Annual Report, 2011-2012

Membership:
- June Abbas, Associate Professor - Chair
- Ellen Rubenstein, Assistant Professor
- John Tommy Snead, Assistant Professor
- Stacy Zemke, Instructor
- Amanda Barringer, Student Representative
- John Hoffman, Student Representative

For 2011/2012, the Undergraduate Studies Committee was specifically requested to accomplish the following:

1. Focus on searching for and focus on courses to build the Information Technology Category and specifically look into computer courses in Architecture, VisComm courses for non-majors in Fine Art.

2. Focus on the review of courses within each Major Requirement Category for needed additions or removals with special consideration of online options and the School’s vision for the BAIS online delivery and specifically addressing the Communication Department’s dwindling offerings online especially in the Information and Society content area (see #3 below).

3. Continue to review any LIS graduate courses that could be slashlisted and used within any Major Requirement category (see #2 above).

4. Continue the ongoing review of new courses added in the College for use in any Major Requirement category.

These four charges were grouped together and addressed by UGS as explained here.

The UGS reviewed the current BAIS Requirements form and course offerings, as well as syllabi gathered from multiple departments (Business Administration Communication, Computer Science, History of Science, Human Resources, Letters, Liberal Studies, Management, Political Science, Visual Communication). As a result, we submitted a proposal for changes to the BAIS program to the Curriculum Committee on 3/11/2012. The Curriculum Committee approved and forwarded the suggested changes to the Faculty for consideration. Faculty approved additions/reassignments of BAIS courses during the April 9th SLIS Faculty meeting, with the exception of the removal of MATH 2123 (see item #9 below). A summary of the changes follows. See also the Summary of Proposed Changes to BAIS Program (attached).

1. Moved LIS 4223 Information Technology Management from the Leadership category to the BAIS Core.
2. Added 5 new courses to the Information and Enterprise area.
3. Added 7 new courses to the Interpersonal Communication area.
4. Added 1 new course to the Organizational Communication area.
5. Added 5 new courses to the Leadership area.
6. Added 6 new courses (one slashlisted LIS course: LIS 4143 Government Information) to the Information in Society area.
7. Added 4 new courses (one slashlisted LIS course: LIS 4523 Online Information Retrieval) to the Information Technology area.
8. Added 1 new course to the Technical Writing area.
9. Proposed the removal of MATH 2123 Calculus II for Business, Life and Social Sciences from the Major Support Requirements. This proposal was discussed at the April 9th Faculty meeting but due to time constraints, it was decided to vote on this during the September Faculty meeting.

5. Continue to work with SLIS Director to develop and implement a marketing and recruitment plan for the BAIS program

The UGS discussed this item in committee and also reviewed what was being done by the Admissions Committee. This was considered an ongoing priority item of the UGS in 2011/2012 but we suggest the following:

- UGS and SLIS determine the recruitment goals for the BAIS. Do we want to grow this program into a large program or maintain current/similar enrollment?
- Update the current BAIS brochure to include the new Minor. Make the brochure smaller, more flexible so it can be used in multiple contexts for marketing.
- Develop a separate brochure for the Minor.
- Add in QR codes to both brochures.
- More marketing for both programs can be done on the website.
- SLIS form an ad hoc committee for recruitment of all programs.

We suggest that this item be added to the charges of the 2012/2013 Committee.

6. Work with the Director to conduct Employer and Alumni surveys

Both surveys were reviewed by UGS. Invitations to complete the Alumni survey were distributed via mail, email, and social media (SLIS Facebook page). A total of 58 mail invitations were sent and 15 email invitations. A total of 11 surveys were completed.

UGS discussed the results of the surveys and recommend the following:

- Survey will be edited to include a question related to "how they found out about the survey" so we can target specific communication channels in the future for inviting participants to take the survey
- Invitations to complete the survey will be sent out again during the Summer 2012
- A LinkedIn group of alumni will be created during the Summer 2012 and the invitation will be posted to the group space
- The UGS will review the results in the Fall 2012 for program planning purposes
The Emplo

The Employer Survey was not conducted this year. The UGS developed a list of issues to consider going forward:

- Develop approach for determining which organizations to target. Concerns were that we want to be able to conduct the survey with employers we know employ our students but without biasing the employer to responding with that/those employees in mind.
- Should we target specific professional organizations as participants?

We suggest that this item be added to the charges of the 2012/2013 Committee.

7. Continue to explore the development of subject targeted sections of LIS1013

This item was low priority for the UGS. It was determined by the UGS that there is little interest in this item at OU and therefore it might not be a viable option currently. We suggest revisiting this item in a few years.

8. Review the Internship Evaluation Forms and work with the Director to create interactive and online forms

This item was of low priority. UGS felt that the forms are working as is and that an online option is not needed. It is part of the student learning experience to have Internship students responsible for providing the form to the Internship supervisor and having it completed.

9. Continue the development of a BAIS minor by reviewing courses for inclusion in course roster for the minor

The Minor was approved by the CAS and the University. The new Minor will begin in June 2012. UGS will update the Minor checksheet of class options to reflect changes made to the Major checksheet.

10. Continue consideration of the placement of the LIS 3003 Object-Oriented Programming course in the requirements:
- Consider the effect on students of moving 3003 to the IT electives category (i.e. loss of information about the process and language of programming)
- Replace in the BAIS core with:
  - Project Management (focus on programming project management to introduce basics); or,
  - Information Architecture

The UGS proposed to the Faculty that LIS 3003 Object-Oriented Programming be moved from the BAIS Core to the Information Technology area. LIS 4223 Information Technology Management was moved from the Leadership category to the BAIS Core as its
replacement. It is also suggested the LIS 4223 be reworked to include more project management elements. UGS will monitor the move of LIS 3003 with the idea of reassessing this move if necessary. The Faculty approved this proposal in the April Faculty Meeting.

11. Continue reviewing and updating the BAIS Student Manual, with special consideration of online students

The BAIS Student Manual was revised by Ms. Zemke. UGS approved all changes and suggested that a section on the new Minor be added later. This document is considered a living document and will continue to be revised as needed.

12. Work with Curriculum Committee to explore the options and market for a post-baccalaureate in an area related to Library and Information Studies

The UGS discussed this item in committee and also reviewed what was being done by the Admissions and Graduate Studies committees. This was considered a low priority item of the UGS in 2011/2012 but we suggest the following:

- Review the progress and enrollment of the new Minor in a year or two and determine if the Minor can be used as a certificate.
- Review other OU programs with certificates and contact them for more information on the viability of their certificate program.

We suggest that this item be added to the charges of the 2012/2013 Committee if the Director thinks it is important to pursue.

Additional Activities to be Completed

1. SLIS faculty approved a proposal submitted by the UGS in the April 2012 Faculty Meeting to change the process for updating the BAIS Major and Minor Checksheets when course categories or courses changed. UGS proposed the use of a flexible Checksheet that would not require continuous revision and the need for SLIS to complete a Program Change Request with the College and University every time we wanted to add or remove a course option in a specific subject area. Instead we would maintain a list of courses in the SLIS office and would keep it updated. This request was turned down by the provost committee in 2009. UGS will submit this proposal again in October 2012. It is considered a Program Change that will need to go through the College and University approval process.

2. Complete the Course Proposal forms for the SLIS slashlisted courses (LIS 4143 Government Information and LIS 4523 Online Information Retrieval) for submission to the CAS and University in October 2012.
Suggested Charge Items 2012/2013

For next year, the committee suggests the following items be addressed:

1. Continue to work with SLIS Director to develop and implement a marketing and recruitment plan for the BAIS program. See item #5 for suggestions for the UGS to consider.

2. Work with the Director to conduct Employer and Alumni surveys and determine how results will be used for program planning. See item #6 for suggestions for the UGS to consider.

3. Work with Curriculum Committee to explore the options and market for a post-baccalaureate in an area related to Library and Information Studies

4. Determine ways to get undergraduate students more involved in the UGS.

5. Explore ideas for outreach to the BAIS alumni and employers. Develop a social networking presence for BAIS alumni. UGS suggests that a LinkedIn group be established for BAIS alumni.

6. Develop official policies for updating and maintaining the course options listing that will be kept in the SLIS office if the flexible Checksheet format is approved.

7. Review the Organizational Communication category description and develop a description and slate of courses that better suits SLIS's expectations for this category.