

Graduate Council Meeting No. 549 October 11, 2022 via Zoom | Minutes

Council Members Present: James Agostinucci, Ali Akanda, Araceli Bonifant, Susan DeSanto-Madeya, Cheryl Foster, Steven Gregory, Rabia Hos, J. Jennifer Jones, Aaron Ley, Martha Rojas, Angela Slitt, Jing Jian Xiao

Council Members Absent: Shingo Goto, Karen Walton Morse

Council Guests: Mary Macdonald, Jessica Strubel

Graduate School Present: Brenton DeBoef, Corinne Kulesh, Jessica Martinez, Cara Mitnick, and Colleen Mouw

I. Call to order - 2:01 pm

★ *The meeting was called to order at 2:01 pm by council member Cheryl Foster (acting chair).*

II. Approval of Minutes of Meeting Number 548, September 19, 2022

- ★ *Motion to approve the minutes from meeting No. 548 September 19, 2022*
- *Approved*

III. Announcements

A. Program Directors Meeting - October 19th (DeBoef)

1. Dean DeBoef reminded the council of the Fall Program Directors Meeting scheduled for October 19th. Topics include changes approved by the Graduate Council, program requirements, and curriculum streamlining.

B. Professional Development & GWC Update (Mitnick)

1. Associate Director Mitnick announced upcoming Professional Development and Graduate Writing Center Programs. The Graduate Writing Center offers specialized programs that include a 9 week session for Proposal Writing Groups, summer Fulbright Writing Group, and a NSF GRFP Writing group. Artificial Intelligence (AI) Lab offers free training for students throughout the academic year.

C. Recent appointments to the Graduate Faculty (Mouw)

Ambarish Karmaker, Adjunct, CELS
Barry Prizant, Adjunct, CHS
Nicole Logan, tenure-track, CHS
Dhaval Solanki, Lecturer/ Teaching Professor, COE

IV. New Business

A. EGRA Review Process (*Mitnick & Mouw*)

1. Associate Director Mitnick went over the Enhancement of Graduate Research Awards council review procedure including the Conduct Research and Disseminate Research rubrics. Associate Dean Mouw discussed her experience as a previous reviewer and informed the council that they will receive an email from InfoReady with the list of applications to review. The Graduate School will assign reviewers to each application.

B. Graduate program credit requirements (*DeBoef*)

1. Dean DeBoef introduced one of the Program Directors Meeting topics regarding graduate program credit requirements. Two goals will be discussed; reducing course requirements for graduate programs particularly PhD programs and expanding eligibility for ABD status and simultaneously reducing the total number of credits required for PhD.

C. Strategic planning (*DeBoef*)

1. Draft of University Strategic Plan
 - a) Dean DeBoef led the discussion of the draft of the University Strategic Plan. The council provided feedback. The Graduate School will host a meeting with graduate students to receive feedback on the strategic plan. The Annual Graduate Faculty Summit will be held on reading day in December and will focus on the draft of the University Strategic Plan.

V. New Graduate Programs & Notice of Change ([Click here to view proposals](#))

New Program Proposals

Social Media Certificate - The Social Media Certificate Program offers students evidence-based social media strategies and practical social media skills to maximize business growth and enhance positive relationships with various stakeholders. By completing the program, students will be able to analyze social media data and utilize social media to meet various business goals and objectives, such as marketing, advertising, public relations, and communication.

- ★ *Motion to table the Social Media Certificate proposal.*
 - *Approved*
 - *2 council members opposed*

VI. Graduate Curriculum ([Click here to view proposals](#))

500-Level New Course Proposals

COLLEGE OF HEALTH SCIENCES

KIN 570X **Biomechanical Aspects of Kinesiology**

Study of the mechanical principles, analytical methods, and instrumentation systems involved in the analysis of human movement. Emphasis on application of these principles to movements including gait and physical activity.

- ★ *Approved*

600-Level New Course Proposals

COLLEGE OF ARTS & SCIENCES

SCM 610 Social Media for Strategic Communication

This course introduces social media concepts and skills for strategic communication. Students will learn social media communication strategies to meet various organizational/business goals.

- ★ *Motion to table SCM 610 proposal.*
 - *Approved*
 - *2 council members opposed*

SCM 611 Social Media Branding

Social media platforms play an essential role in how organizations communicate with their audiences. This course will introduce strategies for developing an effective social media branding campaign. You will learn how to set measurable campaign goals and use storytelling techniques to create diverse and accessible content for appropriate social media Campaigns.

- ★ *Motion to table SCM 611 proposal.*
 - *Approved*
 - *2 council members opposed*

SCM 612 Modes of Creative Content Creation

Offers an introduction to modern content creation, with specific focus on best practices for social media applications. Students will engage in crafting creative briefs, pre-production, production and post production.

- ★ *Motion to table SCM 612 proposal.*
 - *Approved*
 - *2 council members opposed*

SCM 613 Social Media Analytics and Listening

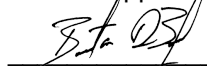
This course introduces students to social media listening tools. Students will learn how to analyze public opinions, companies' images, online groups, and influencers.

- ★ *Motion to table SCM 613 proposal.*
 - *Approved*
 - *2 council members opposed*

VII. Adjournment

- ★ *Chairperson Slitt asked for a motion to adjourn. The meeting was adjourned at 4:14 p.m.*

Minutes approved by the Graduate Council on November 7, 2022



Brenton DeBoef, Dean of the Graduate School