UNIVERSITY SENATE AGENDA

EBERLY AUDITORIUM

October 11, 2011
3:30 – 5:00 p.m.

Approval of Order

A. Approval of the minutes of the meeting of September 13, 2011

B. Approval of current agenda items and order

Reports and Announcements

A. President Werner

B. Provost Intemann

C. Chairperson LaPorte

D. Vice Chairperson Bivens

Standing Committee Reports		**Chairperson**	**Appendix**	**Page(s)**
A.	Rules Committee	Korns		
B.	University-Wide Undergraduate Curriculum Committee	Sechrist/Boser	A	2-14
C.	University-Wide Graduate Committee	Piper/Baumer	B	15-22
D.	Academic Affairs Committee	Dugan/Perdue		
E.				

schools). Students must file an application for admission into the program during their third semester at IUP (fall of their sophomore year). Formal admission into the program is a prerequisite for assignment to clinical field experiences and enrollment in upper-level courses. Admission into the program is competitive, and fulfillment of the minimum eligibility requirements does not guarantee admission. Each year, the program will select a predetermined number of students from the eligible candidate pool based on demonstrated academic achievement and the evaluation of other criteria (letters of recommendation, essay, etc

Note: The HPED office or the office of the Athletic Training Curriculum Coordinator can provide additional information related to specific requirements regarding initial health screening, criminal record checks, and liability insurance needs.

HPED 285	Group/Individual Exercise Leadership	3cr
HPED 330	Assessment in Physical Education	1cr
HPED 347	Physiology of Exercise Laboratory	1cr
HPED 349	Applied Pediatric Exercise Laboratory	1cr
HPED 410	Exercise Prescription	3cr
HPED 414	Exercise Electrocardiography	2cr
HPED 447	Cardiopulmonary Resuscitation Instructor	1cr
SAFE 347	Ergonomics	3cr

Total Degree Requirements: 120

Note: All students must obtain an Athletic Training Program Overview available from the HPED office or the office of the Curriculum Coordinator for full details on admission, retention, and program completion requirements.

Rationale: Health and Wellness (HPED/FDNT/NURS 143) are the only available courses that

Rationale: The exercise science program is accredited by the Commission on Accreditation of Allied Health Education Programs (CAAHEP). The certification requires course sequencing and academic standards to be in place to maintain accreditation.

iii Current Catalog Description:

HPED 286 Strength/Personal Training Practicum **1c-1l-2cr**

b New Courses:

i FSMR 280 Introduction to Apparel Buying 3c-0l-3cr

Prerequisites: FSMR 180 with a grade of C or better, and Liberal Studies Math 101 or higher

Focus on using mathematical concepts in merchandising applications used for apparel buying. Students will develop and determine assortment plans, cost of merchandise, profitability, and retail sale prices.

Rationale: This course is intended to be taken during a student's sophomore year within the B.S. Fashion Merchandising Program. The proposed course contains vital, foundational content necessary prior to enrolling in FSMR 380 Applications in Apparel Buying. The content of this proposed course cannot be incorporated into an existing course because its volume and depth prevents it from being implemented effectively without detracting from the educational quality of an existing course.

ii FSMR 380 Applications in Apparel Buying 3c-0l-3cr

Prerequisites: FSMR 280 with grade of C or better

Focus on the development of a six-month stock and sales plan for a retail business using computer applications. This will include projecting retail sales, controlling inventory, calculating the amount of merchandise to purchase, determining markup percentages, and effectively using markdowns to manage inventory.

Rationale: This course is intended to be taken during a student's junior year within the B.S.

differ in significant ways from their own.

Bachelor of Science in Education–Early Childhood Education/ Special Education Urban Track (*)

ECSP 440

Appendix B
University-Wide Graduate Curriculum Committee
Co-Chairs Piper and Baumer

FOR INFORMATION

The University Wide Graduate Committee provided distance education approval for the following courses:

NURS 864: Technology in Nursing Education

FOR ACTION

1. Minor Course Revision ELMA 556

Name of Program: M.Ed. in Elementary and Middle School Mathematics Education

Sponsoring Department: Mathematics

Catalog Start Time: Spring 2012

ELMA 556 Geometry for Elementary/Middle Level Teachers 3c-0l-3sh

Summary of Changes

Rationale for Name Change: The name changes is more descriptive of course content and makes this dual-level course name consistent with its undergraduate counterpart.

Rationale for Prerequisite Change – Students taking the graduate course have an education degree which will have included a course that will satisfy the prior prerequisite requirement. Prerequisite courses are not longer necessary. With current prerequisites, many students in the program require overrides making registration difficult.

Old Name and Prerequisites	New Name and Prerequisites
ELMA 556: Principles of Geometry I	ELMA 556: Geometry for Elementary/Middle Level Teachers
Prerequisite: Math 152 or equivalent	Enrolled in Master of Education in Elementary and Middle School Mathematics Education or permission of instructor.

Catalog Description

CELMA 556 Principles of Geometry I
Students become acquainted with an informal, intuitive approach to geometry. Activities and materials for teaching geometrical concepts to children are an integral part of the course.

PELMA 556 Geometry for Elementary/Middle Level Teachers

3.

6. New Dual Level Course MKTG 544

Name of the Program: Masters of Business Administration

Sponsoring Department: Marketing

Catalog Start Term: Spring 2012

MKTG 544 Green Marketing 3cr-0l-3sh

Catalogue Description

Entails a diverse perspective to understanding the impact of human consumption on the environment and development of marketing strategies to improve the human-environment interaction through creation, communication, and delivery of superior value and customer relationship management.
Prerequisite: MKTG 603 Marketing Management

Rationale
Green Marketing has become an important aspect of marketing management. Green Marketing practices have evolved as an essential component for an organization's viability in the marketplace. Inclusion of this course within a curriculum will better prepare students for a marketing career. This course will be one of the electives for the Marketing Concentration part of the MBA program. The four hundred level of the course will be offered as an elective for undergraduate marketing majors.

7. New Dual Level Course MKTG 545

Name of the Program: Masters of Business Administration

Sponsoring Department: Marketing

Catalog Start Term: Spring 2012

MKTG 545 Social Media Marketing 3cr-0l-3sh

Course Description

Explores the online marketing activities, practices, and interactions of individuals and organizations using conversational electronic media. Assorted social media interactive networking tools and applications will be examined. Students will study and develop social media marketing programs.
Prerequisite: MKTG 603 Marketing Management.

Rationale

Social Media Marketing has become an important component of an organization's integrated marketing communications plans. Social Marketing practices have evolved as essential interactive tools for an organization's communicative platform in the marketplace. Inclusion of this course within a curriculum will better prepare students for a marketing career. This course will be one of the electives for the Marketing Concentration part of the MBA program. The course will require a basic undergraduate level Principles of Marketing course as a prerequisite. The four hundred level of the course will be offered as an elective for undergraduate marketing majors.

8. New Dual Level Course

Name of the Program: Masters of Business Administration

Sponsoring Department: Marketing

Catalog Start Term: Spring 2012

MKTG 546 Marketing Ethics **3cr-0l-3sh**

Catalogue Description

Applies major ethical theories to marketing problems, focuses on resolving dilemmas and vested interests of primary and secondary stakeholders, and addresses ethical issues of importance to marketing managers. Various topics cover ethical issues in relation to strategic planning, marketing research, product, pricing, distribution, and promotion decisions. The course also discusses issues concerning digital ethical marketing, marketing ethics in global context, and managing and leading ethical marketing systems.
Prerequisite: MKG 603 Marketing Management

Rationale

The role of ethics in marketing and business education is increasingly salient in view of several recent cases in corporations involving unethical behavior. This elective will expose students to ethical frameworks to aid their decision-making behaviors. Inclusion of this course within our

9. Minor Program Revision

Program: Master of Arts in Sociology

Sponsoring Department: Sociology

Catalog start term: Fall 2012
Description of Proposal

Exchange required core course for the Master of Arts in Sociology Program: Replace SOC 761 Microcomputing Applications in Sociology with SOC 762 Analysis of Social Data; Delete SOC 761 course listing.

Current Program	Proposed Program
Department of Sociology Advanced training in sociology should enable students to think insightfully and critically about society and human relationships and to serve more effectively in a variety of professions. The department's M.A. in Sociology prepares students for employment in human services, government agencies, corporations, higher education, and social research positions. Recent graduates are working as directors of human services agencies, alcohol treatment supervisors, domestic violence program staff members, mental health professionals, researchers, data analysts, direct service practitioners, and educators. The M.A. in Sociology is designed to prepare students for such opportunities with two programs of study: the General Sociology Program and the Human Services Program. In addition to School of Graduate Studies and Research admissions requirements, the applicants to the Sociology M.A. program should have completed at least 12 hours of undergraduate social science courses with an average of "B" or better. Students not meeting this requirement may be admitted if they agree to take additional undergraduate or graduate sociology courses designated by the department. Master of Arts in Sociology Students select either a six-credit thesis option or a non-thesis option. Students selecting the thesis option must successfully complete a six-credit thesis (see requirements for the thesis listed under the catalog description for SOC 795). Including the six-credit thesis, the thesis option requires a total of 36 credit hours for those in both the General Sociology and the Human Services programs. The non-thesis option in both programs requires a total of 36 credit hours and successful completion of a comprehensive exam. Additional courses are available from other departments on related topics such as counseling, individual assessment, women's studies, criminology, cross-cultural studies, public policy and finance, community and urban planning, statistical analysis, and program evaluation. Up to nine credit hours may be taken outside the department. No more than one-third of a student's total credit hours	*Department of Sociology*

II. Internship (6 cr.)
SOC 798 Internship 6 cr.

III. Areas of Specialization (Choose one) 1
A. Administration and Evaluation of Human Services
B. Alcohol and Drug Abuse
C. Health and Medicine
D. Children and Families
E. Aging

A specialization enables the student to select a combination of three to five courses (including courses from various other departments) focusing on a particular area of interest. Complementary courses are offered in Women's Studies, Clinical Psychology, Counselor Education, Criminology, Public Administration, Adult and Community Education, Political Science, History, and other departments or programs.

IV. Either
A. (Thesis Option)
SOC 795 Thesis 6 cr.
Approved electives in a chosen area of specialization 9 cr.

or

B. (Non-Thesis Option)
Approved electives including at least 9 cr. in a chosen area of specialization [2] 15 cr.
Comprehensive exam 0 cr.

Both thesis and non-thesis options in the Human Services Program require a total of 36 credit hours.

[1] Students may also design their own specialization, with the approval of the graduate coordinator.
[2] No more than 9 of these 15 semester hours of approved electives may be from ouo m(th)-5(e)6 Td ( )Tj EMCu3auo 55555555555ss 55555517 TD [t(s)9(55d)17([Bo)-u 0 0 9 118.68 421.o BoiT0]TJ 0.007 Tc.827 -1.1q 319.8 3201840.00.4147403Td 1 re W n BT0.0098[BoT0BoQ BT0]TJ 0.007 T3007 Tc -0.0098[Bo II-0.002In-1 myI Tc I Tc I Tc n aAve(9)-11 odalization

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current course which is not clearly labeled as an analysis or statistics course, fulfills their expectations of a quantitative masters-level course.

Catalog Description

Current required course, to be deleted from program and from course catalog:

SOC 761 Microcomputing Applications in Sociology 3 cr.
Analysis of data for social research, human service agencies, or policy organizations. Students develop database management systems which can be applied to social research, human service agencies, or policy organizations, as well as spreadsheets for program budgeting, evaluations, and forecasting. Required for M.A. in Sociology. Prerequisite: COSC 101 or equivalent.

The replacement course is **already listed** in the catalog. It will become the new required course in the program:

SOC 762/862 Analysis of Social Data 3 cr.

FOR INFORMATION

LESC Item #1

Acceptable Use of Information Technology Resources
Frequently Asked Questions (FAQ)

The following links contain important background information related to Acceptable Use at IUP:

- IUP Acceptable Use Policy: www.iup.edu/itsupportcenter/policies/default.aspx
- IUP's Standard Terms and Conditions for Contracts: www.iup.edu/page.aspx?id=74035

Question: What is an "Acceptable Use of Information Technology Resources Policy" and why does IUP need one?
Information Technology (IT) resources are intended to support the university's instructional, research, and administrative operations. The objective of the Acceptable Use of Information Technology Resources Policy (AUP) is to create a framework to ensure that IT resources are used in an appropriate fashion, and support the university's mission and institutional goals. In addition to legal requirements surrounding computing – such compliance with copyright violations – IUP must create additional requirements upon its user community so the computer network and university-owned computer equipment function in an efficient, cost-effective manner in support of the university's mission as well as within requirements of the Pennsylvania State System of Higher Education (PASSHE). The AUP is intended to address those additional requirements.

Question: I understand that I must abide by the law when using the IUP computer network and university-owned IT equipment. As long as I do this, am I automatically in compliance with IUP s AUP?
No. See the AUP's Responsibilities of Users of IT Resources section for details.

Question: What are considered to be „unacceptable uses of IUP IT resources in addition to those uses that are illegal?
A variety of activities would violate the AUP. See the AUP's Prohibited Uses of IT Resources section for details.

Question: I am a student that uses the Internet for social networking, gaming and downloading movies and music. Are these considered acceptable?
Yes – to the extent that the usage complies with the AUP (all legal requirements observed and all AUP compliances met).

Question: What happens if I am charged with violating the Acceptable Use Policy?
Specifics can be found in the AUP's Procedures section.

Question: I am interested in learning more about illegal computer activities, such as those related to copyright infringement. Where can I learn more?
There are numerous websites with important information. The following links are just some of these:
www.law.cornell.edu/uscode/18/1030.html
www.brown.edu/cis/policy/copyright.php
www.cit.cornell.edu/policies/university/privacy/responsible/illegal.cfm

Question: I am a university employee and would like to use the Internet for personal use over lunch, during my break time or during off hours. Is this permissible?
Strictly from the AUP perspective, this is permissible to the extent that the usage complies with the AUP (all legal requirements observed and all AUP compliances met). Employment restrictions could exist that are outside the scope of the AUP.

Question: What is considered to be confidential communication via email?
E-mail contents should always be considered 'public' because the sender does not know who the receiver will forward the e-mail to. Thus, while IUP does have an E-Mail as an Official Means of Communication Policy designed to reduce paper and delivery costs, this Policy never requires that sensitive and/or confidential information be transmitted via e-mail and users should be extremely cautious in using this medium for that purpose.

Question: How can I interfere with the normal operation and proper IT function?
IUP deploys a variety of restrictions in order to protect network integrity for all users. For example, IUP controls wireless bandwidth within the university setting so that non-university traffic does not interfere with IUP wireless users. IUP also prohibits the connecting of devices to the network that could compromise the monitoring of the entire network.

Question: How does IUP define a "user" of the IUP computer network?
Anyone using an information technology-related resource that is owned and/or operated by the university is considered to be a user of the network. See the Definitions portion of the AUP for more details.

Question: I am a faculty member with a business related to my academic discipline. Is use of the IUP network for my business an acceptable use of the network?
Strictly from the AUP perspective, this is permissible to the extent that the usage complies with the AUP (all legal requirements observed and all AUP compliances met). Restrictions could exist from other agreements or requirements outside the scope of the AUP.

Question: IUP encourages civic engagement among students and faculty. May students, faculty and staff use the IUP computing network to engage in civic activities?
Strictly from the AUP perspective, this is permissible to the extent that the usage complies with the AUP (all legal requirements observed and all AUP compliances met). Restrictions could exist from other agreements or requirements outside the scope of the AUP.

Question: May the university monitor my use of the IUP computing network?
While the university recognizes the role of privacy in institutions of higher learning and will endeavor to honor that ideal, there is no expectation of privacy of information stored on or sent through PASSHE/University-owned IT resources, except as required by law.

Question: Who is responsible for providing security for my Internet-connected devices on the IUP network?
The user and their actions are at the core of security practices. See the Responsibilities of Users of IT Resources section in the AUP for details.

Question: What happens to my use of the system if my computer becomes infected with a virus?

Appendix D
Research Committee
Chair Bonach

The committee met on September 20, 2011.

of a particular case, other individuals who ca

V. Recision

This policy shall not be rescinded or modified except by action of the IUP President, following consultation with the University Senate, and in accordance with University Senate By-Laws and Constitution.

VI. Publication Statements and Distribution

The IUP office of the Vice President for Student Affairs will publicize and transmit this policy to all members of the University community.