

Minutes of the UW System Board of Regents
Education Committee Meeting
Thursday, July 11, 2019

Education Committee

Chairperson Tracey Klein convened the meeting of the Education Committee at 10:32 a.m. on the UW-Madison campus, within the Concerto Room of the Gordon Dining and Event Center. In attendance were Regents Klein, Manydeeds, Hall, Plante, Stanford Taylor, Walsh, Whitburn, and Woodmansee. Regent Klein provided an opportunity for anyone to declare a conflict of interest: None were stated. The meeting minutes from the June 6, 2019 meeting of the Education Committee were unanimously approved.

Regent Klein began the meeting by expressing her gratitude for being named as the Chairperson of the Committee. She also shared with the committee members the charge for the Education Committee from the Regent Bylaws, which is:

The Education Committee shall have charge of consideration of all matters of an educational nature related to the instruction, research, and public service functions of the University System; the academic personnel; and to student services and welfare.
UW System Board of Regents, Bylaws Chapter III, Section 2

Regent Klein expressed her priorities as Chairperson for the Education Committee. These priorities are:

- (1) Mission.** To propel forward the mission of the University of Wisconsin System.
- (2) Role of the UW System Provosts.** To continue to seek guidance and counsel from the Provosts of the UW System institutions, and to demonstrate this commitment by having them join the Regents at the table during Education Committee meetings.
- (3) Campus Academic Plans.** To return to the longstanding practice of having each UW System campus provide a regular report to the Education Committee on its campus academic plan. These will become standing items on the Education Committee meeting agendas.
- (4) Current Initiatives of the Education Committee Will Carry Forward.** The UW System Task Force for Advancing Teachers and School Leaders for the State of Wisconsin will remain a priority of the Education Committee, as will the UW System Math Initiative and Digital Learning Environment Initiative. The work of these Initiatives will continue to be supported, and will continue to be standing items on the Education Committee meeting agendas.
- (5) UW System Freshwater Collaborative.** Because the Freshwater Collaborative is a critical priority of the UW System, it will become a standing item on each Education Committee agenda. Led by Provost Johannes Britz, UW-Milwaukee will provide a report to the Education Committee on the progress of the Freshwater Collaborative.

Committee Actions

The Education Committee approved ten resolutions, including:

(1) UW-Eau Claire.

- Approval of the Bachelor of Science in Biomedical Engineering [Resolution I.1.b.(1)]
- Approval of the Bachelor of Arts and Bachelor of Science in Public Health [Resolution I.1.b.(2)]

A motion for approval of both resolutions was made by Regent Manydeeds, and seconded by Regent Hall. The motion carried unanimously.

(2) UW-Green Bay. Approval of the Master of Science in Sport, Exercise, and Performance Psychology [Resolution I.1.c.]

A motion for approval was made by Regent Walsh, and seconded by Regent Manydeeds. The motion carried unanimously.

(3) UW-Madison. Approval of the Master of Science in Design Plus Innovation [Resolution I.1.d.]

A motion for approval was made by Regent Plante, and seconded by Regent Hall. The motion carried unanimously.

(4) UW-Platteville. Approval of the Master of Science in Strategic Management [Resolution I.1.e.]

A motion for approval was made by Regent Whitburn, and seconded by Regent Woodmansee. The motion carried unanimously.

(5) UW-River Falls.

- Approval of the Bachelor of Science in Biomedical and Health Science [Resolution I.1.f.(1)]
- Approval of the Master of Science in Strength and Conditioning [Resolution I.1.f.(2)]

A motion for approval of both resolutions was made by Regent Manydeeds, and seconded by Regent Woodmansee. The motion carried unanimously.

(6) UW-Whitewater. Approval of the Master of Science in Education in Higher Education Leadership [Resolution I.1.g.]

A motion for approval was made by Regent Whitburn, and seconded by Regent Stanford Taylor. The motion carried unanimously.

(7) Approval of the UW-La Crosse Faculty Policies and Procedures relating to Faculty Layoff and Termination [Resolution I.1.h.].

A motion for approval was made by Regent Plante, and seconded by Regent Manydeeds. The motion carried unanimously.

(8) Approval of the UW-Platteville Faculty Policies and Procedures relating to Faculty Layoff and Termination [Resolution I.1.i.].

A motion for approval was made by Regent Walsh, and seconded by Regent Stanford Taylor. The motion carried unanimously.

UW-Eau Claire. Presenting on behalf of UW-Eau Claire were Provost Patricia Klein; Mike Carney, Associate Vice Chancellor for Academic Affairs; and Marc McEllistrem, Professor, and Program Director for the Materials Science and Engineering Program. UW-Eau Claire sought approval of two academic degree programs, including:

(1) Bachelor of Science in Biomedical Engineering. Dr. Carney reported that this is only the third biomedical engineering degree program in Wisconsin, and the only one in the northwestern region of the State of Wisconsin. Thus, the program meets regional workforce and student demand. This program also will be collaboratively supported by the Regional Engineering Consortium. The curriculum will allow students to learn how medical devices interface to living organisms, how mechanical aspects of living organisms can be understood and augmented, how materials foreign to an organism elicit a response, and how such materials can be modified to be more biocompatible. The proposed major is designed to meet Accreditation Board for Engineering and Technology, Inc. (ABET) accreditation guidelines, and includes learning opportunities required by ABET's Engineering Accreditation Commission for Biomedical Engineering. Full-time students will complete all university general education and other graduation requirements within a four-year period. Graduates of the program will help address employment and economic development needs in the region by supplying engineering talent to healthcare-related industries in the northwest quadrant of the state.

The proximity of UW-Eau Claire to major regional healthcare providers (Marshfield Clinic, Mayo Clinic) and to medical device manufacturers (Boston Scientific, Medtronic) places UW- Eau Claire in a unique position to help support economic development in regional healthcare industries. As a result, students will have opportunities for experiential learning that are enhanced through the recently developed research collaboration with the Mayo Clinic Health System (MCHS).

Regent Walsh asked with whom the degree program will compete across the Minnesota border. Professor McEllistrem reported that the University of Minnesota is the only proximate university with a similar degree program in Biomedical Engineering.

Regent Manydeeds asked whether we are shoring up the number of people who can take the prerequisites for this degree program. Are we adding more faculty to meet increased student demand for not only this degree, but also for students who need to enroll in core courses for science degrees?

Provost Klein stated that UW-Eau Claire has a consistent business process, such that they plan in advance not only for increased student demand, but also for diminishing enrollment and decreased student demand for degree programs.

Regent Whitburn asked when this degree program will be included in UW-Eau Claire's budget, and whether they would add 1.5 faculty member to meet enrollment numbers.

Regent Plante expressed his support for the degree program, and stated that it would meet workforce demand in the northwestern region of Wisconsin.

(2) Bachelor of Arts and Bachelor of Science in Public Health. Provost Kleine reported that public health is an interdisciplinary field, which takes a population-based approach to improving the health and well-being of people and communities. The proposed major will consist of three components: a set of seven core courses, elective courses from a variety of disciplines, and a capstone or culminating experience. The core courses will provide an overview of the U.S. healthcare system, the special role of public health in policies and delivery systems that affect population health, and a basic understanding of the five core areas of public health knowledge: biostatistics, epidemiology, environmental health sciences, health services administration, and social and behavioral sciences. The electives will allow students to acquire knowledge and skills in a variety of domains that reflect their academic and professional interests, such as administration/policy, biomedical and health sciences, communications, healthy and sustainable communities, quantitative and qualitative research methods, and social sciences and humanities. The capstone experience will provide students with the opportunity to demonstrate their ability to integrate, synthesize, and apply their knowledge through a variety of mechanisms, which may be completed in collaboration with stakeholders from governmental, non-governmental, and/or private organizations in community-engaged service or research.

Graduates from this program will be well-prepared for entry-level public health careers in the public, private, and nonprofit sectors as well as graduate-level study. A full-time student can complete the 36-credit public health major and all liberal education and university requirements in eight semesters, with an average load of 15 credits per semester. She also stated that some of the jobs that students will move into have not yet been created, but the campus does know that there is great student demand for this degree program. This is in response to increasing job opportunities within the healthcare sector in both Wisconsin and the United States.

Regent Klein asked whether there is an opportunity for collaboration with the UW-Milwaukee and UW-Madison Schools of Public. Provost Kleine responded that these collaborations will be essential to the program, and in support of student research and success in the program.

UW-Green Bay. Presenting on behalf of the campus were Matthew Dornbush, Associate Vice Chancellor for Academic Affairs; Jenell Holstead, Associate Professor, Psychology; and Jana Fogaca, Assistant Professor, Psychology.

Provost Alexander reported that UW-Green Bay seeks approval of a Master of Science in Sport, Exercise, and Performance Psychology in the College of Arts, Humanities, and Social Sciences (SEPP). SEPP is an interdisciplinary subfield of psychology that applies psychological knowledge and clinical approaches to optimize the performance and well-being of athletes, exercisers,

musicians, and members of the military. Program coursework satisfies the application requirements to be a certified mental performance consultant under the Association for Applied Sport Psychology. Graduates will be prepared to work as behavior coaches; as consultants in private practice or with performance improvement consulting firms; for university athletics departments, sports clubs, or youth academies; for the military; and in professions, which include occupations focused on performance improvement.

The program complements UW-Green Bay's large and highly acclaimed psychology program, and aligns with the City of Green Bay's internationally recognized sport and entertainment industries, UW-Green Bay's Division I athletic classification, and ongoing efforts to increase graduate offerings aligned with campus and regional strengths. The projected time to degree is four semesters, including one summer course. Graduates of UW-Green Bay's Sport, Exercise, and Performance Psychology program will find numerous job opportunities, within the well-developed sports and medical economy of northeast Wisconsin.

Provost Klein asked where graduates from the program would find employment opportunities. Dr. Holstead responded that this is a growing field, in which demand is growing, especially in the Green Bay region.

Regent Walsh asked how this degree program would be appropriate in the military, as distinguished from a more traditional degree program in counseling. Dr. Holstead responded that the resilience training and ability to perform under pressure happens not only in sports but also in the military, as well as in the performance arts and medical field, especially for surgeons.

Regent Walsh then stated that perhaps the title of the degree program may be misleading, because it prepares students for more than just sports performance.

Regent Hall asked for some examples of this degree program at other universities. Dr. Holstead stated that only UW-Milwaukee has a similar program, to which this degree program is similar, but their degree program is in kinesiology, whereas this program is based in psychology. Dr. Holstead stated that this is consistent with psychology as a field, and that there are two similar programs in the State of Indiana.

UW-Madison. Appearing on behalf of the campus were Interim Provost Jim Henderson, who was accompanied by Jake Blanchard, Executive Associate Dean of the College of Engineering.

Interim Provost Henderson reported that UW-Madison proposes to establish a Master of Science in Design Plus Innovation (Design + Innovation). This degree will prepare students to solve difficult problems by providing them with a robust set of design thinking strategies and tools. Design thinking is an iterative process that seeks to understand the user of the design, challenge assumptions, and redefine problems to identify alternative strategies and solutions that might not be instantly apparent with students' initial level of understanding. The program curriculum will provide students with a robust set of design-thinking strategies and tools from

multiple perspectives, which will prepare them to think adaptively, as well as provide them with opportunities to practice these techniques, through completion of applied, real-world projects.

The program is a collaboration among the College of Engineering, the School of Human Ecology, the School of Business, the Art Department within the School of Education, and the Information School in the College of Letters and Science. Specifically, the program will leverage the design and innovation efforts across campus, by bringing together the *Design Thinking Initiative* in the School of Human Ecology; the engineering innovation, prototyping and manufacturing expertise in the College of Engineering; the corporate and entrepreneurial activities in the School of Business; the user experience and data analytics capabilities in the Information School; and the digital design efforts and difficult problem-solving efforts in the Art Department within the School of Education.

This interdisciplinary approach is essential to the program's ability to combine science, creativity and innovation. This cooperative relationship allows students to choose courses in general information and data management as part of their electives for the degree. Students also will work within interdisciplinary teams to complete projects presented by and in collaboration with industry partners. Graduates of the program will explore careers within the fields of Product Design, User Experience (UI/UX) Design, Communication Design, and Design Strategy.

Regent Whitburn asked whether the program would add more full-time faculty members to meet student demand for the degree program. Dr. Blanchard stated that a full-time faculty member who currently runs the UW-Madison MakerSpace, but who is not currently teaching, will begin teaching in this program. In addition, existing faculty members will also teach courses in the major.

Regent Walsh asked whether this is a terminal master's degree and whether there is further study available. Dr. Blanchard stated that the program leaders believe that students will begin full-time professional employment upon achieving this degree, rather than advancing to PhD study. If they do seek to obtain a PhD then they would have to apply to the program of their interest.

Dr. Blanchard also stated that program leaders anticipate that only about 5% of students will be engineers. The program is housed in the College of Engineering, but it has been built by faculty from the other schools and colleges. Thus, the program is deeply interdisciplinary. This has been very effective in training people in interdisciplinary teams and solving multi-faceted, complex problems.

UW-Platteville. Appearing on behalf of the campus was Provost Joanne Wilson, as well as Susan Hansen, Associate Vice Chancellor for Academic Affairs; and Les Hollingsworth, Director of the School of Business.

Provost Wilson explained that UW-Platteville proposes to establish a Master of Science in Strategic Management (MSSM). The program will be fully online, because it is designed for working, mid-career professionals who seek an advanced management degree for promotion in their organizations. The degree program is also responsive to continued industry need for employees with advanced management skills and knowledge. The growing complexities in organizations suggest that a bachelor's degree in business is an entry point for organizational management, but not sufficient to fully maximize a firm's value to its stakeholders. The contemporary business environment requires employees with advanced training in organization science. Organizations are continually seeking specialized expertise in scanning and integrating for value-capturing activities across the entire firm.

The MSSM is a specialist degree that differs from an MBA, which teaches broad principles of administration as the focal point of all organizational activities, resource configurations, capabilities, and processes. By contrast, upon completion of the MSSM program, students will be able to: evaluate a firm's internal and external environment to identify opportunities for value creation; align resources, capabilities, and strategy to create sustainable or durable advantage; apply a wide range of leadership approaches to influence employees toward a common goal; and design organizational systems to create and capture value for a firm.

UW-River Falls. The University of Wisconsin-River Falls sought approval of two degree programs. Appearing on behalf of the campus was Provost David Travis, and Fred Bonilla, Chair of the Biology Department; and Joe O'Kroy, Director of the M.S. in Clinical Exercise Physiology Program.

(1) Master of Science in Biostatistics. Provost Travis reported that this degree program responds to a growing demand for students prepared for careers in the biomedical and health sciences. UW- River Falls has over 17 years of experience offering a biology major, with an emphasis in biomedical sciences. The Bachelor of Science degree in Biomedical and Health Science proposes to reclassify the existing emphasis within the current biology major to a stand-alone degree program. Currently, there are about 300 students enrolled in the emphasis, and approximately 1,100 students have graduated with the emphasis since it was made available in 2001. The only other program of this kind is at UW-Milwaukee; thus, this degree program provides an important service for the northwest region of Wisconsin.

The program will provide students with a solid foundation in understanding human physiology, health, and disease. Graduates will be better equipped to apply for medical schools, physician assistant programs, dental school, pharmacy school and other professional schools. Graduates will also be well equipped to enter the job market in many fast-growing professions related to healthcare or research in the life sciences.

The proposed program provides an opportunity to continue supporting the institution's innovation and partnership strategic goals. Located in the St. Croix Valley, 30 minutes from the Minneapolis-St. Paul metropolitan area, many partnerships have been

established over the years and continue to flourish. Currently, the Department of Biology works collaboratively with various scientific entities, including Marshfield Clinic, Wisconsin; Academia Sinica, Taiwan; University of Minnesota Stem Cell Center, Minnesota; China Medical University, China; BRTI Life Sciences, Minnesota; among others. Establishing a program directed at educating biomedical and healthcare professionals for the region will also demonstrate the institution's commitment to civic and industry leaders.

(2) Master of Science in Strength and Conditioning. Provost Travis reported that development of this program responds to faculty and student interest, as well as identified market need for graduates with advanced strength and conditioning training. While a bachelor's degree is often the entry-level requirement in this area, many advanced positions require a master's degree, especially positions with NCAA Division I college teams and professional sports teams. He also reported that this is only the second degree program of its kind in Wisconsin, with the other program being at UW-La Crosse, which typically receives more applicants to their program than they can accommodate. The program is 16 months in length and designed for working professionals, and thus, all courses will be scheduled in the evening.

The program is built upon the recommendations of the National Strength and Conditioning Association, the premier strength and conditioning organization in the United States. As a result, graduates will demonstrate competencies and learning outcomes to include: design of tailored training programs for all athletic populations; assessment of appropriate nutritional strategies for all athletic populations; administration of strength and conditioning programs; and accurate testing of athlete performance to assess program goals.

There are few such dedicated M.S. programs in strength and conditioning in the country. The proposed program will be the second degree program in the State of Wisconsin, the first of which is offered by UW-La Crosse.

Regent Walsh asked whether any of the courses will be available online. She also asked whether the faculty are all willing to teach in the evening. Dr. O'Kroy stated that all courses will be face-to-face, due to the physical nature of the major. He also reported that the campus will have to hire a faculty member to meet student demand. He stated that the new individual will teach the majority of the courses, and he will teach many of the courses, as well, as existing staff members.

Regent Woodmansee asked how this program differs from the UW-La Crosse program. Dr. O'Kroy stated that both campuses adhere to accreditation requirements. The primary difference is that students are accepted on a rolling basis, rather than once a year as is the case at UW-La Crosse.

Regent Whitburn asked whether any components of the program will be offered at the Hudson campus. Provost Travis stated that the campus has a brand new state of the art athletics facility, at which all courses will be taught.

Regent Klein asked whether applicants will apply not only from the northwest region of Wisconsin but also from across the state. Dr. O’Kroy

UW-Whitewater. Appearing on behalf of the campus was Interim Provost Greg Cook, who was joined by Interim Dean of the College of Education, Dr. Robin Fox.

Interim Provost Cook explained that UW-Whitewater proposes to establish a Master of Science in Education (M.S.E.) in Higher Education Leadership. The proposed M.S.E. will comprise a stand-alone program, which replaces both the current Higher Education Leadership emphasis and Athletics Administration emphasis, within the M.S.E. in Professional Studies. The new stand-alone program will consist of courses focused entirely on post-secondary education, providing more focused and complete coverage of higher education issues.

This program responds to the growing professionalization of the higher education field, where a post-baccalaureate degree is increasingly required for entry-level administrative positions at technical schools, colleges, and universities. Graduates will have a strong understanding of how to: analyze research related to an original problem on current issues in higher education; implement policy; utilize research and theory to guide and improve practice; connect scholarship from a variety of areas related to higher education and collaborate across higher education units; and engage in data-based decision making.

Interim Dean Fox reported that recent graduates of the current major have secured employment as career advisors and academic advisors at regional universities, as well as positions in athletic departments of regional two-year and four-year higher education institutions. They also have secured entry-level and advanced positions, and some graduates are pursuing doctoral degrees at other universities.

Regent Whitburn asked whether this program was advanced by faculty or the UW-Whitewater administration. Interim Provost Cook reported that the current concentration was originally housed in the K-12 curriculum, but the concentration is in higher education. Thus, it was the faculty who sought to have the major focus on higher education solely. So the degree program has been advanced by the faculty, in order to better tailor coursework to the higher education field.

Regent Klein asked whether this degree program is flexible enough to train students for administration positions outside of the higher education sector. Interim Provost Cook stated that this degree is designed for higher education, specifically student affairs and athletics administration.

Regent Klein asked the campus leaders to look at the degree program at Northwestern University which is more expansive, and which may provide ideas for growth of the UW-Whitewater program.

Approval of the Procedures Relating to Financial Emergency or Program Discontinuance Requiring Faculty Layoff and Termination. Appearing on behalf of UW-La Crosse was Assistant Vice Chancellor Sandy Grunwald, and appearing on behalf of UW-Platteville was Provost Joanne Wilson. Both leaders reported on the processes by which the policies and procedures were approved and reviewed on their respective campuses.

Regent Klein asked Dr. Grunwald whether there are any significant differences between this policy and those policies approved at other campuses. Vice Chancellor Grunwald stated that the UW-La Crosse policy is not different, but rather similar to the other campuses that have campus-level policies.

Regent Klein asked Provost Wilson whether there are any significant differences between this policy and those policies approved at other campuses. Provost Wilson stated that the UW-Platteville policy is not different, but rather similar to the other campuses that have campus-level policies.

Regent Klein asked whether the UW System Board of Regent policy is in place for campuses that do not have campus-level policies. UW System General Counsel Quinn Williams joined the committee and stated that this is correct: For all campuses that do not have their own policy, the UW System Board of Regents policy is in effect.

Regent Whitburn asked whether any other campuses were in the process of developing their own policies. General Counsel Williams stated that only UW-Stout has identified their desire to develop a campus-level policy, and that other campuses may be in dialogue regarding doing so, but no additional campuses have sought legal counsel for the development of such policies.

Vice President's Report. Karen Schmitt, Interim Vice President for Academic and Student Affairs provided a status update on both the UW System Digital Learning Environment, and the UW System Task Force for Advancing Teacher Education and School Leaders for Wisconsin.

Regent Klein expressed gratitude for Interim Vice President Schmitt for her service and for achieving excellence in the role.

Regent Klein called the Education Committee meeting to conclusion at 11:52 a.m.