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| Dr. Torey Nalbone, Chair | Dr. Steven Idell, Dean\* | Dr. Kouider Mokhtari, Assoc Dean\* | Dr. Alecia Wolf, Asst Dean\* |
| Dr. Jessica Holm, CEP | Dr. Annamary Consalvo, CEP | Dr. Michael Morris, SCRH | Dr. Anna Kurdowska, SMBS |
| Dr. Bill Sorenson, CNHS | Dr. Jenifer Chilton, CNHS | Dr. Mary Fischer, SCOB | Dr. Tom Roberts, SCOB |
| Dr. Michael Veronin, FCOP | Dr. Kathy Snella, FCOP | Dr. Dewane Hughes, CAS | Dr. Jon Seal, CAS |
| Dr. Hassan El Kishky, COE | Dr. Gokhan Saygili, COE | Rebecca McKay Johnson, Lib\* | Dr. Sam Carrell, RO\* |
| Monica Kinzie, SCOB | Catherine Watkins, FCOP | Dr. Erin West, Faculty Senate\* | Brittani Riley, Grad Adm\* |
|  |  |  | \* denotes non-voting/ExO  Amanda Whitt, Graduate School Admin Asst\* |

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| ITEM | DISCUSSION | ACTION |
| I. Call to Order | Zoom |  |
| II. Approval of Minutes | 1. Approval of minutes from Meeting |  |
| III. Committee Reports   1. Curriculum Committee 2. Ad Hoc | 1. Curriculum Subcommittee report and recommendations;    1. 1 recommendation, see attached 2. Admission decision inconsistencies & holistic review    1. At their discretion, academic departments may add language to their admission criteria that allows specific requirements to be waived based on a student’s academic performance in their provisional semester. That performance threshold (indicated by the student’s grade point average) must be significantly above the minimum 3.0 GPA required for good standing in a graduate program and demonstrate beyond reasonable doubt that the student will continue successfully through the program. As with any admission criteria change, appropriate forms and approvals are necessary before new language may be added. Academic departments are encouraged to check with any program-specific accreditation standards prior to setting their threshold. 3. Admission Appeal Subcommittee (AAS)    1. Update wording - “In the event an appeal rises to the level of the Admission Appeal Subcommittee, The Graduate Council Chair will appoint an ad hoc committee comprised of three voting Graduate Council members. Committee members will not be from the same department as the denying program.” |  |
| IV. Unfinished Business | 1. Future of funding graduate study    1. Tabled at March meeting to allow Dean Idell to be present at April meeting and bring direction & resolution to: Graduate Research Assistant Task Force Proposal (GRA), Strategic Enrollment Task Force (SEM). Funding questions tie in w/GRA proposal, pending info from the Provost’s office. 2. Mission/Vision/Goals statement    1. Statement edited to encompass overall mission. See attached. Discuss and vote. 3. Academic probation policy    1. Michael Morris distributed policy used at UTHSC and proposed the possibility of consistency across all programs for both campuses. Discuss and vote. 4. Roles, qualifications, and responsibilities of graduate advisors/coordinators    1. See attached draft policy and procedure document. Discuss and vote. |  |
| V. New Business | Tasks for the foreseeable future   1. Graduate program policies. To be reviewed and updated and brought back to GC for final review 2. Catalog/website admission policy congruence. Dr. Idell emailed deans to verify 3. Milestone agreements for graduate student advising. UT System requirement for PhD and optional for masters. Dr. Idell emailed deans to remind them of PhD requirement and the need to have an audit trail of compliance. 4. Registrar Probation/suspension forms. To be updated to remove old office address (336) and change Dean of Graduate Studies to Dean of Graduate School. |  |
| VI. Announcements/ Open Forum | Announcements   1. Planning for SACSCOC visit on April 12-14 – Please keep schedules clear on these dates 2. Planning for CGS external review (tentatively) scheduled in September 2021 |  |
| VII. Adjourn |  |  |

To: Graduate Council

From: GC Curriculum Subcommittee

Re: April consideration

New Course – Soules College of Business

MARK 5340 Data-driven Marketing Insights     is being recommended by the Subcommittee for GC consideration.

Description:

The new age of marketing requires an understanding of data as marketing decisions are made based on data analysis. The goal of this course is to provide students the knowledge and skills needed to make intelligent use of marketing data to make strategic marketing decisions such as consumer value, sales analytics, marketing mix, STP (segmentation, targeting, and positioning) strategy, and digital marketing analytics. The course employs a combination of lectures, articles, and “hands-on” exercises. By the end of the course, you will be able to make data-driven marketing decisions.

This is an elective course in the MBA program and cannot be repeated in the student's program.  The submission meets criteria for consideration.

**Mission**: To serve Northeast Texas and beyond by providing excellence in graduate education that fosters creative, impactful research, high quality scholastic achievement and professional development.

**Vision**: The Graduate School at the University of Texas at Tyler aspires to be a leader in graduate education.

**Values**:

* To encourage diversity to enhance inclusivity within the university.
* To be accountable for the appropriate use of university resources to support graduate students, initiatives and programs.
* The Graduate School will partner with Graduate Council to establish university graduate policies, standards and procedures that define best practices for graduate programs.
* To pursue excellence through creativity, innovation and diligence.

**POLICY & PROCEDURE DOCUMENT**

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| NUMBER: |  |  |
| DIVISION: |  | Graduate School |
| TITLE: |  | Graduate Academic Program Coordinator |
| DATE: |  | April 1, 2021 |
| REVISED: |  | April 1, 2021 |

AUTHORIZED BY: Dr. Steven Idell, Graduate Dean

# I. Purpose and Scope

SACSCOC requires that “for each of its educational programs, the institution assigns appropriate responsibility for program coordination.” SACSCOC indicates “there is an expectation that persons responsible for overseeing the curricular content aspects of program coordination are qualified in fields appropriate to the curricular content (and degree level) of the program” and that “the faculty has responsibility for directing the learning enterprise, including overseeing and coordinating educational programs to assure that each contains essential curricular components, has appropriate content and pedagogy, and maintains discipline currency.”

This policy establishes the roles and responsibilities of the Academic Program Coordinator and the procedures through which they shall be selected. It reflects current definitions and practices.

**II. Policy**

# A. Definitions

1. SACSCOC defines an “academic program” as “a credential as defined by the institution.” A **program** is a combination of courses and related activities organized for the attainment of broad education objectives that leads to a credential. UT Tyler considers undergraduate degrees/majors, graduate degrees, and some certificates as programs because the university awards a credential upon completion.

1. An **Academic Program Coordinator** is a member of the academically-qualified program faculty with primary responsibility for coordinating curriculum oversight, advising, and program review. Even though coordinators do administrative work, the position is not considered an administrative position (i.e., a department head, director, dean).

# B. Qualifications

1. All degree programs, certificates, and majors must have a faculty member, preferably tenure-eligible, appointed as the Academic Program Coordinator of that program. For degree programs and certificates that do not identify a major, an Academic Program Coordinator is required for each curricular area or concentration.

1. The Academic Program Coordinator must hold degree credentials or other qualifications appropriate to the degree, program, or concentration offered.

1. Graduate program coordinators must hold graduate faculty status.

## C. Specific Responsibilities

1. The Academic Program Coordinator’s responsibilities include, but are not limited to,

* 1. Providing planning and proactive problem-solving for the benefit of the students and the program;

* 1. Coordination of curriculum development, revision, and on-going assessment;

* 1. Providing leadership for program approval, program review, and accreditation;

* 1. Development and initiation of advisory programs for students in the program;

* 1. Coordination of recruitment efforts with the Department Head/Chair, College, Admissions/Graduate School;

* 1. Assistance with orientation information sessions;

* 1. Assisting the Department Head/Chair with recruitment and support of part-time faculty; and

* 1. Staying abreast of current issues through professional development activities.

1. Additional responsibilities for graduate programs include, but are not limited to,

* 1. Evaluation, with program faculty consultation, of applicants for admission to the program;

* 1. Acting as a liaison to the Graduate School; and

* 1. Responding to reporting requirements of the Graduate School.

**III. Procedure**

# A. Appointment Procedure and Reporting

1. The Academic Program Coordinator generally reports to, and is appointed by, the Head/Chair of the department with responsibility for the program in question.

1. In cases where

* 1. the responsibilities of the coordinator are accomplished by the department head; and/or

* 1. the program is an interdisciplinary program not housed in a specific department,

The Coordinator reports directly to, and is appointed by, the dean of the college in which the program is housed.

# B. Duration of Appointment

There is no specific time limit associated with such appointments; an individual may hold the position of Academic Program Coordinator subject to maintenance of the qualifications necessary to hold the position. The individual to whom the Academic Program Coordinator reports (department head/chair or dean) may make new appointments at any time.

**IV. Reason for Revision**

April 1, 2021 To establish formal policy

## **V. Related Policies**

Adapted from: <https://www.wku.edu/policies/docs/index.php?policy=313>