

Reported to the Board of Trustees
May 7, 2015

Board Meeting
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PRESIDENT'S REPORT ON ACTIONS OF THE SENATES

Establish a Joint Bachelor of Science and Master of Engineering in Electrical and Computer Engineering, College of Engineering and the Graduate College, Urbana

The Urbana-Champaign Senate has approved a proposal from the College of Engineering and the Graduate College to offer a joint Bachelor of Science and Master of Engineering in Electrical and Computer Engineering. The program will allow electrical and computer engineering students to combine a Bachelor of Science in either electrical engineering or computer engineering with a Master of Engineering in Electrical and Computer Engineering. This combined degree can be completed in five years, or just two semesters more than the traditional Bachelor of Science degree.

It is generally accepted in industry and in academe that a four-year Bachelor of Science in Electrical and Computer Engineering is barely adequate to prepare students for current and future engineering challenges and that a professional master's degree is highly desirable preparation for employment in today's competitive industrial environment. The joint Bachelor of Science-Master of Engineering degree program will provide the opportunity for our electrical and computer engineering students to expand their horizons and be well prepared to meet industry demand.

Establish a Graduate Minor in Dance, College of Fine and Applied Arts and the Graduate College, Urbana

The Urbana-Champaign Senate has approved a proposal from the College of Fine and Applied Arts and the Graduate College to establish a graduate minor in dance. Through this minor, interested graduate students have the opportunity to endow their major graduate degree studies with interdisciplinary ideas.

The Graduate Minor in Dance offers graduate students the opportunity to experience physical practice and creative process, gives exposure to the work of major 20th and 21st century dance artists, and requires in-depth engagement in contemporary performance theory. The minor also presents a new pedagogic window into research through the body.

Establish a Graduate Concentration in Business Data Analytics, College of Business and the Graduate College, Urbana

The Urbana-Champaign Senate has approved a proposal from the College of Business and the Graduate College to establish a Graduate Concentration in Business Data Analytics. The Concentration will provide a strong foundation in business courses as well as develop skills using data as a foundation for sound decision-making.

Data Analytics is a relatively young, multidisciplinary field that enhances organizations' ability to extract useful insights from data to aid management in making better decisions. Corporations as well as non-profit organizations are looking for qualified students who can employ data analysis to solve business problems. To meet these needs, the Concentration in Business Data Analytics will focus on developing leaders in business who understand how to leverage data to identify new customer

segments and markets; how to optimize the supply chain and logistics; and how to collect, manipulate, and visualize data for business decisions.

Establish a Concentration in Digital Environments for Learning, Teaching, and Agency in the Bachelor of Science in Learning and Education Studies, College of Education, Urbana

The Urbana-Champaign Senate has approved a proposal from the College of Education to establish a Concentration in Digital Environments for Learning, Teaching, and Agency (DELTA) within the Learning and Educational Studies major. This Concentration prepares students for a wide range of positions requiring expertise in how new technologies contribute to learning.

The DELTA Concentration seeks to introduce students to practices and principles that address learning and teaching in digital environments ranging from technology-enhanced classrooms to mobile devices to immersive virtual worlds.

Rename the Undergraduate Minor in Urban Planning, College of Fine and Applied Arts, Urbana

The Urbana-Champaign Senate has approved a proposal from the College of Fine and Applied Arts to rename the existing Undergraduate Minor, changing the name from the Minor in Urban Planning to the Minor in Urban Studies and Planning. The revision is part of a departmental shift away from breadth and towards depth and better reflects the content of the courses required for the minor.

Establish the Minor in Museum and Exhibition Studies, College of Architecture, Design and the Arts, Chicago

The Chicago Senate with the recommendation of the College of Architecture, Design and the Arts has approved the establishment of the Minor in Museum and Exhibition Studies.

Students who minor in Museum and Exhibition Studies will gain familiarity with museum and exhibition histories and current practices in the United States and other parts of the world, along with the variety of disciplinary perspectives that inform these, including art and art history, anthropology, history, disability studies, ethnic studies, and gender and women's studies. The minor will offer the theoretical bases for asking critical questions about the social purposes of museums and exhibitions, and examples of the ways museum and other cultural workers have addressed justice-focused themes, including commitments to activism, democracy, equality, and inclusion in their exhibits, programs, and other forms of public engagement. Finally, the minor will effectively prepare students for a variety of careers in the cultural sector, and for future graduate studies in the arts and art history, education, and public planning and policy.

The minor is comprised of 15-hours of coursework, three required courses and two elective courses chosen in consultation with an advisor, and is open to undergraduate students in any college.

Establish Concentrations in Advertising and Marketing Communications, Global and Multicultural Marketing, and Marketing Research in the Master of Science in Marketing, College of Business Administration, Chicago

The Chicago Senate with the recommendation of the College of Business Administration and the Graduate College has approved the establishment of three concentrations in the proposed Master of Science in Marketing: Advertising and Marketing Communications, Global and Multicultural Marketing, and Marketing Research.

The M.S. in Marketing requires 34-hours of graduate coursework, 14 hours of required courses and 20 hours (5 courses) of electives. Students can pursue a marketing generalist curriculum, or can earn one of the three concentrations. The concentrations provide training in an area of specialization, and have been designed to correspond with specific marketing careers. To earn a concentration, students will complete 12-hours (3 courses) of concentration-specific electives.

Establish the Concentration in Urban Pharmacy Services in the Doctor of Pharmacy, College of Pharmacy, Chicago

The Chicago Senate with the recommendation of the College of Pharmacy has approved the establishment of the Concentration in Urban Pharmacy Services in the Doctor of Pharmacy (PharmD).

The College of Pharmacy offers the PharmD at both the Chicago and Rockford campuses. Students enrolled at Chicago can apply for entry into the Urban Pharmacy Education Program (UPHARM). The UPHARM program was created to address the continued shortage of pharmacists in urban regions of the state providing care

for underserved urban populations. Each year, approximately 165 PharmD students enroll at Chicago, and up to six will be selected to participate in the UPHARM program, the first cohort of whom will complete their degree in May 2015. Only Chicago students are eligible for the UPHARM program and concentration, modeled after the Rural Pharmacy Education Program (RPHARM) and concentration offered exclusively at Rockford.

The PharmD with Urban Pharmacy Services concentration will require 135-hours, two hours more than the PharmD alone. The concentration is comprised of six hours of specialized coursework, which count toward half of the electives required for the PharmD, and a two-hour capstone project. In addition, two of six Advanced Pharmacy Practice Experience (APPE) courses taken in the fourth year are completed in the same urban community to provide a longitudinal experience. The capstone project is based upon work completed during these APPEs. The concentration will formally acknowledge the specialized education and clinical preparation UPHARM students receive, and has the potential to provide students with a competitive advantage when seeking professional employment.

Establish a Concentration in Sport Management in the Bachelor of Business Administration Degree, College of Business and Management, Springfield

The Springfield Senate with the recommendation of the College of Business and Management has approved the establishment of a concentration in Sport Management within the Bachelor of Business Administration.

The Sport Management concentration will allow students enrolled in the Bachelor of Business Administration degree program an opportunity to pursue specialty coursework and apply business principles to the sport industry. The 15-hour on-ground concentration complies with the recommendations of the Commission of Sport Management Accreditation. Students completing the concentration will develop competencies that will prepare them to be successful in various careers in the sport industry, including collegiate and professional sports administration, sport promotion and marketing, and sports, health and fitness center operations and management.

Establish a Minor in Sport Management, College of Business and Management,
Springfield

The Springfield Senate with the recommendation of the College of Business and Management has approved the establishment of a Minor in Sport Management.

The minor is designed for undergraduate students in any college who wish to pursue specialty coursework and apply business principles to the sport industry. The 21-credit hour on-ground minor complies with the recommendations of the Commission of Sport Management Accreditation and consists of 12-hours of foundational business courses and nine hours of coursework specific to sport management. Students completing the minor will develop competencies that will prepare them to be successful in various careers in the sport industry, including collegiate and professional sports administration, sport promotion and marketing, and sports, health and fitness center operations and management.