University Board of Graduate Studies Minutes
Thursday, February 8, 2018, 2:30-4:00 p.m.
Raynor Conference Room C

Present: Allison Abbott (chair), Sumana Chattopadhyay (alternate for Kati Berg), Alison Efford, Kim Halula (Secretary), Jim Hoelzle, Margaret Nettesheim-Hoffman, Farrokh Nourzad, Michael O’Hear, Geoffrey Thompson

Present, non-voting: Joe Daniels, Carrianne Hayslett, Carrie Pruhs, Katie Ruetz, Carla Sumka, Jenny Staab (note taker), Carl Wainscott, Doug Woods

Not present: Kati Berg (vice chair), Marilyn Frenn, John LaDisa

I. Call to order. At 2:34 p.m. by Dr. Abbott.

II. Approval of minutes. January 18, 2018, minutes were approved electronically by a majority of the Board.

III. Reports.

A. Graduate School Associate Dean. - Carrianne Hayslett

Preparing Future Faculty and Professionals (PFFP) program. There is a new concentration in PFFP of preneurship, which encourages students to think in innovative ways. This concentration is being offered in conjunction with the Kohler Center, and working with The Commons, an organization that connects students with the local business community, entrepreneurs, and mentoring professionals.

New Program Incubator. There is currently a call for applications. Concept papers must be submitted by April 3.

B. Graduate School Assistant Dean. - Carl Wainscott

Interdisciplinary PhD Program (INPR). An INPR student is advancing to candidacy this week, and the Graduate School continues to field questions from prospective students.

C. Update on Graduate School’s digital web presence and search engine optimization. - Carla Sumka

Carla explained that her goals for the Graduate School websites include enhancing search engine optimization (SEO) so anyone (students, professionals, etc.) can easily find our webpages, creating consistencies across the websites, and cleaning up repeated information. Since starting this past fall, she has migrated the Graduate School pages to the new content management system platform; optimized pages for desktop and mobile devices; added features to enhance SEO; and made pages more attractive, user friendly, and ADA compliant. She has been collaborating with the Office of Marketing and Communication and departments to broadcast news and update programs.

D. Recruiting efforts in China. - Katie Ruetz

Marquette is recruiting for both undergraduates and graduates in China, and the work is being overseen by John Baworowsky, vice president of enrollment management. It’s a common practice in China for young people to work with agents to help them apply to universities in other countries. We have contracts with five agencies there. Most agents aren’t paid until a student has completed a year with us. Since September 2017, we have received 12 applications thanks to these agents. This is providing an opportunity for growth for the Graduate School and the Graduate School of Management. We are also considering recruitment trips to China, which the agents would organize for us.
IV. Old business.

   - Joe Daniels

This 15-credit, stand-alone certificate could be stacked with our MBA or with other programs at Marquette. Through this certificate, people will learn the business acumen to be able to tell programmers what they need and to be able to use data to form actual decisions. The learning objectives include: business acumen, team work, communication and presentation skills, and project management.

The marketing analysis is focused regionally on businesses with which Marquette works and places students, such as Northwestern Mutual, Direct Supply, Harley Davidson, Miller, and Kohler. To form the analysis, consultations were also made with faculty across a wide number of departments and some alumni. These meetings revealed that there is a huge demand for what this certificate offers. The job outlook and wages look good for people who have this training, and some local businesses like Miller are very interested in having our faculty teach this onsite.

Some of the advantages that this program has in comparison with competitors is that it is stackable, and the delivery is multiform—face-to-face, hybrid, and online. The multiform delivery will allow us to see what will work best going forward.

Motion: To approve the BMAN-CER: Business and Managerial Analytics – new stand-alone certificate.
   Made by Allison Abbott, seconded by Michael O’Hear. No further discussion.
   Motion passed: Unanimous. 9 in favor, 0 opposed, 0 abstentions.

B. Proposal to update policy for Interdisciplinary PhD Program (INPR). - Carl Wainscott

This proposal came out of discussion we had at the last UBGS meeting. Proposed text:

   The applicant normally must have a graduate GPA of 3.5 or higher, on a 4.0 scale, in their master’s or professional degree. If the applicant has less than a 3.5 cumulative GPA, either the GRE is required, or they must demonstrate tested work experience in the area of study; the prospective chair approves the tested work experience of applicants.

During discussion, concerns were mentioned regarding the proposed text, including:

- Who would be making a judgment on the “tested work experience.”
- Accepting a lower GPA would lower the standards or rigor of the program.
- It would be better to keep the requirements the same for all applicants.
- Why we require a GRE, when we have no minimum required score.

The proposal was tabled at the suggestion of Dr. Abbott to be addressed again at the next meeting.

V. New business.

A. Action item: ECON-MSE: MS in Applied Economics – add new specialization in Business and Managerial Analytics. - Joe Daniels

The proposed specialization would be within a full master’s program and would use assets we have in place but go across colleges. Students have been leaving our master’s program to take analytics elsewhere. They have also been coming back to us saying they wish we had offered it. Students from our Accelerated Degree Program partner schools taking economy disciplines are drifting towards analytics. This new specialization would be a way for us to bolster the pipeline. Nearly all of our master’s students in applied economics are working while pursuing their degree. Demand for internships is very strong, so that will probably dovetail into where the students are already working.
We are working towards increasing capacity. It’s sufficient for now, but if enrollment in the specialization grows the way we hope it will, the Math Department is aware of what the demands may be and is in agreement.

**Motion:** To approve the new specialization in Business and Managerial Analytics as part of the ECON-MSE: MS in Applied Economics.
Made by Allison Abbott, seconded by Michael O’Hear. No further discussion. Motion passed: Unanimous. 9 in favor, 0 opposed, 0 abstentions.

VI. **Reports (continued)**

Dean of the Graduate School. - Doug Woods

**Graduate Student Week.** This event, February 19-23, will be highlighting different activities focused on graduate students. We are hoping it will raise the visibility of graduate education and the Graduate School across campus. The highlight of the week is the Three-Minute Thesis competition, at which we’ll also be presenting the teaching assistant awards. Dr. Woods encouraged the Board to look over the events, to attend what they are able, and to encourage their students to attend.

**Enrollment.** Overall, the news is positive. Spring enrollment is up in double digits in terms of new applications, acceptances, and matriculations.

Compared to last year at this time, fall 2018 Graduate School applications are up about 16%, and acceptances are up even higher. The largest portion of growth in Graduate School programs is driven by the nursing program. The Orbis nursing program is up 300% in applications this year, as well as in acceptances and matriculations. They use an online hybrid model, their retention rate is 98%, and the passing rate for the nursing practice exam is about 95%.

Nationally, humanities programs are down in applications this year, while ours are up. Our engineering and computing programs are down in applications this year. This decline could be due at least in part to the 21% decline in our international applications. We are hearing from recruiters in China and India that students are discouraged about studying in the U.S. now, largely due the U.S.’s immigration policy and recent number of reported shootings.

VII. **Adjourn.** At 4:07 p.m. by Dr. Abbott.

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**Scheduled meetings for 2017-2018 Academic Year**

Thursdays, new time of 2:30-4:00 p.m. Meetings will be held in Raynor Library Lower Level, Conf. Room C, unless otherwise indicated.

| Mar 1, 2018 | Apr 5, 2018, AMU 227 | May 3, 2018 |

Respectfully submitted,

Jenny Staab