

INSTITUTIONAL REVIEW SUMMARY
UW-WHITEWATER
For Programs Reviewed 2003-2004

Program/Program Area:

UNDERGRADUATE:

Art & Art Education (BA, BFA, BSE) & Minor:

The Department's programs support the University's mission "to offer programs to those who seek a professional career as well as to those who wish to study the arts for enrichment." The Department's programs support the mission statement of the College of the Arts and Communication to: "serve as a cultural resource center....in the visual arts...for Southeastern Wisconsin." The Department offers a wide variety of majors, including the BFA, BA, BSE-Art, and BAL degrees as well as minors in Art Studio, Art History, and Multimedia Design. The Department supports the Core curriculum through the World of the Arts class, in which approximately 1200 students enroll each semester. Program coordinates with College of Education to provide teacher preparation. The mission statement of 11 points is thorough. The Department's philosophy promotes a balance of traditional techniques and approaches with progressive technological ideas. There is a high credits-to-degree ratio in the programs. The Audit & Review Committee recommended continuation subject to minor concerns.

Elementary Education (1-9 and PreK-6) (BSE):

The program supports the mission and strategic plan of the University and the University System. The program supports the five core values derived from various strategic plans and goals, particularly the goals of service and development of a sense of community, a respect for diversity, and a global perspective. The program's student teaching experience in various countries is consistent with UWW commitment to international education. The program has begun to institute portfolio assessment at three points in the student's program. There is no unified evaluation instrument for evaluations, making it difficult to evaluate instructors across the program. The Audit & Review Committee recommended continuation subject to minor concerns.

General Management (BBA):

The program contributes to several aspects of the University mission. There is a clear identification of fulfillment of the University's strategic plan. The program serves other programs in the COBE by offering 2 of the 7 undergraduate core courses. The program provides a career-oriented degree, preparing students for many options. The General Management faculty offers graduate level courses within the MBA program including some of the most subscribed courses in the "web" MBA curriculum. Students are given an assortment of offerings, with more flexibility than many other business programs. It's unclear how the program objectives align with course objectives and assessment processes. The Audit & Review Committee recommended continuation subject to minor concerns.

International Studies (BA, BS) & Minor:

The mission of the program is clearly aligned with the strategic plan of UWW. International learning is one of the Chancellor's specific goals for the University. The program has an improved focus and curriculum with career emphasis. The program coordinates with 4 colleges (L&S, Business, Education, A&C). The program offers an opportunity for students to become part of the global community. A minor was added since the last review period. Techniques for

assessment need to be expanded. There does not appear to be any sharing of available data with faculty or with students. The Audit & Review Committee recommended continuation subject to annual reports from dean on progress remedying deficiencies until noted deficiencies are corrected.

Marketing (BBA) & Minor:

The Department's mission is consistent with UWW's mission. The Department is committed to supporting the six priorities espoused in the UWW Strategic Plan. The Department offers a 24-credit major in Marketing for students earning the BBA degree and a 21-credit professional minor in business studies with an emphasis in marketing for students outside the College of Business and Economics. The Department has worked to remain current with a new emphasis within the marketing major: Direct and Internet Marketing. The Department has a well-integrated data collection analysis process. The Audit & Review Committee recommended continuation without qualification.

Music (BA, BM) & Minor:

The Department supports the College of Education in helping train music educators. The Mission of the Department is clearly stated and concise. The program supports the general education core course, World of the Arts. The program has a strong sense of framework upon which all else rests. The program has initiated external satisfaction survey of employers and plans to expand this assessment to other degree programs. The overall assessment plan addresses the identification of the learning objectives, includes a good mix of in-class and outside class assessment rubrics, and a good mix of performance and written assessment methods. The average number of credits to degree is high. The Audit & Review Committee recommended continuation subject to minor concerns.

Occupational & Environmental Safety & Healthy (BA) & Minor:

The program changed its undergraduate degree from BSE to BS, better conveying the major's content. OESH is a comprehensive program and provides numerous areas of emphasis. Minor programs have been restructured to offer students some incentives in pursuing future careers. The Department has implemented a new emphasis in construction safety. Ergonomic emphasis should be complete in two years. Restructured major and minor more accurately reflect needs of the industry. While the Department collects important information, not having program goals makes it impossible to see directly where the assessment information should be applied. The Audit & Review Committee recommended continuation subject to annual reports from dean on progress remedying deficiencies until noted deficiencies are corrected.

Race and Ethnic Cultures Minor:

The Mission of the program is stated and well articulated. The Program supports the mission of the University by offering an array of courses to meet University and UW System requirements for education in diversity and general education. The Program works to advance the University's efforts to promote greater appreciation of diversity. The Program provides services to further UWW's goal of recruitment and retention of students of color. There are a large number of program objectives that cover a wide range of activities. There is a need for external assessment information. The Audit & Review Committee recommended continuation subject to minor concerns.

GRADUATE:

Communication (MS):

The Communication (MS) program is quite concordant with the University's mission to "offer graduate education built clearly upon its undergraduate emphases and strengths." The program has goals that outline student knowledge. The program demonstrates a commitment to teaching, as outlined in the UWW Vision Statement. The development of an Applied Communication Project represents a creative alternative to the thesis or comprehensive exam option. Students rate the program as very effective. A specific mission for the Communication program still needs to be defined. The Audit & Review Committee recommended continuation subject to minor concerns.

School Business Management (MSE):

The Program's plan is consistent with mission and strategic plan of the university. The Program is accredited through NCATE. The program has well-developed assessment plan and good use of ongoing planning tools to continuously improve the program. Several changes have been implemented in program curriculum as a result of student and advisory committee input, providing an excellent barometer for program vitality and direction. It is clear how the courses in the program address the objectives of the curriculum: courses/objectives are well connected to certification requirements and clearly articulated. While well placed within the University mission and objectives, the program does not present a clearly articulated mission statement or purpose statement that differentiates it from other degree programs. The Audit & Review Committee recommended continuation without qualification.

Programs Scheduled to Start Institutional Review in 2004-2005
UW-Whitewater

Arts and Communication

Individually Designed BA/minor

Business and Economics

Management Computer Systems BBA

Education

Social Studies BSE

Social Studies Elementary minor

Letters and Sciences

Asian Studies minor

Business Studies minor

Computer Science minor

History BA, BS, BSE / minor

Individually Designed BA,BS / minor

Mathematics BA, BS, BSE / minor

Sociology BA, BS, BSE

Women's Studies BA, BS / minor

Graduate

Business Administration MBA

Counseling MS

Occupational & Environmental MS

Safety & Health