12 February 2013

TO: Jocelyn Milner, Director of Academic Planning and Institutional Research

FROM: Kathryn VandenBosch, Dean, College of Agricultural and Life Sciences

RE: M.S. Degree Program and PhD Minor in Family and Consumer Journalism – Low-enrollment

In response to your 3 December 2012 memo we have investigated enrollment in the M.S. degree program in Family and Consumer Journalism and have determined that the program has not been granting degrees in recent years. While we think this program was cross-listed with the School of Human Ecology, CALS has decided not to continue participation in the program. It is our determination that this program has not been active in the last 5 years or so and possibly inactive prior to that. All the steps to close the program were taken except for the formal APC and UAPC votes. Thus, this was taken to CALS APC and the APC voted unanimously to close the program, including the PhD minor in Family and Consumer Journalism.

cc: Graduate School, Kelly Haslam
CALS APC
February 14, 2013

To: Jocelyn Milner, Director  
Academic Planning and Institutional Research

From: Wendy L. Way, Associate Dean  
School of Human Ecology

Re: Discontinuation of the MS Degree and Ph.D. Minor in Family and Consumer Journalism

This is to confirm our recent conversation indicating that the School of Human Ecology supports the discontinuation of the MS Degree and PhD Minor in Family and Consumer Journalism. Our understanding is that these programs originated in the College of Agricultural and Life Sciences but were jointly administered by CALS (Department of Life Sciences Communication) and the School of Human Ecology (Department of Family and Consumer Communications) after SoHE became an independent unit in 1973. However, following the departure of two remaining Family and Consumer Communications faculty members in 2005, SoHE was not able to continue to participate in the offerings. Our understanding is that at about the same time, the CALS Department of Life Sciences Communication streamlined its curriculum to focus more specifically on science communication through its graduate degree in Life Sciences Communication. Neither the Family and Consumer Journalism MS degree nor the PhD minor in Family and Consumer Journalism has been awarded since at least 2008 and the School of Human Ecology has no plans to offer them in the future.
Via e-mail

December 3, 2012

To:   Kathryn VandenBosch, Dean, College of Agricultural and Life Sciences

From: Jocelyn Milner, Director of Academic Planning and Institutional Research

RE:    MS-Family and Consumer Journalism – Low-enrollment Program

Response requested by June 1, 2013

Annually, we in APIR review trends in degrees by major, in keeping with campus policies on program review and low-enrollment programs.

In the most recent review we have identified a CALS program as low-enrollment: MS-Family and Consumer Journalism.

I am writing to request that you review the status of this program, in keeping with the low-enrollment policy, and let me know if this is a valuable program offering that you plan to continue, or if you are ready to discontinue it.

I have consulted informally with Birl Lowery, Wendy Way (School of Human Ecology), and Kelly Haslam (Graduate School) about the status of this program because the University records are a little murky. The degree hasn’t been awarded since 2008. It hasn’t had any admissions in the past several years and it hasn’t appeared in the Graduate Catalog since 2006. However, it was never formally suspended or discontinued. Our records show that the program was associated with the Department of Life Sciences Communication but there are no recent signs of activity around this program in LSC. At one time there was discussion about transferring this program to SoHE, although that does not seem to be of interest currently.

If you and your CALS colleagues are ready to discontinue the program, an affirmative vote by the CALS APC and a short memo from you to me or Provost DeLuca will allow us to complete the discontinuation. If you wish to revive the program, please provide a plan for moving forward. We ask that you provide a response by June 1, 2013.

I am attaching the low-enrollment policy and the low-enrollment report. These documents are also posted on our web site (apir.wisc.edu).

Thanks for your help with this matter. Please feel free to contact me with any questions.

Attachments

Copies:
Paul M. DeLuca, Jr., Provost
Birl Lowery, College of Agricultural and Life Sciences
Larry Meiller, Life Sciences Communication
Wendy Way, School of Human Ecology
Kelly Haslam, Graduate School
# UW-Madison Academic Majors that Meet the "Low Enrollment" Criteria

## Based on Degrees Conferred, 2003 to 2012

<table>
<thead>
<tr>
<th>Code</th>
<th>Major Name</th>
<th>Average # Degrees</th>
<th>This program was reviewed in the past 10 years</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Last 5 years</td>
<td>Last 10 years</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>157</td>
<td>Chemistry Course</td>
<td>0.6</td>
<td>0.6</td>
<td>yes</td>
</tr>
<tr>
<td>258</td>
<td>Earth Science</td>
<td>0.8</td>
<td>0.9</td>
<td>yes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Chemistry major is not low enrollment.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Admissions suspended in 2011-12; a decision to reopen or discontinue due October 2014.</td>
</tr>
<tr>
<td>526</td>
<td>Family and Consumer Journalism (MS)</td>
<td>0.2</td>
<td>1.2</td>
<td>yes</td>
</tr>
<tr>
<td>481</td>
<td>Greek (MA)</td>
<td>0.0</td>
<td>0.0</td>
<td>yes</td>
</tr>
<tr>
<td>598</td>
<td>Latin (MA)</td>
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<td>0.0</td>
<td>yes</td>
</tr>
<tr>
<td>670</td>
<td>Materials Engineering (MS)</td>
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<td>0.0</td>
<td>yes</td>
</tr>
<tr>
<td>670</td>
<td>Materials Engineering (PhD)</td>
<td>0.4</td>
<td>1.1</td>
<td>yes</td>
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<tr>
<td>810</td>
<td>Portuguese (MA)</td>
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<tr>
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</tr>
</tbody>
</table>

**Notes:**

Low-enrollment programs are defined as those in which 5 or fewer degrees have been granted in the last 5 years. Excluded from this list are:

1. newly implemented programs
2. discontinued programs
3. masters or doctoral programs in which the corresponding graduate level program is not low-enrollment.

**Sources:** Degree Trends Analysis, [http://apir.wisc.edu/students-degrees.htm](http://apir.wisc.edu/students-degrees.htm)
Appendix II. Policy on Low Enrollment Academic Programs (Majors and Certificates)


http://www.apa.wisc.edu/acad_plng_ProgramReview.html

Adopted by the University Academic Planning Council, June 21, 2010

Revised from May 1995 Program Review Guidelines

Particular attention should be given to low-enrollment majors, defined as those in which enrollment is very low and very few degrees have been granted in recent years. For some programs, they may award few degrees because they serve a specialized audience. For other programs, when few degrees are awarded it may be a signal that the commitment of program faculty has waned or that the program does not serve student or societal needs.

Definition of low-enrollment¹:
- In general, the standard for triggering low-enrollment status is a program in which fewer than five (5) degrees have been awarded in five (5) years. This standard applies to all of UW-Madison’s graduate and professional programs. It also applies to all UW-Madison undergraduate programs that have counterparts at fewer than half of other UW institutions.
- For undergraduate programs that have counterpart offerings at more than half of all UW institutions, then the standard for triggering low-enrollment status is when fewer than 25 degrees are awarded in a five (5) year period. UW-Madison programs that have counterparts at more than half of other UWs typically have strong enrollments and would rarely drop below this higher threshold.

A low-enrollment program will be scheduled for review in the academic year following the program’s identification as low-enrollment. The provost will request such a focused review from the dean, and specify a schedule for a status report. The schedule may be adjusted by mutual agreement.

In general, the expectation is that either a compelling case will be made for continuation, or the low-enrollment programs will be discontinued or reorganized.

The following possibilities for handling low-enrollment programs should be considered:
- Discontinue the program.
- Merge smaller programs into an appropriate larger program with a more inclusive scope.
- Merge several low-enrollment programs into one more inclusive title.
- Make the program available to the occasional student through the Individual Major at the Bachelor’s level or the Special Committee Degree at the graduate level.

There may be excellent reasons to continue a low-enrollment program. A rationale should be developed by the program faculty based on the following criteria and others that may emerge as appropriate:

¹ Definition aligns with UW System Policy ACIS 1, “Monitoring Low-Degree-Producing Programs”, June 10, 2010 Board of Regents Agenda Item I.1.h.(2). System Administration will conduct an audit of low-degree-producing programs every five years.
• What evidence demonstrates a genuine student need and/or community demand -- even at a low level -- for graduates with this specific credential?
• Does the program fill a specific academic niche unique to UW-Madison or in some way necessary for the University’s identity, or for the fulfillment of the mission of the program, school/college, or university?
• What is the cost of the program? No program is without cost so a clear recognition of all costs is important. All programs incur costs in terms of record-keeping and a range of monitoring activities for the school/college, the Registrar’s Office, the Graduate School, the Office of the Provost, and others.
• Is faculty time and effort best invested in such a program? Time must be devoted to review of the program, recruitment of students, curriculum development, and similar activities. Programs with few or no students that are formally offered still need to have a full curriculum available to a student who seeks to enroll in the program.
• What are the compelling reasons why none of the options outlined above (merging this major into a larger major, or offering it as an individual major) are viable alternatives?
• Is the program in question a Master's degree that is associated with a corresponding Ph.D.? If so, and if the doctoral program is robust, there is little reason to discontinue the corresponding Master's degree and such programs will not routinely be identified as low-enrollment.

Reports on the status of low-enrollment programs will be reviewed by the provost and the UAPC, who may make recommendations on the status of the program. If a low-enrollment program is continued, it will be placed in the 10 year cycle of program review.