

Date: 21 November 2017

To: Academic Senate
From: Academic Program Review Council
Subject: Recommendations to the Academic Senate

In accordance with the guidelines set forth in *Academic Program Review: A Guide for Participants* and *Academic Program Review: A Guide for Accredited Programs*, the Academic Program Review Council (APRC) presents these recommendations for Senate consideration. The recommendations are in three categories—general, process-related, and program-specific.

Academic program review began at Ferris in 1988, and has continued uninterrupted since 1995. This cycle we present the twenty-second continuous year of program review recommendations. The dedication to assessment is showcased with this process, and the process showcases the dedication Ferris has toward assessment and continuous improvement.

These recommendations are the product of work done over the course of a year by more than one hundred faculty members, administrators, and friends of degree programs. Beginning in early September, the APRC has met for three hours on Tuesday and Thursday evenings for ten weeks. The council met with program representatives and formulated recommendations. There were many additional hours spent at-home, in offices, or when there was a break between classes; reading and analyzing program review reports. It is the hard work of the council members that make these recommendations possible. Though the recommendation at times may not be what a program wants to hear, it is given with the best intention to foster a stronger program and improved curriculum.

It has been both a learning experience and an honor to serve on this council. Those who serve on APRC do not regret the experience. By our participation in this process, faculty determine the destiny of academic programs. I would like to thank the members of the 2017/2018 Academic Program Review Council. Program review is a time-consuming and challenging endeavor. The council members each year take on this challenge with hard work and dedication to make Ferris a better learning community. Additional thanks to Sylvia Maixner for making all the arrangements and handling logistics.

2017/2018 APR Council Members

Ann Breitenwischer – FLITE Faculty
Debbie Dawson – Engineering Technology
Christiaan Desmond – Engineering Technology
Steve Johnson – Engineering Technology
Cindy Seel – Health Professions
Roberta Teahen – Ex Officio Member for the Provost

Sincerely,

Gareth Todd – Engineering Technology
Chair

Academic Program Review Council
Report to the Senate 2017/2018 Cycle

PROCESS IMPROVEMENT RECOMMENDATIONS

These recommendations are designed to make the academic program review process more efficient and effective. Recommendations come from council members who have gone through the APR process themselves (as program representatives or PRP chairs) in addition to serving on the APRC for many years.

- I.** The file submitted by the PRP must be PDF, in one document, searchable, and uploaded to the Learning Management System (Blackboard).
- II.** Put in place a system in which programs approved by UCC are placed directly into the calendar for a three (provisional) or six-year rotation for non-accredited programs.
- III.** Certificates of accredited programs are granted accreditation status by virtue of all the courses being under the accredited program.
- IV.** Programs with verified program and course level student learning outcomes housed in TracDat, and with a plan for use in program continuous improvement are only required to include a summary in their APR report.
 - a. This would require confirmation from the Dean's office or Provost
- V.** Add checklist in the APR manual for topics to address.
 - a. As faculty lines are being reduced and/or not replaced, programs are forced to cut back on non-academic projects. This checklist would focus on the attributes that the APR Council use as the basis for evaluating the program report.
- VI.** Programs with all faculty CVs housed in Digital Measures are not required to include them in the APR Report. This would be verified by a check box on the signature page (Dean).

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Academic Program Review Council
Report to the Senate 2017/2018 Cycle

GENERAL RECOMMENDATIONS

These recommendations accompany and complement the recommendations for specific degree programs. They also address policy issues broadly relevant to program review.

- I.** Create new category – Continue the Program with Collaborative Efforts
 - a. In the spirit of Cross-Curricular Collaboration, the council would like to have the ability to assist programs in exploring potential opportunities with other programs outside their college.
- II.** Allow programs to hire earlier in the season to foster a better pool of candidates.
 - a. Delays in approval for hiring are detrimental to finding quality candidates.
- III.** An equipment repair and replacement fund be established.
 - a. Programs struggle to maintain, and purchase new, equipment on Supply and Expense dollars.
- IV.** Provide dedicated programmatic Marketing and Advancement dollars.
- V.** Embedded advisors and recruiters in each of the colleges.
 - a. Return to the model of each college having a dedicated recruiter knowledgeable on all programs within that college.
- VI.** A taskforce be formed to find a solution to the monitoring of minors, in particular, those which are *unattached*.
- VII.** University explore TracDat outcomes directly populated by grade entry in Banner, or by individual assignment grade entry in Blackboard (or equivalent Learning Management System).
 - a. To better facilitate faculty *buy-in* to: updating TracDat, creating assessment reports for APR, serving on APR, and continuous improvement.

21 November 2017

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **History**
CC: Jana Pisani, Kimn Carlton-Smith, Joe Lipar, Kristi Haik, Charles Bacon, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

History (BA)
History Minor

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program with Reporting: The program merits continuation. However, documented problem areas exist, and the faculty and administration of the program will be asked to report as to program progress in solving these problems. Circumstances that may warrant reporting include (but are not limited to) stagnant enrollment, lack of clearly defined short and long-term strategic plans, and a lack of clearly defined or consistently implemented measures of program-level student learning outcomes.

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by offering opportunities for lifelong learning and a ladder to advanced degrees for their students.
- **Program Visibility and Distinctiveness:** The program routinely holds campus and community events highlighting political engagement and historical perspectives on various topics.
- **Program Value:** The program's goal is to break down stereotypes about academic scholarship by sharing with students a variety of topics and issues that directly demonstrate the relevance of history in the 21st century.
- **Program Enrollment:** In Fall 2017, the program had approximately 22 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Students are prepared to enter the job market, educate, or ladder into advanced degrees.
- **Quality of Curriculum and Instruction:** The curriculum and instruction are of high quality.
- **Composition and Quality of Faculty:** The faculty are qualified.

IV. ASSESSMENT:

- Program Level Student Learning Outcomes are established, but no data has been collected.
- No evidence that the program has a curriculum map.

- No evidence of program-level student learning outcomes housed in TracDat, however, the program has indicated it will upload student learning outcomes and assessment data into TracDat at some point in the future.
- No evidence of continuous program improvement through use of program-level learning outcome analysis.

V. APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- The program has a dedicated coordinator.
- Aggressive Ferris student community engagement.
- The program's philosophy of making history relevant in the twenty-first century.
- Promotes critical evaluation of historical information from a variety of sources.

VI. APRC RECOMMENDS AN UPDATED REPORT REGARDING PROGRAM STATUS BASED ON THE FOLLOWING:

- The History program does not appear to make program improvement decisions based on formal processes and procedures or the analysis of collected data.
- The History program does not appear to follow a strategic plan for enrollment growth and quality program improvements.

VII. IT IS REQUESTED THAT THE PROGRAM SUBMIT A REPORT TO THE PROGRAM REVIEW COUNCIL NO LATER THAN SEPTEMBER 15, 2019 WHICH IS TO INCLUDE THE FOLLOWING:

- Program-level student learning outcomes, assessment methods, and the process for program improvement based on assessment analysis results and evidence that they are housed in TracDat.
- A strategic plan for continuous improvement and enrollment growth.

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Multicultural Relations Minor**
CC: Michael Berghoef, Richard Scott Cohen, Kristi Haik, Charles Bacon, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Multicultural Relations Minor

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program with Reporting: The program merits continuation. However, documented problem areas exist, and the faculty and administration of the program will be asked to report as to program progress in solving these problems. Circumstances that may warrant reporting include (but are not limited to) stagnant enrollment, lack of clearly defined short and long-term strategic plans, and a lack of clearly defined or consistently implemented measures of program-level student learning outcomes.

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by offering a unique perspective on diversity and inclusion.
- **Program Visibility and Distinctiveness:** The program compliments majors that prepare students for real-life experiences with the diverse culture in which we live.
- **Program Value:** Students who hold this minor will have an advantage in many professional roles.
- **Program Enrollment:** In Fall 2017, the program had approximately 2 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Students, working in fields with culturally diverse colleagues and employees will possess a better perspective of their culture, religions, and concerns. This in-turn will foster a better workplace environment.
- **Quality of Curriculum and Instruction:** Curriculum requires formal review to ensure high quality.
- **Composition and Quality of Faculty:** Faculty are comprised of many different programs and are well-qualified.

IV. ASSESSMENT:

- The program has some student-learning outcomes at the program-level.
- The program does not have a formalized curriculum map.
- The program has program-level learning outcomes housed in TracDat, however by their own admission, some of the courses are not listed properly and/or missing.

- Limited evidence of effective continuous program improvement through use of program-level learning outcome analysis.
- Limited evidence of the use of a strategic plan for continued program quality improvement.

V. APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- Overall, the program's mission is aligned with the missions of the College of Arts and Sciences and the University.
- The program prepares students to work in culturally diverse environments.
- The program is composed entirely of existing courses housed in ten other departments.
- The program aligns well with the statement, "Ferris serves our rapidly changing global economy and society."

VI. APRC RECOMMENDS AN UPDATED REPORT REGARDING PROGRAM STATUS BASED ON THE FOLLOWING:

- The program has had little to no oversight. Creators (early 1990's) of the program have since retired or moved on. Those that took over have also retired or left Ferris.
- The program was not championed since the last APR (2010) and has done little work to create outcomes and house them in TracDat, until recently.
- While course level outcomes are now, for the most part, in TracDat data have not been collected or utilized for continuous improvement.
- The program has a mission statement; however, the council feels that it is in need of attention.
- There are Program Goals listed, but they are also in need of attention.

VII. IT IS REQUESTED THAT THE PROGRAM SUBMIT A REPORT TO THE PROGRAM REVIEW COUNCIL NO LATER THAN SEPTEMBER 15, 2019 WHICH IS TO INCLUDE THE FOLLOWING:

- Program-level student learning outcomes, assessment methods, and the process for program improvement based on assessment analysis results.
- Revise/create short and long term strategic plan for increased enrollment, program direction, and quality including measurable program goals.
- Revise the mission statement to provide better program guidance to prevent program identity loss should the current/future champion(s) leave or retire.

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Pre-Pharmacy**
CC: David Frank, Joe Lipar, Kristi Haik, Charles Bacon, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Pre-Pharmacy AS

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program with Reporting: The program merits continuation. However, documented problem areas exist, and the faculty and administration of the program will be asked to report as to program progress in solving these problems. Circumstances that may warrant reporting include (but are not limited to) stagnant enrollment, lack of clearly defined short and long-term strategic plans, and a lack of clearly defined or consistently implemented measures of program-level student learning outcomes.

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by offering a path to baccalaureate and advanced degrees.
- **Program Visibility and Distinctiveness:** Students in the program are prepared for entering a Pharm. D. or a baccalaureate program, presumably at Ferris.
- **Program Value:** Program graduates can hold a wide variety of professional positions, or continue their education.
- **Program Enrollment:** In Fall 2017, the program had approximately 235 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Students may enjoy enhanced employment opportunities in the State of Michigan and throughout the United States, or further their education.
- **Quality of Curriculum and Instruction:** Curriculum is of high quality.
- **Composition and Quality of Faculty:** The faculty are well-qualified.

IV. ASSESSMENT:

- The program has student-learning outcomes at the program-level.
- The program does not have a curriculum map.
- The program does not have program-level learning outcomes housed in TracDat.
- Limited evidence of effective continuous program improvement through use of program-level learning outcome analysis.
- Limited evidence of the use of a strategic plan for continued program quality improvement.

V. APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- The program's mission is aligned with the missions of the College of Arts and Sciences and the University.
- The program has three professional advisors.
- The program rates highly among graduates as evidenced by graduate surveys.
- The program offers graduates an opportunity to pursue BS degrees and/or Pharm. D.
- Program faculty serve majors and other FSU students through General Education offerings and are of high quality.

VI. APRC RECOMMENDS AN UPDATED REPORT REGARDING PROGRAM STATUS BASED ON THE FOLLOWING:

- The program has no student learning outcomes at the program-level housed in TracDat
- The program does not appear to have formalized a long-term strategic plan with measurable plans of action for improved program quality.
- The program shows little evidence of assessment of student learning outcomes being used for continuous improvement of the program.
- The program does not have a dedicated person to champion the program.

VII. IT IS REQUESTED THAT THE PROGRAM SUBMIT A REPORT TO THE PROGRAM REVIEW COUNCIL NO LATER THAN SEPTEMBER 15, 2019 WHICH IS TO INCLUDE THE FOLLOWING:

- Program-level student learning outcomes, assessment methods, and the process for program improvement based on assessment analysis results.
- Short and long term strategic plan for increased enrollment, program direction, and quality including measurable program goals.
- Identify a program champion.

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Pre-Science**
CC: Beth Zimmer, Joe Lipar, Kristie Haik, Charles Bacon, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Pre-Science (AAS)

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Close the Program: The program merits closure.

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by offering an enhanced educational opportunity.
- **Program Visibility and Distinctiveness:** The program was an entry point for those students interested in a higher science degree.
- **Program Value:** The program offers a curricular value to many programs within the General Education program.
- **Program Enrollment:** In Fall 2017, the program had approximately 162 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Graduates of the program enjoy enhanced skills that serve them well through a further course of study, but limited value alone in the marketplace.
- **Quality of Curriculum and Instruction:** The program has requested closure based on the completion of the APR process and the newly created Natural Science program. As “Pre” degrees have limited value beyond further academics, this degree will not best serve the needs of students.
- **Composition and Quality of Faculty:** The faculty are well-qualified, but both faculty and students would benefit from the newly created Natural Science AAS degree within the College of Arts and Sciences.

IV. ASSESSMENT:

- Little evidence of student-learning outcomes at the program-level.
- No evidence of a program-level student-learning outcome curriculum map.
- No evidence of program-level learning outcomes housed in TracDat.

- No evidence of continuous program improvement through use of program-level learning outcome analysis.
- No evidence of the development and implementation of a strategic plan for continued program improvement.
- The program has been replaced by a Natural Science AAS.

V. APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- The program has dedicated program faculty.
- Program graduates are learning a valuable skillset, but are entering a field with limited specific program demand.
- Program courses provide curricular value to the College of Arts and Science.

VI. APRC RECOMMENDS CLOSURE BASED ON THE FOLLOWING:

- The program completed the APR report and requested the program be closed within that document.
- Students would be better served with the newly created degree.

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Psychology**
CC: Christopher Redker, Meral Topcu, Joe Lipar, Kristie Haik, Charles Bacon,
Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Psychology BS
Psychology Minor

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program: - The program merits continuation.

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by offering a career and educational ladder opportunities and lifelong learning for FSU students.
- **Program Visibility and Distinctiveness:** Offers students a valuable internship/practicum experience. Few other programs have this requirement.
- **Program Value:** The program faculty serve the university community through committee service as well as assisting with other programs and divisions, such as the counseling center and Family Independence Center.
- **Program Enrollment:** In Fall 2017, the program had approximately 115 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Seventy-one percent of the students plan to achieve a higher degree, and forty-six percent planned to enter a master's level program. Most have the ability to be employed immediately upon graduation.
- **Quality of Curriculum and Instruction:** Quality curriculum and instruction.
- **Composition and Quality of Faculty:** The faculty are qualified.

IV. ASSESSMENT:

- The program has a strategic plan.
- The program has student-learning outcomes at the program-level.
- The Program has a curricular map.
- The program has student-learning outcomes at the program-level housed in TracDat.
- There is evidence of continuous program improvement through use of program-level learning outcome analysis.

V. APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- The program established an advisory board.
- The program has a dedicated coordinator.
- The program faculty volunteer to help with student research
- Program administration rate the program good quality.
- The program has enjoyed increased enrollment.

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Advertising/Integrated Marketing Communications**
CC: Susan Jones, Laura Dix, Jeff Ek, Dave Nicol, Charles Bacon, Roberta Teahen, Paul Blake

VII. IDENTITY OF PROGRAM:

Advertising/Integrated Marketing Communications BS, Minor, and Certificate
Digital Marketing Minor and Certificate
Business to Business Marketing Certificate
Direct Marketing Certificate

VIII. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program: The program merits continuation.

IX. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by providing a quality educational experience, and fosters an environment of lifelong learning.
- **Program Visibility and Distinctiveness:** The program serves an in-demand field as well as providing support to core College of Business programs.
- **Program Value:** Services Ferris Statewide with courses which may be used as 300 level electives within other Business majors.
- **Program Enrollment:** In Fall 2017, the program had approximately 52 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Graduates of the program enjoy employment opportunities in Michigan and throughout the United States.
- **Quality of Curriculum and Instruction:** Curriculum and instruction are of high quality.
- **Composition and Quality of Faculty:** The faculty are well qualified.

X. ASSESSMENT:

- The program has student-learning outcomes at the program-level.
- The program houses program outcome results in TracDat.
- The program uses learning outcome results to make quality improvement decisions.
- The program does not have a clearly defined strategic plan.

XI. APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- The program has extremely dedicated faculty.
- The program has enjoyed significant growth in the BS.

- The program has a long history at Ferris and is housed in the College of Business giving their graduates a strong business background. Most competing programs are not in a business college.
- The program holds campus events, which increases visibility and is an asset to the university community.
- The program offers a unique opportunity for students to complete a portfolio which includes their capstone projects.

XII. APRC OFFERS THE FOLLOWING SUGGESTIONS FOR PROGRAM IMPROVEMENT:

- The program is encouraged to continue to strive toward quality improvement through enhanced monitoring and analysis of program graduates.
- The program is encouraged to implement a formalized long-term and short-term strategic plan for quality program improvement.

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Computer Information Systems**
CC: Jimmy Joseph, Jeff Ek, David Nicol, Charles Bacon, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Computer Information Systems BS
Computer Information Systems AAS
Computer Information Systems Minor

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program with Reporting: The program merits continuation. However, documented problem areas exist, and the faculty and administration of the program will be asked to report as to program progress in solving these problems. Circumstances that may warrant reporting include (but are not limited to) stagnant enrollment, lack of clearly defined short and long-term strategic plans, and a lack of clearly defined or consistently implemented measures of program-level student learning outcomes.

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by offering a career education and opportunities for lifelong learning for FSU students.
- **Program Visibility and Distinctiveness:** Encourages multiple internships, offers hands-on training with projects and presentations.
- **Program Value:** The program is offering more SAP courses and is seeking SAP certification. The program offers courses leading to a CIS BS and Accountancy-CIS BS at Statewide locations.
- **Program Enrollment:** In Fall 2017, the program had approximately 135 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Students enjoy enhanced employment opportunities with near zero percent unemployment rate.
- **Quality of Curriculum and Instruction:** Quality curriculum and instruction.
- **Composition and Quality of Faculty:** The faculty are well qualified and of adequate number.

IV. ASSESSMENT:

- Limited evidence of student-learning outcomes at the program-level.
- No evidence that the program has a curriculum map.
- No evidence of program-level learning outcomes housed in TracDat.

- No evidence of continuous program improvement through use of program-level learning outcome analysis.
- The program does not have a dedicated coordinator.

V. APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- Dedicated faculty willing to pool their PDI money to try new software.
- The program enjoys a highly involved advisory board.
- The program offers an opportunity for advanced SAP courses.
- The program offers courses leading to degrees Statewide.
- Program administration rate the program good quality.

VI. APRC RECOMMENDS AN UPDATED REPORT REGARDING PROGRAM STATUS BASED ON THE FOLLOWING:

- The program does not currently have program-level student-learning outcomes housed in TracDat.
- The program does not appear to make improvement decisions based on formal processes and procedures or the analysis of collected data.
- The program does not appear to follow a strategic plan for program quality improvements and increased enrollment.

VII. IT IS REQUESTED THAT THE PROGRAM SUBMIT A REPORT TO THE PROGRAM REVIEW COUNCIL NO LATER THAN SEPTEMBER 15, 2018 WHICH IS TO INCLUDE THE FOLLOWING:

- Program-level student learning outcomes, assessment methods, and the process for program improvement based on assessment analysis results.
- Evidence that program-level student-learning outcomes are housed in TracDat.
- Evidence that program-level student-learning outcomes data are collected and utilized for continuous improvement efforts.
- A strategic plan implementing outcomes for the purpose of improving program quality and increasing enrollment.

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Healthcare Marketing**
CC: Clay Dedeaux, Laura Dix, Jeff Ek, Dave Nicol, Charles Bacon, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Healthcare Marketing BS

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program: The program merits continuation.

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by providing a quality educational experience and opportunities for lifelong learning.
- **Program Visibility and Distinctiveness:** Provides healthcare employers with a market-ready class of young adults.
- **Program Value:** The only Healthcare Marketing Program in the U.S. to offer a BS degree.
- **Program Enrollment:** In Fall 2017, the program had approximately 10 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Graduates of the program enjoy employment opportunities in Michigan and throughout the United States.
- **Quality of Curriculum and Instruction:** Curriculum and instruction are of high quality. Coursework is sourced in two colleges.
- **Composition and Quality of Faculty:** The faculty are well qualified and are utilized in other programs within the College of Business.

IV. ASSESSMENT:

- The program has student-learning outcomes at the program-level.
- The program houses program outcome results in TracDat.
- The program has evidence of a strategic plan and has evidence that it is used, in addition to data analysis, to make improvement decisions.

V. APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- The program has begun to monitor quality through use of program-level student learning outcomes.
- There was evidence of a strategic plan, however, it was not specific to the program.

VI. APRC OFFERS THE FOLLOWING SUGGESTIONS FOR PROGRAM IMPROVEMENT:

- The program is encouraged to continue to strive toward quality improvement through enhanced monitoring and analysis of program graduates.
- The program is encouraged to implement a formalized strategic plan, both long-term and short-term, specifically for this program.
- As the program is newly established, they are encouraged to continue collecting outcomes data and using the results to make quality improvement decisions.

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Human Resource Management**
CC: Carol Rewers, Beverly DeMarr, Gayle Lopez, David Nicol, Charles Bacon, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Human Resource Management BS
Human Resource Management Minor
Human Resource Management Certificate

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program with Reporting: The program merits continuation. However, documented problem areas exist, and the faculty and administration of the program will be asked to report as to program progress in solving these problems. Circumstances that may warrant reporting include (but are not limited to) stagnant enrollment, lack of clearly defined short and long-term strategic plans, and a lack of clearly defined or consistently implemented measures of program-level student learning outcomes.

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by offering a career education and opportunities for lifelong learning for FSU students.
- **Program Visibility and Distinctiveness:** The program offers a minor, and includes other courses not considered at competing institutions, giving the Ferris student a distinct advantage.
- **Program Value:** The program offers the opportunity for students to become industry certified.
- **Program Enrollment:** In Fall 2017, the program had approximately 56 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Students enjoy enhanced employment opportunities with a near zero percent unemployment rate.
- **Quality of Curriculum and Instruction:** Quality curriculum and instruction.
- **Composition and Quality of Faculty:** The faculty are well qualified.

IV. ASSESSMENT:

- The program has student-learning outcomes at the program-level.
- No evidence that the program has a curriculum map.
- The program has program-level learning outcomes housed in TracDat.

- No evidence the program is using student-learning outcomes to guide continuous improvement decisions.
- The program has limited oversight. There is only one faculty dedicated to teach within the program. All other courses are designated with another prefix.

V. APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- Offers flexibility to the students to enter the program.
- The program has enjoyed enrollment growth since the last APR
- Program administration rate the program good quality.

VI. APRC RECOMMENDS AN UPDATED REPORT REGARDING PROGRAM STATUS BASED ON THE FOLLOWING:

- The program does not appear to make program improvement decisions based on formal processes and procedures or the analysis of collected data.
- The program does not appear to follow a strategic plan for enrollment growth and quality program improvements.
- The program only has one fulltime faculty within the program and utilizes other departments to teach classes within the program.

VII. IT IS REQUESTED THAT THE PROGRAM SUBMIT A REPORT TO THE PROGRAM REVIEW COUNCIL NO LATER THAN SEPTEMBER 15, 2019 WHICH IS TO INCLUDE THE FOLLOWING:

- A strategic plan for increasing enrollment and improving program quality.
- A faculty and administrative plan that ensures long-term quality improvement and program oversight.
- A plan to utilize program level student learning outcomes in the process of continuous program improvement.

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Marketing**
CC: Linda Fernandes-Butler, Laura Dix, Jeff Ek, David Nicol, Charles Bacon, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Marketing BS

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program with Enhancement: The program merits enhancement based on increased enrollment, community service and outreach, and faculty engagement. The program has been able to double the number of students without additional faculty.

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by offering a career education and opportunities for lifelong learning for FSU students.
- **Program Visibility and Distinctiveness:** A major distinction for this program is the depth of marketing coursework required. Students must complete a total of 45 marketing credits for this program, which exceeds competitive programs by a significant margin. Ferris offers a greater variety of coursework than is available at competitor programs, and focuses on areas within marketing in high demand, such as Professional Sales and E-Commerce (Digital) Marketing.
- **Program Value:** As part of their coursework, faculty members have their students provide marketing research insights to several non-profit organizations in the community. The American Marketing Association RSO has been recognized as a Five Star organization for their many community and university service activities.
- **Program Enrollment:** In Fall 2017, the program had approximately 141 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Students enjoy employment opportunities in the State of Michigan, throughout the United States, and the world.
- **Quality of Curriculum and Instruction:** Curriculum and instruction are high quality.
- **Composition and Quality of Faculty:** The faculty are well-qualified.

IV. ASSESSMENT:

- Student-learning outcomes at the program-level.
- The program has a curriculum map.
- Program-level learning outcomes housed in TracDat.

- Strong evidence of continuous program improvement through use of program-level learning outcome analysis.

V. APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- Program growth has been steady over the past five years, demonstrating its viability and desirability among students and other stakeholders. The number of program graduates has also risen over the same period, reinforcing this position.
- The student chapter of the American Marketing Association has become recognized through successful competition at the national level.
- The program provides students with the marketing skills and hands-on application of knowledge required to succeed in their future careers in a global economy.
- The program faculty serve majors and students throughout the College of Business.
- The program has experienced faculty, who are dedicated to the success of the degree.
- The program's mission aligns with the mission of the College of Business and the University.

VI. APRC RECOMMENDS ENHANCEMENT BASED ON THE FOLLOWING:

- The increase in enrollment. The program has enjoyed a recent 30% growth in the BS. The program has also doubled enrollment with no new faculty.
- Community Service in several aspects, most notably the involvement with marketing non-profits in the area.
- The program has an active involvement with its RSO and involves the RSO in community outreach.

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Dental Hygiene BS**
CC: Kathleen Harlan, Kimberly Beistle, Theresa Raglin, Matthew Adeyanju, Charles Bacon, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Dental Hygiene AAS to BS Completion BS

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program with Enhancement: The program has experienced significant success in the short time it has been operational. The PCAF identified the need for more faculty within three years and faculty loading, along with increased enrollment, now make this a necessity. There are currently no faculty dedicated to the BS, and recent legislation will make this degree even more appealing among practicing hygienists.

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by offering a career enhancing education and opportunities for lifelong learning for FSU students.
- **Program Visibility and Distinctiveness:** The program is unique in allowing practicing hygienists the opportunity to change from a clinical setting, to corporate careers and advanced degrees beyond baccalaureate.
- **Program Value:** The program faculty serve other College of Health Professions programs through teaching courses used throughout the college.
- **Program Enrollment:** In Fall 2017, the program had approximately 42 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Students enjoy employment opportunities in the State of Michigan and throughout the United States.
- **Quality of Curriculum and Instruction:** Curriculum and instruction are high quality.
- **Composition and Quality of Faculty:** The faculty are well-qualified.

IV. ASSESSMENT:

- Student-learning outcomes at the program-level.
- The program has a curriculum map.
- Program-level learning outcomes are housed in TracDat.
- Strong evidence of continuous program improvement through use of program-level learning outcome analysis.

V. APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- Dedicated faculty on the leading edge of program offerings.
- The program offers a unique opportunity of advanced degrees and employment beyond clinician.
- The program faculty serve majors and students throughout the College of Health Professions.
- The program has experienced faculty, who are dedicated to the success of the degree.
- The program's mission aligns with the mission of the College of Health Professions and the University.

VI. APRC RECOMMENDS ENHANCEMENT BASED ON THE FOLLOWING:

- The rapid increase in enrollment.
- Pending legislation will escalate the need for this degree among practicing clinicians.
- No dedicated faculty to this degree, most are maintaining overloads to teach in this and the AAS degree.
- Need for additional faculty at the three-year mark was correctly identified in the PCAF.
- Program faculty use of outcomes assessment and program continuous improvement is exemplary and is well documented.

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Architecture**
CC: Diane Nagelkirk, Robert Eastly, Larry Schult, Charles Bacon, Roberta Teahen,
Paul Blake

I. IDENTITY OF PROGRAM:

Architectural Technology AAS
Architecture and Sustainability BS

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program – The program merits continuation.

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by providing a quality, real-life studio environment, educational experience and opportunities for lifelong learning.
- **Program Visibility and Distinctiveness:** The program serves an in-demand field as well as providing a pathway to advanced degrees.
- **Program Value:** The program serves majors and the Facilities Management accredited BS.
- **Program Enrollment:** In Fall 2017, the program had approximately 88 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Graduates of the program enjoy employment opportunities in Michigan and throughout the United States. Many (about half) continue their education at the graduate level.
- **Quality of Curriculum and Instruction:** Curriculum and instruction are of high quality.
- **Composition and Quality of Faculty:** The faculty are well qualified.

IV. ASSESSMENT:

- The program has student-learning outcomes at the program-level.
- The program houses program outcome results in TracDat.
- The program uses learning outcome results to make quality improvement decisions.
- The program has a clearly defined long-term strategic plan and goals for continued program improvement.

V. APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- Flexibility of AAS degree to feed into a number of other programs for 4-year completion. In addition, faculty are seeking a program change to meet NAAB accreditation requirements.
- The program has dedicated faculty who teach in both Architecture and Facilities Management.
- The program monitors quality through use of a strategic plan and program-level student learning outcomes.
- The program is in the process of establishing a 5-year BS, which is consistent with industry standards and expectations.
- The program has recently acquired new accommodations in the form of industry standard studios, which provides a unique educational experience for their students.
- The program utilizes its advisory board for continuous improvement and in interaction with students.

VI. APRC OFFERS THE FOLLOWING SUGGESTIONS FOR PROGRAM IMPROVEMENT:

- The program is encouraged to continue to strive toward quality improvement through enhanced monitoring and analysis of program graduates.
- The program continues to run below capacity. The program is encouraged to continue to market and promote its unique program.
- **Collaborative Efforts:** The program is encouraged to explore cross-curricular collaboration with Digital Animation Game Design. The program expressed a desire to enhance animation within the program and DAGD has expressed a similar desire to work in the built environment virtual design arena. APRC feels both programs have qualities to offer the other program and that both programs would grow and benefit from collaboration.

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Digital Animation Game Design**
CC: David Baker, Glen Okonoski, Arrik Jackson, Charles Bacon, Roberta Teahen,
Paul Blake

I. IDENTITY OF PROGRAM:

Digital Animation and Game Design BAS

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program – The program merits continuation.

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by providing a quality educational experience and opportunities for lifelong learning.
- **Program Visibility and Distinctiveness:** The program serves a multi-billion-dollar industry, which is growing exponentially. In the last twelve years, the industry has seen a \$23B expansion.
- **Program Value:** The program serves majors and, until recently, students from Kendall.
- **Program Enrollment:** In Fall 2017, the program had approximately 234 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Graduates of the program enjoy employment opportunities in Michigan, throughout the United States, and the world.
- **Quality of Curriculum and Instruction:** Curriculum and instruction are of high quality.
- **Composition and Quality of Faculty:** The faculty are well qualified.

IV. ASSESSMENT:

- The program has student learning outcomes at the program-level.
- The program houses program outcome results in TracDat.
- The program has a clearly defined long-term strategic plan. The plan includes initiatives and goals for continuous improvement.

V. APCR NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- The program has dedicated faculty in sufficient numbers to provide excellence in education.
- The program monitors quality through use of a strategic plan.
- The program uses student learning outcomes in its assessment and they are housed in TracDat.

- The program has recently moved to the Big Rapids campus and has enjoyed steady growth.
- The program utilizes its advisory board for continuous improvement and in interaction with students. The advisory board actively hires program graduates.
- The program was rated 16th of the 150 top programs reviewed by Princeton Review.

VI. APRC OFFERS THE FOLLOWING SUGGESTIONS FOR PROGRAM IMPROVEMENT:

- The program is encouraged to use learning outcomes to make quality improvement decisions.
- The program is encouraged to continue to strive toward quality improvement through enhanced monitoring and analysis of program level student learning outcomes.
- **Collaborative Efforts:** The program is encouraged to explore cross-curricular collaboration with Architecture. The program expressed a desire to work in the built environment virtual design arena and has industrial connections requesting they do so. Architecture expressed the desire to enhance animation within the program. APRC feels both programs have qualities to offer the other program and that both programs would grow and benefit from collaboration.

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Criminal Justice**
CC: Tim Eklin, Steve Hundersmarck, Arrick Jackson, Charles Bacon, Roberta Teahen,
Paul Blake

I. IDENTITY OF PROGRAM:

Criminal Justice BS
Pre-Criminal Justice AA
Forensic Science Minor
Homeland Security Minor

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program with Reporting: The program merits continuation. However, documented problem areas exist, and the faculty and administration of the program will be asked to report as to program progress in solving these problems. Circumstances that may warrant reporting include (but are not limited to) stagnant enrollment, lack of clearly defined short and long-term strategic plans, and a lack of clearly defined or consistently implemented measures of program-level student learning outcomes.

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by offering a career education for multiple positions in law enforcement, with opportunities for lifelong learning and advanced degrees.
- **Program Visibility and Distinctiveness:** The program is the largest in the state and is the program of choice in law enforcement.
- **Program Value:** The program enjoys a near equal enrollment of both male and female. The program offers multiple paths to cater to a wide variety of needs.
- **Program Enrollment:** In Fall 2017, the program had approximately 1100 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Students enjoy employment opportunities in the State of Michigan and throughout the United States.
- **Quality of Curriculum and Instruction:** Curriculum and instruction are high quality.
- **Composition and Quality of Faculty:** The faculty are well-qualified.

IV. ASSESSMENT:

- Limited evidence of student-learning outcomes at the program-level.
- No evidence that the program has a curriculum map.

- No evidence of program-level learning outcomes housed in TracDat.
- Limited evidence of continuous program improvement through use of program-level learning outcome analysis.
- No evidence of a strategic plan.

V. APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- The program has a new director who is working to correct the assessment deficiencies.
- They are the largest CJ program in the state.
- Students enjoy a 100% pass rate on qualification examinations.
- The program has dedicated faculty.
- The program's mission aligns with the mission of the College of Education and Human Services and the University.

VI. APRC RECOMMENDS AN UPDATED REPORT REGARDING PROGRAM STATUS BASED ON THE FOLLOWING:

- The Criminal Justice BS program does not appear to make program improvement decisions based on formal processes and procedures or the analysis of collected data.
- Faculty are at overload maximums in addition to travel. It is recommended that the program explore online delivery of more courses to reduce time spent on travel.

VII. IT IS REQUESTED THAT THE PROGRAM SUBMIT A REPORT TO THE PROGRAM REVIEW COUNCIL NO LATER THAN SEPTEMBER 15, 2018 WHICH IS TO INCLUDE THE FOLLOWING:

- Program-level student learning outcomes, assessment methods, and the process for program improvement based on assessment analysis results.
- A strategic plan for improving program quality.
- CoEHS administration work to reduce the overload and travel time for faculty.
- APRC acknowledges this assignment will be difficult considering the overload carried by the faculty and respectfully requests CoEHS administration assist with support resources.

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Criminal Justice**
CC: Nancy Hogan, Steve Hundersmarck, Arrick Jackson, Charles Bacon, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Criminal Justice MS

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program with Reporting: The program merits continuation. However, documented problem areas exist, and the faculty and administration of the program will be asked to report as to program progress in solving these problems. Circumstances that may warrant reporting include (but are not limited to) stagnant enrollment, lack of clearly defined short and long-term strategic plans, and a lack of clearly defined or consistently implemented measures of program-level student learning outcomes.

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by offering a career education for advancing careers in law enforcement, with opportunities for lifelong learning and leadership positions.
- **Program Visibility and Distinctiveness:** The program is the premier program in the state and is the program of choice in law enforcement.
- **Program Value:** The program serves cohorts in multiple locations statewide. The program offers multiple paths to cater to a wide variety of needs.
- **Program Enrollment:** In Fall 2017, the program had approximately 37 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Students enjoy employment opportunities in the State of Michigan and throughout the United States.
- **Quality of Curriculum and Instruction:** Curriculum and instruction are high quality.
- **Composition and Quality of Faculty:** The faculty are well-qualified.

IV. ASSESSMENT:

- Limited evidence of student-learning outcomes at the program-level.
- No evidence that the program has a curriculum map.
- No evidence of program-level learning outcomes housed in TracDat.
- Faculty travel excessively to facilitate delivery of the courses.

- Limited evidence of continuous program improvement through use of program-level learning outcome analysis.
- No evidence of a strategic plan.

V. APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- The program has a new director who is working to correct the assessment deficiencies.
- The program has dedicated faculty.
- The program is receptive to facilitating new cohorts at new locations statewide.
- The program's mission aligns with the mission of the College of Education and Human Services and the University.

VI. APRC RECOMMENDS AN UPDATED REPORT REGARDING PROGRAM STATUS BASED ON THE FOLLOWING:

- The Criminal Justice MS program does not appear to make program improvement decisions based on formal processes and procedures or the analysis of collected data.
- Faculty are at overload maximums in addition to travel. It is recommended that the program explore online delivery of more courses to reduce time spent on travel.

VII. IT IS REQUESTED THAT THE PROGRAM SUBMIT A REPORT TO THE PROGRAM REVIEW COUNCIL NO LATER THAN SEPTEMBER 15, 2018 WHICH IS TO INCLUDE THE FOLLOWING:

- Program-level student learning outcomes, assessment methods, and the process for program improvement based on assessment analysis results.
- A strategic plan for increasing enrollment and improving program quality CoEHS administration work to reduce the overload and travel time for faculty.
- APRC acknowledges this additional assignment will be difficult considering the overload carried by the faculty and respectfully requests CoEHS administration assist with support resources.

Accredited Programs

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Automotive Engineering Technology**
CC: Bill Wagner, Ben Upham, Larry Schult, Charles Bacon, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Automotive Engineering Technology
Automotive Service Technology (AAS)
Performance Motorsports (Certificate)

II. ACCREDITATION IN GOOD STANDING:

The program above has submitted a summary of their accreditation status in good standing as outlined in *Academic Program Review: A Guide for Accredited Programs*.

III. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program with Reporting: The accrediting agency, ETAC-ABET, has issued an interim accreditation good until September 30, 2018. This interim accreditation was to allow the program to address deficiencies found at the last site visit. The program must submit a plan of action to ETAC-ABET no later than July 1, 2018.

IV. RATING BASED ON CRITERIA:

- **Accrediting Organization:** ETAC-ABET
- **Enrollment:** In Fall 2017, the program had approximately 175 students enrolled.
- **Strategic Plan:** The program follows an outlined strategic plan for quality program improvement.
- **Program-Level Student Learning Outcomes:** Evidence that the program uses program-level student learning outcomes as part of their overall program quality improvement plan. As this is requirement of the program's accreditation process, council accepts the visiting team's findings.
- **Perceptions of Overall Program Quality:** The Dean rated the program high quality.

V. APRC RECOMMENDS REPORTING BASED ON THE FOLLOWING:

- The program is currently under Interim Accreditation. This accreditation will be re-evaluated during the summer of 2018.

VI. IT IS REQUESTED THAT THE PROGRAM SUBMIT A REPORT TO THE PROGRAM REVIEW COUNCIL NO LATER THAN SEPTEMBER 15, 2019 WHICH IS TO INCLUDE THE FOLLOWING:

- An updated copy of the Certificate of Accreditation in Good Standing from the issuing body ETAC-ABET.

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Heavy Equipment**
CC: Gary Maike, Ben Upham, Larry Schult, Charles Bacon, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Heavy Equipment Technology
Heavy Equipment Service Technology

II. ACCREDITATION IN GOOD STANDING:

The program above has submitted a summary of their accreditation status in good standing as outlined in *Academic Program Review: A Guide for Accredited Programs*.

III. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program – The program merits continuation as it is fully accredited in good standing by: National Automotive Technician's Education Foundation through 2020 (HEET), Associated Equipment Distributors through 2021(HEQT)

IV. RATING BASED ON CRITERIA:

- **Accrediting Organization:** National Automotive Technician's Education Foundation, Associated Equipment Distributors.
- **Enrollment:** In Fall 2017, the program had approximately 108 students enrolled.
- **Strategic Plan:** The program follows an outlined strategic plan for quality program improvement.
- **Program-Level Student Learning Outcomes:** Evidence that the program uses program-level student learning outcomes as part of their overall program quality improvement plan.
- **Perceptions of Overall Program Quality:** The program is of high quality.

V. NEXT PROGRAM REVIEW CYCLE

- Academic Program Review requests Heavy Equipment be placed on the three-year update cycle with the next update due September 1, 2020.

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Dental Hygiene**
CC: Kimberly Biestle, Theresa Raglin, Matthew Adeyanju, Charles Bacon, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Dental Hygiene AAS

II. ACCREDITATION IN GOOD STANDING:

The program above has submitted a summary of their accreditation status in good standing as outlined in *Academic Program Review: A Guide for Accredited Programs*.

III. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program – The program merits continuation as it is fully accredited in good standing by: Commission on Dental Accreditation through 2019.

IV. RATING BASED ON CRITERIA:

- **Accrediting Organization:** Commission on Dental Accreditation
- **Enrollment:** In Fall 2017, the program had approximately 39 students enrolled.
- **Strategic Plan:** The program follows an outlined strategic plan for quality program improvement.
- **Program-Level Student Learning Outcomes:** Evidence that the program uses program-level student learning outcomes as part of their overall program quality improvement plan. As this is requirement of the program's accreditation process, council accepts the visiting team's findings.
- **Perceptions of Overall Program Quality:** The program is of high quality.

V. NEXT PROGRAM REVIEW CYCLE

- Academic Program Review requests Dental Hygiene be placed on the three-year update cycle with the next update due September 1, 2020.

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Nuclear Medicine**
CC: Tim Vander Laan, Theresa Raglin, Matthew Adeyanju, Charles Bacon, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Nuclear Medicine Technology BS

II. ACCREDITATION IN GOOD STANDING:

The program above has submitted a summary of their accreditation status in good standing as outlined in *Academic Program Review: A Guide for Accredited Programs*.

III. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program – The program merits continuation as it is fully accredited in good standing by: Joint Review Committee on Educational Programs in Nuclear Medicine Technology Programs. The accreditation is through 2020.

IV. RATING BASED ON CRITERIA:

- **Accrediting Organization:** Joint Review Committee on Educational Programs in Nuclear Medicine Technology Programs.
- **Enrollment:** In Fall 2017, the program had approximately 25 students enrolled.
- **Strategic Plan:** The program follows an outlined strategic plan for quality program improvement.
- **Program-Level Student Learning Outcomes:** Evidence that the program uses program-level student learning outcomes as part of their overall program quality improvement plan. As this is requirement of the program's accreditation process, council accepts the visiting team's findings.
- **Perceptions of Overall Program Quality:** The program is of high quality.

V. NEXT PROGRAM REVIEW CYCLE

- Academic Program Review requests Nuclear Medicine be placed on the three-year update cycle with the next update due September 1, 2020.

Programs Returning with Reporting

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Film Studies**
CC: Susan Morris, Richard Scott Cohen, Kristi Haik, Charles Bacon, Roberta Teahen,
Paul Blake

I. IDENTITY OF PROGRAM:

Film Studies Minor

II. THE PROGRAM WAS REVIEWED DURING THE 2015/2016 CYCLE AND IT WAS RECOMMENDED THAT THE PROGRAM BE CONTINUED WITH REPORTING. A REPORT TO APRC, DUE 15 SEPTEMBER 2017, ASKED THE PROGRAM AND THE COLLEGE OF ARTS AND SCIENCES TO ADDRESS THE FOLLOWING:

- The administrative structure providing program oversight and program quality improvement.
- Clearly defined student-learning outcomes at the program-level, the measures used to define success, and the processes and procedures designed to use analysis results in decision-making.
- A curriculum map.
- Evidence of program-level learning outcomes housed in TracDat.
- Short and long-term strategic plan for enrollment growth and quality program improvements.

III. UPDATE:

- APR Council thanks the program for the report it provided. The program provided an outline of an administrative structure, which provides oversight and program quality improvement. The program has provided a curriculum map. The program has program-level student learning outcomes housed in TracDat, which are clearly defined, along with a short and long-term strategic plan. The program has not had the time to collect significant data from these outcomes.

IV. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program – The program merits continuation.

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **International Studies**
CC: Michael Bergoehf, Richard Scott Cohen, Kristi Haik, Charles Bacon, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

International Studies

II. THE PROGRAM WAS REVIEWED DURING THE 2017/2018 Cycle AND IT WAS RECOMMENDED TO CLOSE THE PROGRAM, AMMENDED BY THE SENATE TO CONTINUE THE PROGRAM WITH REPORTING. A REPORT TO APRC, DUE 15 SEPTEMBER 2017, ASKED THE PROGRAM AND COLLEGE OF ARTS AND SCIENCES TO ADDRESS THE FOLLOWING:

- The administrative structure providing program oversight and program quality improvement.
- Clearly defined student-learning outcomes at the program-level, the measures used to define success, and the processes and procedures designed to use analysis results in decision-making.
- A curriculum map.
- Evidence of program-level learning outcomes housed in TracDat.
- Short and long-term strategic plans for enrollment growth and quality program improvements.

III. UPDATE:

- The APR Council thanks the program for the report it provided. The program provided an outline of an administrative structure, which provides oversight and program quality improvement. The program has provided a curriculum map. The program has program-level student learning outcomes housed in TracDat, which are clearly defined, along with a short and long-term strategic plan. The program has not had the time to collect significant data from these outcomes.

IV. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program – The program merits continuation.

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Journalism and Technical Communication**
CC: Sandy Balkema, Jody Ollenquist, Kristi Haik, Charles Bacon, Roberta Teahen, Paul Blake

V. IDENTITY OF PROGRAM:

Journalism and Technical Communication (BS)

Technical and Professional Communication (BS)

Multi Media Journalism (Minor)

Technical Writing (Certificate)

Journalism (Certificate)

VI. THE PROGRAM WAS REVIEWED DURING THE 2017/2018 Cycle AND IT WAS RECOMMENDED THAT THE PROGRAM BE CONTINUED WITH REPORTING. A REPORT TO APRC, DUE 15 SEPTEMBER 2017, ASKED THE PROGRAM AND THE COLLEGE OF ARTS AND SCIENCES TO ADDRESS THE FOLLOWING:

- Program-level student learning outcomes, assessment methods, and the process for program improvement based on assessment analysis results for each of the following programs:
 - **Journalism and Technical Communication (BS)**
 - **Technical and Professional Communication (BS)**
 - **Multi Media Journalism (Minor)**
- Short and long term strategic plan for increased enrollment and program direction and quality including measurable program goals specific to each of the following programs:
 - **Journalism and Technical Communication (BS)**
 - **Technical and Professional Communication (BS)**

VII. UPDATE:

- APR Council thanks the program for the report it provided. Program-level student learning outcomes, assessment methods, and the process for program improvement based on assessment analysis results for each of the identified programs was provided. The program provided a short- and long-term strategic plan for increased enrollment and program direction and quality including measurable program goals specific to each of the identified programs.

VIII. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program – The program merits continuation.

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Mathematics**
CC: Kent Sun, Kirk Weller, Kristi Haik, Charles Bacon, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Applied Mathematics (BS)
Actuarial Science (BS)
Applied Mathematics / Computer Sciences Concentration (BS)
Pre-Engineering (AS)
Computer Science (Minor)
Computer Science (Certificate)
Mathematics (Minor)

II. THE PROGRAM WAS REVIEWED DURING THE 2017/2018 Cycle AND IT WAS RECOMMENDED THAT THE PROGRAM BE CONTINUED WITH REPORTING. A REPORT TO APRC, DUE 15 SEPTEMBER 2017, ASKED THE PROGRAM AND COLLEGE OF ARTS AND SCIENCES TO ADDRESS THE FOLLOWING:

Program-level student learning outcomes, assessment methods, and the process for program improvement based on assessment analysis results for the following programs:

- Applied Mathematics / Computer Sciences Concentration (BS)
- Pre-Engineering (AS)
- Computer Science (Minor)
- Computer Science (Certificate)
- Mathematics (Minor)

Update on the effectiveness of the administrative structure providing program oversight.

III. UPDATE:

The APR Council thanks the program for the report submitted. The program provided Program-level student learning outcomes, assessment methods, and the process for program improvement based on assessment analysis results for the following programs:

- Actuarial Science (ACSC)
- Applied Mathematics (AMTH)
- Applied Mathematics and Computer Science (AMCS) BS

Update on the effectiveness of the administrative structure providing program oversight for all of the programs in general.

The program failed to provide Program-level student learning outcomes, assessment methods, and the process for program improvement based on assessment analysis results specific to the following programs:

- Pre-Engineering (AS)
- Computer Science (Minor)
- Computer Science (Certificate)
- Mathematics (Minor)

IV. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program with Reporting: Documented problem areas exist within the program. Faculty and administration of the program will be asked to report as to program progress in solving these problems. Circumstances that may warrant reporting include (but are not limited to) stagnant enrollment, lack of clearly defined short and long-term strategic plans, and a lack of clearly defined or consistently implemented measures of program-level student learning outcomes.

V. IT IS REQUESTED THAT THE PROGRAM SUBMIT A REPORT TO THE PROGRAM REVIEW COUNCIL NO LATER THAN SEPTEMBER 15, 2018 WHICH IS TO INCLUDE THE FOLLOWING:

Program-level student learning outcomes, assessment methods, and the process for program improvement based on assessment analysis results for the following programs:

- Pre-Engineering (AS)
- Computer Science (Minor)
- Computer Science (Certificate)
- Mathematics (Minor)

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Philosophy**
CC: John Scott-Gray, Trinity Williams, Kristi Haik, Charles Bacon, Roberta Teahen,
Paul Blake

I. IDENTITY OF PROGRAM:

Philosophy Minor

II. THE PROGRAM WAS REVIEWED DURING THE 2015/2016 CYCLE AND IT WAS RECOMMENDED THAT THE PROGRAM BE CONTINUED WITH REPORTING. A REPORT TO APRC, DUE 15 SEPTEMBER 2017, ASKED THE PROGRAM AND COLLEGE OF ARTS AND SCIENCES TO ADDRESS THE FOLLOWING:

- Program-level student learning outcomes, assessment methods, and the process for program improvement based on assessment analysis results.
- Short and long term strategic plan for increased enrollment and program direction and quality including measurable program goals.

III. UPDATE:

The APR Council thanks the program for the report submitted. The program provided evidence of program level student learning outcomes were being developed. The program provided a curriculum map. The program provided a vision of a strategic plan (short and long term) for increased enrollment and program direction and quality including measurable program goals. However, the program failed to show implementation of the strategic plan. The program failed to provide evidence that the outcomes are housed in TracDat, or a process for program improvement based on assessment analysis results.

IV. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program with Reporting: Documented problem areas exist within the program. Faculty and administration of the program will be asked to report as to program progress in solving these problems. Circumstances that may warrant reporting include (but are not limited to) stagnant enrollment, lack of clearly defined short and long-term strategic plans, and a lack of clearly defined or consistently implemented measures of program-level student learning outcomes.

V. IT IS REQUESTED THAT THE PROGRAM SUBMIT A REPORT TO THE PROGRAM REVIEW COUNCIL NO LATER THAN SEPTEMBER 15, 2018 WHICH IS TO INCLUDE THE FOLLOWING:

- Program level student learning outcomes housed in TracDat with data collection and evidence of use of analysis for continuous improvement.
- A process for program improvement based on assessment analysis results.
- Short and long-term strategic plan for increased enrollment and program direction and quality including measurable program goals.

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Computer Information Technology**
CC: Jimmy Joseph, Jim Woolen, Dave Nicol, Charles Bacon, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Computer Information Technology (BS)

Computer Information Technology (Minor)

II. THE PROGRAM WAS REVIEWED DURING THE 2017/2018 Cycle AND IT WAS RECOMMENDED THAT THE PROGRAM BE CONTINUED WITH REPORTING. A REPORT TO APRC, DUE 15 SEPTEMBER 2017, ASKED THE PROGRAM AND COLLEGE OF ENGINEERING TECHNOLOGY TO ADDRESS THE FOLLOWING:

- Program-level student learning outcomes, assessment methods, and the process for program improvement based on assessment analysis results.
- Update on faculty dedicated to the program.

III. UPDATE:

- APRC thanks the Computer Information Technology faculty and College of Business administration for the update, which details the response to the above issues:
- *Program-level student learning outcomes, assessment methods, and the process for program improvement based on assessment analysis results.* While the program provided some goals, plans for assessment methods and the process for improvement, it was not based on assessment analysis results. The strategic plan in the report did not address short and long-term plans for increasing enrollment and program direction and quality including measurable program goals.
- *Update on faculty dedicated to the program.* The program identified that it was not in need of a dedicated faculty for oversight, as the Computer Information Systems and the Computer Information Technology programs were closely related. The program indicated that dividing these leadership roles would be detrimental to both programs as the sharing of information is vital being that they are so closely related.

IV. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program with Redirection: The program merits continuation. However, the program needs a curricular redirection. The faculty and administration of the program will be asked to report as to program progress in carrying out this redirection.

V. IT IS REQUESTED THAT THE PROGRAM SUBMIT A REPORT TO THE PROGRAM REVIEW COUNCIL NO LATER THAN SEPTEMBER 15, 2018 WHICH ADDRESSES THE FOLLOWING:

- CoB administration is encouraged to work with program representatives to determine the appropriate role the program's curriculum should fill within the college.
- From the program's report: "Computer Information Technology and Computer Information Systems are so closely related and tightly coupled that dividing their oversight and the sharing of information would be detrimental to both." The faculty are overloaded and appear not to have time for assessment of both programs. The program and CoB administration are encouraged to find a direction for the Computer Information Technology Program which will allow for proper assessment methods.

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Information Security and Intelligence**
CC: Greg Gogolin, Larry Bajor, Jim Woolen, David Nicol, Charles Bacon, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Information Security and Intelligence MS
Information Security and Intelligence BS
Information Security and Intelligence Minor

II. THE PROGRAM WAS REVIEWED DURING THE 2017/2018 Cycle AND IT WAS RECOMMENDED THAT THE PROGRAM BE CONTINUED WITH REPORTING. A REPORT TO APRC, DUE 15 SEPTEMBER 2017, ASKED THE PROGRAM AND COLLEGE OF BUSINESS TO ADDRESS THE FOLLOWING:

- Program-level student learning outcomes for both the MS and BS programs and the minor, and the process for program improvement based on assessment analysis results.

III. UPDATE:

The APR Council thanks the program for the report submitted. The program submitted a four-column TracDat report listing several program and course level student learning outcomes. The program failed to provide a description of how these outcomes are to be used, or a process for program improvement based on assessment analysis results.

IV. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program with Reporting: Documented problem areas exist within the program. Faculty and administration of the program will be asked to report as to program progress in solving these problems. Circumstances that may warrant reporting include (but are not limited to) stagnant enrollment, lack of clearly defined short and long-term strategic plans, and a lack of clearly defined or consistently implemented measures of program-level student learning outcomes.

V. IT IS REQUESTED THAT THE PROGRAM SUBMIT A REPORT TO THE PROGRAM REVIEW COUNCIL NO LATER THAN SEPTEMBER 15, 2018 WHICH IS TO INCLUDE THE FOLLOWING:

- Provide the process for program improvement based on assessment analysis results.

MEMORANDUM

DATE: 21 November 2017
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Industrial Technology Management**
CC: Ken Clark, Rich Goosen, Larry Schult, Charles Bacon, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Industrial Technology Management BS

II. THE PROGRAM WAS REVIEWED DURING THE 2017/2018 Cycle AND WAS ASKED TO SUBMIT A REPORT TO APRC, DUE 15 SEPTEMBER 2017, INCLUDING THE FOLLOWING:

- Program-level student learning outcomes, assessment methods, and the process for program improvement based on assessment analysis results.
- A strategic plan for increasing enrollment and improving program quality.
- A faculty and administrative plan that ensures long-term quality improvement and program oversight.

III. UPDATE:

- APRC thanks the ITM faculty and College of Engineering Technology administration for the update, which details the response to the above issues:
- Program-level student learning outcomes, assessment methods, and the process for program improvement based on assessment analysis results.
 - The program provided an update.
 - The APRC thanks the program for the update.
- Short and long term strategic plan for program direction and quality including measurable program goals.
 - The program provided an update.
 - The APRC thanks the program for the update.
- A faculty and administrative plan that ensures long-term quality improvement and program oversight.
 - The program provided an update.
 - The APRC thanks the program for the update.

• RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program: The program merits continuation

PROGRAMS THAT DID NOT REPORT

- African American Studies (Minor)
- Women and Gender Studies (Minor) – **Granted one-year extension SEC**
- Civil Engineering Technology (AAS)
- Dietary Food Service Management (AAS)
- Construction Management (BS)
 - Building Construction Technology (AAS)
 - Construction Administration (Certificate)
 - Advanced Construction Management (Certificate)
- Survey Engineering (BS and Certificate)
 - Surveying Technology (AAS)
 - Surveying and Mapping (Certificate)
 - Positioning for Hydrographic Surveying (Certificate)
 - Geographic Information Systems (Certificate)
- Early Childhood Education (BS and AAS) – **Granted one-year extension SEC**
- Elementary Education (BS and all Minors) – **Granted on-year extension SEC**
 - Pre-Teaching Elementary (AA)
 - Reading (Certificate)
 - Elementary Endorsement to Secondary Provisional (Certificate)

PROGRAMS RETURNING WITH REPORTING THAT DID NOT REPORT

- Accountancy (BS, AAS, and Minor)
 - Accountancy / CIS (BS)
 - Accountancy / Finance (BS)
- Business Administration (MBA)
- Curriculum and Instruction (M. Ed.)
- Educational Leadership (MS)
- General Studies (AA)
 - Career Exploration (AA)
 - Directed Studies (AA)
- Career and Technical Education (MS)
- Secondary Education (BS)
- CAD Drafting and Tool Design Technology (AAS)