UNIVERSITY *of* WASHINGTON | TACOMA

Academic Policy and Curriculum Committee (APCC) Agenda
October 1, 2014; 1:00-2:00pm; Cherry Parkes 206C

1. **Introduction to the process: Lauren Montgomery, APCC Chair**
   - APCC's role is to:
     - ➢ think about if the proposal is well-developed and fits UWT's mission and standards,
     - ➢ think globally about the impact of this program on the campus, and
     - ➢ verify that Milgard has responded to the external reviewers.
   - Already met Graduate School's requirements for a degree program of the University of Washington?
   - When presented at the Graduate Council, the dean or associate dean serves as a representative from the Graduate School monitoring or participating in the discussion; Bill Kunz fulfills that role as a Vice Chancellor and a representative of the administration.

2. **Introduction to the proposal: Shahrokh Saudagaran , Dean; and Haluk Demirkan, Associate Professor**

3. **Questions and answers by members and the proposers**

4. **Discussion by members of APCC**

5. **Vote by members of APCC**

8. **Meeting adjourned**

FACULTY ASSEMBLY
UNIVERSITY *of* WASHINGTON | TACOMA

Academic Policy and Curriculum Committee (APCC) Minutes
October 1, 2014; 11:30am; Cherry Parkes 206C

Attendees: *Lauren Montgomery (Chair); Alexis Wilson; Luther Adams; Linda Ishem; Jenny Sheng; Andrea Coker-Anderson, ex-officio (Registrar); Janice Laakso; Patrick Pow, ex-officio; and Jennifer Sundheim, ex-officio (Library)*
Absent: *Kathy Beaudoin; Doug Wills; and Jeri Carter, ex-officio (Advising)*
Visitors*: Haluk Demirkan, (Associate Professor in Milgard) and Sergio Davalos (Associate Professor in Milgard and Research Associate for the Center for Data Science)*

1. Introduction to the proposal

Haluk introduced the program as:

- A one year Master's of Science degree with 40 credits total
- Formed from student and market demand.
- Educating students to collect and analyze data to make evidence-based decisions
- A multidisciplinary degree for any post-Bachelor's student
- Developed, firstly, at Arizona State, where they have already begun the Bachelor's program. Arizona's hope was for 25 students, but received over 100 applications and had 67 students enrolled. This proposal is different than in Arizona, based on the students and the businesses in the Puget Sound. Also, the classes will be conducted face-to-face.
- Already approved by Tri-Campus.
- the first Washington, with Bothell and Seattle close behind.

Sergio shared how this degree has progressed:

- Motivated by Milgard Endowment to design a center for information-based management to create a Master's of Science in Business Analytics; in MIS management systems, because of the migration to analytics in the market.
- Looked at what other schools were doing including curriculum.
- There is a great promotion within the undergraduates. Students have shown great interest.

2. Questions and answers by members and the proposers

The committee asked about:

- The start date. Haluk stated in fall 2015. There is a line approved to hire faculty but recruitment has to wait for the program to be approved.
- The prerequisites and if a nursing student, for example, would need to take the 300 and 400-level courses. Haluk said decisions will be made student-by-student. Different disciplines may have different titles for their courses, but the content is the same.
- Consistency, quality, and access, in regards to the admissions statement on page 10 of the proposal, "Entering students will be expected to take the GMAT/GRE and/or have achieved a high GPA in relevant background coursework and/or extensive relevant professional work experience." They asked to make the standards explicit. Haluk said they wanted to recruit students that are newly graduated and those who have been already working. If required to take the GMAT or GRE, those who have worked in the field for 5 years would be disinclined to enter the program. Also, international students often have a differently-graded scale and their grades seem lower than American students. Haluk also stated that for any master's program there must be a separate detailed admissions policy. Sergio asked if that policy needed to be in the proposal. The committee agreed. Haluk said the proposal is based on the university

template from the Graduate School. The committee explained that a clear, explicit admissions statement will help market to students.

- Which faculty would be teaching. Haluk responded that on page 16 of the proposal: 2 of them are project courses and are taught by Haluk. Five courses will be taught by tenured faculty (Haluk and Sergio), 4 courses by senior lecturers, and 2 courses by adjunct faculty from the profession; half of the classes will be taught by tenured faculty.
- Scheduling of the courses. Haluk said it is stated on the coversheet that is an evening/weekend program taught in person.
- The length of the program. Haluk responded that this is a specialized Master's. Haluk said specialized degrees, such as this, will be shorter; there are broader programs, which are 2 years.
- The product of the program: if it creates specialists and technicians or those who design the work. Haluk responded that, because the program is designed for the Puget Sound, they created a multidisciplinary role: project management, innovations, statics, and optimization; therefore graduates can apply to different jobs, for what the region needs. Sergio backed that graduates can be statisticians who can answer higher level questions up to the management level.
- The difference between business analytics and information systems. Haluk said that there are no programming courses in this proposal; instead there are more database management courses. Someone who finishes this program will not be a database manager. The committee reiterated that is gathering data versus utilizing it. Haluk gave an example from healthcare: someone with a nursing degree can do this program and go do healthcare analytics and knows the language and processes that healthcare uses. Sergio added that information systems support the organization by processing information. Databases and information systems are designed to better understand a company and/or customer needs and by making predictions.
- Reaching out to other programs in collaboration to make this program even stronger. Sergio responded that he is a contributing faculty to Center for Data Science. He has spoken with people there and would like to widen the breadth of what can be accomplished. Haluk stated that Ankur Teredesai, the Director of the Center for Data Science knows the proposal. There are some overlaps but more differences. In the future, Haluk would like to have students working in both centers.
- If the projects would be student-driven or evolve out of business relationships. Sergio said both: students will bring projects from work and people from the industry will request. Haluk said students will want to do projects for their employers; even others will be innovators and have ideas of how to build their own company.
- Page 8 where it describes "business intelligence and analytics," "cloud computing," "mobile delivery," "'Internet of Things'", "all objects and people," having "identifying devices or sensors." The committee said it raised questions of security and ethics. Haluk answered that there are no courses on ethics, but some fashion of ethics will be covered in courses. In the analytics and strategies course and in applied project course, students will have to talk about intellectual property and confidentiality. Sergio said that cloud computing does have privacy problems, but, on the other hand, people work in health information to keep privacy. Haluk said that there are ethics courses in Cybersecurity Leadership. The committee responded that embedding ethics into courses is not the same as having a separate course for ethics in

technology. They will need to teach and caution students on ethical dilemmas. Patrick Pow said that UW Tacoma is very careful; there is a rigid agreement to put email on the cloud especially because of HIPPA and FERPA. The students using our own data center and network are under certain rules and policies. Haluk stated that his dissertation was in pricing and resource allocation problems with cloud computing and agrees that students need privacy, security, law, and ethics in applied project courses.

- Similar policies and ethical ramifications as using human subject in social sciences. Haluk did not perceive it as similar enough. Patrick said there are several policies on campus such as restrictions on thumb drives and private computers and needing to use encrypted data and secure entities. Patrick offered his support to Sergio and Haluk. Haluk agreed to work together to store the data. Sergio iterated that a lot of data is public.
- The decision to create a fee-based program. Sergio replied to make it self-supporting. Andrea Coker-Anderson interjected that there are administrative costs to fee-based programs. It cannot be guaranteed that this program is eligible for financial aid. Students are not able to do self-service registration; staff must work with them to register. The committee asked if there were allowances in the budget. Haluk said there is a point where the dean of the school must sign an agreement about the costs.
- A line item of $10,000 for financial aid. Haluk said it was for scholarships for students in need.
- Who needed to review the proposal on campus such as affected entities: Information Technology, the library, and the Registrar. The committee and the proposers agreed that they needed more information regarding the flowchart and process have changed this year.
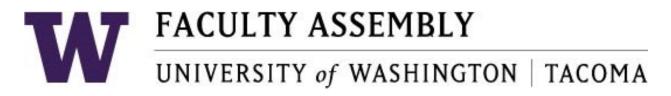
3. Vote by members of APCC

The committee showed concerns regarding the following elements:
- The process of who reviews and approve program proposals and when
- Review needs to happen with the Registrar, library and Information Technology.
- Is Seattle allowing fee-based programs: last year it was announced there was a stop.
- Ethics: Is it appropriate for the committee to ask this program to include ethics or is it more of a concern of society as a whole? They will be collecting and processing data from the healthcare industry and using the cloud. The committee agreed they would like to see one course written into the proposal that covers ethics, confidentiality, and security issues explicitly.
- Admissions criteria: how the GRE or GMAT scores fit in

Action
- Janice Laakso made a motion to accept the proposal on condition that the proposers:
  - ➢ Consult with the Library, IT, and the Registrar about the impact of the program, its database needs, data security, and the fee-based structure on campus.
  - ➢ Provide greater detail in the proposal about the admissions process. Specify how student eligibility will be determined, given the different criteria listed, taking into account equal access, fairness, and transparency to the applying students.
  - ➢ Make explicit the inclusion of ethics, security, and confidentiality in the proposal, including listing the specific courses that must include these subjects in their content.

Linda Ishem seconded. Five were in favor with no abstentions or opposition.

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4. **Meeting adjourned**