

GRADUATE PROGRAMS COMMITTEE  
CONNIE BARBOUR, CHAIR  
MEETING AGENDA for  
DATE/Time: – **April 6, 2021 at 10:30 – Noon, VIRTUAL**

I) Call to Order.

II) Approval of Minutes – February 10, 2021

III) Program and Course Proposals

A) College of Arts, Culture, and Scientific Inquiry (CACSI)

i) Department of English, Film, Language, and Performing Arts

REQUEST: Revise Program, Master of Music with a concentration in Music Education, M.M.

RATIONALE: The program description is added as an asterisked item required for the Curriculog submission. Revisions to the framework and process for the CFE for the MM Music Education Students are incorporated into the catalog text located under the "Total Program: 30 hours" subsection of the Curriculum Schema. Department of English, Film, Language, and Performing Arts

ii) Department of English, Film, Language, and Performing Arts

REQUEST: Revise Program, Master of Music with a concentration in Music Performance, M.M.

RATIONALE: To clarify presentation of degree program and remove one small unnecessary requirement 1. Added program description as an asterisked (required item) on Curriculog. 2. Deleted one sentence from the text in the "total program: 30 hours" subsection of the curriculum schema section in the catalog "The oral exam will be conducted on the UWG campus." Although this will likely continue to happen, the program doesn't think it should be a requirement. 3. One other paragraph in the subsection was deleted as previously pertaining to the MM Music Ed program and not relevant for the MM Music Performance students.

B) College of Education (COE) – NONE

i) Department of Educational Technology and Foundations

REQUEST: New Program, Stand-Alone Certificate for School Library Media Certificate in Instructional Technology, Media, and Design

RATIONALE: A stand-alone certificate in School Library Media will allow us to recognize completion of the School Library Media program on the official transcript, provide students with a UWG earned certificate, and have the program recognized on the Georgia Board of Regents Degrees and Majors Authorized list. Program has 3 cores and 19 courses.

C) Richards College of Business (RCOB)

i) Department of Management

REQUEST: New Course, CISM 5500 Advanced Networking: Switching, Routing and Wireless

RATIONALE: This course will be part of the Business Intelligence and Cyber Security MBA concentration.

ii) Department of Management

REQUEST: New course, CISM 5600 Advanced Enterprise Networking, Security, and Automation

RATIONALE: This course is part of the Business Intelligence and Cyber Security, MBA concentration.

iii) Department of Management

REQUEST: Revise Program – Track/Concentration, Master of Business Administration with a Concentration in Data Analytics, M.B.A.

REATIONALE: There are 3.5MM unfillable jobs in cyber security worldwide. According to Indeed.com, there are currently thousands of open job postings for data-related positions in the Atlanta area alone, and almost 200 job postings for Data Analyst just in the last 14 days. The U.S. federal government has stated that the lack of cyber security professionals in the U.S. is a national security threat. Developing an MBA with a Concentration in IoT, Networking, & Cyber Security will help fill this gap. The MBA Concentration in Data Analytics is aimed at providing our students with the skills to use proven analytical tools to highlight and address complex questions facing business and society.

D) Tanner Health System School of Nursing (THSSON) - NONE

E) University College

i) Department of Civic Engagement and Public Service

REQUEST: New course, POLS 5222 Leadership in the Public and Nonprofit Sectors

RATIONALE: This elective course offers a more nuanced study of leadership theories and their practical application in modern public and nonprofit organizations. This course is a much desired and needed elective course for the graduate program and to offer additional training within our public management certificate program.

F) Mass Communications

i) Department of Mass Communications

REQUEST: New course, COMM 6055 Seminar-Topics in Digital and Social Media Communication

RATIONALE: is one of eight new courses required of students enrolled in the program and serves as an elective course that is repeatable up to six credit hours.

ii) Department of Mass Communications

REQUEST: New course, COMM 6056 Digital and Social Media communication Storytelling

RATIONALE: s one of eight new courses required of students enrolled in the program and is a core course within the degree.

iii) Department of Mass Communications

REQUEST: New course, COMM 6057 Digital and Social Media Communication Strategies

RATIONALE: is one of eight new courses required of students enrolled in the program and is a core course within the degree.

iv) Department of Mass Communications

REQUEST: New course, COMM 6058 Digital and Social Media Analytics and Evaluation

RATIONALE: is one of eight new courses required of students enrolled in the program and is a core course within the degree.

v) Department of Mass Communications

REQUEST: New course, COMM 6600 Digital and Social Media Communication theories

RATIONALE: is one of eight new courses required of students enrolled in the program and is part of the foundational offerings of the degree.

vi) Department of Mass Communications

REQUEST: New course, COMM 6654 Digital and Social Media Communication Law

RATIONALE: is one of eight new courses required of students enrolled in the program and is part of the foundational offerings of the degree.

vii) Department of Mass Communications

REQUEST: New course, COMM 6655 Digital and Social Media Communication Capstone

RATIONALE: is one of eight new courses required of students enrolled in the program and is the culmination of the degree.

viii) Department of Mass Communications

REQUEST: New course, COMM 6684 Research Methods in Digital and Social Media Communication

RATIONALE: is one of eight new courses required of students enrolled in the program and is part of the foundational offerings of the degree.

ix) Department of Mass Communication

REQUEST: New Program, Digital and Social Media Communication

RATIONALE: The proposed degree program is one of the first of its kind in the USG because it emphasizes digital and social media communication via an online delivery mode. Of the 18 graduate degrees and certificate programs in the USG, only three are dedicated to digital media. The new degree program is designed to train students in communication theories, strategies, and analytics to ensure effective messaging to key stakeholders. Program has 4 cores and 8 courses. Per discussions in Fall 2020, this program will constitute substantive change for two reasons: new course content at a different level than currently offered (prospectus), and the program requires notification because it is 100% online. Mass Communications alumni are among the target audiences for the program, and these individuals already feel a sense of place at UWG based on their undergraduate experiences.

### III) Information Items

A. CACSI, Department of Mathematics, Sciences and Technology

REQUEST: Deactivate Existing Program, Mathematics with a concentration in Applied Mathematics, M.S.

RATIONALE: The program has suffered from low enrollment for a few years. Master's teach-out document is provided.

B) CACSI, Department of Mathematics, Sciences and Technology

REQUEST: Deactivate existing program, Mathematics with a concentration in Teaching, M.S.

RATIONALE: The program has suffered from low enrollment for a few years. Master's teach-out document is provided.

C) RCOB, Department of Management

REQUEST: Revise Program, Georgia WebMBA

RATIONALE: The University of West Georgia is one of the consortium institutions in the Georgia WebMBA program; therefore, to align with other participating institutions, we are waiving the GMAT requirement for the WebMBA program and will maintain the 2.5 GPA minimum. The UWG WebMBA program will continue to require two years of professional work experience.

D) RCOB, Department of Management

REQUEST: Revise Program

RATIONALE: To remain competitive in the MBA marketplace. We are extending the GMAT waiver to all students with a 2.80 or higher GPA for a regular admission and for students with a 2.50 to a 2.79 for a provisional admission.

IV) New Business

V) Old Business