UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees Meeting
Educational Programs Committee
January 24, 2019
9:30 a.m. – 10:15 a.m.
UCF Rosen College of Hospitality Management
Conference call in phone number 800-442-5794, passcode 463796

AGENDA

I. CALL TO ORDER   Robert Garvy
                                   Chair, Educational Programs Committee

II. ROLL CALL   Gwen Ransom
                                   Executive Administrative Assistant to
                                   Dr. Paige Borden

III. MEETING MINUTES   Robert Garvy
- Approval of November 15, 2018
  Educational Programs Committee
  meeting minutes

IV. NEW BUSINESS

- Tenure with Hire (EPC-1)   Elizabeth A. Dooley
                                   Provost and Vice President for Academic Affairs
                                   Professor, College of Community Innovation and Education

- Status of New Degrees (INFO-1)

  Undergraduate Degree Program   Melody Bowdon
  Entertainment Management B.S.   *Interim Vice Provost for Teaching and Learning*
                                     Interim Dean, College of Undergraduate Studies

  Graduate Degree Program   Elizabeth Klonoff,
  Data Analytics M.S.   *Vice President for Research*
                                     Dean, College of Graduate Studies

- Provost Update   Elizabeth A. Dooley

  Academic Spotlight (INFO-2)   Thomas Cavanagh
  Digital Learning   Vice Provost for Digital Learning

V. OTHER BUSINESS

UNIVERSITY OF CENTRAL FLORIDA

MINUTES
Board of Trustees
Educational Programs Committee
November 15, 2018
Fairwinds Alumni Center

CALL TO ORDER
Trustee Robert Garvy, chair of the Educational Programs Committee, called the meeting to order at 9:45 a.m. Committee members Trustee Bradley, Trustee Boloña, and Trustee Self were present. Trustees Joseph Conte, John Lord and William Yeargin were also present.

MINUTES
The September 27, 2018, meeting minutes were approved as written.

NEW BUSINESS

Conferral of Degrees (EPC-1)
Elizabeth Dooley, Provost requested approval for fall 2018 conferral of degrees. A motion to recommend the conferral of degrees received unanimous approval.

Provost's Update
Dooley provided an update on the following academic enterprise topics: Provost Forum, Student Success; including retention rate, predictive analytics, continuation grants, and mapping and tracking system for degree completion; 21st Century Learning Model and International Education Week.

Civic Literacy – Graduation Requirement (INFO-1)
Dr. Keisha Hoerrner presented the board with background and information on State Law: 1007.25 (4); which outlines adoption of the regulation to assess student competency in civic literacy beginning in the 2018-2019 school year. Students will have an option to demonstrate competency through a civic literacy course or achieving a passing score on an assessment.

Chairman Garvy adjourned the meeting at 10:22 a.m.

Reviewed by: _____   _____
                      Robert A. Garvy   Date
                      Chair, Educational Programs Committee

Submitted by: _____   _____
                      Grant J. Heston   Date
                      Associate Corporate Secretary

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<div align="right">ITEM: <u>EPC-1</u></div>

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EDUCATIONAL PROGRAMS COMMITTEE
University of Central Florida

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SUBJECT: Tenure with Hire

DATE: January 24, 2019

PROPOSED BOARD ACTION

Approval of tenure with hire.

BACKGROUND INFORMATION

New faculty members are hired each year with tenure. Normally, such faculty members have earned tenure at their previous institution and meet UCF's requirements for tenure. For others, tenure is part of the hiring package when senior faculty members are hired for administrative positions. Department faculty members and the university's administrative officers have approved granting tenure to these faculty members.

Supporting documentation: Attachment A: Tenure with Hire Justifications

Prepared by: Jana L. Jasinski
                        Vice Provost for Faculty Excellence
                        Pegasus Professor of Sociology

Submitted by: Elizabeth A. Dooley
                        Provost and Vice President for Academic Affairs
                        Professor, College of Community Innovation and Education

Attachment A

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Tenure with Hire Justification
Board of Trustees Meeting
January 24, 2019

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David Luna, Professor
College of Business Administration, Department of Marketing

Dr. David Luna received his Ph.D. in marketing from the University of Wisconsin-Milwaukee. He comes to UCF from Baruch College of The City University of New York, where he was a tenured professor and served as chair of the Department of Marketing and International Business. He was previously on the faculty of Chapman University and the University of Wisconsin-Whitewater. Dr. Luna's research is in the area of Consumer Behavior and has been published in premier marketing journals. He has presented his research at the top national and international conferences in his field. He currently serves on editorial boards for the *Journal of Consumer Psychology,* and the *Journal of Advertising.* Dr. Luna has served on or chaired numerous dissertation committees, and is a proven classroom instructor at the undergraduate and MBA levels. The College of Business Administration and the Department of Marketing support the recommendation for tenure with hire.

Sara Michael-Luna, Associate Professor
College of Community Innovation and Education, School of Teacher Education

Dr. Sara Michael-Luna received her Ph.D. in curriculum and instruction in early childhood multilingual language and literacies from the University of Wisconsin-Madison. Prior to joining UCF, she was a tenured associate professor in the Department of Elementary and Early Childhood Education at Queens College of The City University of New York. She also served as the Director of the Early Childhood Education Graduate Programs at Queens College. She previously held faculty positions at New York University and Rutgers. Dr. Michael-Luna has published in top journals in her field. She has presented her research regularly at the annual meetings of the Literacy Research Council and the American Education Research Association (AERA). Dr. Michael-Luna has extensive teaching experience in early childhood education and has conducted numerous invited professional development workshops. The College of Community Innovation and Education and School of Teacher Education support the recommendation for tenure with hire.

ITEM: <u>INFO-1</u>

EDUCATIONAL PROGRAMS COMMITTEE
University of Central Florida

SUBJECT: Status of New Degrees

DATE: January 24, 2019

For information only.

Submitting Documentation: Attachment A – Status of New Degree – Undergraduate
Attachment B – Status of New Degree – Graduate

Prepared by: Melody Bowdon
Interim Vice Provost for Teaching and Learning
Interim Dean of the College of Undergraduate Studies

Elizabeth Klonoff
Vice President for Research
Dean of the College of Graduate Studies

Submitted by: Elizabeth A. Dooley
Provost and Vice President for Academic Affairs
Professor, College of Community Innovation and Education

Attachment A

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**Report of Status of New Degree Programs Implemented by the
UCF Board of Trustees
January 24, 2019**

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Undergraduate Degree Programs

Entertainment Management B.S.
Implemented: Summer 2016

Enrollment and Degrees:

	Fall Headcount	Annual Degrees Granted
2016-17	141	
2017-18	369	14
2018-19	550*	

Demographics Preliminary Spring 2019:

American Indian/Alaska	2	0.34%
Asian	15	2.61%
Black/African American	54	9.4%
Hispanic/Latino	160	27.9%
Multiracial	14	2.4%
Hawaiian/Pacific Islander	2	0.34%
Other/Not Specified	5	0.87%
White	321	56%

Highlights:

- Fastest growing comprehensive degree program:
    - According to the press release on rankings in the UCF Today https://today.ucf.edu/rosen-college-degree-programs-ranked-top-10/
    - The U.S. media and entertainment (M&E) industry is the largest in the world. At $735 billion, it represents a third of the global M&E industry, and it includes motion pictures, television programs and commercials, streaming content, music and audio recordings, broadcast, radio, book publishing, video games, and ancillary services and products. The U.S. industry is expected to reach more than $830 billion by 2022, according to the latest Entertainment & Media Outlook by PriceWaterhouseCoopers (PwC) (Select USA, 2019).[1]

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[1] "MEDIA AND ENTERTAINMENT SPOTLIGHT". Select USA, https://www.selectusa.gov/media-entertainment-industry-united-states. Accessed January 10, 2019.

* Preliminary Data

- Comprehensive curriculum with emphasis on technical and managerial skills:
  - Knowledge of:
    - Historical and emerging forms of entertainment and its various sub-industry sectors
    - How entertainment products are economic assets to the global economy
    - Management and leadership concepts and techniques utilized in the entertainment industry
    - The social and environmental impacts of developments in the entertainment industry
  - Ability to:
    - Identify and evaluate best management practices in the entertainment industry
    - Execute managerial decisions, build collaborative teams, and demonstrate effective communication and decision-making in team scenarios for public and private entertainment organizations
    - Recognize the importance of ethics and the role of corporate social responsibility to various organizational stakeholders in the entertainment industry
    - Assess the most significant managerial aspects of the entertainment industry, including organizational structure, operational issues, marketing, human resource management, and future outlook for the industry
    - Demonstrate knowledge of the fundamentals of Production Management, which will include understanding the scope of a project, creating an elementary budget, and creating a timeline for production

- Entertainment Panels to provide industry insight and connections:
  - Required Workshops with Industry Leaders incorporated into the Internship requirement
  - The established Entertainment Management Advisory Board is instrumental in program guidance, industry trends and program review

- Hands-on internships and volunteer opportunities with top entertainment employers and partners (Warner Music Group, Live Nation, Dr. Philips Performance Art Center, Orlando Magic, Tampa Bay Buccaneers, Universal, Disney. Students have also volunteered at Cannes Film Festival, Bonnaroo Music & Art festival & on Broadway). Entertainment Management major telling about his experience at the Bonnaroo Music Festival https://hospitality.ucf.edu/wp-content/uploads/sites/2/2017/07/Jeffrey-Jarzombek-Bonaroo-Music-Festival-1.pdf.

- Formed Industry related student organizations within the college for connecting with peers and professionals (Pegasus Music Group, Pineapple Theatre Society, Rosen Entertainment Society, Rosen Film Network and the Sports Team Society at Rosen). These organizations broaden industry knowledge and provide networking opportunities with industry partners.

According to the U.S. Bureau of Labor Statistics, the entertainment industry employs 2.1 million people. Managerial positions constitute about 13.2% of all jobs in the entertainment industry and are projected to grow to 14.3% or 47,000 positions in 2022. The projected growth in jobs by 2022 is 8.4%. Currently, there are 82,000 job openings across the U.S. in the entertainment industry. The State of Florida sustains 88,590 jobs in this industry with an annual mean salary of $47,930.

* Preliminary Data

Attachment B

**Report of Status of New Degree Programs Implemented by the
UCF Board of Trustees
January 24, 2019**

Graduate Degree Program

Data Analytics M.S.
Implemented: Fall 2016

Enrollment and Degrees:

	Fall Headcount	Annual Degrees Granted
2016-17	15	
2017-18	33	12
2018-19	51*	27 (anticipated)

Highlights:

- Co-op partnership with Deloitte

  - *Benefits of a co-op with Deloitte*: The co-op program between Deloitte and UCF MSDA establishes a consistent path for MSDA students to gain substantive experiential learning opportunities while also being enrolled in the MSDA program. Each year, Deloitte sends several representatives (from HR and executive leadership) to campus to speak with the MSDA students about the co-op program. They interview and select candidates from the MSDA cohorts to participate in the co-op. The selected students continue to complete their classes in the evening while also gaining firsthand analytics industry experience with one of the top companies in this space. The co-op program is a 4 semester experience and at the end of the co-op there could be an offer of full time employment. So far, Deloitte has hired students from each graduation group (class of 2018: May and December graduation cohorts)

- 100% placement of first class:
  - Industries that hire the MSDA grads are:
    - Class of 2018:
      - Entertainment (ex: Disney, Universal)
      - Defense (ex: Lockheed Martin)
      - Tech/ Telecom (ex: Verizon, AMD)
      - Finance (ex: INTL FC Stone)
      - Education (ex: UCF-PhD)

- 272% increase in applications over two years

* Preliminary Data

- Hosted two conferences in 2018

    o UCF Data Science Summit: Smart Cities
        - The first annual UCF Data Science Summit focused on how cities are becoming "smart." UCF brought together thought leaders and practitioners from academia, industry, the public sector and the community to discuss emerging trends in the use of futuristic technology in public spaces. The summit was a successful event (standing room only) where many people exchanged ideas and information on the advancements in energy, financial technology and transportation. The event featured speakers and panels consisting of executives from companies (local and national), UCF researchers, and government (municipal and federal) as well as UCF graduate student research presentations. The Summit was co-hosted by the College of Engineering and Computer Science, College of Sciences and College of Business in partnership with the National Science Foundation's South Big Data Innovation Hub.
    o 2018 UCF WiDS
        - The UCF Women in Data Science (WiDS) Conference's goal was to inspire and educate data scientists in Central Florida (regardless of gender) and support women in the data science field. This technical conference provided an opportunity to hear about the latest data science related research and applications in a broad set of domains. All genders were invited to participate in the conference, which featured exclusively female speakers. The event featured a panel of industry and academic leaders in data science as well as a simulcast with Stanford University (WiDS is a national association out of Stanford).
        - 2019 UCF WiDS currently being planned

- Demographics
        - Male: 34
        - Female: 16
        - Ethnicity breakdown: 5 Asian, 4 black/African American, 8 Hispanic/Latino, 18 international, 13 white, 2 not specified

* Preliminary Data

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ITEM: <u>INFO-2</u>

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EDUCATIONAL PROGRAMS COMMITTEE
University of Central Florida

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SUBJECT: Digital Learning

DATE: January 24, 2019

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For information only.

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Submitting Documentation: Attachment A – Digital Learning Course Redesign Initiative

Prepared by: Thomas Cavanagh
         Vice Provost for Digital Learning

Submitted by: Elizabeth A. Dooley
         Provost and Vice President for Academic Affairs
         Professor, College of Community Innovation and Education

# Digital Learning Course Redesign Initiative (DLCRI)

- Funded by UCF Board of Trustees

- Aligned with Collective Impact

- Strategic course redesign process that leverages the benefits of:
    - Online Learning
    - Blended Learning
    - Active Learning
    - Adaptive Learning

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DLCRI Project Goals

- Reduce Drop/Fail/Withdraw (DFW) rates

- Improve student success, retention and satisfaction

- Increase classroom utilization

- Target key courses such as foundational sections, general education courses and STEM

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Project Promises (3 Years)

- Transform 100 courses
  - 50 Online or Blended
  - 50 Adaptive
- Train up to 120 faculty
- Impact up to 50,000 student enrollments
- Partner strategically with five colleges or departments
- Transform eight traditional classrooms into technology-enhanced active learning spaces
  - Representing approximately 400 seats

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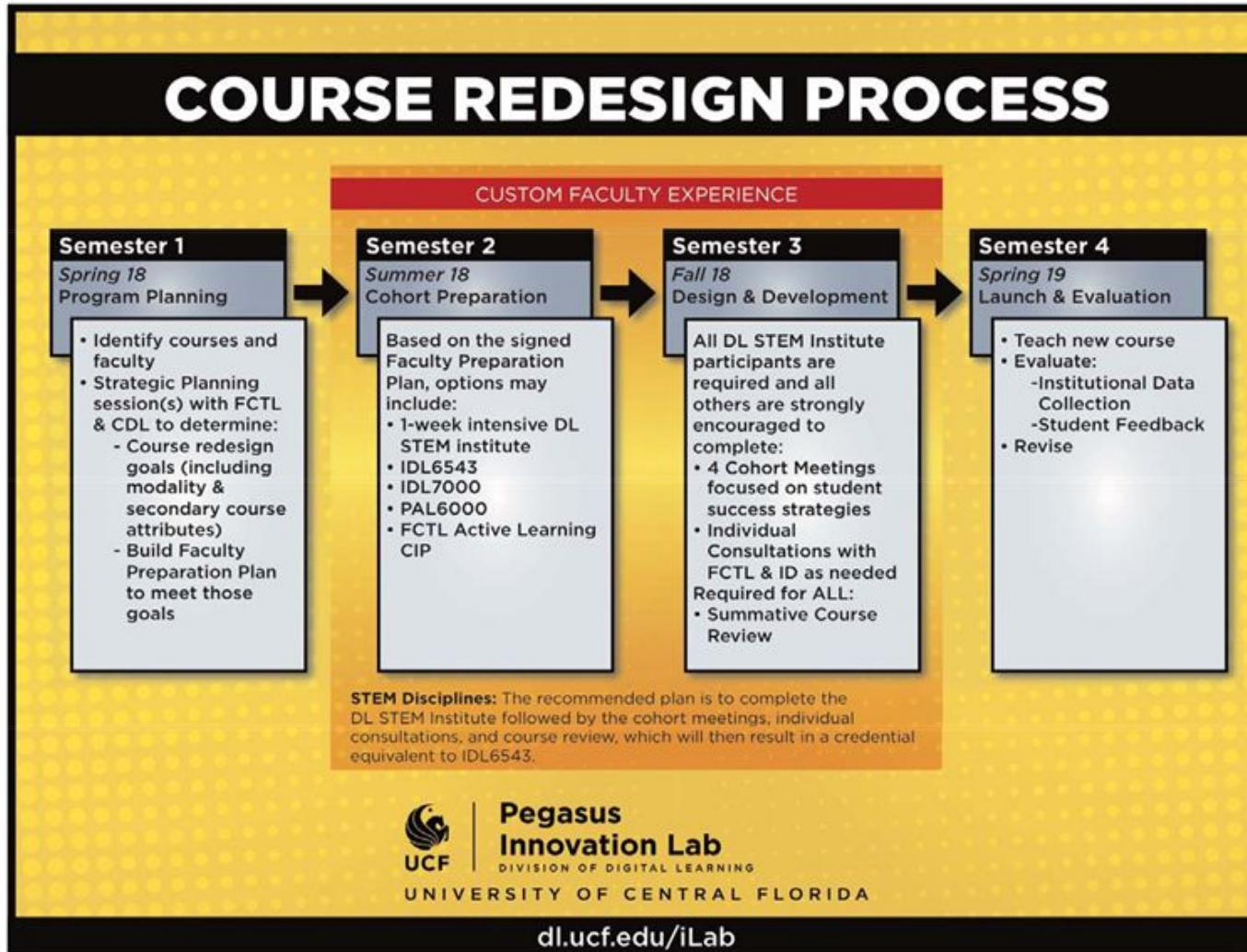
Faculty Participation

- 60 faculty participants in Phase 1
  - o 21 courses with adaptive learning designation
  - o 4 Colleges:
    - Arts and Humanities
    - Sciences
    - Engineering and Computer Science
    - Business Administration
  - o Emphasis on STEM
- Kick-off Phase 2 – Spring 2019

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Courses Delivered Fall 2018

First Name	Last Name	College	Department	Course Prefix/ Number	Course Title	Modality	Initial Enrollment
Frank	Tamberelli	CBA	Integrated Business	GEB4104	Small Business Development	RA	52
Archana	Dubey	COS	Physics	PHY2053	College Physics I	M	198
Mohammed	Daoudi	COS	Chemistry	CHM2211	Organic Chemistry II	P	236
Ray	Sturm	CBA	Accounting	ACG3173	Accounting for Decision-Makers	RA	988
Tarek	Buhagiar	CBA	Economics	QMB3200	Quantitative Business Tools II	RA	997
Tony	Byrd	CBA	Finance	FIN3403	Business Finance	RA	1194
Dean	Cleavenger	CBA	Management	MAN3025	Management of Organizations	RA	1196
Carolyn	Massiah	CBA	Marketing	MAR3023	Marketing	RA	1196

6,057 enrollments in Fall 2018

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Digital Learning Innovation Award

- Online Learning Consortium
- Math curriculum redesign using adaptive learning
  - ○ Tammy Muhs
  - ○ Rachid Ait Maalem Lachen
  - ○ Personalized Adaptive Learning Team
- Award of $100,000

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