

October 2, 1998

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

**FROM:** David J. Prior, 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 July 10, 1998.

**1997-98 Institutional Reviews**

During 1997-98, ten of the thirteen scheduled academic program reviews were conducted, by either the University Audit and Review Committee or the Graduate Audit and Review Committee. In addition, the deferred Public Policy and Administration review, originally scheduled for 1996-97 was conducted. Following are brief summaries of the results of those reviews. The review of one program, the undergraduate Health minor, was postponed until 1998-99 for the reason given below. The review of a second program, the undergraduate Coaching minor, was delayed and will be completed during October, 1998. The review of a third program, the undergraduate Physics Major/Minor, will be completed during 1998-99.

Institutional Review Summaries  
UW-WHITEWATER  
Fall 1998

**Accounting (undergraduate) Major**

**BBA**

Our Accounting program graduates perform very effectively on nationwide CPA and Certified Management Accountant exams. The program, along with the graduate program, is already in compliance with the 150-credit requirement for taking the CPA examination. The program is also accredited by the American Assembly of Collegiate Schools of Business. The program has an excellent placement rate (96%) and has developed an excellent network of alumni employers. Members of the department are active in professional societies and organizations and the department as a whole has been prolific in research. The program is recommended for continuation subject to minor concerns.

**Accounting (graduate) Major**

**MPA**

Our Accounting program graduates perform very effectively on nationwide CPA and Certified Management Accountant exams. The program, along with the graduate program, is already in compliance with the 150-credit requirement for taking the CPA examination. The program is also accredited by the American Assembly of Collegiate Schools of Business. The program has developed an excellent network of alumni employers, which helps provide feedback to the program. Members of the department are active in professional societies and organizations and several faculty have strong records of scholarly activity. The program is recommended for continuation subject to minor concerns.

**Coaching Minor**

The self-study of the Coaching Minor was delayed, which resulted in a delayed evaluation of the program. The evaluation review should be completed by the end of October, 1998.

**Elementary Education Major**

**BSE**

The program is strongly aligned with the university's strategic plan in its curriculum and learning opportunities that support diversity, non-traditional learners, and experientially-based service learning. The program is accredited by the National Council for the Accreditation of Teacher Education (NCATE) and the program's objectives are linked to the Interstate New Teacher Assessment and Support Consortium (INTASC) standards. Newly adopted procedures for admission to the Professional Education Program tend to admit candidates who are likely to succeed as teachers. The program is recommended for continuation subject to minor concerns.

**Health Minor**

The review was postponed until 1998-99 because key faculty members in the program were absent from campus during 1997-98.

## **Philosophy Minor**

The program has a faculty and curriculum that is central to the UW-Whitewater strategic plan, general education program, and vision statement. The program works well in partnerships with other departments both in the College of Letters and Sciences and the College of Business and Economics. The program faculty have compiled an exemplary record of scholarly activity. The program has a strong assessment program and is changing and updating its curriculum based on the assessment data that have been collected. The Philosophy minor has had a steady increase in enrollment, although the Philosophy Education minor has not. The program is recommended for continuation subject to minor concerns.

## **Physical Education Major/Minor**

**BSE**

The physical education major is in alignment with the university's strategic plan. It actively supports experiential learning initiatives through both student teaching initiatives and field placements in non-school agencies. The program has shown growth in the number of majors over the past five years, particularly in the non-licensure area. The number of minor continues to be low. It is the only NCATE accredited program in southeastern Wisconsin to offer undergraduate teacher preparation in physical education. The program is actively engaged in community outreach. The Physical Education major is recommended for continuation subject to minor concerns. The Physical Education minor is recommended for elimination.

## **Physics Major/Minor**

**BA, BS, BSE**

Due to discussion of potential reorganization, the review process initiated in 1997-98 was not completed. It will be completed during 1998-99.

## **Production Operations Management Major**

**BBA**

The program is consistent with the university's strategic plan. The program sports a 100% placement rate and graduates command a very respectable starting salary. Additionally, the demand for production operation managers is projected to be strong. The program works effectively in the field, with an outstanding record of internships and effective use of its advisory board. The program addresses all six modules of the American Production and Inventory Control Society (APICS) Body of Knowledge. The student organization is garnering national attention. Enrollment in the program appears to be stabilizing. The program is recommended for continuation subject to minor concerns.

### **Psychology Major/Minor**

**BA, BS, BSE**

The program has clearly identified educational objectives that are reflected in the curriculum. The program has a strong assessment plan and procedures in place and has made program adjustments based on previous audit and review reports. The program has a large number of majors and has produced a steady or slightly increased number of graduates. The department faculty have incorporated technology into the classroom. The faculty are active researchers with a strong commitment to involving students in research. The department has extensive community outreach activities that enhance the curriculum, and benefit the community. The program is recommended for continuation subject to minor concerns.

### **Public Administration Minor**

The Public Administration Minor was scheduled for review during 1997-98 in conjunction with the review of the Public Policy and Administration Major. Due to the coordinator's temporary leave of absence, the review was delayed during the fall. The coordinator's leave continued during the spring and ultimately the coordinator left the university. A self-study was submitted, but it was incomplete. The recommendation for continuation of the academic program will be withheld and a complete audit and review be conducted during 1999-2000.

### **Public Policy and Administration Major**

**BS**

The Public Policy and Administration Major was scheduled for review during 1997-98 in conjunction with the review of the Public Administration Minor. Due to the coordinator's temporary leave of absence, the review was delayed during the fall. The coordinator's leave continued during the spring and ultimately the coordinator left the university. A self-study was submitted, but it was incomplete. The recommendation for continuation of the academic program will be withheld and a complete audit and review will be conducted during 1999-2000.

### **Recreation/Leisure Studies Minor**

The program is quite concordant with the mission of the university in that it prepares students for professional careers through an interdisciplinary curriculum. The program has been supportive in providing services and instruction for students with special needs, minority students, and non-traditional students as well as promoting awareness of the needs and special abilities of disabled people. The program has seen a steady increase in the number of declared minors. The program has made a significant impact on the community through outreach activities. The program is recommended for continuation subject to minor concerns.

## **School Psychology (graduate) Major**

**MSE**

The program has professional accreditation through the National Association of School Psychologists (NASP) and the National Council for the Accreditation of Teacher Education (NCATE). The program's educational objectives are exemplary. The program is responsive to assessment information that has been gathered, both to improve the curriculum and to improve the assessment process. The placement rate for graduates of the program is high. The program faculty are active scholars. The program is recommended for continuation subject to minor concerns.

**Reviews from 1996-97 that were in progress or deferred from original due dates**

The Public Policy and Administration Major was originally scheduled for review in 1996-97, but was deferred for review in 1997-98. The report for this program is listed above.

**Programs Scheduled to Start Institutional Reviews in 1998-99**

Art Major/Minor	BA, BFA
Art Education Major	BSE
Communication (graduate) Major	MS
Dance Minor	
General Management Major	BBA
General Science Major	BSE
International Studies Major	BA, BS
Marketing Major	BBA
Music Major/Minor	BA, BM
Occupational Safety Major	BSE
Race and Ethnic Cultures Minor	
Safety Studies Minor	
School Business Management (graduate) Major	MSE
Social Work Major	BA, BS
Theatre Major/Minor	BA, BFA, BSE

**Update on Accreditation Reviews Completed in 1997-98**

The Theatre Program was accredited by the National Association of Schools of Theatre during 1997-98.

**Updated Accreditation List**

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

**Other Program Review Activities**

The General Education Review Committee completed its review of five Core courses during 1997-98. The Committee recommended continuation of these courses. Reports from the General Education Review Committee were accepted by the University Curriculum Committee and the Faculty Senate.