AGENDA

1. Consideration of proposal to revise and rename the Bachelor of Music: Pre-Teacher Licensure Program (SOMD)

2. Consideration of proposal for a new certificate in Sports Product Management (LCB)

Minutes:
Review and vote on the minutes of the April 1 meeting were suspended due to the full agenda.

Proposal to revise and rename the Bachelor of Music: Pre-Teacher Licensure Program in the School of Music and Dance

The Chair introduced Phyllis Paul, Associate Professor of Music Education & Associate Dean of Undergraduate Studies, SOMD and Eric Wiltshire, Associate Professor of Music Education & Assistant Director of Bands, SOMD to present the proposal from the School of Music to revise and rename the Bachelor of Music.

Phyllis recounted that during a review of SOMD in 2009, the national accreditation team, the National Association of Schools of Music (NASM), said that SOMD could not continue to offer the Bachelor of Music in Music Education (BMME) as titled because of the lack of teacher licensure in the degree awarded. The degree was re-named to the Bachelor of Music: Pre-Teacher Licensure. The name change subsequently required five terms of enrollment in post-baccalaureate coursework to earn the initial teaching license. This has resulted in loss of students, increased costs, and minimal returns. SOMD wants and needs to reclaim the BMME degree status (defined as the BM plus the teaching licensure), which is the “gold standard” in music education.

During the course of a rigorous 3-year self-study, SOMD worked to update and revise the licensure piece. They revised the program with a vision of strengthening curriculum and creating efficiencies. There is no required admission process for the teaching licensure. The licensure is achieved before the 5th year of the program.

The presenters noted that the change in the program, through revision of the curriculum and the retitling back to the BMME meets the programs of comparator institutions and puts the UO ahead of other institutions in Oregon.

Discussion:
In closed session, the Council discussed the proposal.
It was noted that the BFA degree is not as demanding in coursework as the BMME, requiring only 4 years to complete. There was concern that a 5th year of study and 180 credits is an expensive proposition for students, but the Registrar noted that 180 credits is the minimum number of credits required for a degree. (In 1996, requirements for the BA, BS, BEd, and BMus was dropped from 186 credits minimum to 180 credits.)
The motion was made, moved, and seconded to endorse the proposal with the request that requirements for the tracks to the BM degree and the BMME degree be clearly stipulated. The motion passed unanimously.

Proposal for a new Undergraduate certificate program in Sports Product Management in the Lundquist College of Business:

The Chair introduced guests Collette Niland, Assistant Dean for Undergraduate Programs, LCB and Jim Bean, Associate Dean for Integrated Programs, LCB to present the proposal for a new certificate program in Sports Product Management for undergraduates in the Lundquist College of Business.

The presenters explained that the proposal is for a new strategic initiative being developed with Product Design in the School of Architecture and Allied Arts (AAA). The proposed program would also be the only undergraduate component in LCB that concentrates on Sports Business.

The program would not impact advising because the students are already being advised in LCB.

The program would focus on two areas: Product Design 101 and Sports Business 410. At the MBA level, there are concentrations in Sports Business and Sports Product Management. The Certificate Program may increase the employability of professional school graduates while maintaining academic rigor. An internship in the industry will be a key part of the Certificate program.

LCB is applying for support for a cluster hire in faculty to teach in the Certificate Program. It was also acknowledged that the new proposed course in the program, SP 410 has to go through more review.

The proposal is simply formalizing what has been an informal arrangement between LCB and AAA.

Discussion:

During closed session, Council members raised concerns about the proposal:

Transcripted Certificates require a minimum of 36 credit hours. The proposal does not meet the minimum 36 credit hour requirement.

-There needs to be a list of specified courses for the Certificate.

The general recommendation of the Council is that LCB needs to think about courses that need to be added to the Certificate program. Then the proposal needs to be returned to UOCC for review. There is a possibility that if they move expeditiously on these steps, the proposal could be re-reviewed by the UGC next Fall and the program could possibly be effective by Winter 2015.

The next UGC meeting is scheduled for Tuesday, April 22, at 12:00 noon in the Collaboration Room of the Knight Library.