

## **Academic Program Review Council Report to the Senate 2006**

Date: November 14, 2006  
To: Academic Senate  
From: Academic Program Review Council  
Subject: Recommendations to the Academic Senate

In accordance with the guidelines set out in *Academic Program Review: A Guide for Participants*, the Academic Program Review Council (APRC) presents these recommendations for Senate consideration.

Academic program review began at Ferris in 1988, and has continued uninterrupted since 1995. This year we present the twelfth continuous year of program review recommendations. This is an impressive record that speaks well of the long-term commitment of Ferris faculty and administration to comprehensive program assessment and improvement.

These recommendations are the product of a year's work done by over One hundred faculty members, Ferris administrators, and loyal friends of degree programs. Eighteen degree program in thirteen program review panels produced self study reports which were submitted to APRC in August. In addition, two panels produced focused reports on aspects of degree programs reviewed in the 2005-2006 cycle. Beginning in early September, APRC has met for three hours every Tuesday and Thursday evening for ten weeks—reading, analyzing, meeting with program review panels, and formulating recommendations. The reports submitted by the panels have been on reserve in FLITE since September. It is our belief that these steps make academic program review valuable for the entire University community.

The recommendations are in two categories—general and program-specific.

After the Academic Senate acts on these recommendations, they will go to the Vice President for Academic Affairs, the University President, and the Board of Trustees for action and implementation.

All faculty members bear a responsibility not just for their own courses and programs, but for the integrity and value of the University's entire curriculum. By our participation in this process this year, we affirm once again the importance of the faculty's role in decision-making about academic programs.

### **Members of the 2006-2007 Academic Program Review Council**

James Bandstra, Business  
Robert Carter, Michigan College of Optometry  
Roger Daugherty, Allied Health Sciences  
Olukemi Fadayomi, Arts and Sciences  
Virginia Hines, Education and Human Services  
Vordyn Nelson, University College  
Lucy Ngoh, Pharmacy  
Frances Rosen, FLITE  
Dan Skurski, Technology  
Randy Stein, Technology  
Douglas Haneline, Arts and Sciences, Chair

## **What We Learned from Program Review in 2006 . . . .**

APRC has learned the following about the process itself this year:

1. Accreditation, assessment, and academic program review are all part of the same process; and colleges, departments, and programs that align their efforts for these activities will improve their educational outcomes.
2. Ferris programs are at various locations along the way to the goal of making “data-driven” decisions.
3. Requiring that a draft of the PRP report be turned in ahead of time significantly improves the document quality.
4. The academic program review website (<http://www.ferris.edu/htmls/administration/academicaffairs/vpoffice/senate/progreviewcounc/homepage.htm>) is a convenient and valuable resource for the University community.
5. In their infinite variety, the inner workings of every program, as the famous physician Sir William Osler once said about medical case reports, are like “tales from *The Arabian Nights*.” But after reviewing degree programs in thirteen panels, we take our hats off to our resourceful and hardworking colleagues who deliver valuable educational programs to Ferris students despite frequently formidable obstacles.

**November 14, 2006**

**Academic Program Review Council  
Report to the Senate 2006**

**General Recommendations**

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

- 1. The University Mission Statement needs to be updated and broadened, not only to reflect goals that the Higher Learning Commission wants accredited institutions to aspire to, but also to acknowledge the *de facto* broadening of the University's mission since 1997.**

**“Ferris State University will be a national leader in providing opportunities for innovative teaching and learning in career-oriented, technological, and professional education.”**

**Among other things, the mission statement should be couched in terms of student learning, not University aspirations of renown. The statement might also acknowledge that Ferris's goal is to serve the citizens of Michigan from all walks of life. Finally, it needs to reflect the fact that our current *de facto* mission includes degree programs in selected liberal arts and sciences areas.**

- 2. The University needs to develop a strategic plan so that academic priorities can be identified. The scope and nature of current plans do not allow APRC (or anyone else) to decide why some program or initiatives are of a higher priority than others. “Unlimited growth,” David Brower reminds us, “is the philosophy of a cancer cell.” For units in Academic Affairs and other divisions to do their jobs in an environment in which resources are limited, our actions must be guided by a University plan. This is especially critical for an institution that specializes in providing educated professionals for the state's workforce.**
- 3. All programs under review should follow the lead of the best programs we have reviewed this year and keep track of their graduates, maintain contact with their industry, and survey**

**Academic Program Review Council  
Report to the Senate 2006**

**their students regularly. This will provide needed program assessment data. Accredited programs must already do so and know the value of the data that regular assessment provides.**

- 4. The University should study the possibility of expanding the staffing of and resources available to Institutional Research & Testing so that it would do all the surveys and collect all the data, not only for program review, but also for assessment and accreditation. The faculty would still interpret the data and write the reports, but the surveys would be centrally sent out and the data centrally collected. This would save faculty time and raise the quality and quantity of data. Though there would be an initial increase in staffing costs, the true savings would show up in the time faculty would be able to spend on teaching, advising, service, and research.**
  
- 5. Many of the programs reviewed this year acknowledge real difficulty, despite persistent efforts, in broadening the “diversity” profile of their student enrollment. These fields are very high-paying and require only a two- or a four-year degree to enter professional practice. APCR recommends that Ferris develop an initiative to identify, bring to campus, provide academic support for, and nurture students from underrepresented groups with aptitudes in mathematics and science.**

**November 14, 2006**

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# MEMORANDUM

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DATE: 14 November 2006  
TO: Academic Senate  
FROM: Academic Program Review Council  
SUBJECT: Recommendations for **Bachelor of Science in Automotive Engineering Technology**  
CC: Matt McNulty, Greg Key, Tom Oldfield, Roxanne Cullen, Michael Harris

## I. IDENTITY OF PROGRAM:

### **BS in Automotive Engineering Technology**

## II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

**Continue the Program with Enhancement:** The program's status with respect to the categories in Section 5 of the report merits continuation. The program's status with regard to several of the categories is significantly high, and its less satisfactory status with regard to the other categories could be significantly improved by the allocation of additional resources. Such a program enhancement may involve additional faculty/staff, equipment, or other resources and/or expansion in enrollment.

## III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program is closely aligned with the FSU mission.
- **Program Visibility and Distinctiveness:** The program is one of only two in the United States and is highly visible. It attracts students from throughout the country and Canada.
- **Program Value:** The program offers opportunity for students interested in automotive engineering careers.
- **Program Enrollment:** Enrollment is strong and growing.
- **Characteristics, Quality, and Employability of Students:** Program graduates find positions in Michigan and other states.
- **Quality of Curriculum and Instruction:** Program faculty actively work to keep the curriculum current. A measure of their success is the recent visit for ABET accreditation.
- **Composition and Quality of Faculty:** Program faculty are well qualified and work actively in professional organizations and with their students.

## IV. APRC HAS THE FOLLOWING SUGGESTIONS:

- A master plan for optimal future use of the Automotive Center by the programs housed there needs to be initiated and implemented.
- Program faculty need office spaces that offer privacy and confidentiality.

## V. ENHANCEMENT RECOMMENDATION:

- The program needs to be given funds to purchase a Dynamometer that can be used to test vehicles in current production. This piece of equipment will also be used by the two other automotive programs.

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# MEMORANDUM

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DATE: 14 November 2006  
TO: Academic Senate  
FROM: Academic Program Review Council  
SUBJECT: Recommendations for **Bachelor of Science in Automotive and Heavy Equipment Management**  
CC: Mike Ropele, Greg Key, Tom Oldfield, Roxanne Cullen, Michael Harris

## I. IDENTITY OF PROGRAM:

### **BS in Automotive and Heavy Equipment Management**

## II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

**Continue the Program:** The program's status with respect to the categories in Section 5 of the report merits continuation. Minor modifications may be needed.

## III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program is closely aligned with the FSU mission.
- **Program Visibility and Distinctiveness:** The program is highly visible and attracts students from within and beyond the University. The recent name change to "Automotive Management" is a wise choice.
- **Program Value:** The program offers opportunity for students interested in automotive management careers.
- **Program Enrollment:** Program enrollment is strong.
- **Characteristics, Quality, and Employability of Students:** Program graduates find positions in Michigan and other states.
- **Quality of Curriculum and Instruction:** Program faculty actively work to keep the curriculum current. APRC commends the development of a 0-4 program.
- **Composition and Quality of Faculty:** Program faculty are well-qualified.

## IV. APRC HAS THE FOLLOWING SUGGESTIONS:

- A master plan for optimal future use of the Automotive Center by the programs housed there needs to be initiated and implemented.
- Program faculty need office spaces that offer privacy and confidentiality.

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# MEMORANDUM

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DATE: 14 November 2006  
TO: Academic Senate  
FROM: Academic Program Review Council  
SUBJECT: Recommendations for **Associate in Applied Science in Automotive Service Technology**  
CC: Ben Upham, Greg Key, Tom Oldfield, Roxanne Cullen, Michael Harris

## I. IDENTITY OF PROGRAM:

### **AAS in Automotive Service Technology**

## II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

**Continue the Program:** The program's status with respect to the categories in Section 5 of the report merits continuation. Minor modifications may be needed.

## III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program is closely aligned with the FSU mission.
- **Program Visibility and Distinctiveness:** The program is well known. It is the only one in Michigan located at a university.
- **Program Value:** The program offers opportunity for students interested in automotive service careers. Graduates who want further education can ladder easily into Ferris' four-year degrees in the automotive area.
- **Program Enrollment:** Enrollment has been historically strong.
- **Characteristics, Quality, and Employability of Students:** Program graduates find positions in Michigan and other states.
- **Quality of Curriculum and Instruction:** Program faculty actively work to keep the curriculum current.
- **Composition and Quality of Faculty:** Program faculty are well-qualified.

## IV. APRC HAS THE FOLLOWING SUGGESTIONS:

- A master plan for optimal future use of the Automotive Center by the programs housed there needs to be initiated and implemented.
- Program faculty need office spaces that offer privacy and confidentiality.
- The program should analyze recent enrollment trends as to their significance for future curricular planning.

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# MEMORANDUM

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DATE: 14 November 2006  
TO: Academic Senate  
FROM: Academic Program Review Council  
SUBJECT: Recommendations for **Bachelor of Science in Business Administration and Bachelor of Science in Small Business Entrepreneurship**  
CC: Sharon Bell, Bill Boras, Dave Nicol, Roxanne Cullen, Michael Harris

## I. IDENTITY OF PROGRAMS:

**BS in Business Administration**  
**BS in Small Business Entrepreneurship**

## II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

**Continue the Programs with Reporting:** The programs' status with respect to the categories in Section 5 of the report merits continuation. However, documented problem areas exist, and the faculty and administration of the program will be asked to report as to their progress in solving these problems.

## III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The programs are closely aligned with the FSU mission.
- **Program Visibility and Distinctiveness:** Business Administration is a popular major and work needs to be done to make it more visible; Small Business Entrepreneurship is much less so.
- **Program Value:** The programs are offered at low cost and add to the variety of subjects students interested in business careers can take and remain at Ferris, and therefore they retain students at the University.
- **Program Enrollment:** Business Administration is a large program; SBE is relatively small.
- **Characteristics, Quality, and Employability of Students:** Graduates find positions in Michigan and other states.
- **Quality of Curriculum and Instruction:** In both programs, faculty are reviewing the curriculum and proposing additional certificates and minors.
- **Composition and Quality of Faculty:** Faculty are well qualified. The lead faculty in SBE is a temporary faculty member, however.

## IV. THE ACADEMIC PROGRAM REVIEW COUNCIL HAS THE FOLLOWING SUGGESTIONS:

- We support the proposal to integrate the SBE program into Business Administration.
- The programs need to develop plans to improve graduation rates, track the progress of transfer students more precisely, and improve the system of student advising.
- The programs should develop a follow-up plan to better track the careers of graduates.
- The programs need to develop plans to get better survey data so as to improve program assessment measures.

## V. THE PROGRAM MUST SUBMIT A REPORT TO APRC, DUE 5 OCTOBER 2008, THAT FOCUSES ON THE FOLLOWING ISSUES:

- The impact on the curriculum of the proposed changes and new minors and certificates.
- The results of efforts to get better stakeholder survey, student tracking, advising, and program assessment data.



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# MEMORANDUM

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DATE: 14 November 2006  
TO: Academic Senate  
FROM: Academic Program Review Council  
SUBJECT: Recommendations for **Associate in Applied Science in Diagnostic Medical Sonography**  
CC: Michelle Weemaes, Theresa Raglan, Ellen Haneline, Roxanne Cullen, Michael Harris

## I. IDENTITY OF PROGRAM:

### **AAS in Diagnostic Medical Sonography**

## II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

**Continue the Program with Reporting:** The program's status with respect to the categories in Section 5 of the report merits continuation. However, documented problem areas exist, and the faculty and administration of the program will be asked to report as to their progress in solving these problems.

## III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program is closely aligned with the FSU mission.
- **Program Visibility and Distinctiveness:** The program is the only one in Michigan located at a university.
- **Program Value:** The program offers an attractive career option to Ferris students interested in health care.
- **Program Enrollment:** Program enrollment is strong.
- **Characteristics, Quality, and Employability of Students:** All graduates who wish are employed. Program graduates find positions in Michigan and other states. Accreditation of the program would enable graduates to sit for their national exam sooner.
- **Quality of Curriculum and Instruction:** The curriculum is reviewed regularly by the faculty and advisory board.
- **Composition and Quality of Faculty:** Program faculty are well qualified and maintain a close relationship with clinical adjuncts.

## IV. THE PROGRAM MUST SUBMIT A REPORT TO APRC, DUE 6 OCTOBER 2007, THAT FOCUSES ON THE FOLLOWING ISSUES:

- Identifying and hiring a medical director for the program.
- Achievement of accredited status through the program's accrediting body.

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# MEMORANDUM

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DATE: 14 November 2006  
TO: Academic Senate  
FROM: Academic Program Review Council  
SUBJECT: Recommendations for **Bachelor of Arts in English**  
CC: Christine Persak, Reinhold Hill, Matthew Klein, Roxanne Cullen, Michael Harris

## I. IDENTITY OF PROGRAM:

**BA in English**

## II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

**Continue the Program:** The program's status with respect to the categories in Section 5 of the report merits continuation. Minor modifications may be needed.

## III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program better aligns Ferris with the traditional paradigm of a university.
- **Program Visibility and Distinctiveness:** The program is built around the intensive study of texts and taught entirely by regular faculty, not graduate assistants. The program needs to work to become more visible.
- **Program Value:** The program is offered at low cost and, because of the achievement of the students, increases student retention at Ferris. The program's requirements dovetail with those of English Education.
- **Program Enrollment:** Enrollment is modest but increasing.
- **Characteristics, Quality, and Employability of Students:** Students are intelligent, enthused, and articulate. They recognize that they will need further education to become employed in a related field.
- **Quality of Curriculum and Instruction:** Curriculum is reviewed regularly and students rate their professors very highly.
- **Composition and Quality of Faculty:** English BA faculty are well-qualified; active in presentation, publication, and professional organizations; and engaged in service roles across campus.

## IV. THE ACADEMIC PROGRAM REVIEW COUNCIL HAS THE FOLLOWING SUGGESTIONS FOR THE PROGRAM:

- Develop a plan to recruit for the program in high schools and community colleges.
- Draw upon the connections of the faculty to strengthen the Advisory Board.
- Find ways to offer upper-level courses more predictably.
- Improve advising of students about career and employment opportunities.
- Improve advising of graduates about graduate school possibilities.

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# MEMORANDUM

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DATE: November 14 2006  
TO: Academic Senate  
FROM: Academic Program Review Council  
SUBJECT: Recommendations for **Bachelor of Arts in History**  
CC: Gary Huey, Grant Snider, Matthew Klein, Roxanne Cullen, Michael Harris

## **I. IDENTITY OF PROGRAM:**

### **BA in History**

## **II. THE PROGRAM WAS REVIEWED DURING THE 2005-2006 CYCLE AND ASKED TO SUBMIT A REPORT TO APRC, DUE 6 OCTOBER 2006, THAT FOCUSES ON THE FOLLOWING ISSUES:**

- Undertake a review of the curriculum so that the needs of both General Education students and History majors and minors needs are better met.
- Review the scheme of prerequisites for upper-division History courses.
- Add to the advisory board to reflect the variety of work and study options for History graduates.
- Work more closely with FLITE liaisons to optimize collection development.

## **III. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:**

- APRC thanks and commends the History faculty for the report, which details their response to the above issues. They have reviewed and changed aspects of their curriculum, made suitable changes in prerequisites, added to their advisory board, and worked closely with FLITE librarians to optimize collection development. No further action is necessary.

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# MEMORANDUM

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DATE: 14 November 2006  
TO: Academic Senate  
FROM: Academic Program Review Council  
SUBJECT: Recommendations for **Associate in Applied Science in HVACR Technology and Bachelor of Science in HVACR Engineering Technology**  
CC: Mike Korcal, Mike Feutz, Tom Oldfield, Roxanne Cullen, Michael Harris

## I. IDENTITY OF PROGRAM:

**AAS in HVACR Technology and BS in HVACR Engineering Technology**

## II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

**Continue the Program with Enhancement:** The program's status with respect to the categories in Section 5 of the report merits continuation. The program's status with regard to several of the categories is significantly high, and its less satisfactory status with regard to the other categories could be significantly improved by the allocation of additional resources. Such a program enhancement may involve additional faculty/staff, equipment, or other resources and/or expansion in enrollment.

## III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The programs are closely aligned with the FSU mission.
- **Program Visibility and Distinctiveness:** The programs are highly visible. The four-year program is one of only two in the United States.
- **Program Value:** The programs offer opportunities for students interested in HVACR careers. They bring high-quality students to Ferris.
- **Program Enrollment:** Program enrollment is strong and stable.
- **Characteristics, Quality, and Employability of Students:** Program graduates find positions in Michigan and other states.
- **Quality of Curriculum and Instruction:** Program faculty actively work to keep the curriculum current. The program maintains a high degree of contact with its stakeholders. The program is also a leader in offering on-line programming.
- **Composition and Quality of Faculty:** Program faculty are well qualified.

## IV. ENHANCEMENT RECOMMENDATION:

- APRC concurs with Dean Oldfield's recommendation to restore the two faculty lines that would bring staffing to the needed level.

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# MEMORANDUM

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DATE: 14 November 2006  
TO: Academic Senate  
FROM: Academic Program Review Council  
SUBJECT: Recommendations for **Bachelor of Science in Medical Record Administration and Associate in Applied Science in Medical Record Technology**  
CC: Paula Hagstrom, Roger Daugherty, Ellen Haneline, Roxanne Cullen, Michael Harris

## I. IDENTITY OF PROGRAM:

**BS in Medical Record Administration**  
**AAS in Medical Record Technology**

## II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

**Continue the Program with Enhancement:** The program's status with respect to the categories in Section 5 of the report merits continuation. The program's status with regard to several of the categories is significantly high, and its less satisfactory status with regard to the other categories could be significantly improved by the allocation of additional resources. Such a program enhancement may involve additional faculty/staff, equipment, or other resources and/or expansion in enrollment.

## III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The programs are closely aligned with the FSU mission.
- **Program Visibility and Distinctiveness:** The baccalaureate program is the only one in Michigan; the associate-degree program is the only one in Michigan located at a university.
- **Program Value:** The programs are active in worker retraining efforts, in working with non-traditional students, and in providing options for students in other health care programs who want to switch majors.
- **Program Enrollment:** Enrollment is strong.
- **Characteristics, Quality, and Employability of Students:** All graduates who wish are employed. Program graduates are sought after in Michigan and the other states where they are employed.
- **Quality of Curriculum and Instruction:** The programs have their own accrediting body, and the faculty and advisory board regularly review the curriculum for currency and relevance.
- **Composition and Quality of Faculty:** The programs have a well-qualified faculty that works cooperatively. Adjunct faculty are carefully chosen and mentored by regular faculty.

## IV. ENHANCEMENT RECOMMENDATION:

- The program has an opportunity for growth if it develops an on-line four-year degree. APRC recommends that resources in the form of time-release be allocated to give program faculty the opportunity to develop and launch this on-line degree program.

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# MEMORANDUM

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DATE: 14 November 2006  
TO: Academic Senate  
FROM: Academic Program Review Council  
SUBJECT: Recommendations for **Bachelor of Science in Music Industry Management**  
CC: Dan Cronk, Grant Snider, Matt Pinter, Matthew Klein, Dave Nicol, Roxanne Cullen, Michael Harris

## I. IDENTITY OF PROGRAM:

### **BS in Music Industry Management**

## II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

**Continue the Program with Enhancement:** The program's status with respect to the categories in Section 5 of the report merits continuation. The program's status with regard to several of the categories is significantly high, and its less satisfactory status with regard to the other categories could be significantly improved by the allocation of additional resources. Such a program enhancement may involve additional faculty/staff, equipment, or other resources and/or expansion in enrollment.

## III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program is closely aligned with the FSU mission.
- **Program Visibility and Distinctiveness:** The program is one of a very few in the United States. It is especially distinctive in that it is not housed in a School of Music, but in a College of Business.
- **Program Value:** The program attracts and retains students for Ferris. It offers an almost unique opportunity for students to combine an interest in business and music.
- **Program Enrollment:** Large and growing rapidly.
- **Characteristics, Quality, and Employability of Students:** Program graduates find positions in the music industry. Industry associations speak glowingly of the program.
- **Quality of Curriculum and Instruction:** Program faculty and the advisory board cooperate to maintain the quality of the curriculum.
- **Composition and Quality of Faculty:** Program faculty are well qualified.

## IV. ENHANCEMENT RECOMMENDATION:

- The program does not need additional faculty. But, like the programs in Professional Golf Management, Teacher Education, and Pharmacy Practice, it does need a full-time staff person to coordinate internship (two per student) arrangements and provide other administrative support.

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# MEMORANDUM

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DATE: 14 November 2006  
TO: Academic Senate  
FROM: Academic Program Review Council  
SUBJECT: Recommendations for **Bachelor of Science in Operations and Supply Management**  
CC: Steve Lyman, Bill Boras, Dave Nicol, Roxanne Cullen, Michael Harris

## I. IDENTITY OF PROGRAM:

### **BS in Operations and Supply Management**

## II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

**Continue the Programs with Reporting:** The program's status with respect to the categories in Section 5 of the report merits continuation. However, documented problem areas exist, and the faculty and administration of the program will be asked to report as to their progress in solving these problems.

## III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program is closely aligned with the FSU mission.
- **Program Visibility and Distinctiveness:** The program is not well known.
- **Program Value:** The program is offered at low cost to the University. It offers opportunity for Ferris students interested in business careers.
- **Program Enrollment:** Enrollment is low.
- **Characteristics, Quality, and Employability of Students:** Program graduates find positions in Michigan and other states.
- **Quality of Curriculum and Instruction:** Program faculty are working to keep the curriculum current and to create options for students, in both Business and Technology.
- **Composition and Quality of Faculty:** Program faculty are well qualified.

## IV. THE ACADEMIC PROGRAM REVIEW COUNCIL HAS THE FOLLOWING SUGGESTIONS:

- The program needs to develop a plan to increase visibility and enrollment.
- The program needs to develop a plan to offer upper-division courses more predictably.
- The program should consider increasing offerings in Grand Rapids.
- The College and Department need to think through the options available in the event that program enrollment does not increase.
- The College and Department should study all four-year programs offered by the department with an eye toward creating a smaller number of larger, stronger, and more visible programs.

## V. THE PROGRAM MUST SUBMIT A REPORT TO APRC, DUE 5 OCTOBER 2008, THAT FOCUSES ON THE FOLLOWING ISSUES:

- The results of the implementation of plans for increased visibility and stronger enrollment.
- An assessment of the long-term viability of the program and the advantages and disadvantages of the various curricular options.

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# MEMORANDUM

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DATE: 14 November 2006  
TO: Academic Senate  
FROM: Academic Program Review Council  
SUBJECT: Recommendations for **Bachelor of Science in Product Design Engineering Technology**  
CC: Rich Goosen, Tom Oldfield, Roxanne Cullen, Michael Harris

## I. IDENTITY OF PROGRAM:

### **BS in Product Design Engineering Technology**

## II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

**Continue the Program:** The program's status with respect to the categories in Section 5 of the report merits continuation. Minor modifications may be needed.

## III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program is closely aligned with the FSU mission.
- **Program Visibility and Distinctiveness:** The program is highly distinctive but not visible.
- **Program Value:** The program offers opportunity for students interested in product design and related careers.
- **Program Enrollment:** Program enrollment is gradually declining.
- **Characteristics, Quality, and Employability of Students:** Program graduates find positions in Michigan and other states. This program has excellent student and graduate data since its inception.
- **Quality of Curriculum and Instruction:** Program faculty actively work to keep the curriculum current.
- **Composition and Quality of Faculty:** Program faculty are well-qualified.

## IV. THE ACADEMIC PROGRAM REVIEW COUNCIL HAS THE FOLLOWING SUGGESTIONS:

- To increase enrollment, faculty should build contacts with academic advisors and faculty at community colleges.
- The College should help the program develop a "visibility" plan.
- The program should consider adding community college faculty to its advisory board.
- The College should consult with the Mathematics Department on the content of MATH 216.



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# MEMORANDUM

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DATE: November 14 2006  
TO: Academic Senate  
FROM: Academic Program Review Council  
SUBJECT: Recommendations for **Bachelor of Science in Psychology**  
CC: Joseph A. Karafa, John Thorp, Matthew Klein, Roxanne Cullen, Michael Harris

## **I. IDENTITY OF PROGRAM:**

### **BS in Psychology**

## **II. THE PROGRAM WAS REVIEWED DURING THE 2005-2006 CYCLE AND ASKED TO SUBMIT A REPORT TO APRC, DUE 6 OCTOBER 2006, THAT FOCUSES ON THE FOLLOWING ISSUES:**

- Undertake a review of the curriculum so that the needs of both General Education students and Psychology majors and minors needs are better met
- Review the scheme of prerequisites for upper-division Psychology courses
- Add to the advisory board to reflect the variety of work and study options for Psychology graduates as well represent better the field's breadth.

## **III. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:**

- APRC thanks and commends the Psychology faculty for the report, which details their response to the above issues. They have added to their advisory board, reviewed the structure of the Psychology major and minor, and reviewed the curriculum with an eye toward optimally meeting the needs of both majors/minors and General Education students. No further action is necessary.

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# MEMORANDUM

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DATE: 14 November 2006  
TO: Academic Senate  
FROM: Academic Program Review Council  
SUBJECT: Recommendations for **Bachelor of Arts in Sociology**  
CC: Anthony Baker, John Thorp, Matt Klein, Roxanne Cullen, Michael Harris

## I. IDENTITY OF PROGRAM:

### **BA in Sociology**

## II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

**Continue the Program with Reporting:** The program's status with respect to the categories in Section 5 of the report merits continuation. However, documented problem areas exist, and the faculty and administration of the program will be asked to report as to their progress in solving these problems.

## III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program better aligns Ferris with the traditional paradigm of a university.
- **Program Visibility and Distinctiveness:** The program needs to work to become more visible.
- **Program Value:** The program is offered at low cost to the University. It offers an alternative for students not wanting a career program but wishing to stay at Ferris. The program retains students at the University.
- **Program Enrollment:** Enrollment is low and the program needs to attract more students.
- **Characteristics, Quality, and Employability of Students:** Because of the small number of graduates and recent founding of the program, no data is available on this subject.
- **Quality of Curriculum and Instruction:** The program has been recently revised comprehensively by the faculty.
- **Composition and Quality of Faculty:** Faculty are well qualified and active professionally.

## IV. THE ACADEMIC PROGRAM REVIEW COUNCIL HAS THE FOLLOWING SUGGESTIONS:

- The College and the Department need to fill the two vacant tenure-track sociology positions so the faculty can offer both program and General Education courses.
- The program needs to develop a plan to offer upper-level courses more predictably.
- The program needs to develop a marketing plan.
- Internships would enhance the visibility of the program and enhance the students' educational experience.
- The program should develop a follow-up plan to track the careers of graduates.

## V. THE PROGRAM MUST SUBMIT A REPORT TO APRC, DUE 5 OCTOBER 2008, THAT FOCUSES ON THE FOLLOWING ISSUES:

- An assessment of the success of the revisions in the baccalaureate program.
- A report on the practicality of instituting an internship for the program.

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# MEMORANDUM

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DATE: 14 November 2006  
TO: Academic Senate  
FROM: Academic Program Review Council  
SUBJECT: Recommendations for **Associate in Applied Science in Surveying Technology and Bachelor of Science in Surveying Engineering**  
CC: Carl Shangraw, Sayed Hashimi, Tom Oldfield, Roxanne Cullen, Michael Harris

## I. IDENTITY OF PROGRAM:

**AAS in Surveying Technology and BS in Surveying Engineering**

## II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

**Continue the Programs:** The programs' status with respect to the categories in Section 5 of the report merits continuation. Minor modifications may be needed.

## III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The programs are closely aligned with the FSU mission.
- **Program Visibility and Distinctiveness:** The programs are highly visible. The four-year program is one of only seven in the United States.
- **Program Value:** The programs offer opportunities for students interested in surveying careers. They bring excellent students to Ferris.
- **Program Enrollment:** Enrollment is strong and stable.
- **Characteristics, Quality, and Employability of Students:** Program graduates find positions in Michigan and other states.
- **Quality of Curriculum and Instruction:** Program faculty actively work to keep the curriculum current.
- **Composition and Quality of Faculty:** Program faculty are well qualified.