

- 1. Present:** Robin Bartee (Social Work), Peter Buchanan (English), Blanca Céspedes (Forestry), Kevin Ensor (Counseling & Guidance), Gloria Gadsden (Sociology, Anthropology, & Criminal Justice), Gil Gallegos (Computer & Mathematical Sciences), Sandra Gardner (Nursing), Katie Gray (Library), Edward Harrington (Visual & Performing Arts), Sheree Jederberg (Educational Leadership), Kathy Jenkins (Exercise & Sport Sciences), Arcadius Krivoshein (Chemistry), Shirley Meckes (Teacher Education), Angela Meron (Media Arts & Technology), Daniel Olufemi (Curriculum & Instruction), David Pan (Psychology), Jim Peters (Business Administration), Michael Petronis (Natural Resources Management), Luke Ritter (History & Political Science), Eric Romero (Languages & Culture), Maureen Romine (Biology)

**Vacant positions:** Education – Special Education

**Ex Officio Members:** Roxanne Gonzales (VPAA), Henrietta Romero (Registrar)

**Also present:** Heath Anderson (School of Business), Christina Durán (Dean, Social Work), Mary Earick (Dean, Business & Media Arts), Justine Garcia (Biology), Brandon Kempner (Dean, CAS), April Kent (Donnelly Library, Faculty Senate representative), Jennifer Lindline (Chair, Natural Resources Management), Benito Pacheco (Director, Strategic Enrollment Management), Veena Parboteeah (Dean, Business & Media Arts), Seonsook Park (Teacher Education), Jesús Rivas (Chair, Biology), David Sammeth (Chair, Chemistry), Jan Shepherd (Chemistry), Danelle Smith (Board of Regents), Elizabeth Valenzuela (Chair, Teacher Education), Sean Weaver (University Relations), Ian Williamson (AVPAA), Patrick Wilson (Director, Online & Extended Learning)

- 2. Approval of the Agenda**

MOTION to approve agenda. Seconded. Approved by consensus.

- 3. Approval of Minutes – September 16, 2020**

Secretary mentioned two minor corrections.

MOTION to approve minutes as amended. Seconded. Approved by consensus.

- 4. Subcommittee Reports (see attached subcommittee list)**

- a. Undergraduate Appeals (Meron)**

Nothing to report.

b. Graduate Appeals (Jenkins)

Nothing to report.

AAC Chair asked committee members if they were concerned that there have been no appeals so far this semester. Committee members did say this was a concern. Chair stated that she will speak with Ian Williamson (AVPAA) about it.

c. Ballen (Buchanan)

Subcommittee members talked about whether to open a new call. The subcommittee wants to hold off until next fall (spring for applications). The Media Arts department did supply documents concerning changes to the agenda for their visiting scholar, as was requested.

Comment from a committee member that it might be prudent to send out a call for Fall 2021 or Spring 2022.

d. Ad Hoc: C19 Policy Review (Gardner)

S. Gardner reported that the Covid 19 booklet is a fantastic resource.

E. Romero was asked if students were asking for waivers for upper division courses and if the requests were related to C19. The Registrar stated that most waivers received were asked for financial reasons. Students have also requested waiving residential requirements for financial reasons. I. Williamson stated that some were unable to start practicums and asked for incompletes. AAC Chair asked what we are doing if students are scheduled to graduate but can't finish their practicum. The Registrar stated that that it is a programmatic issue, and the Registrar's office did not weigh in. Provost Gonzales stated that Social Work and Counseling have to work with accreditors, and they are making accommodations. Most of these are occurring virtually now or face to face with protocols.

Dr. Gardner stated that she was asked how nursing is prepping. Quite a few students had to ask for incompletes, because the students are working overtime during the pandemic.

Request from a committee member to have the C19 booklet sent to them via email.

e. Ad Hoc: Academic Calendar Review (Gadsden) – action item

Chair provided an overview of the meetings. One of the issues raised is that Monday classes don't have the same number of days as classes beginning later in the week. The solution is to start classes on Mondays starting in Fall 2021. The Registrar stated that calendar midterm week started on Wednesday and will now start on Monday. Starting on Monday also allows for a more extended add/drop period.

Comment from a committee member that they are delighted. However, we were previously told we had to drop the schedule back. Are the Monday's overscheduled now? Dr. Gadsden stated that the Registrar checked the minutes required for a course and said there is no issue. The Registrar stated that this is about contact time. We always put in the number of hours specifically required. When we build the calendar we're also accounting for the fact that there could be inclement weather or other instances where the university must shut down, so there is a cushion built in. C. Durán stated that Social Work is in favor of starting on Monday.

Committee member stated that on the new proposed calendar the classes start significantly earlier, but some universities don't start until Labor Day. Did the Registrar's office survey students? The Registrar stated that when it comes to the development of the academic calendar, the university must take into consideration CBA [Collective Bargaining Agreement]. When the Registrar's Office did this revision, they consulted with Human Resources. The reason the start dates look this way is to be in alignment for faculty development week and with the faculty pay schedule per the CBA. The Registrar's Office doesn't solicit feedback from students. Comment from a committee member that this calendar is primarily for the students, and students are frequently late when returning for the semester. Chair stated that this is a CBA issue.

Comment from a committee member that the CBA says the Faculty Senate sets the academic calendar. The later we start, the later we get out at winter break. We have mandated holidays. We've always discussed this within the context of the length of time in between the fall and spring. If there is too much time, students don't come back. If it's too short, there is not enough time to get work done. We typically have 4 weeks off, of which 10 days are mandated holiday. We also need to be in alignment with local schools.

The Registrar stated that what we've done in the past couple of years, the staff feel it's been an adequate amount of time. Everyone wants their degree before winter break, but it's not always possible. With regard to other schools, we're in alignment with Luna Community College. They don't have an academic calendar as robust as ours but the start dates are relatively the same.

Comment from a committee member that academic hearings have to take place during break as well. Provost Gonzales stated that they barely have enough time to get everything done before the spring semester begins.

MOTION to recommend approval of the Academic Calendar. Seconded.  
Approved by consensus.

#### 5. Marketing Academic Programs – S. Weaver (University Relations)

Sean Weaver (University Relations) shared a Powerpoint with information concerning the university's marketing. Points included:

- Advertising budget: \$157,000: \$80,000 for digital ads, \$50,000 for radio/print, other funds as buffer to enhance successful spring campaigns. Additional funds: savings in the past two years diverted to ads. Part of the savings came from outsourcing to a Romanian company.
- Advertising focus: General, Social Work, Education, Business, Nursing; for summer 2020 push, added Forestry, Criminal Justice, enhanced Nursing, and added small close-home campaign (identified in conjunction with Academic Affairs Office [not Academic Affairs Committee]); fall20/spring21 beginning to add CAS/Counseling unit-specific digital ads.
- There are not enough funds to have unit ads run year-round, so University Relations is switching ads throughout the year. There is also a combined Arts ad. Chair asked how the programs are selected? Mr. Weaver stated that he wants to hit everything in CAS. He has been reallocating resources to cover the CAS units.
- Mr. Weaver stated he created a STEM landing page to cover the sciences and has done the same thing with Arts.
- Outsourcing digital: we get more bang for the buck by hiring outside contractors to run our ads. Digital marketing requires constant monitoring.
- 2021-2 plans: use 20/21 data to efficiently advertise individual units; continue reducing cost per leads in digital and begin tracking cost per student matriculated; work with recruitment to track digital ad progression from impression to retention; expand PR reach. Mr. Weaver and Benito Pacheco want to see if there's commonality or trends and patterns that attract students and especially those inclined to matriculate.
- Universities our size normally have \$250,000 to \$300,000 for marketing. As an institution we need to do a better job of telling our stories.

Chair asked why work was outsourced to Romania. Mr. Weaver stated that he tries to spend locally, but he had a limited budget on the web page. The specific company (HTML Burger) was known to Mr. Weaver, and he knew they were trustworthy and could deliver on time and on budget. It would have cost about 3x as much to code it locally.

Comment from a committee member that Mr. Weaver is doing a great job with a limited budget. Eastern and Western are our competitors; what are their budgets?

Mr. Weaver stated that Eastern is within the average of \$100,000 more than us, but he is not sure about Western. Two years ago, UNM allocated funds to push online offerings, and their budget for that project was double our entire budget. Under President Minner, the allocation of resources has been growing, but there is competition for resources. Mr. Weaver stated that if Wiley comes on, it will be a huge lift to our promotions.

Follow-up question from a committee member about the Chair's question concerning which programs are selected. Is it the programs that get the most clicks that continue to get the funds? Mr. Weaver stated that they look at many factors, including those that get more clicks and those that can handle growth. He is trying to advertise all units, especially in CAS, but is having to break it down more than he would like. Music Technology, Fine Arts, and Media Arts get a single ad for "Studying the Arts" with links to those individual programs. Breaking it down further would be ineffective. Mr. Weaver stated he did the same thing with the STEM programs. Committee member asked if Mr. Weaver worked with Provost Gonzales and Dr. Williamson. Mr. Weaver stated that he worked with them and others, and that he has to spend our money in the most effective way. Comment from a committee member that this is the first time they've noticed that a big portion of advertising is going through Academic Affairs.

Comment from a committee member that they know Mr. Weaver doesn't have a lot of money for marketing, and it is one of the reasons he was asked to present. The committee member stated that their department is the #1 major across the United States, and they don't get advertised. Mr. Weaver noted that he *is* running digital ads for the department. Unfortunately, it won't be for the entire year.

Committee member stated that it feels like there are some programs coming through that are getting special attention. They are not as big, but they are getting more attention. This seems like favoritism sometimes, as perceived by the faculty. The selection is important, and we want to support everyone. Mr. Weaver noted that when he advertised Media Arts in the past, the hits skyrocketed. Some programs fall into a pattern of stagnation, and it is difficult to advertise a program if the Department Chair can't even talk about it well. Mr. Weaver stated that Dr. Minner talks about what's going to grow enrollment, what's happening within an individual unit that will excite people. Chair stated that the committee wonders how programs get picked. It does seem like Mr. Weaver checks in with the VPAA. Provost Gonzales stated that as we move new programs forward, one of the things HED and the Legislature ask is how much it will cost, and that includes how much we will include for marketing. This is new. The university has to start thinking about how much we will put into marketing.

MOTION to include further marketing discussion with Provost Gonzales on the agenda for the next meeting. Seconded. Approved by consensus.

**6. Program Review Subcommittee Reports (see attached subcommittee list)**

- a. Health (Buchanan) – Postponed to Spring 2021
- b. HPS Undergraduate (Gadsden) – Postponed to Spring 2021
- c. HPS Graduate (Gadsden) – Postponed to Spring 2021
- d. University Studies (Wolf) – Postponed to Spring 2021.
- e. Southwest Studies (Gallegos)

Subcommittee Chair stated it will be done in the next two weeks.

- f. Forestry (Buchanan)

Subcommittee Chair stated they will be meeting with Forestry next week.

- g. Native American Hispano Cultural Studies (Jenkins)

Subcommittee Chair stated that Dr. Romero is working on the review.

- h. General Engineering (Jenkins)

Subcommittee Chair deferred to Department Chair. G. Gallegos stated that he spoke with Dean Kempner. There was no marketing or budget for this program. They are looking at suspension of the program and would like some time to go over the options.

MOTION to suspend the program review until a decision is made by the program and administration about the future of the program. Seconded.

Dr. Gallegos stated that they have an articulation meeting with the state and will also discuss this with other 4-year institutions. Comment from a committee member that the review process has helped bring this issue to light.

Motion approved by consensus.

Presentation from School of Education concerning reorganization of Program Reviews – (Valenzuela)

E. Valenzuela shared a chart representing the Department of Teacher Education. In conjunction with S. Park and S. Meckes, Dr. E. Valenzuela would like there to be one committee that looks at all the programs. They are all encompassed.

Dr. Park stated that the Secondary Education minor automatically goes under Teacher Education, but the licensure is under Curriculum & Instruction.

Comment from a committee member that program reviews are done under majors and minors, not licensures. The same minor can be used as licensure for grad students. We are only focusing on the majors and minors.

MOTION for the program review for the department of Teachers Education to include all its majors and minors. Seconded.

Chair clarified that this would include program reviews numbered 6.i., 6.j., 6.k., and 6.m.

Question from a committee member. How many different faculty members are there? Committee member acknowledged that the School of Education has gone through turmoil. Would it be beneficial to have these separate programs have a voice with the VPAA or with the program review committee?

Motioning member agreed with previous point and withdrew MOTION.

Chair asked how many faculty members are involved. Dr. E. Valenzuela stated that five faculty teach the courses within the different programs, and they are in the process of hiring more faculty. Chair stated it should be up to the various programs, but the faculty should have a chance to vote on that. Perhaps it needs to go for a department vote.

Comment from a committee member that they appreciated the department schematic that was shared. There are four areas, how many are in each area? Each program is its own entity; would it be possible to do it in four? Dean M. Earick commented that at other universities, program reviews take into account, like accrediting bodies, that there are faculty that teach across programs. But even when CAEP comes in, they take a dive into the minor. They look at the foundational courses that are shared, and then take a deep dive into the minor. The number of faculty asked to be on program reviews can cause a barrier to getting it done in a meaningful way.

Question from a committee member. What does the program review manual say? We have to follow procedures. Chair stated that they don't do separate reviews for her program. The department voted to do that.

Dr. E. Valenzuela stated that whatever is decided, they would like to move it to the spring.

Comment from a committee member that this should be discussed at the department level. Let them come back with what they want to do. Those faculty voices need to be heard and a consensus needs to be reached.

MOTION to let the department bring forward a proposal to decide how these program reviews will be organized. The proposal will include a vote by faculty in the department. Seconded. Approved by consensus.

i. Education - Early Childhood Multicultural Ed (Jenkins)

See above discussion.

j. Education - Elementary Education (Peters)

See above discussion.

k. Education - General Science for Secondary Teachers (Céspedes) – Postponed to Spring 2021

See above discussion.

l. Education - Counseling and Guidance (Gadsden)

Chair noted that G. Glover will get back to her.

m. Education - Math/Computer Science for Secondary School Teachers (Gray) – Postponed to Spring 2021

See above discussion.

n. Education - Special Education (Harrington)

Request to postpone program review until Spring 2021 – action item (Sedillo)

Subcommittee Chair noted that he received excellent first several pages from P.J. Sedillo, so it's moving forward.

AAC Chair stated that she received a message from Dr. Sedillo requesting that the program review be moved to the spring.

MOTION to postpone the program review until Spring 2021. Seconded. Approved by consensus

o. Educational Leadership (Gardner)

Subcommittee Chair reported that R. Karaba will probably have the review finished by end of October.

- p. Curriculum & Instruction - Bilingual Education/TESOL/ Reading Education/Advance Program/Secondary Education (Buchanan)  
Request to postpone program review until Fall 2021 – action item (Park)

MOTION to postpone the program review until Fall 2021. Seconded. Approved by consensus.

**7. Communication from the Chair (Gadsden)**

Chair reminded members to keep their video feeds on.

Chair requested that members let their departments know that there are deadlines for program proposals.

Comment from a committee member that Sharepoint is problematic. Chair stated that she is looking into other options, perhaps Brightspace.

**8. Communication from the Registrar (Romero)**

The Registrar thanked the Faculty Senate and Faculty Association for approving the proposed extension for add/drop period for Spring 21 to 1/29/21. This extension is for full term courses. Students can receive 100% refund up to that date.

The Registrar reported that the call for intersession courses was sent out, as well as the Spring call. Submission must be in no later than October 9 for intersession courses.

The application for degree deadline is 11/6/21. 126 students have been cleared so far. Midterms grades due 10/13/21 at 10:00 a.m. Grades will be available to students on 10/15/21.

Unofficial enrollment report: For Fall-to-Fall, not including audit-only students, there has been almost no change since census day. Undergraduate is down 2%, and Graduate is up 3%. Undergraduate: 1713 (last year: 1745). Graduate: 1069 (last year: 1038).

Question from the Chair; what is the final day to add courses for the 2<sup>nd</sup> 8 weeks? The Registrar stated it begins 10/14/21. If there is a need to extend that she will entertain that discussion.

**9. Communication from the Faculty Senate (Kent)**

Chair introduced April Kent, who will serve as the representative from the Faculty Senate.

**10. Communication from the Graduate Council (Gadsden)**

Chair reported that the Council hasn't met since the last AAC meeting, but will be meeting next week.

- 11. Communication from the Administration (Gonzales)**  
Provost Gonzales yielded her time.

- 12. Chemistry Department – New course, Survey of Organic Chemistry and Laboratory; New course, 1-term General Chemistry Survey – discussion/action item (Krivoshein, Sammeth)**

Chair reported that she received an email from A. Krivoshein asking to table this item.

MOTION to table item 12. Seconded. Approved by consensus.

- 13. Geology Department – New course, Introduction to Geospatial Technology – discussion item (Petronis)**

M. Petronis presented an overview of the new course proposal. This course is a 2000-level introduction to GIS. It has been taught before. It will be online asynchronous. This course follows along with Provost Gonzales' plan of providing courses for the community to get an introduction to the material. Students don't have to be majors. It may provide a pipeline to develop interest in the course minor or certificate.

Chair asked why the term "GIS" is not in the title. Dr. Petronis stated that GIS is the umbrella term, and there are other subjects under that. "Geospatial technology" is a broad term to cast a broad net. GIS is a particular software.

Question from a committee member. Is there a tech requirement that people have to have access to certain programs? Dr. Petronis stated that everything is available on line.

Question from a committee member. What programs in geology does this counts as an elective for? These should be listed. Please show a schematic of where it will count as an elective.

J. Lindline stated that she thought that the term "elective" meant for any program of study. This can count as an open elective. Comment from a committee member that proposals that come before the AAC have to tell which programs it will count towards. It has to code with the Registrar. Question from a committee member. Can it be listed as open elective? Comment from a committee member that a department creates its own electives for use in its programs. Other programs can ask for it to be added as an allowed elective for them if they choose.

Dr. Petronis noted that there are no prerequisites for this class.

MOTION to table the rest of the agenda. Seconded.

Chair noted that the Biology proposals will come first under New Business.

Motion approved by consensus.

Question from a committee member. Why were the reports listed first on this agenda? Chair stated that when she was Chair previously, she flipped the agenda every other time so that the reports would not always get left out.

MOTION to flip agenda on a bi-meeting basis. Seconded. Approved by consensus.

- 14.** Biology Department – New program, BS in Wildlife Biology Conservation; Program Revision, Biology BS and BA; Course Revision, BIOL 385 - discussion item (Romine, Rivas)

Meeting time elapsed. Tabled.

- 15.** Senate Charge – Upper division courses counting as general education

Meeting time elapsed. Tabled.

- 16.** Late Additions to the Agenda (minor items only)

Meeting time elapsed. Tabled.

- 17.** Next meeting – October 21, 2020

Zoom only, <https://nmhu.zoom.us/j/5054543209>

- 18.** Adjournment

Meeting adjourned at 5:06.

#### Submission Reminders

1. For items to be added to the AAC agenda, all documents must be complete and submitted to the Chair and Secretary by the Thursday before the next AAC meeting.
2. Proposals that need to be voted on by the end of Fall 2020 must be submitted to the AAC no later than Nov 4, 2020.
3. Any proposals requiring a catalog change must be submitted to the AAC no later than March 15, 2020