

Council of Chief Academic Officers

**Wednesday, November 20, 2013
9:00 a.m. – 10:00 a.m.
or upon adjournment of SCOCOA
Varnes Board Room
University of Kansas Medical Center
School of Nursing Building
3901 Rainbow Boulevard
Kansas City, Kansas
and reconvene at noon**

A G E N D A

**Page
2**

1. Approve Minutes of October 16, 2013 [Attachment 1]

2. New Program Request

- a. KSU - Request Approval for a B.S. in Personal Financial Planning (CIP 52.0804)
[SECOND READING] [Attachment 2]**

5

3. Discuss

- a. Credentials and Certificates Not In Program Review
b. Tilford Conference Input from Campuses;
Discussion with Tilford Planning Committee at December COCAO Meeting**

4. Other Business

University Press of Kansas, Retiring Director, Fred Woodward

AGENDA MATERIALS DUE	MEETING DATES	LUNCH ROTATION
August 23, 2013	September 18, 2013	Washburn U
September 20, 2013	October 16, 2013	FHSU
October 25, 2013	November 20, 2013	KSU
November 22, 2013	December 18, 2013	PSU
December 20, 2013	January 15, 2014	ESU
January 22, 2014	February 12, 2014	WSU
February 19, 2014	March 12, 2014	KU
March 21, 2014	April 16, 2014	KUMC
April 18, 2014	May 14, 2014	Washburn U
May 23, 2014	June 18, 2014	FHSU
*Please Note: New Programs Proposals should be submitted 4 weeks prior to the next COCAO meeting for review and processing purposes.		

Council of Chief Academic Officers

Wednesday, October 16, 2013

9:15 a.m. – 10:00 a.m.

**Or upon adjournment
of SCOCAO**

Kathy Rupp Conference Room

Reconvene at noon

Kathy Rupp Conference Room

Kansas Board of Regents

Topeka, Kansas

MINUTES

The Council of Chief Academic Officers met in the Kathy Rupp Conference Room, at 8:35 a.m. on Wednesday, October 16, 2013, and reconvened at noon in the Kathy Rupp Conference Room in the Kansas Board of Regents Office, Suite 520, 1000 SW Jackson, Topeka, Kansas.

Members Present:

Chris Crawford for Larry Gould, Provost, FHSU

Jeffrey S. Vitter, Provost and EVC, KU

Robert Klein, VCAA, KU Med Ctr

Lynette Olson, Provost, PSU

David Cordle, Provost, ESU

Tony Vizzini, VPAA, WSU

Ruth Dyer for April Mason, Provost, KSU

Randy Pembroke, Provost, Washburn U

Staff Present:

Gary Alexander, Jean Redeker, Jacqueline Johnson, Karla Wiscombe, and Kirk Haskins

Others Present:

Rick Muma, Wichita State University; Sara Rosen, University of Kansas; Ruth Dyer, Kansas State University; Brian Niehoff, Kansas State University; and Mike Calvert, Pratt Community College

Approve Minutes of September 18, 2013

Tony Vizzini moved, and Jeff Vitter seconded the motion, to approve the September 18, 2013 minutes as submitted. Motion carried unanimously.

New Program Request

KSU - Request Approval for a B.S. in Personal Financial Planning (CIP 52.0804) [FIRST READING]

Ruth Dyer introduced Kansas State University's proposed Bachelor of Science in Personal Financial Planning (CIP 52.0804). If anyone has input/concerns, please send them to April Mason prior to the November 2013 meeting.

Program Requests

- a. **KU - Request Approval to Change the Name of the BA Major and Minor in the Department of Germanic Languages and Literatures from Germanic Languages and Literature to German Studies**
- b. **KU - Request Approval to Change the Bachelor of Music Education in Music Therapy in the School of Music to the Bachelor of Music in Music Therapy**
- c. **KSU - Request Approval to Establish Two New Departments to House Existing Degree Programs – American Ethnic Studies and Women's Studies**

Tony Vizzini moved, and Lynette Olson seconded the motion, to approve the above listed program requests a. – c. Motion carried unanimously.

Informational Items

KUMC - Discontinuance of the Master of Public Health concentration in Biostatistics

The above listed information item does not require action.

Discuss

Academic Calendars Status Update

This is a reminder regarding submission of academic calendars for Fall 2016 through Spring 2019. The Board of Regents By-Laws state, “the regular meeting date of the Board shall be the third Thursday of each month and the Wednesday preceding it.” Calendars are due to Board staff by January 15, 2014.

Other Business

Introduction

Gary Alexander introduced Kirk Haskins, a doctoral student, who is interning in the Board of Regents office.

Program Review

At its November meeting, COCAO would like to discuss that credentials/certificates are not included in program review. This is an issue due to the Foresight 2020 goal to increase, to 60 percent, the number of Kansas adults who have a certificate, credential, associate’s degree or bachelor’s degree by 2020. Staff noted that credentials are counted toward the Foresight 2020 goal.

Legislative Bus Tour

COCAO asked if the Board has policy or procedures for responding to Legislative requests. The Board always makes it a priority to respond to the Legislature.

University Press of Kansas

The Council mentioned that Fred Woodward is retiring and will express appreciation of his service as Director of the University Press to the Board of Regents at its November 2013 Board meeting.

Tilford Conference

The Tilford Conference is Tuesday, October 22, 2013 at Emporia State University. COCAO is scheduled to meet with the planning committee during lunch. A list of issues were brought up in the March 2013 COCAO meeting. The Council will continue discussing the various aspect of the Tilford Conference at its lunch meeting today.

Tony Vizzini moved, and Jeff Vitter seconded the motion, to recess until noon. Motion carried. The Council of Chief Academic Officers recessed at 8:57 a.m. until noon.

COCAO reconvened at 12:28 p.m. in the Kathy Rupp Conference Room.

Tilford Conference continued discussion

The Council’s February 2013 Minutes on the Tilford Conference:

Tilford Conference

Shelley Gehrke and Sheryl D. Lidzy presented information on the next Michael Tilford Conference on Diversity and Multiculturalism scheduled for October 21 – 22, 2013. The theme is ***Embracing***

Diversity through Shared Experience. Emporia State University asked about including students as attendees in the Conference.

Discussion followed:

- Students from the hosting institution have participated in the past as support staff for the event
- Students could be included if the money contributed is sufficient to cover the costs
- COCAO suggested the following:
 - Use the conference as a part of how multiculturalism diversity is used in curriculum
 - Have time for discussion among the institutions in our state about best practices
 - Need a clear and concise purpose for the conference
 - directed at department chairs
 - at programs
 - what do you do in terms of enhancing the curriculum
 - Each institution report how it is dealing with diversity
 - How is it organized
 - Are there issues encountered and if so, how are they dealt with
- The budget is a concern – how much is each institution willing to support the event
- What would the students portion include:
 - Student tracks
 - Focused workshops
 - Separate set of programs for students

Discussion followed:

- Impact of the Conference for participants and/or campuses
- Well attended conference
- Budget for future conferences

The Council will continue discussing the Tilford Conference in November.

Learning Outcomes Data

COCAO asks for direction in submitting the data – format and appearance. Board staff will provide a potential format for reporting the data.

Lynette Olson moved, and Jeff Vitter seconded the motion, to adjourn. Motion carried.

The meeting adjourned at 1:00 p.m.

Sincerely,
David Cordle
Provost
Emporia State University

**Request Approval for a Bachelor of Science in Personal Financial Planning (CIP 52.0804) –KSU
(SECOND READING)**

Summary

Universities may apply for approval of new academic programs following the guidelines of in the Kansas Board of Regents Policies and Procedures Manual. The Kansas State University has submitted an application for approval of a Bachelor of Science in Personal Financial Planning. The proposing academic unit has responded to all of the requirements of the program approval process. No other university utilizes this Classification of Instructional Program (CIP) code. A PDF of the full proposal is available at http://www.kansasregents.org/forms_documents.

Background

<u>Criteria</u>	<u>Program Summary</u>
1. Program Identification CIP	52.0804
2. Academic Unit	College of Human Ecology, School of Family Studies & Human Services
3. Program Description	Currently, Personal Financial Planning is a sub-plan within the Family Studies and Human Services degree. The proposal is for a stand-alone major in Personal Financial Planning to meet the professional demands of solidifying Personal Financial Planning as an independent and growing program. Students take courses in general personal finance, insurance, taxes, investments, retirement planning, and estate planning. Furthermore, students take coursework to develop skills to connect with clients. The curriculum includes several business and economics courses to provide an understanding of the financial and economic world in which consumers reside. A final capstone course integrates all financial planning content and provides experience writing and presenting a financial plan. Graduates find placement in comprehensive or small financial planning practices, insurance, investments, retirement planning, as well as in banks, trust departments, and Cooperative Extension. There is a real need for financial planners in our society as people strive to manage their money and reach their financial goals, providing tremendous growth projections for the field.
4. Demand/Need for the Program	There are currently more internship and job opportunities available for undergraduate students than we have graduating students. With the aging population and growing demand for financial planners, this issue is not likely to disappear soon. The U.S. Bureau of Labor Statistics projected 32% job growth for financial planners between 2010 and 2020. The Kansas Department of Labor projected even greater growth, at 43% for the same period.
5. Comparative/Locational Advantage	A 2011 <i>Financial Planning</i> magazine article ranked Kansas State University's Personal Financial Planning program as a top 10 financial planning program. In 2012, <i>Financial Planning</i> once again ranked Kansas State University's Personal Financial Planning program as one of the 25 great schools for future financial planners. Kansas State University's Personal Financial Planning program students have always been selected as finalists for the national Ameriprise/Financial Planning Association financial planning competition. They have won 5 of the 11 competitions, which is more than any other university. We maintain our accreditation with the Certified Financial Planning Board of Standards and a memorandum of understanding with the Association for Financial Counseling and Planning Education so that our students may take the rigorous exams of both associations. Fort Hayes State University also has a financial planning program registered with the Certified Financial Planning Board of Standards; however their program is a concentration within the Bachelor of Business Administration degree, versus our proposed stand-alone degree.

6. Curriculum	<p>The primary academic objectives are to provide students with the opportunity to: Solve real world problems; Apply their creativity in helping others meet challenges; Develop and refine communication skills; Work in multidisciplinary and diverse teams; Obtain an understanding of 21st century technologies; Learn through instruction by faculty committed to both teaching and research; Participate in professional groups and activities; Assume leadership positions in school and professionally; Understand and conduct scholarly research in personal financial planning; Be part of a growing program that is devoted to building the finest personal financial planning program in the nation while meeting the growing need for well-trained graduates.</p> <p>Other academic program objectives include: Providing courses that meet the criteria to maintain the program's registered status with the Certified Financial Planning Board of Standards, Inc. Students will be able to comprehensively integrate financial planning content areas into the development of financial plans and targeted financial planning recommendations that meet specific individual and family need sets; Providing opportunities for students to demonstrate the ability to apply verbal, written, and graphic communication and presentation skills to client presentations; Providing students with opportunities to integrate knowledge about family finance, relationships, and management issues in families that are experiencing financial distress through the development of a comprehensive assessment and plan of action based on possible alternatives; Providing opportunities for students to study abroad; Encouraging students to participate in scholarly research; Encouraging student participation in professional publishing activities; Encouraging students to take and pass the national CFP Certification Examination.</p> <p>Specific courses are outlined on the following pages.</p>
7. Faculty Profile	<p>The Personal Financial Planning unit in the School has five Assistant Professors (three holding the AFC and/or CFP® designation)) and one Professor working with the undergraduate degree program. The unit recently received approval to hire another tenure-track Assistant Professor to serve undergraduate and graduate student course needs.</p>
8. Student Profile	<p>The typical undergraduate student in personal financial planning is interested in helping people, but is also quantitatively inclined. Having interpersonal and strong quantitative skills is a unique combination; so we attract the very best students. The typical student would be considered a "traditional" undergraduate in terms of age and family composition. However, we do have some non-traditional students seeking a new career in financial planning.</p>
9. Academic Support	<p>The personal financial planning major's development and growth will be supported by seven faculty members, all with terminal degrees in the field; three of them are Certified Financial Planners. Additionally, the School's full-time academic advisor will provide support services and contribute to recruiting additional students.</p>
10. Facilities & Equipment	<p>No additional space requirements, facilities, renovations will be immediately needed. We intend to add computer stations to an existing classroom upon the attainment of sufficient external funding.</p>
11. Program Review, Assessment, Accreditation	<p>In FY 2019, the degree programs in the College of Human Ecology will go through a formal review process by the Kansas Board of Regents. In the last review of the program as contained within the School of Family Studies and Human Services degree, there were no issues identified with the Personal Financial Planning unit. An internal review occurs on an annual basis as required by the CFP Board since we maintain registration with the CFP Board to allow students to take the CFP Exam upon graduation.</p>

**CURRICULUM OUTLINE
NEW DEGREE PROPOSALS
Kansas Board of Regents**

I. Identify the new degree: B.S. Personal Financial Planning

	Course Name & Number	Credit Hours
	<u>COMM 105 Public Speaking IA</u>	2
	or	
	<u>COMM 106 Public Speaking I</u>	3
	<u>ENGL 100 Expository Writing I</u>	3
	<u>ENGL 200 Expository Writing II</u>	3
	<u>ECON 110 Principles of Macroeconomics</u>	3
	PSYCH 110 General Psychology	3
	SOCIO 211 Introduction to Sociology	3
	Humanities	6
	Natural and physical sciences	7
	<u>STAT 350 Business and Economic Statistics I</u>	3
	<u>MATH 100 College Algebra</u>	3
	or	
	A college-level calculus course	3
	<u>GNHE 210 Foundations of Human Ecology</u>	1
	<u>FSHS 350 Family Relationships and Gender Roles</u>	3
	or	
	<u>GNHE 310 Human Needs</u>	3
Core Courses:	FSHS 100 Family Financial Planning as a Career	1 (taken twice)
	FSHS 110 Introduction to Human Development	3
	FSHS 301 The Helping Relationship	3
	FSHS 405 Advanced Personal Financial Planning	3
	FSHS 595 Professional Seminar in Family Financial Planning	3
	FSHS 756 Financial Counseling	3
	FSHS 760 Families, Employment Benefits, and Retirement	3
	FSHS 762 Investing for the Family's Future	3
	FSHS 764 Estate Planning for Families	3
	FSHS 772 Personal Income Taxation	3
	ACCTG 231 Accounting for Business Operations	3
	ACCTG 241 Accounting for Investing and Financing	3
	ECON 120 Principles of Microeconomics	3
	ECON 530 Money and Banking	3
	FINAN 460 Insurance	3
	or	
	FSHS 766 Insurance Planning for Families	3
	MANGT 390 Business Law I	3
	MKTG 400 Introduction to Marketing	3
	AGEC 513 Agricultural Finance	3
	or	
	FINAN 450 Principles of Finance	3
Electives:	varies by student	23-24
Research:	none required	
Practica:	none required	
	Total:	120

**Fiscal Summary for Proposed Academic Program
IMPLEMENTATION YEAR FY 2015**

**Institution: Kansas State University
Proposed Program: Personal Financial Planning**

Part I. Anticipated Enrollment	Implementation Year		Year 2		Year 3	
	Full-Time	Part-Time	Full-Time	Part-Time	Full-Time	Part-Time
A. Full-time, Part-time Headcount:	40 B.S.	2 B.S.	50 B.S.	3 B.S.	60 B.S.	5 B.S.
B. Total SCH taken by all students in program		1,224 B.S.		1,536 B.S.		1,860 B.S.
Part II. Program Cost Projection						
A. In implementation year one, list all identifiable General use costs to the academic unit(s) and how they will be funded. In subsequent years, please include only the additional amount budgeted.						
	Fall, Implementation		Year 2		Year 3	
Costs:	0		0		0	
Salaries						
OOE	0		0		0	
Total	0		0		0	

Approved: _____