

COLLEGE OF ARTS AND SCIENCES MEMORANDUM

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RECEIVED

TO: Dr. Marlene Springer
Vice Chancellor for Academic Affairs

FROM: Keats Sparrow *Keats S.*
Acting Dean

DATE: November 1, 1990

SUBJECT: UNC-GA Mission Review: Ten-Year Program Development Plans

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VICE CHANCELLOR
ACADEMIC AFFAIRS

The College's Ten-Year Program Development Plans, copies of which are attached, are presented here in three groups--(1) those we would like to establish in the first half of the 1990's, (2) those we would like to establish in the second half of the 1990's, and (3) those that for various reasons warrant being grouped separately and left unranked.

Rankings: Following our discussion on Tuesday, October 30, I have ranked the plans generally rather than specifically. As we agreed, because a decade is too long a period for precise curricular planning, ranking each plan would serve little purpose, often be arbitrary, and limit flexibility. Strict ranking could even be harmful: A low ranking here could damage a plan, for example, if changed University priorities were to result in a higher ranking later. It may be advisable to leave the CAS, master's, bachelor's, and center/institute proposals unranked anyway inasmuch as, under normal circumstances, ranking them could restrict the privilege East Carolina University already has of submitting proposals in these areas.

The general rankings here largely address the issue of when we should try to establish certain programs rather than whether we should try to establish them. The College's proposed programs were informally screened and reduced during preliminary discussions, during which I advised some departments not to submit weak proposals, before the deadline for their receipt in the College Office. Also, by agreeing with my suggested dates for establishing their proposed programs, several departments helped divide the plans into the two five-year periods and, hence, into the time-based rankings. Because the weaker proposals were not submitted, and because the five-year divisions spread the plans over the decade instead of compressing them into the first few years, the proposals finally submitted did not need highly competitive numerical rankings.

The thrust of the rankings is clear and in strict conformity with the University's Strategies for Distinction: We should first try to establish the Ph.D. programs already proposed to the UNC-General Administration (and perhaps another as well) and soon afterwards try to expand our doctoral offerings with additional programs. To abandon the general rankings here and place other priorities above the already-proposed Ph.D.'s would suggest to the UNC-GA that we have inconsistent or varying priorities. This suggestion would, of course, weaken our chances of gaining approval for the break-through doctoral programs.

A word of caution may be needed here. As noted above, since ECU already has the privilege of recommending changes in its undergraduate and graduate curricula, the emphasis here on gaining approval for doctoral programs should not preempt our continuing efforts to shape our curricula to reflect the strengths of our faculty, the changes in our disciplines, and the needs of our students and other publics. In other words, we should not let our pursuit of doctoral programs during the

1990's stall our progress with our bachelor's, master's, and CAS programs and with our centers and institutes.

With these points in mind, I have simply ranked the plans for programs to be established in the first half of the decade as the first need for action and those to be established in the second half of the decade as the needed follow-up action. While I have not ranked the plans listed in the third group (because they require no ranking), many of these plans relate significantly to the University's mission, are important, and should be given every consideration for approval and/or establishment at the appropriate time, whether early or late in the decade.

Organization: In each of the three general groups that follow, the plans are listed alphabetically according to the sponsoring department. Each group of plans opens with comments in which certain plans are singled out for special mention.

I. Proposed Program Changes, 1990-1991 to 1994-1995

In view of the University's redefined mission as a Doctoral Granting II institution, I rank collectively as the College's primary need for action the four requests for authorization to plan doctorates already submitted to the UNC-General Administration: Coastal Marine Management; English: Rhetoric and Composition; History: Maritime History; and Medical Biophysics. Approval of these doctoral programs and others, such as the one proposed in Atomic Physics, is pivotal in realizing the University's new Carnegie Commission classification.

The proposed CAS, master's, and bachelor's level plans in group I expand the University's graduate offerings while helping the University achieve strength in its undergraduate offerings. These plans thus deserve the University's support.

Among the three centers proposed, each of which would help to "promote the University effectively to external publics," the Center for Coastal Studies builds upon the "particular strength in coastal and marine studies" cited as one of the College's "Elements of Distinction"; because it arranges for the much-needed coordination of the University's diverse strengths in coastal research and service, it ranks among the University's more pressing needs.

	<u>DEPARTMENT</u>	<u>PROGRAM</u>	<u>ESTABLISHMENT</u>
<u>Doctorates:</u>	Biology, etc.	Coastal Resource Mgmt	1991
	English	English-emphasis in Rhetoric and Comp	1992
	History	History-emphasis in Maritime History	1991
	Physics, etc. Physics	Medical Biophysics	1993
		Atomic Physics	1994
<u>CAS:</u>	LIS	Library Science	1991
<u>Master's:</u>	FL&L	French	1991
	FL&L	Spanish	1991
	HPERS	Health Education	1991
	HPERS	Parks and Recreation Management	1991

	HPERS	Physical Education	1991
	LIS/History	Library Science/History	1994
	Math	Computer & Info Science	1993
	Soc/Anthr	Anthropology	1993
	Soc/Anthr	Sociology--MS track in Applied Social Research	1992
<u>Bachelor's</u>	Geog/Plan	Applied Geography	1991
	Math	Math Statistics	1993
	Women's Studies	Women's Studies	1994
<u>Centers/ Institutes</u>	Biology, etc.	Coastal Studies	1992
	HPERS	Human Performance Research	1992
	Political Science	Local Government	1991

II. Proposed Program Changes, 1995-1996 to 1999-2000

This group of program plans represents the College's second general priority--the expansion of doctoral programs in the second half of the decade. If approved for establishment in 1995 and afterwards, the five doctoral plans would double the number of terminal degrees the College proposes to offer by the year 2000. While the science and HPERS plans would strengthen the University's role as a medical center and the Economics plan would augment the University's strengths in coastal studies and service, the Psychology plan would provide much-needed mental health benefits for rural eastern North Carolina. In view of the University's Doctoral Granting II mission, these programs deserve the University's strongest support in this second group of proposals.

Among the other plans in group II, the new master's in Women's Studies would help the University achieve its stated priority for addressing cultural and gender diversity in curricula, while the master's program in mathematical statistics and the bachelor's program in speech would help the University meet its stated objectives of developing curricula emphasizing mathematical skills and oral communication.

<u>Doctorates</u>	Biology	Biological Sciences	1995
	Chemistry	Bioanalytical Chemistry	1995
	Economics	Coastal Resources Manage- ment--Economics Track	1996
	HPERS	Exercise Biochemistry	1997
	Psychology	General Psychology--emphases in Applied and Experimental	1995
<u>Master's</u>	Communication	General Communications	1996
	Math	Mathematical Statistics	1996
	Women's Studies	Women's Studies	1995
<u>Bachelor's</u>	Communication	Speech Communication	1995
<u>Centers/ Institutes:</u>	Philosophy	Reasoning Skills Development	1995

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III. Proposed Program Changes Requiring No Ranking

This group of plans can be implemented regardless of whether a change is approved in the University's Carnegie Commission classification. Although these plans are unranked--in two cases because approval from the UNC-GA has already been given, in others because approval is not required--they are nevertheless important to the University's mission.

<u>CAS:</u>	Math	+General Math	1992
<u>Master's:</u>	Chemistry	*General Chemistry option	1992
	Econ	+Economics	1992
	English	<u>delete:</u> MA in English- Track in College Teaching	1992
	English	*MA in English-Track in Multicultural Literature	1993
	LIS	<u>delete:</u> MAEd	1990
<u>Bachelor's:</u>	FL&L	*Russian Studies (minor)	1991
	Physics	*Applied Physics-Health Physics Option	1991
	Physics	* <u>Delete:</u> Applied Physics- Medical Physics Option	1991
	Soc/Anthrop	*Anthropology	1991
<u>Other:</u>	English	*English as a Second Language (certificate prgrm)	1992
<u>Centers/ Institutes:</u>	Math/Science Ctr	*#Excellence in Math and Science Education	1991

Keys to symbols:

+ "Request for Authorization to Plan" already approved by the UNC-GA.

* Requires no approval from the UNC-GA.

* In School of Education's Ten-Year Plans.

I will welcome an opportunity to answer any questions or discuss the College's Ten-Year Program Development Plans with you.

Enclosures

pc: Arts and Sciences Chairs

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