

October 3, 1997

**TO:** David J. Ward, Senior Vice President for Academic Affairs  
The University of Wisconsin System

**FROM:** Larry W. Davis, Interim Provost and Vice Chancellor  
for Academic Affairs

**RE:** Annual Report on Program Planning and Review

Below is the information you requested in your letter to me dated August 28, 1997.

**1996-97 Institutional Reviews**

During 1996-97, fourteen of the fifteen scheduled academic program reviews were conducted, by either the University Audit and Review Committee or the Graduate Audit and Review Committee. Following are brief summaries of the results of those reviews. The review of one program, the undergraduate Public Policy and Administration Major, was postponed until 1997-98 for the reason given below.

**Business Education Major**

**BSE**

In 1994, the American Vocational Association recognized the program as the Outstanding Business Teacher Preparation Program in the nation. The department was nominated for the 1997 Regents Excellence in Teaching Award. The program is well coordinated between the College of Business and Economics and the College of Education. The program uses technology extensively and is beginning to use distance learning to deliver aspects of the program. The program faculty are active teaching scholars who regularly consult with the various program constituencies. The university's geographical location provides a rich resource of business professionals who address students and serve as consultants for the program. There is a 100 percent placement rate for the program and a favorable forecast for future employment opportunities. The program is recommended for continuation subject to minor concerns.

**Business Education Major**

**MS**

In 1994, the American Vocational Association recognized the program as the Outstanding Business Teacher Preparation Program in the nation. The department was nominated for the 1997 Regents Excellence in Teaching Award. The program is well coordinated between the College of Business and Economics and the College of Education. The program uses technology extensively and is beginning to use distance learning to deliver aspects of the program. The program faculty are active teaching scholars who regularly consult with the various program constituencies. The university's geographical location provides a rich resource of business professionals who address students and serve as consultants for the program. There is a 100 percent placement rate for the program and a favorable forecast for future employment

opportunities. However, the distinction between the graduate and undergraduate curricula is blurred. The program is recommended for continuation subject to minor concerns.

### **Chemistry Major/Minor**

**BA, BS, BSE**

The program supports the mission, strategic plan, and general education program of the university and provides essential background courses for a wide range of majors. Within the program, students are engaged in experiential learning, including undergraduate research and much hands-on experience with instrumentation. The program's assessment plan includes both internal and external measures of student learning outcomes. Students perform at or above national norms on standardized examinations. The faculty are highly student oriented and active teaching scholars. Several weaknesses were noted, including a relatively low number of students in the major, no accreditation by the American Chemical Society, and the lack of an inorganic chemist on the faculty. Because of the program's strengths and potential, the program is recommended for continuation subject to annual reports from the dean on progress remedying deficiencies until noted deficiencies are corrected.

### **Criminal Justice Minor**

The program is concordant with the university's mission and strategic plan, providing a career-oriented, interdisciplinary course of study. The program serves a large number of students with a wide variety of majors, and enrollment has increased substantially over the past five years. The minor has been revised to emphasize a 15-credit core focused on crime and the criminal justice system. The program emphasizes advising and career counseling and the employment outlook for future graduates is very favorable. The program is recommended for continuation subject to minor concerns.

### **Curriculum and Instruction Major**

**MS**

The program is well structured with a 12-credit core including a meaningful capstone experience, either a thesis or an integrative project. Beyond the core, students can tailor their programs to meet their professional needs and interests. Courses are available on a predictable cycle, with classes held at times and locations convenient to practicing teachers. Enrollments have steadily increased over the past five years. Program faculty are active teaching scholars who have regular contacts with K-12 schools. The program is recommended for continuation subject to minor concerns.

### **General Business Major**

**BBA**

The program provides an interdisciplinary curriculum which is consistent with the university's strategic plan. It uses collaborative arrangements with UW-Madison and UW-Milwaukee to provide international exchange programs. The professional orientation of the program and its strong ties with the business community are strengths. The program is recommended for continuation subject to minor concerns.

### **Geology Minor**

The program has clearly stated goals and objectives that are being met and a six-course core that provides a solid foundation for advanced study. The introductory geology course provides practice with all aspects of the scientific method, and those completing it score high on external assessments of verbal and quantitative competencies. Students in the program are engaged in experiential learning. However, the program seems to be hampered by the lack of a geology major, which perhaps has contributed to a relatively low enrollment in the minor. Additionally, the program's assessment plan has yet to be implemented. The program is recommended for continuation subject to annual reports from the dean on progress remedying deficiencies until noted deficiencies are corrected.

### **Human Resource Management Major**

### **BBA**

The major is the most comprehensive undergraduate program in the state and the only one for generalists. The program provides ample experiential learning opportunities, including undergraduate research projects, mentoring relationships with practitioners, and a multitude of internships. The program also has strong ties with national and state chapters of professional organizations, providing opportunities for out-of-class learning and networking. The program's assessment plan is exemplary, and program changes have occurred because of the assessment process. The program faculty are active teaching scholars. The program is recommended for continuation subject to minor concerns.

### **Leadership/Military Science Minor** (originally scheduled for 1995-96)

The program is interdisciplinary in nature, drawing on courses from all four colleges. The program actively recruits and sustains a diverse student population, providing opportunities for the students to apply the classroom knowledge that they learn. There is a comprehensive leadership assessment program as well as individual assessment within the program. Funding is provided by the Army and the Air Force, and extensive instructional materials are available. The fact that the program has only one faculty member on campus and relies primarily on staff based in Madison is a concern. So, too, is the fact that the minor seems secondary to the commissioning program. The recommendation for continuation has been withheld, the program has been placed on probation, and another complete audit and review will be held within three years.

### **Library Media Minor**

The program supports the mission and strategic plan of the college and the university. The program's clearly stated program objectives encompass competencies for school library specialists developed by the appropriate professional associations. The program uses technology extensively and effectively. All courses in the program provide experiential learning and the program has a meaningful capstone experience in the practicum. The program faculty are active teaching scholars who work closely with professionals in the field. The program is the major supplier of school library media professionals in central and southern Wisconsin. The program is recommended for continuation subject to minor concerns.

## **Office Systems Major**

The curriculum was revised in 1995 and is based on the Organizational and End-User Information Systems Model Curriculum. The career-focused program is the only one of its kind in the state. The program has an active internship program. The faculty are active teaching scholars. Enrollment in the program has grown significantly over the past five years. All graduates find related employment. The program is recommended for continuation subject to minor concerns.

**Music Education** (originally scheduled for 1995-96)

**MME**

The program has clearly stated goals and measurable objectives. The curriculum is rigorous and comprehensive and is flexible enough to meet the needs of most practicing music teachers. The program also has a meaningful culminating experience. The program faculty are dedicated teaching scholars. Although there is an identifiable market base for the program, the enrollments in the program have remained relatively low. Consequently, the demand for a master's degree in music education has not been established. The program is recommended for continuation, but with another complete audit and review required in three years.

**Political Science Major/Minor**

**BA, BS, BSE**

The curriculum exposes majors to the breadth of the discipline while requiring them to complete a concentration of courses in an area related to their career goals. International/global issues, computer technology, and writing skills are integrated across the curriculum. The program provides a number of events that expose high school students to the university and the major, an effective strategy for recruiting new students. The program faculty are committed to teaching excellence and engaged in scholarly activities. Assessment survey data indicate that graduates are well prepared to succeed in a variety of employment settings. The program is recommended for continuation subject to minor concerns.

**Public Policy and Administration Major**

**BS**

The review was postponed until 1997-98 to be completed in conjunction with the Public Administration Minor.

**Reading Major**

**MSE**

The program has clearly articulated goals and objectives that are consistent with the guidelines of professional organizations. The curriculum is current and well organized. Students perform well on assessment measures, especially on rigorous comprehensive examinations. Program graduates are in demand for positions as reading teachers and reading specialists. The program faculty are active teaching scholars. The program is recommended for continuation subject to minor concerns.

**Reviews from 1995-96 that were in progress or deferred from original due dates**

The Leadership/Military Science Minor and the Music Education (graduate) Major were scheduled for review in 1995-96, but were deferred for review in 1996-97. The reports for these programs are listed above.

**Programs Scheduled to Start Institutional Reviews in 1997-98**

Accounting (undergraduate) Major	BBA
Accounting (graduate) Major	MPA
Coaching Minor	
Elementary Education Major	BSE
Health Minor	
Philosophy Minor	
Physical Education Major/Minor	BSE
Physics Major/Minor	BA, BS, BSE
Production Operations Management Major	BBA
Psychology Major/Minor	BA, BS, BSE
Public Administration Minor	
Public Policy and Administration Major (deferred from 1996-97)	BS
Recreation/Leisure Studies Minor	
School Psychology (graduate) Major	MSE

**Update on Accreditation Reviews Completed in 1996-97**

Only one accreditation review was completed last year. In November, all teacher education programs received full accreditation from the National Council for the Accreditation of Teacher Education (NCATE). The next NCATE review will be in 2001.

**Updated Accreditation List**

Enclosed is a corrected and updated copy of the accreditation list.

**Other Program Review Activities**

The General Education Review Committee is currently reviewing the core courses within the General Education Program. The committee expects to complete its review of the six courses during 1997-98. Reports from the General Education Review Committee are then submitted to the University Curriculum Committee and the Faculty Senate.

Attachment

c: Chancellor H. Gaylon Greenhill  
Interim Associate Vice Chancellor Richard Telfer