

The University of Akron

IdeaExchange@UAkron

The University of Akron Faculty Senate Chronicle

4-1-1993

Faculty Senate Chronicle April 1, 1993

Heather M. Loughney

Follow this and additional works at: <https://ideaexchange.uakron.edu/universityofakronfacultysenate>

Please take a moment to share how this work helps you [through this survey](#). Your feedback will be important as we plan further development of our repository.

This Article is brought to you for free and open access by IdeaExchange@UAkron, the institutional repository of The University of Akron in Akron, Ohio, USA. It has been accepted for inclusion in The University of Akron Faculty Senate Chronicle by an authorized administrator of IdeaExchange@UAkron. For more information, please contact mjon@uakron.edu, uapress@uakron.edu.



8-13
6-13

TABLE OF CONTENTS

	<u>Page</u>
Minutes of the MEETING OF UNIVERSITY COUNCIL of April 1, 1993	1
Appendix to the Minutes of the Meeting of University Council of April 1, 1993	14
A. Report of the Executive Committee	14
B. Report of the Campus Facilities Planning Committee	15
C. Report of the Faculty Rights and Responsibilities Committee	16
D. Report of the University Libraries Committee	17
E. Report of the Research (Faculty Projects) Committee	18
F. Report of the Representative to the Faculty Advisory Committee to the Chancellor of the Ohio Board of Regents	19
G. Amendment to the <u>Faculty Manual</u> (3359-20-02, B, 9) Re: Search Procedures for the Dean of University Libraries	22
H. Amendments to the <u>Faculty Manual</u> (3359-20-02) Re: Degree- Granting Colleges	23
Curriculum Changes	25

Any comments concerning the contents in The University of Akron Chronicle may be
directed to the Office of the Senior Vice President and Provost.



MINUTES OF THE UNIVERSITY COUNCIL MEETING OF APRIL 1, 1993

The regular meeting of University Council was called to order by the Presiding Officer, Senior Vice President and Provost, Mark S. Auburn, at 3:00 p.m. on Thursday, April 1, in Room 307 Leigh Hall.

Fifty-seven of the eighty-one members of University Council were in attendance. Those absent with notice were Ms. Barb Bucey, Dean Patricia Carrell, Dr. Michael Cheung, Dr. Virginia Fleming, Mr. Elton Glaser, Dr. Faith Helmick, Mr. Bud Houston, Dean Frank Kelley, Dean Russell Petersen, Mr. Roger Ryan, Dean Fred Sturm, Dean Tyrone Turning, and Mr. David Weil. Those absent without notice were: Dr. Thomas Baker, Ms. Shannon Barbic, Ms. Holly Bogner, Mr. Andrew Borowiec, Mr. Allen Cabral, Dr. Kathleen Endres, Dr. Keith Klafehn, Dr. Edward Lim, Mr. Richard Maringer, Ms. Elizabeth Reilly, and Dr. Neil Saplenza.

MISCELLANEOUS COUNCIL ACTION

- * **Approved Curriculum Changes**
- * **Approved Spring Graduation List**
- * **Approved Title Change of Chief Officer of The University of Akron Press**
- * **Approved Observance of Presidents' Day**
- * **Approved Revision of Search Procedures for the Dean of University Libraries**
- * **Approved Changing References to Degree-Granting Colleges to Include University Libraries**

ACTIONS TAKEN ON THE PROPOSED
FACULTY SENATE BYLAWS:

- * Amended Section on "Membership" of Faculty Senate to have Two Instructional Contract Professional Representatives
- * Amended Section on "Membership" of Faculty Senate to have Two Part-Time Faculty Representatives
- * Amended Section on "Membership" of Faculty Senate to have Three Student Representatives
- * Amended Wording for Faculty Rights and Responsibilities Committee and University Well-Being Committee to "shall concern itself with" rather than "have jurisdiction over"
- * Defeated Motion to Amend Section on "Diversity"
- * Defeated Motion to Delete Section on "Diversity"
- * Amended Section on "Diversity" to Read: "The Senate may appoint up to three additional members from the regular faculty to increase diversity."
- * Amended Section on "Eligibility" to Permit Department Heads and Directors of Schools to Stand for Election.
- * Amended Membership of the Long Range Planning Committee and the Budget and Planning Coordination Committee
- * Defeated Motion to have Shared Governance Council, LRPC, and BPCC Report to the Senate.
- * Added Provost as Ex Officio Member of LRPC
- * Defeated Motion to Eliminate the Shared Governance Council
- * Amended "Amendments" to 60% of Members *of the Faculty Senate* to Amend the Document
- * Substituted the Amended Document
- * Approved the Amended Document

ITEM NUMBER 1 - REMARKS OF THE PRESIDENT - Dr. Auburn introduced President Peggy Gordon Elliott.

My remarks this afternoon will be quite brief. I have tried to include everything you might ever have wanted to know about the university and were afraid to ask in the letter that you received today. The reason for the brevity is that I want us to be able to proceed with business at hand, and hopefully, come to a resolution in our meeting today. I have only one other piece of information to provide you and that is the searches for the deans of two of our colleges are progressing with some dispatch and with a little luck, I anticipate taking recommendations from both colleges to the Board of Trustees at the April meeting. I think for everyone involved, that is very good news indeed. I will be pleased to take questions, though, if there are questions you would like to raise before we get into the debate.

Hearing none, I would urge that we come to a resolution on what I think is probably the most important matter we are discussing this year. I think a lot of people have put a great deal of hard work over the summer and through the fall and come to a document that will allow academic decisions to be raised in an academic body without disenfranchising other important constituencies on the campus. That was a difficult thing to do. I urge us to stay right on task this afternoon, keeping the issue clearly focused, and hopefully, finding some resolutions. Thank you.

ITEM NUMBER 2 - CONSIDERATION OF THE MINUTES OF THE MEETING OF UNIVERSITY COUNCIL OF MARCH 4, 1993 AS PRINTED IN THE UNIVERSITY OF AKRON CHRONICLE OF MARCH 26, 1993 - Mr. David Brink, Secretary, said that he had one correction. On page 8, paragraph 3, the second sentence should read "The Parliamentarian advised". It was moved, seconded, and passed to accept the minutes as amended.

ITEM NUMBER 3 - REMARKS OF THE PRESIDING OFFICER - Dr. Auburn reminded committee chairs to submit their reports in written form to the Secretary for publication in the next Chronicle if they do not require action by Council. On the governance issue, he said that he would allow complete debate but he wanted to underline what the President said. There are a small number of issues concerning representation on the faculty senate described in the document before Council. He encouraged people to raise those issues primarily. There are many other issues that are suggested by this very complicated change but he was certain that council could adopt a document in principle that would allow the University to go on with a new governance structure.

ITEM NUMBER 4 - SPECIAL ANNOUNCEMENTS - There were none.

ITEM NUMBER 5 - REPORTS OF COMMITTEES

A. Executive Committee - Appendix B

B. Academic Planning and Priorities Committee - No report.

C. Academic Policies, Curriculum and Calendar Committee - Dr. Walton said that 4 curriculum changes were recommended for approval. There were no outstanding objections and they have all been approved by Graduate Council. Motion passed. The next item was approval of the Graduation List which had been published. APCC recommended approval. Motion passed. Dr. Walton said the remaining items of the report would be raised under New Business.

D. Athletics Committee - No report.

E. Campus Facilities Planning Committee - Appendix B

F. Computing and Communications Technologies Committee - No report.

G. Faculty Rights and Responsibilities Committee - Appendix C

H. Faculty Well-Being Committee - No report.

I. University Libraries Committee - Appendix D

J. Reference Committee - No report.

K. Research (Faculty Projects) Committee - Appendix E

L. Student Affairs Committee - No report.

M. General Studies Advisory Council - No report.

ITEM NUMBER 6 - REPORT OF THE AKRON REPRESENTATIVE ON THE FACULTY ADVISORY COMMITTEE TO THE CHANCELLOR OF THE OHIO BOARD OF REGENTS - Appendix F

ITEM NUMBER 7 - UNFINISHED BUSINESS - Dr. Auburn said that since unfinished business included the university governance structure, he would entertain a motion to suspend the rules and address this after new business. It was so moved, seconded, and passed.

ITEM NUMBER 8 - NEW BUSINESS - Dr. Auburn said that the first item of new business was a proposal to change the title of the chief officer of The University of Akron Press from editor to director, Faculty Manual (3359-20-057, E). Dr. Allen Noble said that most leading officers of University Presses were titled Director and virtually no leading official of a university press carried the title that we have given that individual here. This was an attempt to bring Akron into line with other universities.

Dr. Auburn asked the body for permission to read a paragraph from a letter that he had received in his role as Provost. Sometime ago in looking at the design of The University of Akron Press he had inquired of the distinguished director of the University of Arkansas Press at the University of Arkansas, Dr. Miller Williams, about some plans for The University of Akron Press. Dr. Williams included this paragraph in his report:

"Although you say that the title of the position is not something on which the proposed editor might insist, I think that the change he suggests *should* be insisted upon from Editor to Director. If, that is, if you mean for The University of Akron Press to work toward acceptance in the community of academic presses. The chief officer of an academic press is by universal convention its director. It would be confusing and counter-productive to call the provost of a campus the dean, the captain of a ship the first mate, the warden of a prison a guard; or a maitre d' a waiter. It would be lots easier for the press to grow into conventional titles than for those titles to be changed. Newspapers and magazines have editors; academic presses have directors."

This item came from the Executive Committee for Council's approval. Motion passed.

Dr. Walton said that APCC had 4 action items. But he thought that one of them might require some debate and he would defer it in lieu of addressing the governance issue. Item 3 in his report is a recommendation from the Executive Committee of University Council "that the University observe and celebrate Presidents' Day on the Tuesday following the national holiday." It had a majority recommendation

from APCC. Mr. Weaver commented that this was a compromise that was reached through the Executive Committee and members of APCC along with the support of Dr. Elliott. This was an acceptable compromise to the students and he encouraged its approval. Motion passed.

Dr. Walton said the next item was a revision of the section of the Faculty Manual that deals with the search for the Dean of University Libraries. This was a change to align that search procedure with the previous procedures that Council had approved for Deans of degree-granting colleges. Motion passed.

Dr. Walton said his last item was a recommendation to change all references to degree-granting colleges in the Faculty Manual to include the University Libraries. This was a change to recognize the status of the Library. Motion passed.

Dr. Walton said that the final item should be treated at a time when it can be debated; that would be APCC's Item 2 which is on the retirement and tenure of regular faculty. Dr. Auburn asked members of Council to keep a copy of this report and bring it to the May meeting. He said he would ask the Executive Committee to place this item under Old Business.

ITEM NUMBER 7 - UNFINISHED BUSINESS - Resumed.

Dr. Auburn said that since there was no further new business, Council would return to a discussion of university governance. Before the body was this document, The University of Akron Proposed Governance Structure and Bylaws, dated March 15, 1993. In an earlier form, it was the subject of discussion at a 2-hour special meeting of University Council. At a regular meeting of Council, a substitute document was proposed. That substitute was accepted and Council went into a committee of the whole to discuss a variety of matters. Council rose from the committee of the whole with no resolution. At that point, the Ad Hoc Committee on University Governance took the substitute motion and the previous motion and amalgamated them into the document dated March 15. At the special meeting on March 18, there was a motion to substitute that March 15 document for the one which stood before Council. That motion to substitute is the motion before the body now. Thus, there are really two pieces of business. One is to decide what is to be discussed finally, and the other is to discuss it and act upon it. According to the special rules that were adopted for discussion of university governance, Council is called to vote upon a proposal at today's meeting. He asked if that preamble pretty much matches everybody's history of the debate so far. That being the case, he asked if Council was ready for the question or if there were amendments that anyone wished to propose to this document.

Mr. Dan Buie moved to amend page 14, Item VII, Membership, B., Apportionment. He would add number 3: "Contract Professionals shall elect two (2) representatives from their membership designated as Instructional Contract Professionals." Seconded. Mr. Buie said that in terms of the rationale, this is straight forward and simple. To comply with the wish of the faculty to make the governance body of this University consist of those directly concerned with academic policy, it seems appropriate to restrict the Contract Professional membership to just those designated as "Instructional" (i.e., Developmental Programs, the Academic Advisement Center, the Counseling and Testing Center, Admissions, etc.) The Instructional Contract Professionals are directly involved with academic policy and wish to contribute to the formulation of academic policy at this University.

He offered a little history of this point by recalling that in 1985 AAUP had supported the general faculty on this issue. He read from the minutes: "The AAUP has long sympathized with the plight of our general faculty. When Dr. June Burton became AAUP President last summer, she created a standing committee, Committee G, devoted to general faculty interests. Dr. Irv Brandel agreed to chair the new committee. The committee drafted a position paper on the needs of this faculty. Irv presented this to the Executive Committee which endorsed it unanimously and immediately forwarded it to President Muse. Committee G's

report is on reserve in the Bierce Library. It includes the following recommendations: 1. Faculty rank and tenure within each department; 2. Elimination of salary inequities; 3. Voting representation on University Council and other university committees; 4. Eligibility for paid leaves, absence, and opportunities for research, professional development, and travel."

Of those 4 recommendations, only 1 was enacted. In April, 1985, it was brought to Council and at the May meeting, it was passed. He read the whereas's from that motion: Whereas, Contract Professional/Instructional and General Faculty constitute a large number of members of the university community; and, Whereas, Contract Professional/Instructional are integrally involved in student development, academic placement, assignment, advisement, and remediation; and, Whereas, Contract Professional/Instructional participate in curriculum planning and evaluation, program development, provision of academic-related services and outreach activities; and Whereas, Contract Professionals/Instructional are an essential part of the learning component unit of the university.

Wanting Council to know what type of numbers were being talked about, he said there were a total of 178 Contract Professionals and General Faculty on the main campus and the Wayne campus. If these two groups are divided into instructional and administrative (they are commonly referred to as IPS and APS), there are 128 instructional and 42 administrative on the main campus; on the Wayne campus, there are 8 instructional and no administrative.

He then cited examples of contract professional involvement in decisions regarding academic policy. He thought that contract professionals were instrumental in reaching a compromise on the withdrawal policy. He referred to their role as guardians of student interests in the passing and implementation of new curricula. And the conditional/unconditional policy that was passed here in principle by this body last year was indeed championed by a contract professional from the Admissions Office. He hoped that this amendment would meet the needs of faculty in terms of making this group primarily composed of people that are involved with academic policies. Motion passed.

Dr. John Bee moved to amend by striking 1-3 and inserting the number 2, on the same page (14), item 2 under Apportionment. This would then read: "The part-time faculty shall elect 2 representatives..." and strike the balance of that section. Seconded. Dr. Bee said that the purpose is to establish clarity in the number of representatives that will be on the Senate. Motion passed.

Mr. Weaver moved to amend page 14, number VII, Membership, B. Apportionment. He would add number 4 and it should read as follows: There shall be three student representatives as follows: 1. one student shall be President of Associated Student Government that would be congruent with his or her term; 2. one student appointed by the President of the Associated Student Government to run congruent with the President's term; and, 3. one graduate student elected by that constituency. Graduate Student shall be defined as those in Master's Degree Programs or Law Degree Programs. Seconded. Mr. Weaver said that students feel that they should have some voice in the faculty senate, not only for being informed of the issues, but to be able to give opinions on issues that face the students and this university.

Dr. David Weis asked for a point of clarification. Were the masters degree programs omitted? Mr. Weaver said those seeking Masters and Law Degree Programs. Dr. Auburn asked if excluding doctoral students was intentional. Mr. Weaver said no and that they could be added. Dr. Auburn said that with the consent of the seconder, it will be understood to be all graduate and professional students. Motion passed, 28 - 18.

Dr. Holland directed Council's attention to page 8, section IV, item 1, under Faculty Rights and Responsibilities Committee. The current Manual says "the committee shall concern itself with". This version says "shall have jurisdiction over..." It's the same on page 9, B, 1, for the University Well-Being Committee. He thought "jurisdiction" could be misconstrued. It would mean that the committee is empowered well beyond any powers that are intended or that currently exist. He moved to amend these two sentences to return to the current wording. Seconded. Motion passed.

Dr. Ford moved to amend page 15, section C, to read: "Should the senate, in consultation with under-represented group organizations, determine that there is a significant lack of diversity to the membership of the senate, the senate will appoint up to 3 additional members of the senate from under-represented groups". Everything else would remain the same. Seconded. Dr. Auburn commented that there were two important things: one is to tell the senate it will appoint, not may appoint; and the second is to say it shall make the determination in consultation with the leaders of under-represented group organizations. Motion failed.

Dean Hunt questioned the wording of Section V, paragraph C, on page 10. Dr. Auburn responded that something had been omitted. He hoped it would be possible for this body to agree that an editorial committee could meet on this document to clear up such things as Dean Hunt had pointed out. There were probably many more of those. He wanted the body not to pay so much attention to the editorial as to the significant issues such as the last amendment that was dealt with.

Dr. Ford raised a point of order. She thought that the last vote went by peremptorily. She thought that it should have been read the way that it was written. And she was not sure if everybody was ready for it because of the way it was presented. She did not get a chance to say yes and she was the one that proposed it. Dr. Auburn said he would be perfectly happy to take that vote again. He suggested that Dr. Ford read the amendment again and he would call for the ayes and nays.

Dr. Ford read: "Should the senate, in consultation with under-represented group organizations, determine that there is a significant lack of diversity in the membership of the senate, the senate will appoint up to three additional members of the senate from under-representative groups. In no case is this procedure to result in an increase in size of the voting membership of the senate beyond the 55 members." Dr. Auburn called for debate.

Dean Sylvester said that the 55 was inappropriate. The number needs to be 59. He also wondered who might be appointed. This was originally written so that it had to be a faculty member and now this allows others besides faculty. Should there not be some language that speaks to where these people might come from?

Dr. Erickson stated that 5 people have been added. She asked if this was an editorial change, or whether the proportions could be changed, or whether these are just extra people.

Dr. Griffin commented that it has to be determined that a group is under-represented before the process is engaged or either presume that a group is under-represented and that is what the process is supposed to determine. Thus, he thought the wording makes it impossible to carry out.

Dr. Holland said he wanted to speak against the amendment as given although he was in sympathy with item C in the sense of what is intended. He opposed the amendment because he thought it was absolutely unworkable. It simply swallows the problem in prose. Should the Senate determine? The whole body of the Senate? How would it determine? How would it set limits? How would it measure? If there is a significant lack, what is an insignificant lack of diversity? He knew that diversity was a nationwide, worldwide problem, but the body has to have something to measure it by if there is going to be a policy and procedure to be operating. What is being talked about is diversity in the membership of the senate. There is one definition. And the next, under-represented groups are being talked about. And this is not a representative body representing different groups. It's constitution is already established in terms of various faculty, students, and contract professional status. In no case is this procedure to result in an increase in number of members. That makes no sense at all. If there is a problem with diversity it ought to be addressed and resolved and not limited by the size of a meeting. What he sees is several attempts to define the problem, none of them put together into a rational process that could achieve its intent. Therefore, he spoke against this amendment. He wanted an item C, but not this one.

The question was called. The amendment failed.

Dr. Noble moved to strike paragraph C, on page 15 and renumber the other paragraphs. Seconded. He said that he thought Dr. Holland was eloquent in pointing out the weaknesses of the drafting of this section. By proposing the amendment, he was not against diversity. He was against sloppy drafting and he thought that was what was involved in that particular paragraph.

Dean Hunt spoke against the motion. The remedy for sloppy drafting is redrafting.

Dr. Marquette said that as one who is partially responsible, he would like to point out that it was not really sloppy drafting but an effort to deal with a difficult problem. What the Committee was hoping for was a way for the senate to handle the problem if it came up, rather than trying to say that if this occurs then so many have to be gotten from this college or whatever. The committee was not sure how or when this might occur. It was left deliberately vague. He thought that removing the procedure itself from the document would be unconscionable because the intent was to do something about the issue even though the specifics of such a case are not clear yet. This is just one of the many things that the committee struggled with over the year. He recommended leaving it in and trying to work out something better later.

Dr. Ford said she wanted to elaborate on the process of these things. Everyone is saying that they favor diversity, but she knows that if nothing is put in writing, it will not be done. So if it would not be out of order she would make a motion to keep the concept of diversity in, and rewrite it and come up with better wording. Dr. Auburn offered that the motion would be an unfriendly amendment. He thought what had to be done was vote down this motion and then propose a motion to keep a paragraph called Diversity.

Dean Gray supported the paragraph on Diversity. She thought the body had already said that later on it would be cleaned up. The committee worked very hard to include it and it should not be removed.

The question was called. Motion failed.

Dr. Bee offered to take a stab at alternative language on paragraph C, Diversity. He moved a number of changes which would make section C read: "The Senate may appoint up to three additional members from regular faculty in under-represented groups to increase diversity." Seconded.

Dr. Ford asked if "under-represented groups" were being defined. Dr. Bee said that he purposely did not try to incorporate language of that sort in the amendment of this document. He thought the senate, in a variety of ways and means and communication channels open to it, from those groups within its own counsel, from the administration, from a variety of sources, would make a good effort to ascertain that. It was his guess that any attempt to codify how that would take place would be very frustrating at this time and probably would later serve to be more of a hindrance than a help in effectively dealing with the situation.

Dr. Holland asked Dr. Bee as the mover of that amendment if he would accept a friendly amendment to remove "under-represented groups" and simply say "appoint up to three additional members to achieve diversity". Leave out the concept "under represented groups," since it cannot be defined. Leave that to later. This was accepted.

Dr. Auburn asked Dr. Bee if he would read his amendment in its present form. He responded: "The Senate may appoint up to three additional members from regular faculty to achieve diversity."

Dr. Ford said that as a member of an under-represented group, she thought that that particular terminology needed to be included. Dr. Buchthal said that Dr. Bee's original word was to "increase" diversity. There is no guarantee that by appointing up to 3 people diversity would be achieved. He still preferred the word "increase" in the sentence. Dr. Ford said that by saying regular faculty, contract professionals were being eliminated. Dr. Auburn agreed and asked the body if it was comfortable with that. He asked Dr. Bee to give the amendment again.

Dr. Bee said that the original language in his motion was, in fact, to increase diversity and he was going to stick with that language. **The Senate may appoint up to three additional members from regular faculty to increase diversity.** The question was called. Motion passed.

Dean Moore moved to delete the words "Department and Division Heads, Directors of Schools" from the paragraph under Eligibility on page 14. Seconded. She continued by saying that it was her understanding when the body was operating as a committee of the whole that the discussions that took place were, in fact, for the benefit of adopting a document that would be truly reflective of the group. Thus, when discussion reached that point today, the body could perhaps sidestep some issues that would take up time unnecessarily. In fact, she thought that the inclusion of the part-time faculty in this document resulted from the discussion held when the body was in a committee of the whole. In the last regular meeting when the body adjourned to a committee of the whole, another discussion occurred that focused on membership eligibility of school directors and department heads. To her memory, there was strong support from this group that those two groups should be eligible for membership. That is not reflected in the draft that appears before Council today.

She trusted the faculty to elect the persons they felt could best represent them. In the past, and it is in the present Council structure, there are department heads that have been duly elected by their colleagues in their colleges as representatives from their colleges. Current members should not be deprived of the opportunity of running again for representation simply because they hold the title of department head or school director. Faculty should have enough faith in faculty to elect those whom they feel best represent them.

Dr. Edwards and Dean Sylvester asked for the motion to be repeated. Dr. Auburn said the motion is to strike the words "Department and Division Heads, Director of Schools" from the paragraph on Eligibility on page 14. It would then read: **Members of the Faculty Senate shall be elected from the members of the regular faculty of The University of Akron, excluding Deans and other primarily administrative officers with faculty rank.**

Dr. Noble asked if he could request a roll call vote. The chair said yes, when the vote is to be taken.

Dr. Oller said that one of the things was that department heads, while they were listed as regular faculty, were not just regular faculty. They do not just have a title that says department head or director of a school. They represent that department. They are administrators. They have a different perspective, a different way of looking at things. If this body is trying to create a faculty senate, which expresses the will of the regular faculty, then he thought that there was the possibility that if a department head is elected, he or she will be expressing a point of view that will not necessarily coincide with the point of view of the regular faculty. He also wanted to point out that the department heads at the moment have their own body. They have the council of department heads. They make recommendations. The proposal at the moment has representation on both of the long-term planning committees for department heads and in one instance three are serving. Thus, there is the possibility that if department heads were elected to the faculty senate, they could wind up serving as representatives from the Faculty Senate. A department head could wind up serving on the committees and this is an example of double dipping. Regular faculty might not be represented at all. For those reasons, he asked Council to vote against the motion.

Dean Hunt said that if those fears were realized, then faculty should not elect their department heads as representatives to the senate. He did not think they should be excluded from the start from election.

Dr. Oller added that Dean Moore had said that in committee of the whole there was a strong sentiment in favor of supporting department heads. He pointed out that that was at our special March 4 meeting and there was a blizzard going on outside. There was a small number of people here and the strong support came from 9 department heads and the administrators.

Dr. Auburn asked if there was an objection to the call for question. Hearing none, he recognized a request for a roll call vote.

The results were as follows:

<u>Affirmative</u>	<u>Negative</u>	<u>Abstain</u>
Bee	Aby	Knepper
Billions	Beach	Purnell
Birdsall	Connell	
Brink	Davis	
Buchthal	Dilts	
Bule	Edwards	
Creel	Erickson	
Dunham-Taylor	Ford	
Elliott	Foster	
Gray	Frederick	
Hunt	Holland	
Kelley	Kausch	
Klinge	Klafehn	
Kyu	Liang	
Mirman	Marquette	
Moore	Noble	
Pope	Oller	
Richert	Poloma	
Rubes	Richards	
Schmitz	Sugarman	
Spooner	Weis	
Sylvester	Welch	
Tabet		
vonMeerwall		
Vye		
Weaver		
Williams		
Yousey		
Auburn		
Total: 29	Total: 22	Total: 2

Dr. Auburn requested that Dr. Knepper, who abstained, verify the roll call as taken by the Secretary who voted on this issue. Dr. Knepper so verified. Motion passed.

Dr. Foster said he was speaking to page 16 item G, Election to LRPC. Everything he read said that it was possible that there could be colleges without representatives on this committee. Thus, he moved that the number 4 be changed to the number 8. Dr. Auburn said that this would make a big change because if 8 members are elected each year, then suddenly this committee is a lot larger. Double the number of people will be elected every year. Dr. Foster said it was his intent to insure that each college is represented on that committee. This seems to be the only common-sense way to approach it. He thought every college should have a representative to be able to present their college's point of view. Seconded.

Dr. Noble said he did not think that this motion achieved that. Changing the number from 4 to 8 does not insure that individuals are going to be elected from different colleges. It simply increases the number, doubles the number of individuals on that body. He urged that the amendment be defeated.

Dr. Foster responded by saying that the way it is stated now, "No college may have more than one Senator elected to serve on LRPC concurrently" means those 8 representatives would have to come from different colleges. Dr. Buchthal expressed confusion. If it says that no college may have more than one Senator elected to serve on LRPC concurrently, then if 8 per year are elected, 16 colleges will be required.

Dr. Foster said the way he read it was, "the 4 members being elected"; that means only 4 colleges necessarily have members on the LRPC. Dr. Auburn said that it read: "no college may have more than one Senator elected to serve on LRPC concurrently." So at any one time, 8 colleges would be represented. Dr. Foster said that he withdrew his motion, and the seconder agreed.

Dr. Erickson moved that given the inclusion of department heads in the membership of the faculty senate, the membership of the Long Range Planning Committee and the Budget and Planning Coordination Committee be changed. Number 4, on page 22, section II, B should be stricken and number 1 should be changed to 5 members of the faculty senate. Number 3, on page 23, section II, B should be stricken and number 1 should be changed to 11 members of the faculty senate. Seconded.

Mr. Weaver asked for a point of clarification. There are already 4 members of the Faculty Senate appointed to the Long Range Planning committee. Are you recommending that 5 be appointed? Dr. Erickson said yes. She wanted to keep the membership of the committee the same as it was before and eliminate the department head representative because department heads are now eligible for the faculty senate. Motion carried.

Dr. Noble moved to amend the first line on page 19, section I, A, to insert the words "to the Faculty Senate" after the existing word "responsible." It would read: "The Shared Governance Council is responsible to the Faculty Senate". He moved further to amend the first sentence on page 22 in the same way so that it reads "The Long Range Planning Committee is responsible to the Faculty Senate..." and the same thing on page 23, first sentence, so that it reads "The Budget and Planning Coordination Committee is the University-wide Planning and Budgeting body of the University and is responsible to the Faculty Senate..." Seconded.

Dean Hunt asked what this meant. Dr. Auburn said that it means that those groups do their business and report their business to the Senate. That does not mean that they report it only there, but it means that the Senate has power over helping them to set their agendas and requesting them to bring business back.

Dr. Noble said he was proposing this change because it is not clear what the relationship of these 3 bodies is to the faculty senate. His amendment is simply to make clear, what that relationship is. The Faculty Senate is the premier organization. These 3 organizations have a lesser responsibility and are responsible to the faculty senate. He hoped that this sorted out the relationship and would avoid conflict in the future.

Mr. Richert wanted to know in the mind of the ad hoc committee how this was set up. Who were these committees responsible to? Dr. Marquette replied that they were responsible to the Board of Trustees. Mr. Richert said that in other words these bodies were to talk to the President. Now they were to talk to the Senate. Their appearance on the organizational chart will be lower if we adopt this.

Dr. Wels asked if this meant that actions taken by these committees must be approved by this body. Dr. Auburn said yes. Dr. Marquette said that there was already language in the document that says these committees have to report back to the Senate but that is for reporting purposes only. It cannot be said that the Long Range Planning Committee cannot talk to the President of the University before it talks to the Senate. Dr. Erickson asked if the document said that the senate reviewed the yearly budget. Dr. Marquette said that this goes through the senate.

The question was called. Motion failed.

Dr. Auburn said that the question was called on the main document. Since there was objection to the call for question on the main document, there was a vote for closure of debate. It failed and debate remained open.

Dean Sylvester moved to add the Senior Vice President and Provost as an ex officio member of the Long Range Planning Committee (page 22, Long Range Planning Committee, II, Membership, A). This would make it symmetrical with the budget group which has the Provost along with the other Vice Presidents. And he felt that it was important that the Provost be a member of the Long Range Planning Committee. Seconded. Motion carried.

Dr. Aby moved to amend page 22, II, B, number 3, the elected members of the Long Range Planning Committee, to read: "One dean of a degree granting college or the University Libraries." Dr. Auburn said he would like to defer that to the reference committee. He requested that the record show that wherever that phrasing appears, the editorial committee will make certain that the Library is included.

Dean Moore thought that there had been discussion of the length of service on the LRPC and the BPCC at a prior meeting, but she could not find mention of it in this document. Dr. Marquette said that the length of term for both committees was 2 years, staggered terms. It was on page 16. Dean Moore said that she found that item on page 16 but thought that it referred specifically to the Faculty Senate representatives. It struck her that those two committees have other representatives beside Faculty Senate and that this should be noted.

Dr. Bee wanted to pose a question to the Ad Hoc Committee for their response and comment. If the amendments that were passed are voted on favorably and go into effect, what is the effect on the rationale or need for the Shared Governance Council? Dr. Marquette said that it should stand and see how it works.

Dr. Noble thought that an important point had been raised and in order to get it resolved he moved to strike from the document all references to the Shared Governance Council. Seconded. President Elliott said she wanted to ask Mr. Buie to speak to this. But she thought that it was an aspect of the document that was very important to some of our colleagues. Before striking it without studying the whole document, she urged the body to think it over carefully.

Mr. Buie said that he knew certain constituencies had gained direct representation on this body today, but there are other constituencies dealt with as indirect kinds of constituencies that have not. Unless the Shared Governance Council is maintained, those people will not have a way of getting their information.

Ms. Richards stated that originally part time faculty members were part of the Shared Governance structure. In meeting with the Ad Hoc Committee, it was agreed that since there was now representation on the Faculty Senate, it would be a duplication if part-time faculty remained in the Shared Governance structure. However, the potential of the students and contract professionals has increased, now giving them increased chances of representation in each area where Shared Governance Council is mentioned. She favored the proposal to eliminate the Shared Governance Council entirely.

Dr. Marquette said that the intent of the ad hoc committee was to provide an opportunity for discussion on non-academic matters. The Shared Governance Council was still a place where non-academic matters could be discussed so that they will not take up time in the Senate. There are a variety of issues that are a concern to everyone but do not belong in an academic body. The purpose of the Shared Governance Council is so that those kinds of issues can, in fact, be addressed outside of this body. If the Shared Governance Council does not exist, the same dog and pony show that often occurs here will recur and there will be discussions covering issues that have nothing to do with the academic mission of the institution.

The question was called. Motion failed.

Dr. Oller said that there were still two places in the document where there is material that is in italics which represent differences between his proposal and that of the original proposal. On page 15, section E, Terms of Office, section 2. "Senators are limited to two consecutive terms of office, but former Senators may again stand for office after a hiatus of one year." This puts term limits in and under the old University Council guidelines there were no such things as term limits. The second, which may be a more important issue, is on page 17, VIII, Majority. This deals with making amendments to this document, in effect, the guidelines of the Faculty Senate. It states that "Amendments require the concurrence of 60% of the ballots cast by the faculty." That would mean the entire university faculty as opposed to just the body of the Senate. He moved to amend this section by substituting the following: **Amendments require the concurrence of 60% of the ballots cast by members of the faculty senate.** Seconded.

Dr. Gerlach asked for permission to speak. There were no objections. He urged careful consideration. The present set up requires a majority vote of the voting membership of the Council to change its Bylaws and that is how this whole document will be put into effect. Robert's advises that to amend the basic constitution, there should be a two-thirds vote of whomever is voting. The 60% provided will approximate that. But he urged Council to allow the future Faculty Senate to do what this Council has done in the past and that is to amend its own constitution or bylaws without referring it to a campus-wide vote of the faculty. He did not think they will pay as much attention to things and furthermore it will make for a longer, drawn-out process.

Motion passed.

Dr. Foster said he wanted to try again. On page 16, he moved to change 4 members to 5 members in section G and 8 members to 10 members in section H, assuming there are 10 degree-granting colleges. Dr. Marquette pointed out that this was already done since department heads had been removed and faculty senate representation had been changed to 5 and 11 members.

Dr. Auburn said that the question before the body was to substitute this document in its amended form. Motion passed.

Now, he continued, the body had before it a properly amended document. The question was called on the amended document. Motion passed.

Dr. Noble risked prolonging the meeting a little bit by saying that the body owed a great deal of thanks to the members of the Ad Hoc Committee, the chair and all of the members, and to Professor Oller, for finally getting Council to this point.

ITEM NUMBER 9 - GOOD OF THE ORDER - There was nothing.

ITEM NUMBER 10 - ADJOURNMENT - A motion to adjourn was made and seconded. Council voted its approval and the meeting was adjourned at 4:35 p.m.

APPENDIX A

Report of the Executive Committee

The Executive Committee met on March 15. The Committee acknowledged new student appointees to Council; made committee appointments for these members; and set the agenda for today's meeting.

Submitted by: David Brink
 Secretary

APPENDIX B

Campus Facilities Planning Committee Report to University Council

The Committee met on March 31, 1993, at 8:00 a.m.

Buckingham Center

Final assignment of space has not been made. The Committee will receive final plans from Ms. Janet Purnell.

Polsky Building

Social Work will not move to the Polsky Building. Discussions with Barnes and Noble concerning further space assignments for a second bookstore location are continuing. The south side of the 3rd floor is the space tentatively set aside for this purpose. Plan funds are the anticipated source for the costs of moving units to Polsky's.

Research Services/sponsored Programs/Graduate School

Space assignment remains unresolved.

Gallucci Hall

The Committee renewed its discussion of the proposed inclusion of classrooms GH #282, #261, #154, and #274 in the Honors Program proposal for the use of Gallucci Hall. Dr. Holland will review this matter with the Registrar.

Leigh Hall

There is a proposal for assignment of LH #204, #304, and #202 to Interdisciplinary Programs and Faculty ER&D. This will be taken up at the next meeting.

Mathematical Sciences has requested certain other rooms in LH for graduate student offices. This will be placed on the agenda of a future meeting.

Simmons Hall

Harvey Sterns is developing a proposal for use of Simmons Hall space for the Department of Psychology.

Submitted by: Harvey Sterns,
 Committee Chair

APPENDIX C

Report of the Faculty Rights and Responsibilities Committee

The Faculty Rights & Responsibilities Committee (FRRC) has met three times during spring Semester 1993. The FRRC has accepted three grievances for investigation and have begun to investigate. These grievances were assigned numbers:

93-10

93-20

93-20

Investigation of 93-10 has been terminated without prejudice to any parties. This action was taken due to the administrators named in the grievance, on advise of legal counsel, refusing to privately discuss the matter with FRRC members. The administrators' refusal is in accordance with the Faculty Manual [3359-20-036(c)(3)(c)] since a practicing attorney was actively involved in the University grievance procedure.

Submitted by: Allen Cabral
Committee Chair

APPENDIX D

University Libraries Committee

The University Library Committee met on March 10, 1993. The Committee heard a report from Dean Williams concerning library budgets, relocation of library facilities to Polsky's, and the status of OhioLINK. An additional \$150,000 will be added to the base of the library budget for the current year to cover the shortfall in the serial's line. The Committee appreciates the support of President Elliott, Provost Auburn, the Interim Budget Advisory Committee, and University Council, in addressing this critical library need.

Dean Williams expressed concern over the cost of providing audio-visual equipment (screens and carts) for an additional 100 classrooms to be created after Polsky's opens. The estimated cost is \$350-400 per room, which is not currently in the library budget. The Committee will investigate with the Campus Facilities Planning Committee.

Staff reductions have created no slack or overlap in personnel to handle unforeseen problems. Additional personnel needs are expected a) when OhioLINK becomes operational at Akron later this spring b) in conjunction with the Polsky's move, and c) as the remote storage facility at Rootstown Opens.

The Committee will plan its final report at two meetings in April.

Submitted by: Charles Monroe
Committee Chair

APPENDIX E

Research (Faculty Projects) Committee

The Research (Faculty Projects) Committee met on Monday, March 15, 1993, at 9:00 a.m. and reviewed 22 proposals for the Spring 1993 funding opportunity. Seventeen requests were awarded using Faculty Research Grant (FRG) funds totalling \$21,153. Of these seventeen projects, nine were granted \$500 of FRG funds with the remaining requested funds coming from Research Challenge monies earmarked for science and engineering by the Ohio Board of Regents. These nine OBR grants amounted to \$25,378. Total funding by the committee was \$46,531.

The committee will meet on Monday, April 12, 1993, at 9:00 a.m. in the McCollester Room, Buchtel Hall to review the 1992-93 committee activities.

Submitted by: Daniel Sheffer
Committee Chair

APPENDIX F

FACULTY ADVISORY COMMITTEE TO THE CHANCELLOR OF THE OHIO BOARD OF REGENTS

REPORT TO UNIVERSITY COUNCIL APRIL 1, 1993

The FAC Committee met on March 17, in Columbus on the 36th floor of the State Office Tower. Since the weather was snowy and some campuses were in exam week or on spring break, attendance was poor. It did not go unnoticed that lunch was remarkably similar to the previous meeting's, with the exception of the german chocolate cake served on St. Patty's Day.

The dismal morning was spent appropriately with Dr. Matt Filipic, Vice Chancellor for Administration, who had been scheduled to offer a budget prognosis. He discussed the attached table on operating funds. The figures with most bearing for us for 1993-1994-1995 are on lines 8 and 9, where we see that while the budget may be going up 5.5%-5.6% due to increased enrollments on 1-year campuses, the support per FTE is expected to remain constant. Also, on line 10 we see that support has "bottomed out" at a level that is almost 22.4% below the 1988 level.

Filipic also noted that a gap of \$500 exists between the fee assumption for technical and "bac" programs. This should be evened out, he said, because technical programs ought to receive more encouragement from the state.

He also went into the legislature's view that we must stop relying on T.A.s and part-time faculty to do undergraduate teaching. He said that with these funding levels, a new mix of research and graduate and undergraduate teaching must be found. Moreover, the legislators think the medieval faculty are arrogant because the latter don't think the politicians ought to be telling them how to do their jobs. In response, FAC members pointed out that we are not nobles, but serfs today; and that the legislature ought to be upset over the way money is wasted on sports (that most students themselves care nothing about) when, for example, general fees are used to pay basketball coaches \$109,000 plus \$.25 million in perks, as at the University of Cincinnati.

On a more positive note, Filipic said we are likely to get \$12 million in the budget for block grants for part-time students--something long needed. Prices are already too high, hence the OBR is playing down the need to raise fee caps and tuition to bring in more revenue. He said a return to a pure formula approach in the next biennium should help the institutions with rising enrollments that deserve increased funding.

Chancellor Elaine Hairston arrived at 1:10 and stayed until 2:45 when she received a note saying that the Finance Committee wanted to speak with her elsewhere. Since she was preoccupied, she never got around to addressing the agenda item, specifically the use of part-time faculty in Ohio. Instead, she first talked about the budget process of the last three years that has been like a roller coaster. Now the key number, per-student funding, represents a 23% decline, "so the patient is still ill." OBR's strategy is to get per-student funding increased. But she thought that the legislature would take a cautious course so as not to have to go through cuts in June/July, as it did last year.

APPENDIX F (CONT.)

In response to numerous questions, she discussed other future changes in the budget. She expected to see performance standards for 2-year institutions. Co-located campuses would plan for optimum efficiency. The budget probably would contain language from the Management for the Future Taskforce Report about a 10% increase in undergraduate teaching time. [This is a remarkable speeding up of the ten-year expectation for this to happen, which had been discussed at the previous FAC meeting by Howard Gauthier.] She agreed that OBR must do something to obtain congruity between capital budgets and operating budgets in order to stop the laundering of state funds for convention centers and other public uses having nothing to do with education. The Challenge money would be tied to undergraduate teaching in the second year of the budget via building new "pyramids of prestige," as models to break through.

She opined that faculty use of time is one of the hottest issues for the General Assembly. We need to look at quality performance standards for undergraduate education to produce higher retention levels. Restructuring of faculty jobs has to occur, she concluded. We must harness technology and make learning more interactive, and that may increase rather than decrease the use of the faculty time.

OBR also knows that educational reform is necessary because high school graduates need a couple of years of remediation, yet parents seem to think that their schools are good and that the call for reform is a conspiracy of business interests to get hold of children's minds. High school teachers don't see preparing students for college among their top seven duties, nor do they see the need for tech-prep tracks for high school students. Thus ended her broader discussion of the need for reform of the entire educational system in Ohio.

Before we adjourned, we discussed the need to update the 1990 survey on the use of part-time faculty. FAC members were reminded to send me the 1992 data for distribution on May 4, the date of our next meeting, when we again hope to take up this issue with the Chancellor.

Submitted by: June Burton

REVIEW OF RECENT AND PROPOSED LEVELS OF STATE SUPPORT FOR HIGHER EDUCATION								EXECUTIVE	EXECUTIVE
								BUDGET	BUDGET
								1994	1995
TOTAL AMOUNTS	1988	1989	1990	1991	1992	1993			
(\$MILLIONS)									
1. BEFORE CUTS	\$1,260.9	\$1,318.3	\$1,430.0	\$1,520.1	\$1,472.0	\$1,546.4	\$1,454.4	\$1,535.5	
2. AFTER CUTS	\$1,260.9	\$1,318.3	\$1,430.0	\$1,472.9	\$1,414.7	\$1,378.6	\$1,454.4	\$1,535.5	
3. CPI	4.2%	4.7%	4.8%	5.4%	3.2%	3.0%	3.5%	3.5%	
4. FTE'S	291,865	299,422	310,118	320,557	329,634	331,291	337,789	344,333	
5. CUMULATIVE % CHANGE IN FTE'S		2.59%	6.25%	9.83%	12.94%	13.51%	15.73%	17.98%	
6. CUT % OF ORIG APPROP	0.0%	0.0%	0.0%	3.1%	3.9%	10.9%	0.0%	0.0%	
7. % CHANGE FROM PREV YR		4.6%	8.5%	3.0%	-4.0%	-2.6%	5.5%	5.6%	
CPI-ADJUSTED									
8. STATE SUPPORT/FTE	\$5,204	\$5,092	\$5,093	\$4,843	\$4,292	\$4,040	\$4,039	\$4,042	
9. ANNUAL % CHANGE		-2.15%	0.03%	-4.92%	-11.38%	-5.86%	-0.03%	0.07%	
10. CUMULATIVE % CHANGE		-2.15%	-2.12%	-6.93%	-17.52%	-22.36%	-22.38%	-22.33%	
J:SCENREV2.WK3									

Operating funds only; excludes debt service.

APPENDIX G

(9) The Dean of University Libraries

- (a) The Dean of University Libraries is appointed by the Board upon recommendation of the President, holds office at the discretion of the President, and is responsible to the President through the Provost, AND IS SELECTED AS FOLLOWS:**

- (i) A SEARCH COMMITTEE IS ESTABLISHED CONSISTING OF REPRESENTATIVES ELECTED BY THE FACULTY OF THE UNIVERSITY LIBRARIES AND A REPRESENTATIVE FROM THE STUDENT BODY APPOINTED BY THE PRESIDENT FROM RECOMMENDATIONS FROM THE LIBRARY FACULTY. WHEN AUTHORIZED BY A VOTE OF THE LIBRARY FACULTY, THE SEARCH COMMITTEE SHALL, IN CONSULTATION WITH THE PROVOST, ADD A DEAN, A COMMUNITY REPRESENTATIVE, OR BOTH AS MEMBERS OF THE COMMITTEE.**
- (ii) THE SEARCH COMMITTEE RECOMMENDS A CANDIDATE OR CANDIDATES TO THE PROVOST.**
- (iii) IF THE RECOMMENDED CANDIDATE OR CANDIDATES ARE NOT ACCEPTABLE OR AVAILABLE, THE SEARCH COMMITTEE MAY RECOMMEND ANOTHER CANDIDATE OR CANDIDATES. IF THE SEARCH COMMITTEE DOES NOT RECOMMEND A CANDIDATE WHO IS AVAILABLE AND ACCEPTABLE TO THE PROVOST, THE SEARCH SHALL BE CLOSED AND THE SEARCH PROCESS REPEATED.**

Page 4, (B), (1), (b) lines 9 and 10 be changed to deans of the degree-granting colleges and of the libraries.

Page 4, (B), (1), (b) lines 11, 12, 13 representing three different units from among the degree-granting colleges and the library

- (b) The President is selected as follows: The Board establishes a Search Committee of eleven members which includes four Board members, three regular faculty members, the President of Associated Student Government, the President of the Alumni Council, the President of the Graduate Student Government or Student Bar Association, and one academic dean elected by the Dean of the Graduate School and the deans of the degree-granting colleges. The Board members are appointed by the Board Chairperson. The three regular faculty members (representing three colleges) are elected by the elected members of the University Council. ✓

Page 6 (b), (i) line 3 be changed to read degree-granting college and the library

- (i) A Search Committee shall consist of regular members of the faculty, one elected by the faculty of each degree-granting college, plus two representatives elected by and from those administrators listed in paragraphs (A) and (B) of 3359-10-03 of the Bylaws of the University Council, and two students selected by Associated Student Government. Members of the Committee representing the collegiate faculties must be regular members of the faculty as defined in Rule 3359-20-03 (A)(1) of the Faculty Manual, and must be elected by their respective collegiate faculties. No Committee member shall be a candidate for the position. ✓

Page 7 (3) (a) line 1 to read ... of degree-granting colleges, University libraries and schools

- (a) The deans of degree-granting colleges and schools are appointed by the Board upon recommendation of the President through the Provost. They hold office at the discretion of the President, are responsible to the President through the Provost, and are selected as follows: ✓

Page 37 (d) lines 3, 4, 5 will read **member elected from each of the degree-granting colleges and the library**

- (d) The University Distinguished Professor Recommendation Committee shall consist of one member elected from each of the degree-granting colleges. Only those holding the rank of professor or the title of distinguished professor are eligible to serve on this committee, which shall elect its own chair. If a majority of the review committee votes favorably, it shall forward the recommendation to the Provost. The Provost shall forward the recommendation, together with whatever comments the Provost wishes to make, to the President of the University. ✓

CURRICULUM CHANGES

The following curriculum changes, in accordance with the Curricula process adopted by University Council on December 12, 1974, have had final approval by either the Senior Vice President and Provost or by University Council. All changes are effective Fall, 1993 (unless otherwise noted).

COLLEGE OF BUSINESS ADMINISTRATION

BA-93-3

Department of Marketing

COURSE Addition:

6600:630 Marketing of Services, 3 cr.

Graduate Bulletin Description: Prerequisite 6600:600 or permission of instructor. Examines marketing strategies within the service industry. Focuses on both profit (e.g. transportation, financial) and nonprofit (e.g. educational, social) organizations. Product support services are also covered.

6600:670 Competitive Business Strategies

Graduate Bulletin Description: Prerequisites 6200:601, 6400:602, 6500:600 and 6600:600. Investigation of competitive business strategy from an industry perspective. The course presents a framework which can be used to understand and develop competitive strategies.

COURSE Deletion:

6600:420/520 Logistics Systems Analysis, 3 cr.

6600:465/565 Forecasting & Quantitative Methods in Marketing, 3 cr.

COURSE Description Change:

6600:600 Marketing Concepts, 3 cr.

New Graduate Bulletin Description: Introductory course examining buyer behavior, environmental influences, target marketing, product development, distribution, promotion, and pricing for business firms and nonprofit organizations within a global context.

COURSE Description and Prerequisite Change:

6600:440/540 Product Planning

New General Bulletin Description: Prerequisite 6600:300. Examines the creation of new products and the management of existing products through the life cycle.

New Graduate Bulletin Description: Prerequisite 6600:600. Examines the creation of new products and the management of existing products through the life cycle (Graduate credit requires additional research paper).

BA-93-3 (cont.)

6600:640 Marketing Information Systems and Research

New Graduate Bulletin Description: Prerequisite 6600:600 and 6500:601, 602. Covers the systematic and objective search for information and its analysis in the context of identifying opportunities and solving problems in marketing.

6600:650 Consumer Behavior

New Graduate Bulletin Description: Prerequisite 6600:600. Examines the marketplace behavior of individuals, households and organizations. Focus is placed on integrating theoretical models with managerial applications.

6600:655 Marketing Communications

New Graduate Bulletin Description: Prerequisite 6600:600. The total range of marketing communication tools are examined individuals and in the context of planning, developing, and implementing a systematic and integrated communication program.

COURSE Number, Description, and Prerequisite Changes:

FROM: 6600:400 Strategic Retail Management, 3 cr.

TO: 6600:450/550 Strategic Retail Management, 3 cr.

New General Bulletin Description: Prerequisite: 6600:300. Investigation of strategic and tactical retail decisions and issues through the use of case analysis, computer applications, experiential games, and field projects.

Graduate Bulletin Description: Prerequisite: 6600:600 or permission of instructor. Investigation of strategic and tactical retail decisions and issues through the use of case analysis, computer applications, experiential games, and field projects (Graduate credit requires additional research paper).

FROM: 6600:380 Sales Management, 3 cr.

TO: 6600:480/580 Sales Management, 3 cr.

New General Bulletin Description: Prerequisite: 6600:300. Develops analytical and managerial skills through case studies and other learning activities relating to the organization, selection, training, motivation, and control of a sales force.

Graduate Bulletin Description: Prerequisite: 6600:600 or permission of instructor. Develops analytical and managerial skills through case studies and other learning activities relating to the organization, selection, training, motivation, and control of a sales force (Graduate credit requires additional research paper).

COURSE Number, Title, Prerequisite and Description Change:

FROM: 6600:360 Business Marketing Management

TO: 6600:470/570 Business to Business Marketing

New General Bulletin Description: Prerequisite: 6600:300. Studies industrial and organizational buyer behavior. The strategic marketing management practices of firms selling to business organizations, governmental agencies, and institutions are also examined.

BA-93-3 (cont.)

Graduate Bulletin Description: Prerequisite: 6600:600 or permission of instructor. Studies industrial and organizational buyer behavior. The strategic marketing management practices of firms selling to business organizations, governmental agencies, and institutions are also examined (Graduate credit requires additional research paper).

COURSE Title, Prerequisite and Description Change:

FROM: 6600:680 Marketing Theory
TO: 6600:680 Applications of Marketing Theory

New Graduate Bulletin Description: Prerequisite: 6600:600. Examines marketing theories and their applications to business problem-solving and decision-making. Selected reading and field projects are used to enhance the student's managerial skills.

BA-93-7

Department of Marketing

PROGRAM Revisions:

TITLE Change: **FROM:** General Marketing Studies Option
TO: Marketing Management Program

FROM: Industrial and Organizational Sales Track
TO: Sales Management Program

New General Bulletin Description: Two distinct degrees are housed within the Marketing Department--the Bachelor of Science in Business Administration/Marketing and the Bachelor of Science in Business Administration/Advertising. In addition, the program of study leading to a Co-Major in International Business is also coordinated by the Marketing Department.

NEW Courses:

6600:293 Career Orientation for Marketing Majors, 1 cr.

General Bulletin Description: Prerequisite: None. Review academic requirements for marketing and advertising majors and examines the professional skills and personal attributes required for successful business career. Develops student career plan.

6600:490 Marketing Strategy, 3 crs.

General Bulletin Description: Prerequisites: Senior standing (97 credit hours) and 6600:460. Capstone course stressing integration of marketing functions through development of strategic thinking and analytical skills. Course employs case analysis, computer applications, and field projects.

6600:493 Career Management: Strategies for Marketing Graduates, 1 cr.

General Bulletin Description: Prerequisites: Senior standing (97 credit hours). Examines major steps in organizing and conducting successful job searches. Students conduct career and market audits, develop resumes and letters, participate in mock interviews.

BA-93-7 (cont.)

COURSE Deletion (from Program and University Offering):

6600:420/520 Logistics Systems Analysis, 3 crs.

6600:465/565 Forecasting and Quantitative Methods in Marketing, 3 crs.

6600:475 Industrial and Organizational Sales Strategy, 3 crs.

"TRACK" Deletion (from Program and University Offering):

6600: Retail Management Track

6600: International Marketing Track

6600: Marketing Communications Track

6600: Physical Distribution Track

COURSE Description Change:

6600:460 Marketing Research

New General Bulletin Description: Prerequisites: 6600:300 and 6500:321. Emphasizes problem definition and solution approach to marketing research decisions. Situation and data analysis skills are developed through lectures, cases, field projects, and computer applications.

COURSE Description and Prerequisite Change:

6600:300 Marketing Principles

New General Bulletin Description: Prerequisite: Junior standing. A general survey of marketing activities including analysis of markets, competition, consumer behavior, information systems and the assessment of product, price, distribution and promotion strategies.

6600:375 Professional Selling

New General Bulletin Description: Prerequisite: 6600:300. Builds communication skill while learning about determining buyer needs, prospecting, making sales presentation, persuading, overcoming sales resistance, closing sales, and building relationships.

COURSE Number, Prerequisite and Description Change:

FROM: 6600:310 Buyer Behavior

TO: 6600:355 Buyer Behavior

New General Bulletin Description: Prerequisite: 300. Interdisciplinary approach to the analysis of the nature of consumer buying behavior. Economical, social, and psychological influences on consumer's decision-making processes are examined.

FROM: 6600:400 Strategic Retail Management

TO: 6600:450/550 Strategic Retail Management

New General Bulletin Description: Prerequisite: 300. Investigation of strategic and tactical retail decisions and issues through the use of case analysis, computer applications, experiential games, and field projects.

BA-93-7 (cont.)

Graduate Bulletin Description: Prerequisite: 600 or permission of instructor. Investigation of strategic and tactical retail decisions and issues through the use of case analysis, computer applications, experiential games, and field projects.

COURSE Number and Description Change:

FROM: 6600:380 Sales Management
TO: 6600:480/580 Sales Management
(See BA-93-3 section)

COURSE Number and Title Change:

FROM: 6600:320 Physical Distribution
TO: 6600:415 Business Logistics

COURSE Number, Title, Prerequisite and Description Change:

FROM: 6600:340 Principles of Retailing
TO: 6600:305 Essentials of Retailing

New General Bulletin Description: Prerequisite: Junior standing. Survey of basic concepts and principles of retailing including retail formats, store facilities, market analysis, site selection, merchandise management, retail pricing and promotions management.

FROM: 6600:395 Applications in Retail Merchandising
TO: 6600:307 Essentials of Retail Merchandising

New General Bulletin Description: Prerequisite: Junior standing. Practical retail applications in the planning and control of merchandise assortments, merchandise budgets, inventory systems, buying procedures, vendor relationships and pricing practices.

COURSE Number, Title and Description Change:

FROM: 6600:360 Business Marketing Management
TO: 6600:470/570 Business to Business Marketing
(See BA-93-3 section)

COURSE Title and Description Change:

FROM: 6600:350 Advertising and Marketing Communications
TO: 6600:350 Advertising

New General Bulletin Description: Prerequisite: 300. Explains and analyzes advertising's role in marketing operations. Special attention given to the integration with sales promotion, event marketing, direct response and other support strategies.

Note: To receive a Bachelor of Science in Business Administration/Marketing degree, the student must select either the Marketing management Program or the Sales Management Program and successfully complete one or the other of these 23 credit hour programs.

BA-93-7 (cont.)

PROGRAM Credit Hour Change:

TOTAL Program Credit Hours: FROM: 21 TO: 23

TOTAL Required Credit Hours: FROM: 3 TO: 20

TOTAL Elective Credit Hours: FROM: 18 TO: 3

BA-93-8

Department of Marketing

PROGRAM Revision: 6600: Advertising

COURSE Addition:

6600:293 Career Orientation for Marketing Majors, 1 cr.
(See BA-93-7 section)

6600:490 Marketing Strategy, 3 cr.
(See BA-93-7 section)

6600:493 Career Management: Strategies for Marketing Graduates, 1 cr.
(See BA-93-7 section)

COURSE Deletion (from Program ONLY):

3300:279 Script Writing, 3 cr.
6600:340 Principles of Retailing, 3 crs.
6600:499 Independent Study - Marketing, 3 crs.
7100:286 Commercial Design Theory, 3 crs.
7100:288 Letter Form and Typography, 3 crs.
7100:387 Advertising Layout Design, 3 crs.
7100:388 Advertising Production Design, 3 crs.
7600:102 Survey of Mass Communication, 3 crs.
7600:303 Public Relations Writing, 3 crs.
7600:309 Promotional Publications, 3 crs.
7600:384 Mass Media-Communications Research, 3 crs.
7600:403 Communications in Public Relations I, 3 crs.
7600:439 Independent Study - Communications

"Tracks" Deletion (from Program and University Offering):

6600: Graphics Grouping (Track)
6600: Writing Grouping (Track)
6600: Media Grouping (Track)
6600: Advertising Management Grouping (Track)
6600: General Grouping (Track)

BA-93-8 (cont.)

COURSE Description and Prerequisite Change:

6600:300 Marketing Principles
(See BA-93-7 section)

6600:375 Professional Selling
(See BA-93-7 section)

COURSE Number and Description Change:

FROM: 6600:380 Sales Management
TO: 6600:480/580 Sales Management
(See BA-93-3 section)

COURSE Title and Description Change:

FROM: 6600:350 Advertising and Marketing Communication
TO: 6600:350 Advertising
(See BA-93-7 section)

COURSE Number, Prerequisite and Description Change:

FROM: 6600:310 Buyer Behavior
TO: 6600:355 Buyer Behavior
(See BA-93-7 section)

FROM: 6600:400 Strategic Retail Management
TO: 6600:450/550 Strategic Retail Management
(See BA-93-7 section)

Note: To receive a Bachelor of Science in Business Administration/Advertising degree, the student must successfully complete the following 23 credit hour program.

Required Courses (Complete all courses - 17 credits)

6600:293 Career Orientation for Marketing Majors, 1 cr.
6600:350 Advertising, 3 crs.
6600:355 Buyer Behavior, 3 crs.
6600:425 Advertising Research and Evaluation, 3 crs.
6600:430 Promotional Campaigns, 3 crs.
6600:490 Marketing Strategy, 3 crs.
6600:493 Career Management, 1 cr.

Elective Courses (Complete two courses - 6 credits. At least one of the two elective courses must be selected from 3300: 7100: and/or 7600: fields of study).

3300:390 Professional Writing
7100:180 Graphic Design
6600:375 Professional Selling
6600:385 International Marketing
6600:440 Product Planning

April 27, 1993

Page 32

BA-93-8 (cont.)

6600:450 Strategic Retail Management
6600:480 Sales Management
7600:280 Media Production Techniques
7600:282 Radio Production
7600:283 Television Production
7600:387 Radio and Television Writing
7600:486 Broadcasting Sales and Management

PROGRAM Credit Hour Change:

Total Program Credit Hours: FROM: 30 TO: 23

Total Required Credit Hours: FROM: 18 TO: 17

Total Elective Credit Hours: FROM: 12 TO: 6

COLLEGE OF EDUCATION

ED-93-2

Department of Physical and Health Education

PROGRAM Revision: Master's Option: Outdoor Education

COURSE Title and Credit Hour Change:

FROM: 5560:452/552 Methods, Materials and Resources for Teaching Outdoor Education, 3 crs.

TO: 5560:452/552 Resources and Resource Management for the Teaching of Outdoor Education, 4 crs.

PROGRAM Credit Hour Change:

Total Program Credit Hours Required: 32.

Total Required Credit Hours: FROM: 23-25 TO: 24-26

Total Elective Credit Hours: FROM: 7-9 TO: 6-8

CORRECTION

CT-93-4

Division of Associate Studies

PROGRAM: Commercial Photography

NOTE: The following changes were not indicated in the November 19, 1992 Chronicle (p.20).

COURSE Number and Prerequisite Change:

FROM: 2240:110 Multi-Image Production. Prerequisite: 7100:275 or 7600:280.
TO: 2300:230 Multi-Image Production. Prerequisites: 2300:160, 170; Portfolio

FROM: 2240:122 Intro to Commercial Photo. Prerequisite: 7100:275.
TO: 2300:122 Intro to Commercial Photo. Prerequisite: None.

FROM: 2240:210 Portrait/Fashion Photo. Prerequisite: 2240:122.
TO: 2300:160 Portrait/Fashion Photo. Prerequisites: 2300:122; 7100:275.

FROM: 2240:224 Illustration/Advertising Photo. Prerequisite: 2240:122
TO: 2300:170 Illustration/Advertising Photo. Prerequisites: 2300:122; 7100:275

FROM: 2240:250 Advanced Commercial Photo. Prerequisites: 2240:210, 224.
TO: 2300:250 Advanced Commercial Photo. Prerequisites: 2300:160, 170; Portfolio Review.

FROM: 2240:252 Professional Photo Practices. Prerequisites: 2240:210, 224.
TO: 2300:260 Professional Photo Practices. Prerequisites: 2300:160, 170.

ED-93-3

Department of Physical and Health Education

NOTE: This is to correct some errors in March 2, 1993 chronicle (p.19).

PROGRAM Revision: Athletic Training for Sports Medicine

DELETE (from Program ONLY):

5050:210 Characteristics of Learners, 3 crs.

COURSE Credit Hour Change:

5500:497 Independent Study

FROM: 2 **TO:** 1 (applying for this Program ONLY).

NU-93-6 (Effective Summer, 1994)

PROGRAM Revision: RN/MSN Sequence.

NOTE: The following message was not indicated in December 31, 1992 Chronicle (p.36).

Additional Comments: The Ohio Board of Regents has directed the College of Nursing to award the RN/MSN students the BSN degree upon their completion of the MSN degree, effective for students entering Fall, 1994.

