



Academic Affairs Committee Minutes

January 20, 2023

Present: Jim America, Mike Underwood, Catherine Wehlburg, Cynthia Lovelace, Pamela Keller, Laken Smith, Felicia Mucci, Lee Vartanian, Robin Moore (Recorder)

Absent: Jimmy Baker, Timothy Thornton, Donna Estill, Rita Wallace, Ira Lacy

Meeting called to order by Mr. America: 1:15 p.m.

Review minutes of last meeting

Motion to approve: Mike Underwood

Second: Cynthia Lovelace

All approved

Mission Statement Review

No plans to modify now. We will look at it while doing the academic master planning.

No action required from Academic Affairs Committee at this time.

New Programs

Bachelor of Science in Digital Marketing and Analytics

We already have a minor and this is adding to that. Since we're building on a minor, there is not a request for new faculty. There will be some new courses, so we added in 4 adjunct positions for the 4 new courses just in case.

Elmer Ragus presented the details of the proposed program. We want to focus on digital marketing - anything online is what it will deal with. This is what most everyone uses now and we need to be creative with a purpose. The push for this comes from our large number of students minoring in marketing and thus we see a definite need for a major and know that it



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would be strongly supported. We currently have a total of 65 declared minors with 44 registered this spring.

The market research also shows this is a definite need for this program. It will be all online major.

Adobe Certificates – Microcredentials in Photoshop, Illustrator, and/or InDesign

These certificates will give students an edge by having these credentials. They will be Industry Recognized Certificates and backed by Adobe.

Graphic design is leading the job market in state. There will be a grant from ACHE for the exams and students can use the ASU Testing Center.

Mr. America asked if we are marketing towards industry/non-degree seeking? Dr. Wehlburg reported that we are starting to and will continue to market it.

Program Change

After ACHE approval, we will change the name of the Information Security major to Cyber Security.

Program Spotlight – College of Education

The spotlight this meeting will be on Career and Technical Education Program – for teachers at tech centers as well as serving corporate trainers and instructional leadership and technology.

Katie Holm is presenting on the CTE program – Students come to us with life experience and industry experience. We have some fire chiefs, some students



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from training and development in the Aerospace industry, and students working in primary and secondary schools, and we have many from community colleges. Over the last 5 years we have had 105 graduates from the Undergraduate Program and 142 graduates from the Graduate Program. We have about 75 nondegree seeking people as well. There are also a number of people seeking the leadership portion.

We have also recently added 3 graduate certificates.

Our faculty are very active in research and presenting at conferences and often take our students with them.

We are proud to say that one of our 2014 graduates was named teacher of the year in Lawrence county.

Dr. Holm was recently appointed associate editor of the ACTER (Association for Career and Technical Education Research) Journal.

Dr. Lovelace asked if there would be an opportunity to collaborate for faculty who want to teach in industry – perhaps some sort of workshop or something along those lines.

Mr. America asked where we are on our teacher education rankings and if we are still leading the state in teachers. Dr. Vartanian reported that it changes every year but we're always top 5, mostly top 3.

Old Business

Professor Keller stated that regarding Dr. Ragsdale (new Dean of Arts and Sciences) that she was happy to say that she had never seen someone plug in so fast and do so well.



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The motion to adjourn was made by Cynthia Lovelace.
Second: Mike Underwood

Meeting adjourned at 1:48 p.m.