBA degree from Merchandising to Fashion Marketing and Merchandising. The current name of Merchandising is not descriptive of the concentration content. Changing the name to Fashion Marketing and Merchandising will clarify content in the concentration and make the title current with identification trends in the industry.

https://www.etsu.edu/curriculum-process/documents/academiccouncil/4-9change_name-title_of_academic_progra_or_concentration-merchandising-fashion_marketing_and_merchandising.pdf

May 14, 2020 Academic Council Approvals

Consent Items – Graduate and Undergraduate

B. **Revise Articulation Agreement - Epidemiology Graduate Certificate**
The College of Public Health MPH Curriculum includes a new four 4-credit hour foundational course. In light of this change, the Graduate Certificate in Epidemiology was revised to include one of the 4-credit hour MPH foundational courses (EPID 5100) in lieu of EPID 5400 which was a 3-credit hour course. This change resulted in a one credit hour increase in the Graduate Certificate in Epidemiology which is now 16 credit hours. The current articulation agreement is consistent with the previous Graduate Certificate in Epidemiology which comprised 15 credit hours. This revision seeks to update the current articulation agreement to enable transfer of up to 16 certificate credits toward the MPH degree program with a concentration in epidemiology.
https://www.etsu.edu/curriculum-process/documents/academiccouncil/5-14revise_articulation_agreement-epidemiology_graduate_certificate.pdf

C. **Revise Articulation Agreement - Public Health Graduate Certificate**
The College of Public Health MPH curriculum includes four new 4-credit hour foundational courses, namely EPID 5100, COBH 5250, HSMP 5040 and HSMP 5200. In light of this change, the Public Health Graduate Certificate was revised to include all of these four 4-credit hours courses, for a total of 16 credit hours. This change resulted in a one credit hour increase in the Public Health Graduate Certificate, which had previously consisted of 15 credit hours. The currently approved articulation agreement between the certificate and the MPH program reflects the previous 15 credit certificate curriculum. This proposed revision seeks to update the current articulation agreement to enable transfer of up to 16 certificate credits toward the Master of Public Health degree in any of its five concentrations.
https://www.etsu.edu/curriculum-process/documents/academiccouncil/5-14revise_articulation_agreement-public_health_graduate_certificate.pdf

D. **Revise Program Policy - M.A./Ph.D. in Psychology – Admission**
Students will initially apply for the MA/PhD in Psychology through PSYCAS, a centralized application system, and will no longer need GRE scores for admission (ETSU application is still required) and admission requirements for both clinical and experimental concentrations have been clarified, not changed. Using the centralized application system will increase the size and diversity of our applicant pool.
https://www.etsu.edu/curriculum-process/documents/academiccouncil/5-14revise_program_policy-m.a.-ph.d._in_psychology-admission.pdf

E. **Revise Program Policy - MPH, Public Health – Admission**
There is currently a changing landscape of research both here at the University and nationally. It is now generally accepted that the greatest advances in biomedical science will come from scientists working collaboratively in multi-investigator consortia, rather than from individuals overseeing a single laboratory. Hence, students need to be educated in collaborative research environments and must be facile in multiple, diverse, state-of- the-art techniques in order to more effectively advance science. The concentrations to be terminated in the Biomedical Sciences Graduate Program are limited in scope of training to disciplines that were once represented by individual departments within the medical school. These concentrations of study do not efficiently tap into the skilled group of collaborative investigators that exist at ETSU today. Termination of these six concentrations, with the creation of four new ones and revision of a fifth, will more adequately describe the interdisciplinary research conducted at ETSU and eliminate concentrations previously centered on departmentally-based programs.
https://www.etsu.edu/curriculum-process/documents/academiccouncil/5-14terminate_academic_program_or_concentration-concentrations_of_anatomy_biochemistry_microbiology_etc.pdf

F. **Terminate Academic Program or Concentration - Graduate Certificate: Post-MSN Nursing Education**
No students have been enrolled in the Nursing Education certificate since at least 2015, and the program coordinator has only received one inquiry from a potential student during her time at ETSU.
https://www.etsu.edu/curriculum-process/documents/academiccouncil/5-14terminate_academic_program_or_concentration-graduate_certificate_post-msn_nursing_education.pdf

G. **Establish New Graduate Concentrations in an Existing Program – Business Administration, MBA (1) Cybersecurity Management, (2) Business Analytics**
MBA students were surveyed regarding their interest in new concentration areas for the MBA program. The selection of concentration areas was based on (1) the response from the student survey, and (2) the ability of the college to deliver courses in these areas. Areas identified include Cybersecurity Management and Business Analytics. CBAT believes that adding concentration areas will improve student recruiting and preparation of students for employment.
https://www.etsu.edu/curriculum-process/documents/academiccouncil/5-14establish_new_concentration_in_an_existing_program-business_administration_mba.pdf
(Notation - the proposal identifies three new concentrations – only two are being presented for approval at this time.)

H. **Inactivate Existing Program or Concentration - B. A. Foreign Languages**
Over the past several years, the Foreign Languages Major, French Concentration has had a steady decline in enrollment and graduation rates. In consultation with the Dean of Arts & Sciences, the Department of Literature and Language has decided to inactivate the concentration to provide an opportunity to consider new courses and possibly revamp the concentration's curriculum.
https://www.etsu.edu/curriculum-process/documents/academiccouncil/5-14inactivate_or_reactivate_exisiting_program_or_concentration-b.a._foreign_languages-inactivate.pdf

Action Items

A. **Establish New Certificate 12-23 Credits- C4 Forensic Nurse**
This 12-credit certificate is being recommended as a way to provide online access for rural nurses in underserved areas to be trained as comprehensive Forensic Nurses. These nurses will have expertise in the neurobiology of trauma, child and elder maltreatment, dating violence, intimate partner violence, strangulation, sexual assault, commercial sexual exploitation of children, technology facilitated sexual violence, death investigations and court testimony. The impact will be increased enrollment in credential programs in nursing.
https://www.etsu.edu/curriculum-process/documents/academiccouncil/5-14establish_new_certificate_12-23_credit-c4_forensic_nurse.pdf
Presenters: Dr. Sharon McGee and Dr. Wendy Nehring

June 4, 2020 Academic Council Approvals

Consent Items – Graduate and Undergraduate

A. **Academic Program Consolidation - M. Ed. in Elementary Education & M. Ed. in Secondary Education**
This recommendation is to consolidate the M. Ed. in Elementary Education & the M. Ed. in Secondary Education degree programs into a M. Ed. in Curriculum and Instruction. Currently, both programs are designed for K-12 educators (elementary and secondary respectively) who already hold an undergraduate degree in education, an initial teaching license, and are actively in the field. Consolidating the M. Ed. in Elementary and M. Ed. in Secondary into a M. Ed. in Curriculum & Instruction will benefit returning students who have indicated an interest in a Curriculum & Instruction degree as opposed to the similarly named degree (elementary or secondary) they earned as undergraduates. This program consolidation will make this program more marketable and result in increased recruitment of students.
https://www.etsu.edu/curriculum-process/documents/academiccouncil/academic_program_consolidation-m.ed._in_elementary_education_and_m.ed._in_secondary_education.pdf
https://www.etsu.edu/curriculum-process/documents/academiccouncil/attachment_a_m.ed._consolidated_three_column_chart_revi sed.pdf
https://www.etsu.edu/curriculum-process/documents/academiccouncil/attachment_b-termination_and_phase_out.pdf

B. **Revise Program Policy – Doctor of Audiology – Admission**
This recommendation is to add an admission requirement to the Doctor of Audiology program. The addition to the admission policy is submission of a Curriculum Vitae (CV). In the past few years, applicants have been encouraged to submit a CV to the School of graduate studies which   was then appended to the application. This policy revision will make the CV a required component   of the admission process.
https://www.etsu.edu/curriculum-process/documents/academiccouncil/revise_program_policy-doctor_of_audiology-admission.pdf

C. **Terminate Academic Program or Concentration – Liberal Studies, MALS (Applied theatre Pedagogy Concentration)**
Since the inception of this concentration, in 2016, there have been no students enrolled.
https://www.etsu.edu/curriculum-process/documents/academiccouncil/terminate_academic_program_or_concentration-liberal_studies_mals_applied_theatre_pedagogy_concentration.pdf

D. **Terminate Academic Program - Reinforcing Education Through Artistic Learning Graduate Certificate**
This graduate certificate was established in 2016 and has not had any student enrollment since it was established.
https://www.etsu.edu/curriculum-process/documents/academiccouncil/terminate_academic_program-reinforcing_education_through_artistic_learning_graduate_certificate.pdf

Action Items – Graduate and Undergraduate

A. **Establishment of New Academic Unit – Department of Medical Education**
The ETSU Quillen College of Medicine requests the establishment of a Department of Medical Education for centralization of medical education efforts, concentrated oversight of the medical curriculum, rapid assessment and implementation of changes to meet accreditation standards, creation of an environment that supports educational innovation, and development of professional activities for faculty and staff that support medical education.
activities for faculty and staff that support medical education.
https://www.etsu.edu/curriculum-process/documents/academiccouncil/thec_new_academic_unit_request_med_ed.final.20200511.pdf
https://www.etsu.edu/curriculum-process/documents/academiccouncil/thec_financial_projection_form_medical_education_dept.final. xlsx
https://www.etsu.edu/curriculum-process/documents/academiccouncil/healthsciorgchart_qcom_5.12.20_boxed.pdf
Presenter: Dr. Beth Fox

B. **Academic Program Modification - BA in Music (Establish Free-standing Degree from an Existing Program)**
The Department of Music currently offers a B.M. in Music for those going into performance or education careers. Not all students are interested in following these career paths. Some students want to go to graduate school for music therapy, composition, music history, or want to get a music degree but work in areas outside of music that require a college education. Our faculty discussed how to effectively accommodate these students and decided to propose a Bachelor of Arts in Music that would better suit career pathways for some current students and would enhance recruiting new students to our department.
https://www.etsu.edu/curriculum-process/documents/academiccouncil/academic_program_modification-b.a._in_music.pdf
https://www.etsu.edu/curriculum-process/documents/academiccouncil/final-academic_program_modification_ba_music_may-13-2020_ucc.pdf
Presenters: Dr. Gordon Anderson   Dr. Matthew Potterton