



**Middle Tennessee State University  
Board of Trustees  
Academic Affairs, Student Life, and  
Athletics Committee**

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March 14, 2023  
10:00 am

MEC Meeting Room – 2<sup>nd</sup> Floor  
Miller Education Center  
503 East Bell Street  
Murfreesboro, Tennessee 37130





**Middle Tennessee State University  
Board of Trustees**

**Academic Affairs, Student Life, and Athletics Committee**

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March 14, 2023

10:00 am

**AGENDA**

Call to Order and Opening Remarks

Roll Call

Approval of Minutes (Action) .....Tab 1

Approval of Degrees under Consideration (Action) .....Tab 2

Approval of Honorary Degree (Action).....Tab 3

Annual Report of Academic Program Actions (Information).....Tab 4

Application and Admission Report (Information).....Tab 5

Athletics Report (Information).....Tab 6

Closing Remarks

Adjournment





**Middle Tennessee State University  
Board of Trustees**

**Academic Affairs, Student Life, and Athletics Committee**

**Action Item**

DATE: March 14, 2023

SUBJECT: **Minutes of the November 15, 2022  
Academic Affairs, Student Life, and  
Athletics Committee Meeting**

PRESENTER: Pam Wright  
Committee Chair

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**BACKGROUND INFORMATION:**

The Academic Affairs, Student Life, and Athletics Committee met on November 15, 2022. Minutes from the meeting are provided for review and approval.



**MIDDLE TENNESSEE STATE UNIVERSITY  
BOARD OF TRUSTEES**

**ACADEMIC AFFAIRS, STUDENT LIFE, AND ATHLETICS COMMITTEE  
MINUTES**

The Academic Affairs, Student Life, and Athletics Committee met on Tuesday, November 15, 2022, in the Miller Education Center Meeting Room at Middle Tennessee State University.

**Call to Order**

Committee Chair Pam Wright called the meeting to order at 9:05 a.m.

**Roll Call**

Board Secretary James Floyd called the roll. The following Committee members were in attendance: J.B. Baker, Pete DeLay, Steve Smith, Pam Wright, Rick Cottle, Drew Carpenter, Keith Huber, and Chris Massaro. Trustees Chris Karbowskiak, Tom Boyd, and Joey Jacobs were absent. A quorum was declared.

President Sidney A. McPhee; Mark Byrnes, University Provost; Joe Bales, Vice President for University Advancement; Andrew Oppmann, Vice President for Marketing and Communications; Yvette Clark, Interim Vice President for Information Technology and Chief Information Officer; Deb Sells, Vice President for Student Affairs and Vice Provost for Enrollment and Academic Services; Alan Thomas, Vice President for Business and Finance; Diane Snodgrass, Interim Chief Audit Executive; James Floyd, University Counsel and Board Secretary; and Kim Edgar, Assistant to the President and Chief of Staff, were also in attendance.

**Approval of Minutes - Action**

The first agenda item was approval of the minutes from the August 16, 2022, Academic Affairs, Student Life, and Athletics Committee meeting. Chairman Smith moved to approve the minutes from the August 16, 2022, meeting, and Trustee DeLay seconded the motion. A voice vote was taken, and the motion to approve the minutes from the August 16, 2022, meeting of the Academic Affairs, Student Life, and Athletics Committee passed unanimously.

### **Approval of Appointment of Chair of Excellence and Expedited Tenure - Action**

Provost Byrnes asked that the committee take no action as the expedited tenure process had not been completed as of that date. The item was placed as an action item on the Board of Trustees' December 13, 2022, agenda.

### **Approval of Degrees under Consideration - Action**

#### **Master of Science in Occupational Innovation and Effectiveness**

Provost Byrnes reported interest in increasing the number of online master's degree programs, particularly those that have a clear workforce tie. The Master of Science in Occupational Innovation and Effectiveness is a 30-hour online program targeted to working professionals and allowing flexibility in courses.

Trustee Cottle moved to approve consideration of a Master of Science in Occupational Innovation and Effectiveness, and Trustee DeLay seconded the motion. A voice vote was taken, and the motion to approve consideration of a Master of Science in Occupational Innovation and Effectiveness passed unanimously.

#### **Master of Science in Legal Studies**

A partnership with the Nashville School of Law. This is not a law degree; it is designed for people who have an interest in law and want to work in the legal field. In discussion with the Nashville School of Law Dean, we are convinced there is a market for this. This is an MTSU degree that will be taught at the Nashville School of Law.

Chairman Smith moved to approve consideration of a Master of Science in Legal Studies, and Trustee DeLay seconded the motion. A voice vote was taken, and the motion to approve consideration of a Master of Science in Legal Studies passed unanimously.

### **MTSU Online - Information**

Provost Byrnes shared a presentation outlining the number of fully online degree programs and enrollment data of students taking some or all online courses.



Chairman Smith asked how MTSU competes with other LGIs and the amount out-of-state students are paying. Fully online out-of-state students pay the e-rate, which is the midpoint between the in-state and out-of-state rate.

President McPhee added that quality and cost have to balance. Students would much rather earn their degree at a major university that is accredited.

Trustee Wright asked about the services available to online students. All academic services are available in an online environment as required by SACSCOC.

### **Metrics - Information**

Provost Byrnes presented the annual report on metrics. He highlighted the six-year graduation rate, 59.8%, which is very close to the five-year goal of 60%. This is an institution-wide effort.

Chairman Smith noted the percentage of Pell-eligible students. President McPhee said educating these students is a pride point, as many Tennesseans are in this category.

Trustee Baker asked Athletics Director Chris Massaro to deliver a message from the Board of Trustees to student-athletes commending their academic performance.

### **Enrollment Report - Information**

Vice President Deb Sells highlighted areas in Fall 2022 enrollment as compared to the past four years and noted that MTSU proudly educates more Pell-eligible, African American, Hispanic, and adult students than UTK. Community College and the overall statewide college-going rate is declining, as public high school graduates are losing confidence in higher education and are concerned about the cost of higher education. MTSU is responding by expanding guaranteed scholarship awards.

Bringing prospective students to campus for a tour or a Preview Day is effective, and campus visits have increased this fall. The data shows increased applications and admits. The job now is encouraging admitted students to enroll. Each college has faculty and staff corresponding with prospective students. President McPhee called on Dean Greg Van Patten to describe the contact and engagement the College of Basic and Applied Sciences is making with prospective students.

The College of Graduate Studies Associate Dean, Dawn McCormack, gave an overview of the admission process for graduate programs. Some programs have unlimited enrollment, and others are capped due to accreditation requirements or staffing limitations. Graduate student recruitment and enrollment depend on the economy and job market. Graduate enrollment in Tennessee is trending upward, and MTSU is in line with the trend.

### **Athletics Report - Information Item**

Athletics Director Chris Massaro shared that Conference USA signed a new television contract for broadcasts with ESPN and CBS Sports. MTSU football games in October will be on Tuesdays and Wednesdays.

Build Blue progress report: Fundraising has surpassed \$17M. Tennis Courts have been cleared, and new courts will be open Fall 2024. Massaro showed renderings of the Student-Athlete Performance Center which is at the end of the design stage.

### **Adjournment**

Committee Chair Wright adjourned the meeting at 10:41 a.m.

Respectfully submitted,  
Academic Affairs, Student Life, and Athletics Committee



**Middle Tennessee State University  
Board of Trustees**

**Academic Affairs, Student Life, and Athletics Committee**

**Action Item**

DATE: March 14, 2023

SUBJECT: **Approval of Degrees Under Consideration**

PRESENTER: Amy Aldridge Sanford  
Vice Provost for Academic Programs

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**BACKGROUND INFORMATION:**

Per THEC Policy A1.0 New Academic Programs: Approval Process, “Prior to submitting a letter of notification to THEC, an institution must have received institutional governing board approval of the proposed program” (see A1.0.5A Institutional Governing Board Approval).

Academic Affairs is putting forth five new master’s degree programs, all at 30 Credit Hours with full online delivery options. Pending the approval of the MTSU Board of Trustees and the results of feasibility studies, the University may submit a Letter of Notification to THEC.

**Master of Arts in Organizational and Professional Communication**

**Master of Science in Digital Media**

**Master of Science in Music Business**

**Master of Science in Project Management**

**Master of Science in Tourism and Hospitality Management**



### **Master of Arts in Organizational and Professional Communication**

The Department of Communication Studies proposes a Master of Arts in Organizational and Professional Communication. This 30-credit hour, fully online program will be designed for working professionals. This program will guide students to improve their communication and critical thinking skills and increase overall career success.

Coursework will include theoretical and experiential learning opportunities to acquire advanced interpersonal, group, and organizational communication skills. Students will increase their overall effectiveness and growth as members and leaders in various fast-paced changing organizational and professional environments. Employers continuously desire strong verbal and written communication skills as the top desired skills for new hires and leaders within their organization, and this program will meet that need.

### **Master of Science in Digital Media**

This 30-hour, fully online master's program will allow students to update and expand their expertise in social media, digital analytics, communication technologies, data journalism, media theory, and applied research methods. Offered by MTSU's School of Journalism and Strategic Media alongside the School's in-person Master of Science in Media and Communication, this program will attract people interested in public relations, advertising, journalism, and related fields who need the flexibility of online coursework. Hanover Research has identified mass communication and media studies as one of Tennessee's 16 "high growth" areas of graduate education, characterized by a combination of above-average growth in student demand and above-average volume of degrees awarded.

### **Master of Science in Music Business**

A unique program taught by industry professionals, this 30-hour, fully online master's degree will equip students with rich expertise in the field of music business. An expansion of MTSU's distinguished Department of Recording Industry, the Master of Science in Music Business will include coursework in entertainment-related branding, entrepreneurship, law, ethics, artist management, social media strategies, research methods, and more. The U.S. Bureau of Labor Statistics estimates there were 207,000 jobs nationwide in 2021 for singers, musicians, and related workers, and the bureau's forecasts predict an average of 26,500 job openings per year in the field through 2031. Despite these numbers, the national graduate education market includes only four online master's programs in music business, and only one of them is a Master of Science. Demand for the program is already evident on MTSU's campus. More than 20 students in the Jones College of Business MBA program are completing a concentration in Music Business, and nearly a dozen undergraduates in the Department of Recording Industry are seeking a second bachelor's degree, confirming that there are many learners wanting to redirect or modify their career journeys.



### **Master of Science in Project Management**

The Jones College of Business is seeking to create a Master of Science in Project Management program (MSPM). The MSPM will be a 30-hour program targeted toward professionals engaged in managing complex projects and project life cycles in all industry sectors facing rapidly changing environments. The degree will be offered with an online option to provide maximum flexibility for full-time professionals seeking to improve their existing or develop new skills toward their professional career development. Upon completion, students will be prepared for certification by PMI as Certified Project Management Professionals. According to the Project Management Institute (PMI), the demand for the project management-oriented labor force will grow by 33% by 2027.

### **Master of Science in Tourism and Hospitality Management**

The intense population growth in the Middle Tennessee region is leading to high-yield opportunities, especially in travel and tourism which is the second highest employer in the state behind healthcare and brings in considerable tax dollars for the state (\$23 billion in travel spending in 2019 with projected revenues beyond that for 2023). A new master's degree in Tourism and Hospitality Management will bring many benefits to students, employers, and the wider economy in the greater Middle Tennessee region. With comprehensive training in areas such as tourism management, hospitality management, and event planning, this 30-hour, online program will ensure that graduates have the necessary skills and knowledge to succeed in the fast-paced and competitive hospitality industry that can be applied in various sectors, including accommodations, travel, attractions, tourism services, food and beverage management, destination marketing and management, and conventions and special events.







**Middle Tennessee State University  
Board of Trustees**

**Academic Affairs, Student Life, and Athletics Committee**

**Action Item**

DATE: March 14, 2023

SUBJECT: **Approval of Honorary Degree**

PRESENTER: Mary Hoffschwelle  
Associate Provost for Strategic Planning and Partnerships

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**BACKGROUND INFORMATION:**

University Policy 316, Awarding Honorary Degrees, states that the President must recommend nominees for honorary degrees to the Board of Trustees for approval.

An ad hoc committee of faculty and staff has reviewed and recommended the nomination of Mr. John Floyd to receive an honorary doctorate degree. In concurrence, President McPhee recommends to the Board of Trustees that Mr. Floyd receive an honorary doctorate degree at the May 2023 Commencement Ceremonies.





**Middle Tennessee State University  
Board of Trustees**

**Academic Affairs, Student Life, and Athletics Committee**

**Information Item**

DATE: March 14, 2023

SUBJECT: **Annual Report of Academic Program Actions**

PRESENTER: Amy Aldridge Sanford  
Vice Provost for Academic Programs

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**BACKGROUND INFORMATION:**

Summary of all program-level curriculum changes from January 1, 2022 – December 31, 2022.



# Annual Report of Academic Program Actions

January 1, 2022—December 31, 2022

## New Degree Programs

- B.S. in Public Writing and Rhetoric (August 2022)
- M.S. in Data Science (May 2022)

## Elevation from Concentration to Major

- Supply Chain Management, M.S. (May 2022)

## New Concentrations

- Digital Marketing within the B.B.A. in Marketing (May 2022)
- English Language Linguistics within the B.A./B.S. in English (May 2022)
- Family and Consumer Sciences Community Education within the B.S. in Nutrition and Food Science (May 2022)
- Motion Design within the B.S. in Video and Film (May 2022)
- Chemical Analytics within the M.S. in Professional Science (May 2022)
- Digital Teaching and Learning within the M.Ed. in Curriculum and Instruction (May 2022)
- Strategic Marketing Analytics within the M.B.A. in Business Administration (May 2022)
- Teaching and Innovation PK-16 within the M.Ed. in Curriculum and Instruction (May 2022)

## Inactivation or Termination of an Existing Academic Program or Concentration

### Terminations

- Certificate in Aviation Services (May 2022)
- Certificate in Aviation Business (May 2022)
- Art Therapy, B.A. (May 2022)
- Anthropology Concentration within B.A. in Sociology (May 2022)
- Industrial Mathematics Concentration within the M.S. in Mathematics (May 2022)
- Research Preparation Concentration within the M.S. in Mathematics (May 2022)

### Inactivations

- Electrical Construction Management Concentration within B.S. in Construction Management (May 2022)
- Certificate in Museum Management (May 2022)

## Change in Instructional Delivery Mode

- B.A./B.S. in Communication from traditional to traditional and fully online (May 2022)
- B.A./B.S. in Sociology from traditional to traditional and fully online (May 2022)
- B.S. in Recording Industry with a concentration in Music Business from traditional to traditional and fully online (May 2022)
- M.Ed. in Literacy from traditional to fully online (May 2022) (two proposals one for 2021 and one for 2022)



### **Program Name Changes**

- Management, B.B.A. to Management and Leadership, B.B.A. (May 2022)
- Mathematics, General Mathematics, M.S. to Mathematics, Pure and Applied, M.S. (May 2022)

### **Program Credit Hour Changes**

- M.A. in Psychology from 40-52 to 35-52 (May 2022)
- M.A. in Sociology from 36 to 36-39 (May 2022)
- M.C.J. in Criminal Justice Administration from 33 to 33-36 (May 2022)
- M.P.H. in Public Health from 42 to 42-45 (May 2022)
- M.S. in Engineering Technology from 30 to 30-36 (May 2022)
- M.S. in Horse Science from 36 to 36-39 (May 2022)
- M.S. in Media and Communication from 36 to 33-39 (May 2022)
- Ph.D. in Computational and Data Science from 72-96 to 72-84 (May 2022)
- Ph.D. in Economics from 64 to 64-105 (May 2022)
- Ph.D. in Literacy Studies from 75 to 75-87 (May 2022)







**Middle Tennessee State University  
Board of Trustees**

**Academic Affairs, Student Life, and Athletics Committee**

**Information Item**

DATE: March 14, 2023

SUBJECT: **Application and Admission Report**

PRESENTER: Deb Sells  
Vice President for Student Affairs and  
Vice Provost for Enrollment and Academic Services

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**BACKGROUND INFORMATION:**

Vice President Deb Sells will provide an update on application and admission activity.





**Middle Tennessee State University  
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**Academic Affairs, Student Life, and Athletics Committee**

**Information Item**

DATE: March 14, 2023

SUBJECT: **Athletics Report**

PRESENTER: Chris Massaro  
Athletics Director

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**BACKGROUND INFORMATION:**

Athletics Director Chris Massaro will provide an update on the Department of Athletics.