



Board of Trustees

TEMPLE UNIVERSITY—OF THE COMMONWEALTH SYSTEM OF HIGHER EDUCATION

Academic Affairs Committee

MEETING

Monday, March 13, 2017 at 12:00 p.m.

Room 200, Sullivan Hall, Liacouras Walk and Polett Walk

AGENDA

Secretary's Note: The Committee first will meet in Executive Session to discuss academic matters.

PUBLIC SESSION

Approval of Minutes – December 12, 2016

As distributed to members.

RECOMMENDATIONS FOR ACTION:

1. **Rename the School of Media and Communication as the Lew Klein College of Media and Communication**

Recommendation: That the Academic Affairs Committee recommend to the Board of Trustees that the officers be authorized to rename the School of Media and Communication as the Lew Klein College of Media and Communication as set forth in Agenda Reference 1.

2. **Redesignate the Tenure of Faculty in the School of Media and Communication to the Lew Klein College of Media and Communication**

Recommendation: That the Academic Affairs Committee recommend to the Board of Trustees that the officers be authorized to redesignate the tenure of faculty in the School of Media and Communication to the Lew Klein College of Media and Communication.

3. **Rename the Department of Strategic Communication as the Department of Communication and Social Influence and Rename the Department of Advertising as the Department of Advertising and Public Relations in the Lew Klein College of Media and Communication (Formerly the School of Media and Communication)**

Recommendation: That the Academic Affairs Committee recommend to the Board of Trustees that the officers be authorized to rename the Department of Strategic Communication as the Department of Communication and Social Influence and the Department of Advertising as the Department of Advertising and Public Relations in the Lew Klein College of Media and Communication (formerly the School of Media and Communication) as set forth in Agenda Reference 3.

4. **Transfer the Tenure of Faculty from the Department of Strategic Communication to the Department of Communication and Social Influence and Transfer the Tenure of Faculty from the Department of Advertising to the Department of Advertising and Public Relations in the Low Klein College of Media and Communication**

Recommendation: That the Academic Affairs Committee recommend to the Board of Trustees that the officers be authorized to transfer the tenure of faculty from the Department of Strategic Communication to the Department of Communication and Social Influence and Transfer the Tenure of Faculty from the Department of Advertising to the Department of Advertising and Public Relations in the Low Klein College of Media and Communication.

5. **Establish, Restructure and Rename Various Curricula in the Low Klein College of Media and Communication (formerly the School of Media and Communication)**

Recommendation: That the Academic Affairs Committee recommend to the Board of Trustees that the officers be authorized to establish, restructure and rename curricula in the Low Klein College of Media and Communication (formerly the School of Media and Communication) as set forth in Agenda Reference 5:

- A) Establish a Bachelor of Arts in Communication and Social Influence
- B) Establish a Bachelor of Arts in Public Relations
- C) Establish Minors in Content Creation, Digital Media Engagement and Journalism Studies
- D) Rename the Concentration in Research and Strategy as the Concentration in Brand Strategy and Research in the Bachelor of Arts in Advertising
- E) Restructure the Master of Science in Communication Management and establish optional Concentrations in Strategic Communication and Cross-Cultural Leadership and Conflict Management and Dispute Resolution

6. **Establish a Master of Education in Middle Grades and Special Education in the College of Education Concentrations in Language Arts, Mathematics, Science, Social Studies, Mathematics and Language Arts, Mathematics and Science, and Science and Language Arts in the College of Education**

Recommendation: That the Academic Affairs Committee recommend to the Board of Trustees that the officers be authorized establish a Master of Education in Middle Grades and Special Education in the College of Education Concentrations in Language Arts, Mathematics, Science, Social Studies, Mathematics and Language Arts, Mathematics and Science, and Science and Language Arts in the College of Education to as set forth in Agenda Reference 6.

7. **Restructure the Master of Music in Music Education in the Boyer College of Music and Dance**

Recommendation: That the Academic Affairs Committee recommend to the Board of Trustees that the officers be authorized to restructure the Master of Music in Music Education in the Boyer College of Music and Dance as set forth in Agenda Reference 7.

8. **Restructure all Bachelor of Science Programs in the College of Engineering**

Recommendation: That the Academic Affairs Committee recommend to the Board of Trustees that the officers be authorized to restructure all Bachelor of Science programs in the College of Engineering as set forth in Agenda Reference 8.

9. **Establish a Professional Science Masters in Applied Sociology in the College of Liberal Arts**

Recommendation: That the Academic Affairs Committee recommend to the Board of Trustees that the officers be authorized to establish a Professional Science Masters in Applied Sociology in the College of Liberal Arts as set forth in Agenda Reference 9.

10. **Establish a Professional Science Masters in Scientific Writing in the College of Science and Technology**

Recommendation: That the Academic Affairs Committee recommend to the Board of Trustees that the officers be authorized to establish a Professional Science Masters in Scientific Writing in the College of Science and Technology as set forth in Agenda Reference 10.

11. **Establish, Restructure and Terminate Various Curricula in the College of Public Health**

Recommendation: That the Academic Affairs Committee recommend to the Board of Trustees that the officers be authorized to establish, restructure and terminate various curricula in the College of Public Health as set forth in Agenda Reference 11:

- A) Establish a Bachelor of Science in Health Professions
- B) Terminate the Concentration in Pre-Health Professions in the Bachelor of Science in Kinesiology
- C) Establish Concentrations in Healthcare Data Analytics, Population Health Management and Cybersecurity for Healthcare Professionals in the Master of Science in Health Informatics
- D) Restructure the Doctor of Philosophy in Epidemiology
- E) Terminate the Master of Arts in Linguistics

12. Establish, Terminate and Rename Various Curricula in the Fox School of Business and Management

Recommendation: That the Academic Affairs Committee recommend to the Board of Trustees that the officers be authorized to establish, terminate and rename various curricula in the Fox School of Business and Management as set forth in Agenda Reference 12:

- A) Establish Concentrations in Corporate Finance and Asset Pricing for the Bachelor of Business Administration in Finance
- B) Rename the Minor in Leadership as the Minor in Organizational Leadership
- C) Establish Minors in Real Estate, Management Consulting, and Legal Studies for Real Estate Majors
- D) Terminate the Optional Concentrations in Consumer Insights and Marketing Communications and Establish Optional Concentrations in Strategic Advertising and Marketing, Marketing Research and Insight and Enterprise Marketing Management in the Master of Science in Marketing

REPORTS FOR INFORMATION:

13. Guidelines for Requiring Student Electronic Devices

14. Change in Array

College of Liberal Arts

- Master of Arts in History
- Doctor of Philosophy in History

College of Public Health

- Bachelor of Science in Public Health
- Minor in Public Health

Fox School of Business and Management

- Bachelor of Business Administration (all programs)
- Bachelor of Business Administration in Real Estate
- Bachelor of Business Administration in Actuarial Science
- Minor in Corporate Social Responsibility
- Minor in International Business Administration
- Minor in Business Analytics
- Master of Science in Digital Innovation in Marketing

Tyler School of Art

- Bachelor of Science in Community Development

15. Certificates

- Change in array of courses for the Certificate in Health Informatics in the College of Public Health (graduate)
- Establish a Certificate in Scientific Writing in the College of Science and Technology (graduate)
- Establish a Certificate in Conflict Management and Dispute Resolution in the Lew Klein College of Media and Communication (graduate)
- Change in array of courses for the Certificate in Strategic Communication and Cross-Cultural Leadership (graduate)

**OLD BUSINESS
NEW BUSINESS
ADJOURNMENT**