

# Minutes

## Graduate Council

### University of Oregon Senate Committee

February 17, 2025, 12:00 pm – 2:00 pm, Zoom Meeting

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**Members Present:** Sandra Boone, Ron Bramhall (*ex officio*), Jason Brown, Krista Chronister (*ex officio*), Bonnie Gutierrez (*ex officio*), Beth Harn, Maile Hutterer, Leigh Johnson, Gabriela Martinez, Ben McMorran, Kate Mills, Barbara Muraca, Jesus Ramos-Kittrell, Denita Strietelmeier (*ex officio*), Dean Walton (*ex officio*), Laura Wellman

**Members Absent:** John Beckerman, Erik Girvan, Josh Snodgrass

**Division Staff Present:** Jered Nagel, Austin Bosworth

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**Graduate Council Charge:** The Graduate Council shall advise the Vice Provost for Graduate Studies on matters pertaining to graduate study at the University of Oregon.

Specifically, and in addition to its advisory role, the Graduate Council:

- (1) Establishes policies and regulations governing graduate study at the University of Oregon, and reviews and votes to approve changes or additions to such policies.
  - (2) Reviews and votes to approve new graduate programs, revisions to degree requirements for existing graduate programs, and other changes to existing graduate programs, while ensuring highest standards for graduate education.
  - (3) Reviews and makes recommendations to the Vice Provost for Graduate Studies on academic grievance appeals in accordance with the University's established grievance procedures.
  - (4) Provides input and guidance to the Vice Provost for Graduate Studies on initiatives aimed at enhancing excellence, diversity, and access in graduate education.
  - (5) Provides University administration and Unit leaders across campus with opinion and counsel on university affairs affecting graduate education and graduate students, including issues of equity in service to graduate students.
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## **AGENDA**

**Call to Order**

**Approval of Past Minutes (12:00-12:05)**

**Revisions to Education Policy and Leadership MS Program (12:05-12:15)**

**Standalone MS in Management (12:15-12:30)**

**Reduce Graded Credit Requirement for Earth Sciences MS (12:30-12:50)**

**Discussion of Reducing Number of Minimum Graded Credits University-Wide (12:50-1:00)**

**Multimedia Storytelling Master's (1:00-1:20)**

**Video Storytelling & Community Podcasting (1:20-1:50)**

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**The Graduate Council was called to order at 12:00pm.**

**Approval of Past Minutes (12:00-12:05)**

Minutes unanimously approved at 12:05pm with one abstention by Jesus Ramos-Kittrell, due to being absent at the January Graduate Council session.

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**Revisions to Education Policy and Leadership MS Program (12:05-12:15)**

*Carryover from last meeting; new courses now approved by UOCC*

Revisions to the Education Policy and Leadership MS Program was unanimously approved at 12:08pm.

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**Standalone MS in Management (12:15-12:30)**

*Carryover from last meeting; review labor market report*

Findings from the Program Development Marketing Report for the Management MS Program:

- 80% of national programs are online rather than in-person like this proposal

- Based on data from Pacific states, there are only 8 other Management non-MBA programs, not significant competition
- Data supports a fairly strong labor market for students to be interested in this program, while being a low-cost, low-risk option for their incoming students

Question: How does the university address the cost vs value added for a student, who would be working and gaining the relevant skills in the labor market prior to seeking an MBA if this program does not get approved?

- The question of the value of a program is relevant to most programs, students can make that cost benefit analysis and come to their individual conclusion

Question: Can coursework from the 1-year standalone be applied toward a two-year MBA?

- Yes, graduates of this standalone will be eligible to complete the OMBA on an accelerated pathway after obtaining work experience

Question: Would this program impact enrollment in the MBA program?

- Lundquist Business School acknowledged that there may be an impact, but they believe a benefit exists to separate the MSM and MBA; additionally, Lundquist has pointed out that MBA applicants are applying with less work experience, demonstrating a need for the standalone

Motion “The Business School provide additional information about the relationship between the MSM and MBA and the value of the MSM to students enrolled in that program and that a representative from the Business school come to the next meeting to answer questions.”

- Comment: If this motion passes, a list of questions would be helpful for the Business School to prepare for.

Motion was approved by the Council at 12:37pm.

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### **Reduce Graded Credit Requirement for Earth Sciences MS (12:30-12:50)**

- *Discussion about the university’s minimum 24 graded credit requirement for master’s degrees*
- *Specific proposal from Earth Sciences to reduce number of required graded credits*

A question was asked regarding which other programs have an exception for the 24-credit graded minimum. A list had been provided that was read to the Council and is listed in the Teams files: Architecture, Interior Architecture, Landscape Architecture, Community and Regional Planning, Art, Geography

Question: This exception would not reduce the overall credits, just the minimum **graded** credits?

- Context: This would make the doctoral and graduate programs match in terms of graded credits; further discussion on UO's grade systems: graded, pass/no pass chosen by student, or P\*

The reduction in graded credit requirements for the Earth Sciences MS was approved at 12:50pm.

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### **Discussion of Reducing Number of Minimum Graded Credits University-Wide (12:50-1:00)**

- "We can check if financial aid is affected. For some schools and states, financial aid is affected if there isn't a minimum number of graded credits."
- "*Satisfactory academic standing includes:*  
GPA: A cumulative graduate GPA of at least 3.00. Individual graduate programs may have higher GPA requirements."
  - o "I think it is less an issue if they have 0 graded credits, but if they have only 4 or 8 graded credits and get a C"
- "That policy seems to be a good reason to require some statistically significant percentage of graded credits"

Discussion of reducing minimum graded credits for the University was adjourned without a motion to explore the issue further at this time.

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### **Multimedia Storytelling Master's (1:00-1:20)**

*Name change to existing program*

*Guests:* Wes Pope, Director of Multimedia Journalism Masters at SOJC in Portland; Regina Lawrence, Associate Dean, SOJC Portland

Name Change to Multimedia Storytelling

- Aligns with diverse roles graduates secure in video production and multimedia storytelling across industries
- Differentiates from our Journalism master's program in Eugene
- Strengthens alignment with other Portland units, fostering interdisciplinary opportunities including shared facilities
- Storytelling refers to the art of crafting compelling narratives that engage audiences through visuals, sound and emotion
  - o Storytelling transforms raw information into meaningful experience

#### Questions/Comments

- Is there an internship/practicum required/available?
  - o It is available, but not a requirement, strong relationships with media outlets in Portland and pretty good track record of finding placements for them
  - o Everyone does a culminating project as part of the program, and Defense Committees are often professionals in the field
- Students who take the Microcredentials and then want to come back and get the full degree, what is that process?
  - o Up to 15 credits as a non-admitted student can be applied to a degree, so the 12 from one Microcredential can be applied, but not both
- How does this program relate to the programs offered in Eugene?
  - o Most of the classes offered are hyflex, but students are encouraged to take as many in-person as possible because the program is very hands-on
  - o Eugene students are welcome to join the classes which are open to non-majors
- Are we voting to approve the name change, and the class changes, or will the class changes be another vote?
  - o Course change requirements are still catching programs by surprise, which may be the case here
- Can we do a conditional approval?
  - o It is okay to condition approval of the name change on the approval of the courses

Motion to conditionally approve the name change and revised curriculum if courses are approved by the UOCC.

Motion passed by the Council at 1:41pm.

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## **Video Storytelling & Community Podcasting (1:20-1:50)**

*Two proposals for new Graduate Microcredentials in SOJC*

*Some courses not yet approved by UOCC for the Microcredentials*

*Guests: Regina Lawrence and Wes Pope*

Market Report: Interested participants/organizations include: nonprofits and companies creating their own content, individuals who want to shift careers or add skills, and educators

- Inspired by the Ballmer Institute's Graduate Microcredential in Child Behavioral Health

### Video Storytelling

- Classes: Video 1 & 2, Thinking Story or Media Law & Business, Story Production
- Technical Skills: Video camera, lighting, filming technique
- Video studio under construction on new campus

### Community Podcasting

- Classes: Community Listening, Audi 1, 2 & 3, Community Voices
- Technical Skills: Field recording, audio editing, interviewing techniques
- Soft skills: how to listen to communities
- New podcast studio under construction

### Questions/Comments

- Have you contacted any indigenous groups on the use of the term 'storytelling?'
  - o No, but will reach out to their contacts to ask
- What is the difference between a Microcredential and a graduate certificate?
  - o Eligibility
    - Certificate is 24 credits, can be designed as standalone or add-on
    - Microcredential only open to those who are not UO graduate students
      - In essence, a mini-certificate only open to non-UO students
- Comment communicating a concern that the name change and curriculum change could be a move toward PR/non-journalistic communications
  - o Another comment indicated that the program changes seemed to reflect an awareness of the changing industry and excitement at the changes made

Motion to approve Video Storytelling Microcredential conditionally upon approval of all courses by UOCC.

Motion passed by the Council at 1:44pm.

Motion to table approval of Community Podcasting Microcredential, until all courses are approved by UOCC.

- Question: Would tabling this affect their process at all?
  - o Not clear, negotiation with Registrar's Office at this point about programs who did not get their course changes in before the end of Winter Term can be listed in Fall 2025
- 3 classes for Podcasting & Community Storytelling will not be reviewed until Spring term

Motion passed by the Council at 1:52pm.

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Graduate Council adjourned at 1:53pm.