



Board of Trustees

Academic and Student Affairs Committee

9:30 AM

December 11, 2019

President's Boardroom, The Horace Mann Center

- | | |
|---|-------------------|
| 1. Call to Order | Trustee Martin |
| 2. Approval of Minutes
October 10, 2019 | Trustee Martin |
| 3. Items for Discussion | |
| a. Retention Update | Dr. Diane Prusank |
| | Dr. Gloria Lopez |
| b. Residential Engagement | Dr. Gloria Lopez |
| c. Accreditation Presentation | Dr. Diane Prusank |
| 4. Items for Action | |
| a. Motion: Faculty Emeritus/a Status | Dr. Diane Prusank |
| b. Management Degrees | Dr. Diane Prusank |
| i. Motion: Bachelor of Science in Accounting | |
| ii. Motion: Bachelor of Science in Finance | |
| iii. Motion: Bachelor of Science in Management | |
| iv. Motion: Bachelor of Science in Marketing | |

Attachment(s)

- a. Minutes, 10/10/2019
- b. Motion: Faculty Emeritus/a Status
- c. Faculty Emeritus/a Status Justifications
- d. Request to Rename Degree Programs
- e. Motion: Bachelor of Science in Accounting
- f. Bachelor of Science in Accounting Draft BHE Application
- g. Motion: Bachelor of Science in Finance
- h. Bachelor of Science in Finance Draft BHE Application
- i. Motion: Bachelor of Science in Management
- j. Bachelor of Science in Management Draft BHE Application
- k. Motion: Bachelor of Science in Marketing
- l. Bachelor of Science in Marketing Draft BHE Application



BOARD OF TRUSTEES

Academic and Student Affairs Committee

Minutes

President's Boardroom, The Horace Mann Center

October 10, 2019

MEMBERS PRESENT: Committee Chair Martin, Secretary Magovern, Trustees Neves and Sullivan

MEMBERS EXCUSED: Trustees Martinez-Alvarez and Hill

TRUSTEE GUESTS PRESENT: Trustee Queenin

Dr. Ramon S. Torrecilha, President of Westfield State University, was also present.

Committee Chair Martin stated at 8:30 AM that he would begin discussion informally while waiting for a quorum of the committee to be present. He welcomed the guests and Ms. Thalita Neves, the new student Trustee, and Dr. Gloria Lopez, Vice President for Student Affairs. Committee Chair Martin stated he had met with Dr. Lopez and Dr. Diane Prusank, Provost and Vice President for Academic Affairs to plan the committee meeting agendas for the year. In December there will be an update from Dr. Lopez on Title IX changes and a focus on residential life and engagement for students. In February the college structure will be discussed and Dr. Prusank and the deans will highlight program development. In April there will be presentations on promotion and tenure and a focus on engaging commuter students. In June *The Westfield State Experience* will be addressed. It was also requested to highlight students and faculty at the full Board meetings.

The meeting was called to order at 8:40 AM by Committee Chair Martin.

MOTION made by Trustee Magovern, seconded by Trustee Sullivan, to approve the minutes of the June 20, 2019 meeting. **Motion passed unanimously.**

Committee Chair Martin welcomed Dr. Prusank and Dr. Lopez to give updates on their divisions. Dr. Lopez started by stating the beginning of the semester was difficult with an untimely death of a student. She stressed the value of the collaboration with Academic Affairs, cabinet, faculty, staff, public safety and students and the resources utilized to help the campus community. Student Affairs, Academic Affairs and the Counseling Center have strategized about ways to increase resources and growth outside the classroom .

Dr. Diane Prusank gave the following updates on Academic Affairs:

- Programs and partnerships to connect us to our community:
 - Years one and two of the *The Westfield State Experience* is being implemented this year.
 - Solidifying and expanding the *Westfield Promise*. Over \$300,000 was received from the state to expand the program. Plans are being made to include West Springfield and Agawam schools in the future.

- Community College partnerships include the RN-to-BSN with Holyoke Community College, Biotechnology and Urban Studies agreements with Springfield Technical Community College, and Holyoke Medical Center leadership training.
- The Economics and Management department is reconfiguring their programs.
- Policy changes are being implemented with the college structure.
- Revisions to the common core continue to be discussed.
- The departments with an external accreditation review last year were Music, Nursing, and Computer Science. All reviews were successful.
- The departments to be reviewed by external accreditors this year are Physician Assistant and Education.
- Personnel:
 - Fourteen tenure track faculty were hired this fall.
 - We are searching for ten tenure track lines this year.
 - A year-long faculty orientation process was started for this year.
- Academic Affairs Budget:
 - The budget was reconstructed to include the college structure.
 - The operating budget, not including full-time faculty, is just over \$8 million, with \$5 million attributed to the three colleges.
 - The goal this year is to identify equipment and their life cycle.
- Parenzo Hall:
 - There is excitement and energy surrounding the project as this building will be about our academic programs and how the renovation will provide new opportunities for faculty, staff and students.

Dr. Gloria Lopez gave the following updates on Student Affairs:

- Transition:
 - Dean of Students search: The search committee is hoping to have a replacement ready to start in January.
 - Director of Residential Engagement search: A candidate has been identified and will be offered the position soon with the hope of having them start in the next month. Available funds have been reallocated to support both the Director of Residential Engagement and Director of Housing Operations positions. There was no budget increase in creating the two positions.
 - There are employment openings in Student Activities and Residential Engagement.
 - Planning to build a culture of excellence and accountability with staff.
- Programming & Services:
 - This semester, Counseling Services is following a model used at Brown University to reduce the wait list by providing same-day appointments, which has been successful. The “sandwich model” provides same-day service at the beginning (first three weeks) and end of the semester. Between that time, students can get into a same-day appointment but it may not be with the same counselor. Appointments with the same counselor can typically be made in the same week. The clinical hour has been changed from 50 minutes to 25, but longer appointments are still available if requested.
 - Resident Director schedules have been shifted to better align with student support needs on campus, with more presence in the evening when other offices may not be open in order to create a better environment of support.
 - Residential Engagement has started a programming model in the residence halls where residential assistants pick from a menu of topics to engage residents in social activities and community building.
 - Additional outreach and support for commuter students has begun.

- The Westfield State Experience has developed a tri co-chair model to lead which includes leadership from Enrollment Management, Student Affairs and Academic Affairs. With activities such as creating a group of student leaders in the first year and having faculty in residence to focus on first- and second-year students, the goal is to reinforce the supports for students to improve retention.
- An online orientation module will take care of student information before they arrive on campus in the fall so that the on-campus experience is more community building.
- Professional Growth & Development:
 - Dr. Lopez wants to continue to help staff to develop and engage more with national associations to learn from other institutions' student success and retention efforts.
- Assessment:
 - The Student Affairs team is doing a good job getting students to activities and is full of energy and pride. We are working on developing student learning outcomes measures in the coming year.
 - Dr. Lopez has the goals of strengthening the Division with training, recruitment, and retention as well as Student Affairs' programming and services, with partnerships across campus to support the whole student experience.

Dr. Diane Prusank provided an introduction to Academic Program Review and Accreditation by showing a PowerPoint presentation:

- Assuring the quality of our programs is standard and derives from a larger accreditation process consisting of self-study, external analysis and comprehensive review of both.
- Our standards are based on our regional accreditor, New England Commission of Higher Education (NECHE).
- Our academic programs are reviewed every seven years unless there is an outside accreditation. The cycle and timeline for Westfield State were reviewed.
- The content of the review and the process of the site visit were discussed. As part of the review, departments will create an action plan including how the University can assist them in achieving their goals.
- Because of time restraints, the remainder of the presentation will be given at the December meeting. That part of the presentation will focus on how the deans work with department chairs, faculty and external reviewers as well as the specialty and instructional accreditation for Westfield State.

There being no further business, **MOTION** made by Trustee Sullivan, seconded by Trustee Neves, to adjourn. **Motion passed unanimously.**

Meeting adjourned at 9:30 AM.

Attachments presented at this meeting:

- a. Minutes of June 20, 2019 Meeting
- b. Academic and Student Affairs Updates PowerPoint

Secretary's Certificate

I hereby certify that the foregoing is a true and correct copy of the approved minutes of the Westfield State University Board of Trustees Academic and Student Affairs Committee meeting held on October 10, 2019.

Robert Magovern, Secretary

Date

RETENTION DISCUSSION

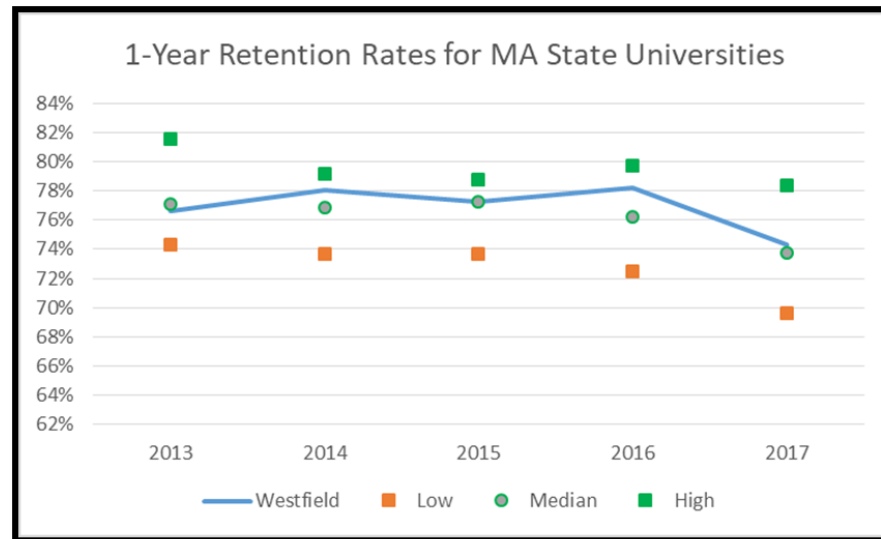


TRENDS IN RETENTION AND GRADUATION

Graduation and Retention Rates for First-time, Full-time Students						
Entering Cohort	2013	2014	2015	2016	2017	2018
1 Term Retention	89.3	89.5	89.9	91.1	87.3	87.1
1 Year Retention	76.9	78.4	77.3	78.4	74.6	72.3
2 Year Retention	67.5	70	68	68.2	64.4	
4 Year Graduation	50.5	50.6	49.2			
5 Year Graduation	58.5	60.8				
6 Year Graduation	61.1					

TRENDS IN RETENTION AND GRADUATION

Comparison of 1-Year Retention Rates for MA State Universities					
	2013	2014	2015	2016	2017
Westfield	77%	78%	77%	78%	74%
Low	74%	74%	74%	72%	70%
Median	77%	77%	77%	76%	74%
High	82%	79%	79%	80%	78%



TRENDS IN RETENTION AND GRADUATION

Fall Enrollment Status of Degree-Seeking Day Students Enrolled in Prior Spring Term							
	Returned to Day or CE		Graduated		Left		Total
Spring Term	Percent	Number	Percent	Number	Percent	Number	Number
2015	72.20%	3,264	19.30%	874	8.50%	382	4,520
2016	74.50%	3,477	17.10%	800	8.30%	388	4,665
2017	72.40%	3,359	18.90%	877	8.70%	406	4,642
2018	70.60%	3,182	20.90%	941	8.50%	384	4,507
2019	67.80%	2,854	22.00%	926	10.30%	432	4,212

FACTORS IMPACTING STUDENT RETURN

Return rates for non-graduates by race/ethnicity

Spring TERM	Return Status	Black	Latinx	White	Other SoC	NR and Unkn
2015	Return	84.6%	85.3%	89.0%	93.5%	77.4%
	Leave	13.0%	11.4%	9.8%	5.6%	21.7%
	Fail	2.4%	3.3%	1.2%	0.9%	0.9%
2016	Return	82.8%	86.8%	90.0%	89.0%	83.9%
	Leave	13.8%	11.1%	9.3%	8.7%	16.1%
	Fail	3.4%	2.2%	0.8%	2.3%	
2017	Return	78.7%	87.4%	89.1%	88.8%	75.2%
	Leave	14.6%	10.6%	9.9%	10.1%	22.9%
	Fail	6.7%	2.0%	1.0%	1.1%	1.8%
2018	Return	83.6%	85.8%	89.0%	87.1%	79.2%
	Leave	13.6%	12.5%	9.9%	12.4%	19.8%
	Fail	2.8%	1.7%	1.2%	0.4%	1.0%
2019	Return	81.4%	82.8%	87.1%	82.0%	81.3%
	Leave	17.4%	15.4%	11.6%	16.9%	16.0%
	Fail	1.2%	1.8%	1.4%	1.2%	2.7%

FACTORS IMPACTING STUDENT RETURN

	First Year		Sophomore		Junior		Senior		
Spring TERM	Leave	Fail	Leave	Fail	Leave	Fail	Leave	Fail	Graduate
2015	12.3%	2.5%	7.5%	0.9%	5.5%	0.9%	7.3%	0.4%	64.9%
2016	13.7%	2.2%	7.7%	0.7%	4.3%	0.6%	6.9%	0.1%	65.5%
2017	14.8%	2.2%	8.0%	1.5%	5.9%	0.8%	7.1%	0.2%	65.6%
2018	15.2%	2.7%	8.9%	1.4%	5.0%	0.5%	7.2%	0.1%	66.0%
2019	17.6%	1.9%	10.4%	2.3%	4.3%	0.7%	9.0%	0.3%	64.3%

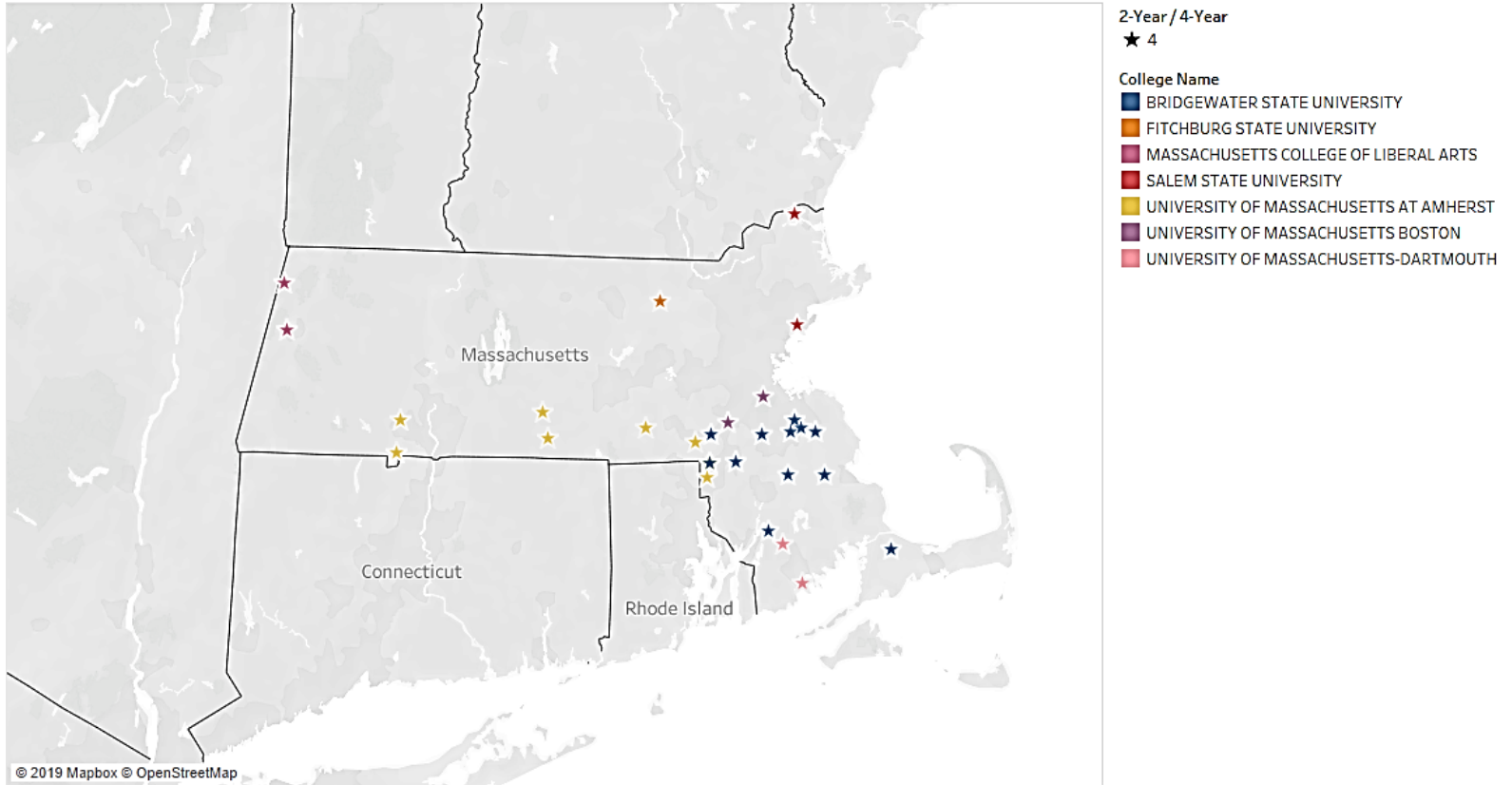
FACTORS IMPACTING STUDENT RETURN

Housing and Student Return

	Commuter return rate	Resident return rate
2015	84%	91%
2016	86%	91%
2017	85%	89%
2018	85%	90%
2019	85%	87%

TRENDS IN RETENTION AND GRADUATION

Home Zip Code of First Year Students Transferring to Other Institutions: MA 4 year public



SELECT RETENTION PROGRAMS / INITIATIVES

- Westfield Promise
- Westfield State Experience
- Parenzo Hall/Student Success Center
- Career Center
- Support for Commuter Council

From Retention to Persistence

Identifying and Meeting Students' Needs

*“students, however, do not seek to
be retained.
They seek to persist”*

~Tinto, 2016

Retention vs Persistence



“If universities successfully meet students’ needs for social and intellectual growth, retention will be a natural outcome...”

~Owolabi, 2018

Student Motivation to Persist

“This will require institutions to understand how student experiences on campus shape their motivation to persist.”

~Owolabi, 2018

Four Influencing Factors:

- 1) Engagement
- 2) Sense of Belonging
- 3) Self-Efficacy
- 4) Perceived Value of the Curriculum

*“Student engagement represents **two critical features** of collegiate quality. The first is the amount of **time and effort students put into their studies** and other educationally purposeful activities. The second is **how the institution deploys its resources and organizes the curriculum** and other learning opportunities to get students to participate in activities that decades of research studies show are linked to student learning.”*

~NSSE, 2018

Engagement in Action



Reasons to consider
Westfield State
University



Residential Engagement

- Maslow-inspired Model



**GROWTH
NEEDS**

**BASIC
NEEDS**

- Address

In More Concrete Terms...



Student Motivation to Persist

“This will require institutions to understand how student experiences on campus shape their motivation to persist.”

~Owolabi, 2018

Four Influencing Factors:

- 1) Engagement
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- 4) Perceived Value of the Curriculum

Residential Engagement

- Maslow-inspired Model



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**GROWTH
NEEDS**

Perceived Value of the
Curriculum

**BASIC
NEEDS**

Addressing Basic Needs

Physiological

Housing

- Halls open year-round with no fees for homeless and housing-insecure students
- Medical and premium singles
- Quiet study housing options

Food

- Partner with Dining Services to provide a variety of meal options for students
- Food provided at most events

Sample Programs

“Condoms, Candy, and Concerns”

“Donut Stress”

“Learning the Laundry Low-Down”

“Let’s Have a Sex Talk”

“Relaxation Snackdown”

Addressing Basic Needs

Safety Needs

Staffing

On-call system providing support 24/7/365

Partnership with Public Safety

Safe rooms for students in crisis

Intensive Training

August and January training for all hall staff in essential topics like community building, customer service, and various safety protocols

Sample Programs

“Crime Prevention”

“First Year Fundamentals”

“How to Register for Classes”

“Meet and Greet” with Public Safety, Facilities, and other campus agencies

“Prevention and Popsicles”

“Stop the Bleed”

“In the context of a department or classroom, sense of belonging has the greatest influence on outcomes.”

~Owolabi, 2018

Addressing Growth Needs

Love and Sense of Belonging

Intentional Conversations

Resident Assistants engage in three face-to-face conversations with each resident each semester

Bulletin Boards

Passive programming to complement active programs in the halls

Sample Programs

“Check Your Privilege”

“Friendsgiving”

“How Inclusion Affects People”

“Make S’more Friends”

“Why Do YOU Love Davis Hall?”

“University Hall Pledges Against Hate”

Addressing Growth Needs

Esteem

Student Leadership Opportunities

Resident Assistant role

Residence Hall Association (RHA) executive board

Hall Council executive board and representatives

Living Learning Communities

Bringing academics to the living experience (e.g. Emerging Leaders and Honors Program)

Sample Programs

“Create a Wheel of Life Balance”

“LinkedIn Workshop”

“Mirror Affirmations”

“Pizza and Growth”

“Positivity Jar”

Addressing Growth Needs

Self-Efficacy & Self-Perception
Perceived Value of Curriculum

Faculty-in-Residence Program

Faculty who live in the halls and provide additional support to students

Westfield State Experience

Active support of University initiatives within the residence halls

Sample Programs

“A Letter to My Future Self”

“Adulting 101”

“How to Register for Classes”

“Let’s Get That Degree”

“Night of Reflecting with RA Aliya”

“Passion and Purpose”

“Vision Board Making”

Programming Model

Fall Semester Requirements

September

All Campus Program

Opening Section Meeting
collab

Individual Conversations

Individual RA Program

October

Individual RA Program

Event Support Program

Individual Conversations

Outside Presenter Event

November/December

Closing Section Meeting

Individual RA Program x2, 1 may be

All Staff Program

Individual Conversations

Spring Semester Requirements

Pre-Spring Break (1/21-3/6)

Opening Section Meeting

All Campus Program

Individual RA Program

Event Support Program

Individual Conversation x2

Outside Presenter Event

Post Spring Break (3/16-5/6)

Individual RA Program x2, 1 may be collaborative

Individual Conversation

Outside Presenter Event

All Staff Program

Closing Section Meeting

Residential Engagement

Engagement by the Numbers

- 13 points of contact each semester
- 26 over the course of the year
- 1560 points of contact from our staff of 60
- What's missing?! RD, RHA, and other departmental programs

How Many Students Have We Reached?

Programming

2352 thus far this fall

95.4% were repeat attendees at programs

Intentional Conversations

Round 1 – 2023/2413 – 83.8%

Round 2 – 2046/2380 – 85.9%

Implications for Future Work

- Create incentives around cost of living in the residence halls
- Increase perceived value of curriculum with residential curriculum model (e.g. dialogue series)
- More targeted work to promote community pride, inclusion, and student sense of belonging (e.g. hall competitions)
- Increased identification of what motivates our students (i.e. more intentional data gathering)

Thank you! Questions?

Chris McKenzie Willenbrock
Director of Residential Engagement
cwillenbrock@westfield.ma.edu



Board of Trustees

December 11, 2019

MOTION

To approve the granting of Faculty Emeritus/a status, effective December 11, 2019 to the following individuals:

Dr. David Doe, Department of Biology

Dr. Nitza Hidalgo, Department of Education

Dr. Ricki Kantrowitz, Department of Psychology

Mr. John Kurty, Department of Movement Science, Sport and Leisure Studies

Dr. David Lovejoy, Department of Biology

Dr. Ruth Ohayon, Department of Language and Culture Studies

Dr. Beth Ann Rothermel, Department of English

Dr. Jack Szpiller, Department of Psychology

Kevin R. Queenin, Chair

Date

Emeritus/a Justifications to the Board of Trustees
December 3, 2019

Every fall, the Office of Academic Affairs seeks nominations of former faculty and librarians to be considered for Emeritus/a status, a rank of honor and recognition.

To be eligible, faculty or librarians must have a minimum of ten years full-time service at the university; and be retired or resigned from full-time service and not currently employed as a full-time faculty or librarian at any other college, school, or university. They must have demonstrated substantive, sustained achievement in their careers at Westfield State University in one or more of the following areas: teaching, advising, scholarship, and professional service to the university, the community and/or the discipline. On behalf of the Emeritus Committee, I am pleased to recommend the following faculty to emeritus/a status:

PROFESSOR DAVID DOE to Professor Emeritus

Upon receiving his Ph.D. in Zoology from UNC Chapel Hill, Dr. David Doe began his career as a faculty member in the Department of Biology at Westfield State College in 1979. During the course of his 40 year career at WSU, Dr. Doe's impact has reverberated through the Department of Biology, the university campus, and indeed, the city of Westfield. A consistent advocate for the use of technology to advance both science and teaching, Dr. Doe worked through a variety of systems including connections to the U.S. Government and writing his own successful grant proposal to NSF, to secure both used and new equipment for our biology labs. Dr. Doe was a pioneer in today's pedagogical strategies including teaching online, changing the structure of his courses to more accurately mimic how research is conducted in the field and conducting workshops for students on applying for internships and graduate school. Indeed, Dr. Doe's own civic engagement serves as a model to our campus including his work on the city's school committee, Board of Directors for Stanley Park, Board of Directors for the Friends of Grandmother's Garden and importantly, his years of service on the Conservation Committee for the City of Westfield, including his work as chair of the committee.

PROFESSOR NITZA HIDALGO to Professor Emerita

For 25 years at Westfield state University, her intense dedication to critical multicultural education is the thread that has tied the teaching, scholarship and service of Dr. Nitza Hidalgo. Over the course of her career, Dr. Hidalgo conducted ground breaking research focused on the connection between family life, community and the school experience within the Latino community. Her work in this area was most recently recognized with the Antonia Pantoja Award, from the Latino Scholarship Association. Her expertise in Critical Multicultural education and her commitment to its importance was embodied in her everyday work sharing her expertise through her years preparing hundreds of students to enter the field of education, serving as a faculty liaison and as founding Director of the Westfield Professional Development School Network, and mentoring new faculty in our own Department of Education. Her current Department Chair attributes the education department's growing diversity in its faculty to the persistent advocacy and work of Dr. Hidalgo. Since receiving her Doctorate in Education from Harvard University, Dr. Hidalgo has fought tirelessly to reform our education system and we are fortunate that she spent a substantive portion of her career her at WSU.

PROFESSOR RICKI KANTROWITZ to Professor Emerita

Dr. Ricki Kantrowitz has served as a faculty in the Department of Psychology for over 35 years. During her career, Dr. Kantrowitz lent her considerable talents to a variety of areas on our campus, stepping forward at critical turning points. Dr. Kantrowitz led Westfield State in its efforts to fortify and expand the honors program where, as its director, she created connections across the commonwealth including student engagement in the Northeast Honors conference, establishing the program's newsletter and creating the base for honors housing on our campus. In addition to receiving three separate Fulbright-Hayes Summer Seminar Abroad awards Dr. Kantrowitz's expertise in global perspectives on mental health brought her to participate on NGOs for the UN including as NGO Representative for the World Federation for Mental Health at the United Nations. Her considerable expertise in this area led to her work as the Faculty Liaison for Internationalization, advocating for and supporting faculty international travel and integration of international perspectives in the curriculum. Dr. Kantrowitz's work as the purveyor of practicum experiences for psychology majors allowed her to bring her expertise in counseling to bear as she prepared and supervised students in their clinical practicum work. As her chair notes, if you happen to visit guidance offices, mental health clinics, hospitals, jails or human resource offices in the Pioneer Valley, over and over you will bump into WSU graduates who started those jobs as a result of Dr. Kantrowitz's practicum course.

PROFESSOR JOHN KURTY to Professor Emeritus

While many on our campus know of John Kurty as "Coach Kurty", he also served for over two decades as Professor Kurty on a faculty contract that included both traditional teaching and service obligations along with coaching responsibilities. Because of his legendary success as a coach, some on our campus are not aware that Professor Kurty was an integral part of our Movement Science Department teaching courses in physical education, the psychology of coaching, and the care and prevention of injuries. He played an important role in the development of the physical education major and served on several committees during his career at WSU. Whether serving as a teacher in the classroom, at a team meeting or on the field, Prof. Kurty was a mentor and advisor. The respect he earned from Westfield State students led many of them to follow in his footsteps, where they dominated the local soccer scene as coaches and teachers. The chair of MSSL Notes, "Quietly but effectively, John continued to mentor many of his students during their long and successful careers." A consummate professional in his field, in addition to his work with New England and National Intercollegiate Soccer Officials Associations where he received both service awards and a letter of commendation from the National Soccer Coaches Association, Professor Kurty was a member of the national and Massachusetts Associations for Health, Physical Education, Recreation and Dance. To have served so effectively as a full-time faculty member and legendary coach at the same time would be more than enough to fill the hours of the day, but Professor Kurty was also deeply committed to civic engagement through his work with the Westfield Parks and Recreation program, the Westfield Vocational School Building Committee, and the Board of Directors of the Western Massachusetts Baseball Umpires.

PROFESSOR DAVID LOVEJOY to Professor Emeritus

Dr. David Lovejoy served for almost fifty years in his role as a teacher-scholar in Westfield State University's Department of Biology. He has not only developed lab books for his own classes, but his course in Evolution, developed by him in 1975, has been taken by over 1300 students. Dr. Lovejoy's publication list is extensive, but what is most appreciated is his dedication to utilizing his expertise on a local level, studying and publishing about the flora in Springfield, Massachusetts, research that he is continuing in retirement. On an even more local level, Dr. Lovejoy is responsible for the creation of both WSU's biology museum and its herbarium; the former famous among anyone who has ever walked down the second floor of Wilson Hall and found themselves surrounded by, and often surprised by, displays of mammals, birds, and even insects. The "crown jewel" of this collection is a penguin that was obtained from the Byrd Expedition in 1918. The Westfield State University Herbarium, also located on the second floor of Wilson, boasts over 19,000 mounted plant specimens, about 65% of which are from New England. The collection from Hamden County specifically is the most complete existing collection of flora from that area. Dr. Lovejoy can still sometimes be seen visiting, and tending to, his specimens.

PROFESSOR RUTH OHAYON to Professor Emerita

Dr. Ruth Ohayon, *Professeur de Français* at Westfield State University for 31 years, was a leading voice of language studies at the Institution. Her course development not only in the languages but in gender studies helped shape both departments as they exist today. She worked diligently to promote interdisciplinary studies, collaborating with the English Department to develop several literature courses for the core curriculum, and with the Education Department to instate a French teacher preparation program. One of the most exceptional things about this devoted professor is her commitment to Holocaust Remembrance. For so many years, the Westfield State community has benefitted from her work organizing speaking engagements with Holocaust survivors, holding film screenings, and from her work on presentations by famed authors Alexandra Zapruder and Edith Velmans. Dr. Ohayon's tireless work with the WSU honors program, her initiation of the WSU branch of the French honor society, her nine-year tenure as chair, her extensive scholarship, and her service to the institution are to be celebrated.

PROFESSOR BETH ANN ROTHERMEL, to Professor Emerita

Dr. Beth Ann Rothermel arrived at Westfield State straight from the University of Texas in 1996, and would be an outstanding instructor in our English department until her retirement in 2019. With her focus on American Literature, and a scholarly interest in the history of pedagogy and the normal school, she taught many different courses here, notably in the subject of composition and rhetoric at the undergraduate and graduate level. Her courses in this specific field were crucial to students in our teacher preparation program, so many of whom benefitted from her expertise when they went on themselves, to become teachers. A John Nevins Outstanding Educator Award winner in 2007, Dr. Rothermel's service to the University shines as brightly as her substantial conference participation; she was involved in extensive committee work, both chairing and participating in such important groups as the TEC (Teacher Education Committee) and the Graduate Studies Committee. Dr. Rothermel was an incredible asset to the greater Westfield Community as a workshop organizer for the Massachusetts Writing project, and a member of the Friends of Westfield Athenaeum Board of Directors. She is truly an exceptional teacher, community member, and is wholeheartedly dedicated to her craft.

PROFESSOR JACK SZPILER to Professor Emeritus

Having taught in Westfield State's Department of Psychology as a full-time professor for 43 years, Dr. Jack Szpiler was as funny, engaging, and compelling outside of the classroom as he was in. His classes over this span of time were taken by so many educators, school principals, and political figures and Springfield Mayor Dominic Sarno proclaimed Thursday, May 2, 2019 "Dr. Jack Szpiler Day". Jack received nine teaching awards during his time at WSU, and has produced a plethora of publications that are not only important and relevant to his discipline, but helped to raise the profile of both the department and the institution. His dedication extended to the community at large, as he developed and hosted several stress management workshops for students, parents, staff, and the greater Westfield community.

Request to Rename Degree Programs
Department of Economics and Management
College of Education, Health, and Human Services

Proposal

Westfield State currently offers a Bachelor of Science in Business Management with concentrations in finance, accounting, marketing, or management. The attached proposals contain requests to rename these four concentrations, currently located within the Bachelor of Science in Business Management, to degrees. If successful, we will be able to offer the following degrees:

Bachelor of Science in Accounting
Bachelor of Science in Finance
Bachelor of Science in Management
Bachelor of Science in Marketing

Rationale

The renaming of the degrees will accomplish the following:

- (1) The renamed degrees will more accurately reflect the coursework, educational experiences, and consequent expertise of our students.
- (2) The renamed degrees will support both recruitment and retention efforts. Students and parents, rightly, articulate concern that our current, more generic degree title puts students at a disadvantage when compared with students whose degrees and resumes accurately reflect their specialized knowledge. Some of our sister institutions and the majority of our private school competitors offer the specific degree rather than the generic degree.
- (3) The renamed degrees will serve as a clear indicator of student expertise as they apply for internship opportunities and seek employment while approaching graduation and, indeed, for a lifetime.

Resources*

A review of the curriculum as noted in the preparatory material for the BHE/DHE demonstrates that no new resources are needed to make the proposed adjustments to the renamed degrees. The curriculum in each one of these concentrations in the current business management degree is the same as that which is offered to complete the full renamed degree. That is, no new courses or staffing are required to make the proposed changes to the degree title.

Market Demand

While general enrollment trends are on a downward slope, programs in the field of business remain among our strongest in attracting both full time and part time students. The current major in business management is the second largest major at Westfield State (i.e., current full-time enrollment is 631 majors in fall 2019). More detailed and historical data by content area are contained in the attached draft proposals for the BHE.

* Within the request to rename the Bachelor of Science in Business Management is also a request to add a concentration in human resources. This proposal is separate from the renaming (i.e., a different process and form from the BHE/DHE). For full disclosure, we are noting here that this new concentration will require the addition of one new course in advanced human resource management.



Board of Trustees

December 11, 2019

MOTION

To approve the Bachelor of Science in Accounting as described in attachment F.

Kevin R. Queenin, Chair

Date

**MASSACHUSETTS BOARD OF HIGHER EDUCATION
ONE ASHBURTON PLACE, ROOM 1401, BOSTON, MA 02108**

Request to Re-name Degree Program

Date of Submission:	
Institution:	Westfield State University
Current Degree Title:	Bachelor of Science in Business Management with a Concentration in Accounting
Current CIP Code:	52.0201
Proposed Degree Title:	Bachelor of Science in Accounting
Proposed CIP Code:	52.0301
Rationale for Retitle Request:	We propose retitling the Accounting degree as a B.S. in Accounting to better reflect the students' education. Currently, students are advised to list the accounting courses they have completed on their resumés so that employers can see that their preparation is equivalent to an accounting degree. We also anticipate that the retitling of the degree will be beneficial in the recruiting of students as it will clearly indicate our accounting offerings.
Describe Curriculum Changes and Attach Curriculum Outline:	No curricular changes are proposed. See attached curriculum outline.
Date of Trustee Board or President Approval:	
Contact Name and Title (CAO):	Diane Prusank, Provost/Vice President for Academic Affairs
Contact Email Address:	dprusank@westfield.ma.edu
Contact Phone:	(413) 572-5213

BHE approval required prior to announcement of program name change.

E-mail form to:
Angela Williams, Paralegal
awilliams@bhe.mass.edu
Phone: (617) 994-6963

Supporting Documentation: Westfield State University

Request to retitle the B.S. in Business Management with a Concentration in Accounting to a B.S. in Accounting

In accordance with the Department of Higher Education procedures, when institutions request a name change for a degree from an existing minor or concentration, they must include in their request for the preceding three years the following data, 1) enrollment data by concentration, 2) graduation date, and 3) alumni outcome data, and 4) evidence of accreditation.

Please see our responses below:

1. Enrollment Data

Term	Day Division Headcount	Continuing Education Headcount	Total
Fall 2016	76	15	91
Fall 2017	91	19	110
Fall 2018	99	20	119
Fall 2019	99	21	120

2. Graduation Data

Term	Day Division Headcount	Continuing Education Headcount	Total
AY 16-17	16	1	17
AY 17-18	29	3	32
AY 18-19	21	8	29

Enrollment and graduation data is provided by Westfield State University's Institutional Research Office.

3. Alumni Outcome Data

The Department of Economics and Management has not historically tracked the career paths of alumni. We are currently designing an outcome survey to collect this information.

We analyzed self-reported data from LinkedIn to provide an indication of the success of our graduates. The Westfield State University LinkedIn page includes information on 25,013 individuals who self-identified as WSU alumni (from 1900-2019). Data for the Accounting Concentration are provided below:

Number of Alumni	Percentage	Accounting Concentration
1874	7.5%	Alumni identified as Accounting
Where They Live		
678	36.2%	Greater Boston Area
603	32.2%	Springfield Area
Top Three Employers		
34		Mass Mutual
23		State Street
10		SS&C Technologies
Representative Job Titles		
Fund Accounting Specialist		
VP of Finance		
Assistant Controller		
Chief Financial Officer		
Audit Associate		

4. Evidence of accreditation

The Department of Economics and Management is not currently accredited separately. Westfield State University is regionally accredited by the New England Association of Schools and Colleges.

5. Curriculum: Current and proposed curriculum outlines are attached.

Undergraduate Program Curriculum Outline
Current Degree in Business Management with a Concentration in Accounting

Required (Core) Courses in the Major (Total # courses required = 25)		
<i>Course Number</i>	<i>Course Title</i>	<i>Credit Hours</i>
Business Core Courses (39 Credits)		
MGMT 0107	Software Applications in Management	3
ACCT 0104	Principles of Accounting I	3
ACCT 0105	Principles of Accounting II	3
MGMT 0241	Business Law	3
MRKT 0231	Marketing Management	3
MGMT 0250	Quantitative Approaches to Business Decisions	3
FINC 0207	Financial Management	3
MGMT 0220	Production/Operations Management	3
MGMT 0221	Business Management	3
MGMT 0308	Organizational Development and Behavior	3
ACCT 0345	Accounting Information Systems	3
MGMT 0325	Business Policy and Strategy	3
MGMT 0338	International Business	3
Non-Business Required Courses (18 Credit Hours)		
ECON 0101	Principles of Macroeconomics	3
ECON 0102	Principles of Microeconomics	3
ENGL 0103	Speech	3
ENGL 0392	Business and Technical Writing	3
MATH 0108	Elementary Statistics	3
MATH0115	Mathematics for Business and Social Sciences	3
Sub Total Required Credits		57
Elective Courses (Total # courses required = 2-3) (attach list of choices if needed)		
Various	General Electives	5
Sub Total Elective Credits		5
Distribution of General Education Requirements Attach List of General Education Offerings (Course Numbers, Titles, and Credits)		# of Gen Ed Credits
Arts and Humanities, including Literature and Foreign Languages		18
Mathematics and the Natural and Physical Sciences		13
Social Sciences (ECON 0101 Macroeconomics, ECON 0102 Microeconomics fulfill Social Sciences requirements)		6

Diversity (MGMT 0338 International Business fulfills Global Diversity Requirement)		3
Sub Total General Education Credits		40
Curriculum Summary		
Total number of courses required for the degree		38-39
Total credit hours required for degree		120
Prerequisite, Concentration or Other Requirements:		
Accounting Concentration Required Courses (18 Credit Hours)		
ACCT 0310	Federal Income Taxation	3
ACCT 0311	Auditing	3
ACCT 0315	Financial Reporting I	3
ACCT 0316	Financial Reporting II	3
ACCT 0317	Cost Accounting	3
ACCT 0318	Financial Reporting III	3
Sub Total Required Credits		18

**Undergraduate Program Curriculum Outline
Proposed Accounting Degree**

Required (Core) Courses in the Major (Total # courses required = 25)		
<i>Course Number</i>	<i>Course Title</i>	<i>Credit Hours</i>
Business Core Courses (39 Credits)		
MGMT 0107	Software Applications in Management	3
ACCT 0104	Principles of Accounting I	3
ACCT 0105	Principles of Accounting II	3
MGMT 0241	Business Law	3
MRKT 0231	Marketing Management	3
MGMT 0250	Quantitative Approaches to Business Decisions	3
FINC 0207	Financial Management	3
MGMT 0220	Production/Operations Management	3
MGMT 0221	Business Management	3
MGMT 0308	Organizational Development and Behavior	3
ACCT 0345	Accounting Information Systems	3
MGMT 0325	Business Policy and Strategy	3
MGMT 0338	International Business	3
Non-Business Required Courses (18 Credit Hours)		
ECON 0101	Principles of Macroeconomics	3
ECON 0102	Principles of Microeconomics	3
ENGL 0103	Speech	3
ENGL 0392	Business and Technical Writing	3
MATH 0108	Elementary Statistics	3
MATH0115	Mathematics for Business and Social Sciences	3
Sub Total Required Credits		57
Accounting Major Courses (18 Credit Hours)		
ACCT 0310	Federal Income Taxation	3
ACCT 0311	Auditing	3
ACCT 0315	Financial Reporting I	3
ACCT 0316	Financial Reporting II	3
ACCT 0317	Cost Accounting	3
ACCT 0318	Financial Reporting III	3
Sub Total Required Credits		75

Elective Courses (Total # courses required =2-3) (attach list of choices if needed)		
Various	General Electives	5
Sub Total Elective Credits		5
Distribution of General Education Requirements Attach List of General Education Offerings (Course Numbers, Titles, and Credits)		# of Gen Ed Credits
Arts and Humanities, including Literature and Foreign Languages		18
Mathematics and the Natural and Physical Sciences		13
Social Sciences (ECON 0101 Macroeconomics, ECON 0102 Microeconomics fulfill Social Sciences requirements)		6
Diversity (MGMT 0338 International Business fulfills Global Diversity Requirement)		3
Sub Total General Education Credits		40
Curriculum Summary		
Total number of courses required for the degree		38-39
Total credit hours required for degree		120
Prerequisite, Concentration or Other Requirements:		



Board of Trustees

December 11, 2019

MOTION

To approve the Bachelor of Science in Finance as described in attachment H.

Kevin R. Queenin, Chair

Date

**MASSACHUSETTS BOARD OF HIGHER EDUCATION
ONE ASHBURTON PLACE, ROOM 1401, BOSTON, MA 02108**

Request to Re-name Degree Program

Date of Submission:	
Institution:	Westfield State University
Current Degree Title:	Bachelor of Science in Business Management with a Concentration in Finance
Current CIP Code:	52.0201
Proposed Degree Title:	Bachelor of Science in Finance
Proposed CIP Code:	52.0801
Rationale for Retitle Request:	We propose retitling the Finance degree as a B.S. in Finance to better reflect the students' education. The retitling positions Westfield State University consistently with other respected business programs. We also anticipate that the retitling of the degree will be beneficial in the recruiting of students as it will clearly indicate our finance offerings.
Describe Curriculum Changes and Attach Curriculum Outline:	No curricular changes are proposed. See attached curriculum outline.
Date of Trustee Board or President Approval:	
Contact Name and Title (CAO):	Diane Prusank, Provost/Vice President for Academic Affairs
Contact Email Address:	dprusank@westfield.ma.edu
Contact Phone:	(413) 572-5213

BHE approval required prior to announcement of program name change.

E-mail form to:

Angela Williams, Paralegal

awilliams@bhe.mass.edu

Phone: (617) 994-6963

Supporting Documentation: Westfield State University

Request to retitle the B.S. in Business Management with a Concentration in Finance to a B.S. in Finance

In accordance with the Department of Higher Education procedures, when institutions request a name change for a degree from an existing minor or concentration, they must include in their request for the preceding three years the following data, 1) enrollment data by concentration, 2) graduation date, and 3) alumni outcome data, and 4) evidence of accreditation.

Please see our responses below:

1. Enrollment Data

Term	Day Division Headcount	Continuing Education Headcount	Total
Fall 2016	135	13	148
Fall 2017	142	9	151
Fall 2018	130	9	139
Fall 2019	130	12	142

2. Graduation Data

Term	Day Division Headcount	Continuing Education Headcount	Total
AY 16-17	18	4	22
AY 17-18	37	0	37
AY 18-19	41	1	42

Enrollment and graduation data is provided by Westfield State University's Institutional Research Office.

3. Alumni Outcome Data

The Department of Economics and Management has not historically tracked the career paths of alumni. We are currently designing an outcome survey to collect this information.

We analyzed self-reported data from LinkedIn to provide an indication of the success of our graduates. The Westfield State University LinkedIn page includes information on 25,013 individuals who self-identified as WSU alumni (from 1900-2019). Data for the Finance Concentration are provided below:

Number of Alumni	Percentage	Finance Concentration
1934	7.7%	Alumni identified as Finance
Where They Live		
806	41.7%	Greater Boston Area
520	26.9%	Springfield Area
Top Three Employers		
56		Mass Mutual
18		State Street
12		Fidelity Investments
Representative Job Titles		
Senior Finance Associate		
VP of Finance		
Executive Director, Finance & Operations		
Chief Financial Officer		
Finance Consultant		
Assistant Controller		

4. Evidence of accreditation

The Department of Economics and Management is not currently accredited separately. Westfield State University is regionally accredited by the New England Association of Schools and Colleges.

5. Curriculum: Current and proposed curriculum outlines are attached.

Undergraduate Program Curriculum Outline
Current Degree in Business Management with a Concentration in Finance

Required (Core) Courses in the Major (Total # courses required = 25)		
<i>Course Number</i>	<i>Course Title</i>	<i>Credit Hours</i>
Business Core Courses (39 Credits)		
MGMT 0107	Software Applications in Management	3
ACCT 0104	Principles of Accounting I	3
ACCT 0105	Principles of Accounting II	3
MGMT 0241	Business Law	3
MRKT 0231	Marketing Management	3
MGMT 0250	Quantitative Approaches to Business Decisions	3
FINC 0207	Financial Management	3
MGMT 0220	Production/Operations Management	3
MGMT 0221	Business Management	3
MGMT 0308	Organizational Development and Behavior	3
MGMT 0321	Management Information Systems	3
MGMT 0325	Business Policy and Strategy	3
MGMT 0338	International Business	3
Non-Business Required Courses (18 Credit Hours)		
ECON 0101	Principles of Macroeconomics	3
ECON 0102	Principles of Microeconomics	3
ENGL 0103	Speech	3
ENGL 0392	Business and Technical Writing	3
MATH 0108	Elementary Statistics	3
MATH0115	Mathematics for Business and Social Sciences	3
Sub Total Required Credits		57
Elective Courses (Total # courses required = 2-3) (attach list of choices if needed)		
Various	General Electives	5
Sub Total Elective Credits		5
Distribution of General Education Requirements Attach List of General Education Offerings (Course Numbers, Titles, and Credits)		# of Gen Ed Credits
Arts and Humanities, including Literature and Foreign Languages		18
Mathematics and the Natural and Physical Sciences		13

Social Sciences (ECON 0101 Macroeconomics, ECON 0102 Microeconomics fulfill Social Sciences requirements)		6
Diversity (MGMT 0338 International Business fulfills Global Diversity Requirement)		3
Sub Total General Education Credits		40
Curriculum Summary		
Total number of courses required for the degree		38-39
Total credit hours required for degree		120
Prerequisite, Concentration or Other Requirements:		
Finance Concentration Required Courses (18 Credit Hours)		
FINC 0312	Investments: Security Analysis	3
FINC 0318	Advanced Financial Management	3
FINC 0319	Investments: Portfolio Management	3
FINC 0320	Money and Banking (crosslisted as ECON 0300)	3
FINC 0305	Introduction to Econometric Methods (crosslisted as ECON 0305)	3
VARIOUS	0300-Level Finance Elective	3

**Undergraduate Program Curriculum Outline
Proposed Finance Degree**

Required (Core) Courses in the Major (Total # courses required = 25)		
<i>Course Number</i>	<i>Course Title</i>	<i>Credit Hours</i>
Business Core Courses (39 Credits)		
MGMT 0107	Software Applications in Management	3
ACCT 0104	Principles of Accounting I	3
ACCT 0105	Principles of Accounting II	3
MGMT 0241	Business Law	3
MRKT 0231	Marketing Management	3
MGMT 0250	Quantitative Approaches to Business Decisions	3
FINC 0207	Financial Management	3
MGMT 0220	Production/Operations Management	3
MGMT 0221	Business Management	3
MGMT 0308	Organizational Development and Behavior	3
MGMT 0321	Management Information Systems	3
MGMT 0325	Business Policy and Strategy	3
MGMT 0338	International Business	3
Non-Business Required Courses (18 Credit Hours)		
ECON 0101	Principles of Macroeconomics	3
ECON 0102	Principles of Microeconomics	3
ENGL 0103	Speech	3
ENGL 0392	Business and Technical Writing	3
MATH 0108	Elementary Statistics	3
MATH0115	Mathematics for Business and Social Sciences	3
Sub Total Required Credits		57
Finance Major Courses (18 Credit Hours)		
FINC 0312	Investments: Security Analysis	3
FINC 0318	Advanced Financial Management	3
FINC 0319	Investments: Portfolio Management	3
FINC 0320	Money and Banking (crosslisted as ECON 0300)	3
FINC 0305	Introduction to Econometric Methods (crosslisted as ECON 0305)	3
VARIOUS	0300-Level Finance Elective	3
Sub Total Required Credits		75

Elective Courses (Total # courses required = 2-3) (attach list of choices if needed)		
VARIOUS	General Electives	5
Sub Total Elective Credits		5
Distribution of General Education Requirements Attach List of General Education Offerings (Course Numbers, Titles, and Credits)		# of Gen Ed Credits
Arts and Humanities, including Literature and Foreign Languages		18
Mathematics and the Natural and Physical Sciences		13
Social Sciences (ECON 0101 Macroeconomics, ECON 0102 Microeconomics fulfill Social Sciences requirements)		6
Diversity (MGMT 0338 International Business fulfills Global Diversity Requirement)		3
Sub Total General Education Credits		40
Curriculum Summary		
Total number of courses required for the degree		38-39
Total credit hours required for degree		120
Prerequisite, Concentration or Other Requirements:		



Board of Trustees

December 11, 2019

MOTION

To approve the Bachelor of Science in Management as described in attachment J.

Kevin R. Queenin, Chair

Date

**MASSACHUSETTS BOARD OF HIGHER EDUCATION
ONE ASHBURTON PLACE, ROOM 1401, BOSTON, MA 02108**

Request to Re-name Degree Program

Date of Submission:	
Institution:	Westfield State University
Current Degree Title:	Bachelor of Science in Business Management
Current CIP Code:	52.0201
Proposed Degree Title:	Bachelor of Science in Management with a Concentration in Management
Proposed CIP Code:	52.0201
Rationale for Retitle Request:	We propose retitling the Management degree as a B.S. in Management to better reflect the students' education. The retitling positions Westfield State University consistently with other respected business programs. We also anticipate that the retitling of the degree will be beneficial in the recruiting of students as it will clearly indicate our management offerings.
Describe Curriculum Changes and Attach Curriculum Outline:	No curricular changes are proposed. See attached curriculum outline.
Date of Trustee Board or President Approval:	
Contact Name and Title (CAO):	Diane Prusank, Provost/Vice President for Academic Affairs
Contact Email Address:	dprusank@westfield.ma.edu
Contact Phone:	(413) 572-5213

BHE approval required prior to announcement of program name change.

E-mail form to:

Angela Williams, Paralegal

awilliams@bhe.mass.edu

Phone: (617) 994-6963

Supporting Documentation: Westfield State University

Request to retitle the B.S. in Business Management with a Concentration in Management to a B.S. in Management

In accordance with the Department of Higher Education procedures, when institutions request a name change for a degree from an existing minor or concentration, they must include in their request for the preceding three years the following data, 1) enrollment data by concentration, 2) graduation date, and 3) alumni outcome data, and 4) evidence of accreditation.

Please see our responses below:

1. Enrollment Data

Term	Day Division Headcount	Continuing Education Headcount	Total
Fall 2016	225	46	271
Fall 2017	216	41	257
Fall 2018	208	38	246
Fall 2019	208	27	235

2. Graduation Data

Term	Day Division Headcount	Continuing Education Headcount	Total
AY16-17	47	16	63
AY17-18	58	6	64
Ay18-19	67	21	88

1. Alumni Outcome Data

The Department of Economics and Management has not historically tracked the career paths of alumni. We are currently designing an outcome survey to collect this information.

We analyzed self-reported data from LinkedIn to provide an indication of the success of our graduates. The Westfield State University LinkedIn page includes information on 25,013 individuals who self-identified as WSU alumni (from 1900-2019). Data for the Management Concentration are provided below:

Number of Alumni	Percentage	Management Concentration
15,899	63.6%	Alumni identified as Management
Where They Live		
5739		Greater Boston Area
4647		Springfield Area
Top Three Employers		
203		Mass Mutual
76		Commonwealth of Massachusetts
64		Baystate Health
Representative Job Titles		
VP, Enterprise Data		
Director of Operational Risk Management		
Management Trainee		
Direct, Product Management		
Social Media Manager		
Field Underwriter		
VP of Talent Management		
VP of Data Management & Analytics		

2. Evidence of accreditation

The Department of Economics and Management is not currently accredited separately. Westfield State University is regionally accredited by the New England Association of Schools and Colleges.

3. Curriculum: Current and proposed curriculum outlines are attached.

Undergraduate Program Curriculum Outline
Old Degree in Business Management with a Concentration in Management

Required (Core) Courses in the Major (Total # courses required = 25)		
<i>Course Number</i>	<i>Course Title</i>	<i>Credit Hours</i>
Business Core Courses (39 Credits)		
MGMT 0107	Software Applications in Management	3
ACCT 0104	Principles of Accounting I	3
ACCT 0105	Principles of Accounting II	3
MGMT 0241	Business Law	3
MRKT 0231	Marketing Management	3
MGMT 0250	Quantitative Approaches to Business Decisions	3
FINC 0207	Financial Management	3
MGMT 0220	Production/Operations Management	3
MGMT 0221	Business Management	3
MGMT 0308	Organizational Development and Behavior	3
MGMT 0321	Management Information Systems	3
MGMT 0325	Business Policy and Strategy	3
MGMT 0338	International Business	3
Non-Business Required Courses (18 Credit Hours)		
ECON 0101	Principles of Macroeconomics	3
ECON 0102	Principles of Microeconomics	3
ENGL 0103	Speech	3
ENGL 0392	Business and Technical Writing	3
MATH 0108	Elementary Statistics	3
MATH0115	Mathematics for Business and Social Sciences	3
Sub Total Required Credits		57
Elective Courses (Total # courses required = 2-3) (attach list of choices if needed)		
Various	General Electives	5
Sub Total Elective Credits		5
Distribution of General Education Requirements Attach List of General Education Offerings (Course Numbers, Titles, and Credits)		# of Gen Ed Credits
Arts and Humanities, including Literature and Foreign Languages		18
Mathematics and the Natural and Physical Sciences		13

Social Sciences (ECON 0101 Macroeconomics, ECON 0102 Microeconomics fulfill Social Sciences requirements)		6
Diversity (MGMT 0338 International Business fulfills Global Diversity Requirement)		3
Sub Total General Education Credits		40
Curriculum Summary		
Total number of courses required for the degree		38-39
Total credit hours required for degree		120
Prerequisite, Concentration or Other Requirements:		
Management Concentration Required Courses (18 Credit Hours)		
MGMT 0301	Labor Relations	3
MGMT 0314	Human Resource Management	3
MGMT 0342	Entrepreneurship	3
MGMT 0344	Project Management	3
MGMT 0346	Leadership	3
Various	0300-Level Management Elective	3

**Undergraduate Program Curriculum Outline
New Management Major**

Required (Core) Courses in the Major (Total # courses required = 25)		
<i>Course Number</i>	<i>Course Title</i>	<i>Credit Hours</i>
Business Core Courses (39 Credits)		
MGMT 0107	Software Applications in Management	3
ACCT 0104	Principles of Accounting I	3
ACCT 0105	Principles of Accounting II	3
MGMT 0241	Business Law	3
MRKT 0231	Marketing Management	3
MGMT 0250	Quantitative Approaches to Business Decisions	3
FINC 0207	Financial Management	3
MGMT 0220	Production/Operations Management	3
MGMT 0221	Business Management	3
MGMT 0308	Organizational Development and Behavior	3
MGMT 0321	Management Information Systems	3
MGMT 0325	Business Policy and Strategy	3
MGMT 0338	International Business	3
Non-Business Required Courses (18 Credit Hours)		
ECON 0101	Principles of Macroeconomics	3
ECON 0102	Principles of Microeconomics	3
ENGL 0103	Speech	3
ENGL 0392	Business and Technical Writing	3
MATH 0108	Elementary Statistics	3
MATH0115	Mathematics for Business and Social Sciences	3
Management Major Courses (18 Credit Hours)		
MGMT 0301	Labor Relations	3
MGMT 0314	Human Resource Management	3
MGMT 0342	Entrepreneurship	3
MGMT 0344	Project Management	3
MGMT 0346	Leadership	3
Various	0300-Level Management Elective	3
Sub Total Required Credits		75

Elective Courses (Total # courses required = 2-3) (attach list of choices if needed)		
VARIOUS	General Electives	5
Sub Total Elective Credits		5
Distribution of General Education Requirements Attach List of General Education Offerings (Course Numbers, Titles, and Credits)		# of Gen Ed Credits
Arts and Humanities, including Literature and Foreign Languages		18
Mathematics and the Natural and Physical Sciences		13
Social Sciences (ECON 0101 Macroeconomics, ECON 0102 Microeconomics fulfill Social Sciences requirements)		6
Diversity (MGMT 0338 International Business fulfills Global Diversity Requirement)		3
Sub Total General Education Credits		40
Curriculum Summary		
Total number of courses required for the degree		38-39
Total credit hours required for degree		120



Board of Trustees

December 11, 2019

MOTION

To approve the Bachelor of Science in Marketing as described in attachment L.

Kevin R. Queenin, Chair

Date

**MASSACHUSETTS BOARD OF HIGHER EDUCATION
ONE ASHBURTON PLACE, ROOM 1401, BOSTON, MA 02108**

Request to Re-name Degree Program

Date of Submission:	
Institution:	Westfield State University
Current Degree Title:	Bachelor of Science in Business Management with a Concentration in Marketing
Current CIP Code:	52.0201
Proposed Degree Title:	Bachelor of Science in Marketing
Proposed CIP Code:	52.1401
Rationale for Retitle Request:	We propose retitling the Marketing degree as a B.S. in Marketing to better reflect the students' education. The retitling positions Westfield State University consistently with other respected business programs. We also anticipate that the retitling of the degree will be beneficial in the recruiting of students as it will clearly indicate our marketing offerings.
Describe Curriculum Changes and Attach Curriculum Outline:	No curricular changes are proposed. See attached curriculum outline.
Date of Trustee Board or President Approval:	
Contact Name and Title (CAO):	Diane Prusank, Provost/Vice President for Academic Affairs
Contact Email Address:	dprusank@westfield.ma.edu
Contact Phone:	(413) 572-5213

BHE approval required prior to announcement of program name change.

E-mail form to:
Angela Williams, Paralegal
awilliams@bhe.mass.edu
Phone: (617) 994-6963

Supporting Documentation: Westfield State University

Request to retitle the B.S. in Business Management with a Concentration In Marketing to a B.S. in Marketing

In accordance with the Department of Higher Education procedures, when institutions request a name change for a degree from an existing minor or concentration, they must include in their request for the preceding three years the following data, 1) enrollment data by concentration, 2) graduation date, and 3) alumni outcome data, and 4) evidence of accreditation.

Please see our responses below:

1. Enrollment Data

Term	Day Division Headcount	Continuing Education Headcount	Total
Fall 2016	287	20	307
Fall 2017	299	18	317
Fall 2018	286	13	299
Fall 2019	286	24	310

2. Graduation Data

Term	Day Division Headcount	Continuing Education Headcount	Total
AY 16-17	55	8	63
AY 17-18	70	3	73
AY 18-19	71	4	75

Enrollment and graduation data is provided by Westfield State University's Institutional Research Office.

3. Alumni Outcome Data

The Department of Economics and Management has not historically tracked the career paths of alumni. We are currently designing an outcome survey to collect this information.

We analyzed self-reported data from LinkedIn to provide an indication of the success of our graduates. The Westfield State University LinkedIn page includes information on 25,013 individuals who self-identified as WSU alumni (from 1900-2019). Data for the Marketing Concentration are provided below:

Number of Alumni	Percentage	Marketing Concentration
5859	23.5%	Alumni identified as Marketing
Where They Live		
2369	40.4%	Greater Boston Area
1466	25.0%	Springfield Area
Top Three Employers		
56		Mass Mutual
20		TJX Companies, Inc.
17		Fidelity Investments
Representative Job Titles		
Marketing Consultant		
Marketing Coordinator		
Strategic marketing Partner		
Director of Sales & Marketing		
VP of Marketing & Sales		
Digital Marketing Analyst		

4. Evidence of accreditation

The Department of Economics and Management is not currently accredited separately. Westfield State University is regionally accredited by the New England Association of Schools and Colleges.

5. Curriculum: Current and proposed curriculum outlines are attached.

Undergraduate Program Curriculum Outline
Current Degree in Business Management with a Concentration in Marketing

Required (Core) Courses in the Major (Total # courses required = 25)		
<i>Course Number</i>	<i>Course Title</i>	<i>Credit Hours</i>
Business Core Courses (39 Credits)		
MGMT 0107	Software Applications in Management	3
ACCT 0104	Principles of Accounting I	3
ACCT 0105	Principles of Accounting II	3
MGMT 0241	Business Law	3
MRKT 0231	Marketing Management	3
MGMT 0250	Quantitative Approaches to Business Decisions	3
FINC 0207	Financial Management	3
MGMT 0220	Production/Operations Management	3
MGMT 0221	Business Management	3
MGMT 0308	Organizational Development and Behavior	3
MGMT 0321	Management Information Systems	3
MGMT 0325	Business Policy and Strategy	3
MGMT 0338	International Business	3
Non-Business Required Courses (18 Credit Hours)		
ECON 0101	Principles of Macroeconomics	3
ECON 0102	Principles of Microeconomics	3
ENGL 0103	Speech	3
ENGL 0392	Business and Technical Writing	3
MATH 0108	Elementary Statistics	3
MATH0115	Mathematics for Business and Social Sciences	3
Sub Total Required Credits		57
Elective Courses (Total # courses required = 2-3) (attach list of choices if needed)		
Varies	General Electives	5
Sub Total Elective Credits		5
Distribution of General Education Requirements Attach List of General Education Offerings (Course Numbers, Titles, and Credits)		# of Gen Ed Credits
Arts and Humanities, including Literature and Foreign Languages		18
Mathematics and the Natural and Physical Sciences		13

Social Sciences (ECON 0101 Macroeconomics, ECON 0102 Microeconomics fulfill Social Sciences requirements)		6
Diversity (MGMT 0338 International Business fulfills Global Diversity Requirement)		3
Sub Total General Education Credits		40
Curriculum Summary		
Total number of courses required for the degree		38-39
Total credit hours required for degree		120
Prerequisite, Concentration or Other Requirements:		
Marketing Concentration Required Courses (18 Credit Hours)		
MRKT 0306	Logistics Management	3
MRKT 0307	Marketing Research Techniques	3
MRKT 0309	Sales and Sales Management	3
MRKT 0328	Principles of Advertising	3
MRKT 0337	Consumer Behavior	3
VARIOUS	0300-LEVEL Marketing Elective	3

**Undergraduate Program Curriculum Outline
Proposed Marketing Degree**

Required (Core) Courses in the Major (Total # courses required = 25)		
<i>Course Number</i>	<i>Course Title</i>	<i>Credit Hours</i>
Business Core Courses (39 Credits)		
MGMT 0107	Software Applications in Management	3
ACCT 0104	Principles of Accounting I	3
ACCT 0105	Principles of Accounting II	3
MGMT 0241	Business Law	3
MRKT 0231	Marketing Management	3
MGMT 0250	Quantitative Approaches to Business Decisions	3
FINC 0207	Financial Management	3
MGMT 0220	Production/Operations Management	3
MGMT 0221	Business Management	3
MGMT 0308	Organizational Development and Behavior	3
MGMT 0321	Management Information Systems	3
MGMT 0325	Business Policy and Strategy	3
MGMT 0338	International Business	3
Non-Business Required Courses (18 Credit Hours)		
ECON 0101	Principles of Macroeconomics	3
ECON 0102	Principles of Microeconomics	3
ENGL 0103	Speech	3
ENGL 0392	Business and Technical Writing	3
MATH 0108	Elementary Statistics	3
MATH0115	Mathematics for Business and Social Sciences	3
Sub Total Required Credits		57
Marketing Major Courses (18 Credit Hours)		
MRKT 0306	Logistics Management	3
MRKT 0307	Marketing Research Techniques	3
MRKT 0309	Sales and Sales Management	3
MRKT 0328	Principles of Advertising	3
MRKT 0337	Consumer Behavior	3
VARIOUS	0300-LEVEL Marketing Elective	3
Sub Total Required Credits		75

Elective Courses (Total # courses required = 2-3) (attach list of choices if needed)		
VARIOUS	General Electives	5
Sub Total Elective Credits		5
Distribution of General Education Requirements Attach List of General Education Offerings (Course Numbers, Titles, and Credits)		# of Gen Ed Credits
Arts and Humanities, including Literature and Foreign Languages		18
Mathematics and the Natural and Physical Sciences		13
Social Sciences (ECON 0101 Macroeconomics, ECON 0102 Microeconomics fulfill Social Sciences requirements)		6
Diversity (MGMT 0338 International Business fulfills Global Diversity Requirement)		3
Sub Total General Education Credits		40
Curriculum Summary		
Total number of courses required for the degree		38-39
Total credit hours required for degree		120
Prerequisite, Concentration or Other Requirements:		