

CURRICULUM COMMITTEE MINUTES
OCTOBER 14, 2014
12:30- 1:30

Present: Chris Otto, Mary Harris, Debbie Ferguson, Tom Pieplow, Janet Dorning, Adam Lewis, Tina Sloan and Jim Kerner

Not present: Tedi Gordon, Jill Cook, Kevin Dupre, Wayne McCain, Barbara Burke and Jacob Gatlin

Guests: Hugh Long, Kim LaFevor and Tom Pieplow.

Committee Business

PROPOSAL #1

LaFevor presented the proposal for the new METL and discussion ensued with Long expressing several concerns/suggestions stating that the proposal was limited in its scope in that it does not include a more multidisciplinary approach such as theater, ballet, circus or sports industry application. LaFevor contended that this minor was designed to be narrow in scope and address an industry need and indicated after extensive research no duplicative programs are currently in place. LaFevor further indicated that a broad approach could be taken with an interdisciplinary major. Long also expressed that this proposal felt rushed, concerned that it was already being advertised as a minor prior to Curriculum Committee approval, and questioned why Jimmy Cantrell, the music industry program director at Calhoun Community College was not included in the discussions for developing the minor towards potential future students. LaFevor assured Long that there was never any intent to rush the proposal as there have been ongoing discussions for the last 18 months.

Rationale: Music touring has sustained itself as big business and the need for trained and skilled personnel to handle logistics for artist tours is in great demand. Pollstar estimates in 2013 the total size of the North American concert business hit a new record high of \$5.1 billion. That's a particularly surprising number in light of the fact that in 2000 the total was only \$1.7 billion. While there is significant growth expected in the industry overall, the most substantive opportunities for growth is in festivals and international tours. This proposed minor seeks to provide the training and hands-on experience needed to be a touring professional who handles all aspects of planning and procurement of goods and services, staffing, and overall logistics for a planned venue (i.e. performance platform) both domestically and internationally. The program will include experiential experience in logistics management of locally planned events, tours, and shows.

Recommendations

Lewis made a motion to table the proposal to invite further discussion. Otto seconded the motion. All members approved.

PROPOSAL #2

Pieplow proposed a title change of ISM 402, Decision Systems Management, to Information Systems & Analytics in the ISM minor plan of study as well as in the Athens State catalog.

Rationale: To reflect the current content and direction of the field. This was suggested by the Advisory Board at the Computer Sciences Corporation (CSC).

RECOMMENDATIONS

Lewis made a motion to approve. Long seconded the motion. All members approved.

PROPOSAL #3

Pieplow proposed that the following changes be made to the current ESM Minor (2013-4 Catalog):

1) That ESM 320, ESM 330, ESM 340, ESM 400, ESM 420 and ESM 425 become electives in ESM minor plan of study; 2) ESM 320, ESM 330, ESM 340, ESM 400, ESM 420 and ESM 425 become electives in ESM minor in Catalog; 3) add ISM 400, ISM 401, and ISM 404 to ESM minor in Catalog; and 4) add ISM 400, ISM 401 and ISM 404 to ESM minor plan of study.

Rationale: Updates to ESM Minor will result in several benefits: 1) greater consistency with AACSB AIS standards; 2) more flexibility for students to substitute courses of like content; 3) allow customization of minor for discipline specific content where students will earn SAP certificate and IS job skills needed for their discipline.

RECOMMENDATIONS

Kerner made a motion to approve. Lewis seconded the motion. All members approved.

Meeting was adjourned. jk