

AGENDA

UW-GREEN BAY FACULTY SENATE MEETING NO. 7

Wednesday, March 27, 2019

1965 Room, 3:00 p.m.

Presiding Officer: Gail Trimberger, Speaker

Parliamentarian: Steve Meyer

1. CALL TO ORDER

2. APPROVAL OF MINUTES OF FACULTY SENATE MEETING NO. 6

February 27, 2019 [page 2]

3. CHANCELLOR'S REPORT

4. OLD BUSINESS

- a. Request for Authorization to Implement a Master of Science – Sport, Exercise, and Performance Psychology at UW–Green Bay (second reading) [page 8]
Presented by Jenell Holstead, Chair of Human Development

5. NEW BUSINESS

- a. Information Security
Presented by Paula Ganyard, Asst. Vice Chancellor for Information Technology
- b. Teaching Evaluation Review
Presented by Clif Ganyard, Associate Provost
- c. Request for New Business

6. PROVOST'S REPORT

7. OTHER REPORTS

- a. University Committee Report – Presented by UC Chair Courtney Sherman
- b. Faculty Representative Report – Presented by Christine Vandenhouten
- c. Academic Staff Report – Presented by Lynn Niemi (page 21)
- d. University Staff Report – Presented by Theresa Mullen (page 21)
- e. Student Government Report – Presented by Abbie Wagaman

8. ADJOURNMENT

[draft]

MINUTES 2018-2019
UW-GREEN BAY FACULTY SENATE MEETING NO. 6

Wednesday, February 27, 2019
1965 Room, University Union

Presiding Officer: Gail Trimberger, Speaker of the Senate
Parliamentarian: Steve Meyer, Secretary of the Faculty and Staff

PRESENT: Heather Clarke (BUA), Jason Cowell (HUD), Greg Davis (Provost, ex-officio), Christin DePouw (EDUC), Joan Groessl (SOCW), Stefan Hall (HUS), Richard Hein (Manitowoc-NAS), Maruf Hossain (NAS), Dana Johnson (SOCW), Mark Klemp (Marinette-NAS-UC), Kaoime Malloy (THEATRE), Gary Miller (Chancellor, ex-officio), Paul Mueller (HUB), Megan Olson Hunt (NAS), Uwe Pott (HUB), Sampath Ranganathan (BUA), Matthew Raunio (Sheboygan-BUA), Sawa Senzaki (HUD), Jon Shelton (DJS), Courtney Sherman (HUS-UC), Gail Trimberger (SOCW-UC), Katie Turkiewicz (CIS), Brenda Tyczkowski (NUR), Kristin Vespia (HUD-UC), Sam Watson (AND), Aaron Weinschenk (PEA), Brian Welsch (NAS), and Julie Wondergem (NAS-UC)

NOT PRESENT: Mike Draney (NAS), Hernan Fernandez-Meardi (HUS), Ray Hutchison (PEA-UC), Jim Loeb1 (BUA-UC), Rebecca Nesvet (HUS), William Sallak (MUSIC),

REPRESENTATIVES: Jan Malchow (ASC), Kim Mezger (USC), and Abbie Wagaman (SGA)

GUESTS: Scott Ashmann (Assoc. Dean, CHESW), Alan Chu (Asst. Prof., Human Development), Matt Dornbush (Assoc. Vice Chancellor and Interim Dean of the School of Business), Clif Ganyard (Assoc. Provost), Jenell Holstead (Chair, Human Development), Ben Joniaux (Chief of Staff), Ryan Martin (Associate Dean, CAHSS), Amanda Nelson (Associate Dean, CSET), Christine Vandenhouten (Faculty Representative), and Mike Zorn (Assoc. Dean, CSET)

1. CALL TO ORDER

With no weather delays this time around, Speaker Gail Trimberger got the sixth Faculty Senate meeting of the academic year started at 3:01 p.m.

2. APPROVAL OF MINUTES OF FACULTY SENATE MEETING NO. 5, February 6, 2019

Finding no errors and offering no edits to the minutes from the 6 February 2019 Faculty Senate meeting, the minutes were found to be groovy and approved via consensus.

3. CHANCELLOR'S REPORT

Chancellor Miller used the bulk of his time to update Faculty Senate on (non-fake) news related to the state budget, which the Governor will present on Thursday, February 28. There will be a rather substantial increase in the base funding for higher education, approximately \$44M in the first year of the biennium and \$66M in the second year. Included in that is \$40M to cover the

System's part of a 2% + 2% pay increase; the Board of Regents had requested 3% + 3%. Governor Evers does include in the budget the one-third of the salary increase that UW System normally has to cover. It is believed that the Governor will move the Capacity Building Projects up a year; he has budgeted \$20M for the first year and \$25M for the second year. For UWGB that would mean \$1.7M to the base funding for our Capacity Building Project in CAHSS and CHESW to help with developing tools for drug abuse and mental health issues in schools in the 16-county area. While there is some funding in the Governor's budget for Student Services support at the Branch Campuses, UWGB is being proactive by drafting a proposal describing how we would use our share (\$385K) of the \$5M available to the former two-year campuses.

The tuition freeze will continue, but the Governor plans to back-fill about \$50M worth of "things" into the budget that will in essence "fund the-freeze". UWGB has requested of the Governor that the approximately \$250K in Oneida gaming money we used to receive be restored to support our First Nations Studies and EdD programs; the Chancellor is optimistic of a positive response. UWGB has requested planning money through Senator Hansen's office to reconfigure the downtown library for a possible university center. This would be a joint project between UWGB and NWTC; it is a high priority in the regional strategic plan. Governor Evers is recommending that undocumented residents pay resident tuition; however, it is expected that it will be removed from the budget. Missing from the Governor's budget is performance-based funding; he publicly opposed performance-based funding when he was an *ex-officio* member of the Board of Regents, stating there is no evidence to suggest it works.

The Governor's budget will be released 28 February 2019. The leadership team (the Chancellor, Provost, and Chief of Staff) will then visit with legislators, particularly those on the Joint Finance Committee, to lobby for the Governor's budget.

There will be new construction on the softball field once/if the snow melts. Between money left over from the soccer field construction (completed under bid), large personal gifts, and support from the foundation, new turf will be installed to cover the entire softball field as well as adding lights and upgrading the fencing and dugouts.

When the floor was opened to questions, Senator Shelton asked the Chancellor what he has heard about the probability of Republican leadership taking up Governor Ever's proposed budget vs. proposing an alternative budget. The Chancellor responded that the real challenge in the budget is with transportation. Ben Joniaux believes 65-70% of the budget will be enacted. There will be parts of the budget that the Republican majority will take out immediately; for example, Ever's desire to start the Capacity Building Projects in the first year of the biennium will likely be pushed to the second year of the biennium. There will likely be considerable consternation over the Capital Budget, mainly because it is so huge and it affects the credit rating of the state. Overall, many believe that most legislators are not unhappy with the budget. The legislature's lack of investment in UW System leading to UW-Madison falling out of the Top 5 in research rankings was a sobering wake-up call.

4. OLD BUSINESS

a. Form K reorganization of the College of Science, Engineering, and Technology (second reading)

Amanda Nelson, Associate Dean of the College of Science, Engineering, and Technology, stepped in for Dean Katers, who was away on business. There were no changes to what Dean Katers presented last month at the first reading. **Senator Sherman moved acceptance of the Form K and reorganization of CSET, seconded by Senator Mueller.** With no discussion, **the motion to accept the Form K carried 26-0-0.**

5. NEW BUSINESS

a. Slate of Candidates for Elective Faculty Committees

Senator Jon Shelton, putting on his Chair of the Committee on Committees and Nominations hat, presented the ballot of elected faculty committees. Senator Shelton took the opportunity to express his deep gratitude for the amazing support of SOFAS Assistant Holly Keener. The amount of work she puts in behind the scenes to assist the CCN in creating the faculty elective ballot is nothing short of extraordinary. Her organizational skills makes the ridiculously complicated process of creating the ballot almost easy. Faculty who previously served on the CCN pre-Holly are quick to agree that the process is so much simpler now. Senator Shelton also wished to point out that the committee did everything possible to get Branch Campus faculty represented on the ballot in an effort to create an inclusive, multi-campus community.

When Senator Shelton ask for questions/comments on the ballot, Provost Davis took the opportunity to express his disappointment over the number of faculty who are unwilling to complete the preference survey (the tool on which the CCN depends to create the ballot). If we are to maintain a shared governance system, which is vital for the university, there must be representation and contributions uniformly across the university.

The SOFAS took the opportunity to remind senate that further nominations can be added to the ballot by a petition of three voting faculty members. These nominations must have consent of the nominee and must be received by the Secretary of the Faculty and Staff no later than 8 March 2019. The ballot will go out either late in the afternoon on Friday, 8 March or early in the morning 11 March. Voting will close on Friday, 15 March.

Senator Hall moved to accept the slate of candidates, Senator Hein seconded the motion. The motion passed 26-0-0.

b. Request for Authorization to Implement a Master of Science – Sport, Exercise, and Performance Psychology at UW–Green Bay (first reading)

Chair of Human Development, Jenell Holstead, stepped forward to present the RAI. The proposed program is a 39-credit Master's degree that will admit 20 students every academic year. As developed, the program would take two years to complete. Prof. Holstead listed a number of potential jobs for which an individual earning this Master's degree would be able to compete. Based on market demand, it is estimated there will be an 11% growth in the job market over the next few years. There is only one other similar program in the UW System; UW-Milwaukee's program is housed in a Kinesiology department, where our program would be housed in the Psychology department which reflects our counseling and mental health emphases. In similar

programs within the Midwest, it is typical to have 40-60 applications for 10 openings in the program. This Master's program should complement a suite of other programs that UWGB offers (e.g., Master's in Athletic Training, Master's in Nutrition and Integrated Health, and Master's in Health and Wellness).

c. Request for Future Business

Temperatures have been very mean
'Bout the coldest I ever have seen
It's bound to get warmer
So says my informer
Just in time for the long spring break scene

(There was no new business brought forward)

6. PROVOST'S REPORT

Provost Davis informed Faculty Senate that at the last Regents meeting the Water Science program was approved. Regents also took their first look at UWGB's revised Select Mission. Ben Joniaux helped arrange the first local hearing of the Mission, to take place in the Fort Howard Hall on Thursday, 14 March. The next Regents meeting is next week Thursday, with a Provost's meeting schedule on Wednesday.

Our enrollment numbers for next year are encouraging as we continue to make good strides in terms of revenue figures especially at the Green Bay campus; enrollments at the three Branch Campuses are more of a challenge. As the Deans and Academic Affairs come to agreement regarding which programs will be supported at each Branch Campus, Enrollment Services, Admissions, and Marketing will be able to put together resources to assist with recruitment of students for each of those campuses.

The Search and Screen Committee for the Dean of the Austin E. Cofrin School of Business has been created. Their first meeting will take place Friday, 1 March. Dean Chuck Rybak will be chairing the search committee. Academic Affairs, along with the Budget Office, is working hard to create a preliminary final version of the RCM budget model, preparing it for discussion across campus. Provost Davis also mentioned he is looking forward to reading the files of all faculty seeking promotion to associate and full professor.

Provost Davis invited Associate Vice Chancellor Dornbush to take over the senate floor with an update on the possibility of receiving a National Estuarine Research Reserve (NERR) Center in Northeastern Wisconsin (lower Green Bay ecosystem). There is a network of 29 estuarine areas across the U.S., each having four components – research, education, stewardship, and training. Each NERR Center has facilities for research, a library, a lecture hall, community outreach, personnel offices, and a visitor center/museum. We have had widespread support from all sectors of the community, but the first step in the process is to get a letter of support from the Governor to the National Oceanic and Atmospheric Administration to initiate a site feasibility study. Unfortunately, despite letters of support from legislators on both sides of the aisle, Governor

Walker and his administration never embraced the idea. Governor Evers office seems more excited by the possibility and we are optimistic the process will now move forward.

7. OTHER REPORTS

a. University Committee Report. UC Chair Courtney Sherman informed Faculty Senate that there are a number of information security initiatives coming our way from System. Paula Ganyard will join us at our March senate meeting to provide an explanation of what is in store for us.

b. Faculty Representative Report. Faculty Representative Christine Vandenhouten relayed information received from the Whitewater Faculty Rep related to the UWW Chancellor search. Happily, the Whitewater Rep believes that the process that played out did allow for significant opportunity to provide input on the final search profile prospectus and that their comments and edits were incorporated into the final document. However, there is still concern that the composition of the Search Committee – 5 Regents, 2 faculty, 1 Academic/University Staff, 1 Alumni/Community Member, and 1 Student representative – is too heavily weighted with Regents.

System Policy 136 – Required Disclosures for Participation in Certain UW System Services and Programs – is being revised. It is in the comment period right now. The policy covers the disclosure of past crimes and other activities when applying for student housing and participation in co-curricular or study abroad programs. The comment period extends from to 22 February to 19 April.

There is concern that there was not sufficient representation from all the campuses on the Title and Total Compensation project. As a result, the Academic Staff, University Staff, and Faculty Representative for each of the campuses have been added to the TTC committee.

Two concerns have been raised regarding the Branch Campuses and the Receiving Campuses. One relates to the merging of curriculum, the other relates to discrepancies in the pay structure of lecturers.

c. Academic Staff Committee Report. Jan Malchow informed senate that the ASC has been in communication with their Branch Campus colleagues regarding the amending of the Academic Staff By-Laws to be inclusive of those colleagues.

d. University Staff Committee Report. Kim Mezger was happy to report that the USC has found a representative from the UW-Green Bay|Sheboygan campus; Sue Machuca will fill that role. Unfortunately, the previous week the representative from the UW-Green Bay|Manitowoc campus, April Peissig, resigned her position on the USC. Kim also reported that there are 19 vacancies on various University Staff committees and, unfortunately, only 24 preference surveys returned to potentially fill those committee spots. Members of the University Staff are doing their best to get individuals excited and involved in shared governance.

e. Student Government Association Report. SGA President Abbie Wagaman was excited to report that Student Senate and SUFAC passed a resolution to use \$60K in the Sustainability Fund to

purchase a composter. Student government elections are coming up soon, materials are posted online. The SGA is potentially taking over the Student Nominated Teaching Awards. SGA is still looking to fill the chair position on the student government's Equity and Diversity Committee.

8. ADJOURNMENT at 3:53 p.m.

Respectfully submitted,

Steve Meyer, Secretary of the Faculty and Staff

**REQUEST FOR AUTHORIZATION TO IMPLEMENT A
MASTER OF SCIENCE – SPORT, EXERCISE, AND PERFORMANCE PSYCHOLOGY
AT UW–GREEN BAY
PREPARED BY UW-GREEN BAY**

ABSTRACT

The University of Wisconsin-Green Bay seeks a Master of Science in Sport, Exercise, and Performance Psychology in the College of Arts, Humanities, and Social Sciences. The M.S. in Sport, Exercise, and Performance Psychology (MS SEPP) is an interdisciplinary subfield of psychology that applies psychological knowledge and clinical approaches to optimize the performance and well-being of athletes, exercisers, and other performers (e.g., military, musicians). The field considers the developmental and social aspects of sport and performance participation, and systemic issues associated with sport and performance settings and organizations. The proposed degree requires 39 credits offered primarily through face-to-face meetings during the fall, spring, and summer semesters. Students will complete the program in five semesters (2 years), with one course required in the summer semester between the first and second year. The program aligns with the city of Green Bay’s internationally recognized sport and entertainment industries, UW-Green Bay’s Division 1 athletic classification, our large and highly acclaimed Psychology program, and ongoing efforts to increase graduate offerings aligned with campus and regional strengths. Program coursework satisfies the application requirements to be a certified mental performance consultant (CMPC) under the Association for Applied Sport Psychology (AASP). Performance psychologists work as behavior coaches, as consultants in private practice or with performance improvement consulting firms, for university athletics departments, sports clubs or youth academies, or in related occupations focused on performance improvement (e.g., Army, pilots, surgeons). These positions require educational attainment of a master’s degree or higher and the market for youth sports is growing rapidly. Health behavior coaches work for health-related companies such as Bellin Health, Prevea, and Aurora to design and implement programs aimed at preempting and preventing health-related problems, a growing need in the United States. The American Psychological Association (APA) released the Annual Trend Report in November 2018 and highlighted the growing demand for sport psychologists, indicating a current growth in the job market for this profession.

PROGRAM IDENTIFICATION

Institution Name

University of Wisconsin – Green Bay

Title of Proposed Program

Sport, Exercise, and Performance Psychology

Degree/Major Designation

Master of Science

Mode of Delivery

The program will be delivered from a single institution, UW-Green Bay. Courses will be delivered using a combination of predominately face-to-face instruction, with some independent work and online course offerings.

Projected Enrollments and Graduates by Year Five

Table 1. Enrollment projections for the MS SEPP across the first five years. Student completion rates are expected to be 90%, based on retention rates for other graduate programs at UW-Green Bay; for simplicity we assume attrition occurs between year one and two of the program. By the end of the fifth year we expect 94 students to have enrolled, and 66 students to have graduated. Additional capacity needs will be addressed based on demand.

Table 1: Five Year Degree Program Enrollment Projections (Headcount)

	1st Year	2nd Year	3rd Year	4th Year	5th Year
New Student Admits (#)	16	18	20	20	20
Continuing Students (#)	0	14	16	18	18
Total Enrollment (#)	16	32	36	38	38
Cumulative Graduating Students (#)	0	14	30	48	66

Tuition Structure

Students enrolled in the MS SEPP will pay the standard UW-Green Bay graduate tuition rate, which for the Academic Year (AY19) was \$432.97 per credit or \$3,896.73 per semester for students within the plateau (≥ 9 credits). Student segregated fees are \$87.78 per credit or \$790.00 per semester for full-time students; these funds are not directly available to the program. Students who opt to take a course via distance delivery pay an additional \$25 per credit; these funds are not directly available to the program. We assume a 2% increase in tuition for the 2021-2022 academic year, and an additional 2% increase in 2023. We assume no changes in student segregated fees or distance education fees.

Department, College, School or Functional Equivalent

The proposed program will be housed in the Department of Psychology within the College of Arts, Humanities, and Social Sciences.

Proposed Term and Year of Implementation

Fall 2020

DESCRIPTION OF PROGRAM

Overview of the Program

The program requires 39 credits consisting of thirteen graduate-level courses, with only one elective. Classes will be infused with a variety of hands-on and applied activities. Supervised practicum and internships will also be offered. An emphasis will be placed on teaching and student learning. The program will admit approximately 20 new students per year. Students will take courses in both regular 14-week semesters (fall and spring), in addition to one course in the Summer between years one and two of the program. Courses will be delivered using a

combination of predominately face-to-face instruction, with some independent work and online course offerings.

Student Learning Outcomes and Program Objectives

The curriculum includes specialized knowledge in the eight areas of knowledge identified by AASP for the development of competence of sport psychology practitioners:

1. Professional Ethics and Knowledge
 - a. Understanding of the ethics and standards related to professional practice
2. Sport Psychology
 - a. Understanding of theory and research in sport psychology
 - b. Ability to apply these theories and research
3. Sport Science
 - a. Understanding of physiological, biomechanical, motor, sociocultural, and philosophical bases of behavior in sport
4. Psychopathology
 - a. Understanding of abnormal human behavior
 - b. Ability to identify various mental health disorders
5. Helping Relationships
 - a. Understanding of counseling theories
 - b. Ability to apply counseling theories
 - c. Understanding of helping and consulting processes
6. Research Methods and Statistics
 - a. Understanding of methodology and statistical analysis
 - b. Ability to critically consume research
7. Psychological Foundations of Behavior
 - a. Understanding of the biological, cognitive, affective, social, and individual difference bases of behavior
8. Diversity and Culture
 - a. Understanding of diversity, multiculturalism, and cultural awareness

Students will develop skills in:

1. Developing rapport, explaining their professional roles, and adjusting expectations of clients
2. Assessment of clients
3. Setting consultation goals, planning for specific outcomes, and deciding on interventions
4. Choosing and applying sport psychology theories that best fit different performance and exercise psychology cases
5. Evaluating the outcomes of the consultation with clients
6. Considering ethical and diversity factors when working with various clients

Program Requirements and Curriculum

The M.S. in Sport, Exercise, and Performance Psychology will accept students who hold an undergraduate degree in psychology, sport sciences (or another related major), or demonstration of equivalent professional experience as determined by the graduate selection committee. UW-Green Bay graduate policy states that all students should carry a cumulative undergraduate GPA of 3.0 or higher for admission. The program requires students to complete 39 credits of graduate coursework (Table 2), with three courses offered each 14-week session, and one offered in summer. Teaching responsibilities will be part of the regular teaching load of faculty.

Table 2: Program Requirements

Required Graduate Courses (39credits)	Existing Credits	New Credits
First-Year Fall		
Professional Ethics in Psychology		3
Counseling Theories and Practices		3
Theories of Sport, Exercise, and Performance Psychology		3
First-Year Spring		
Statistics		3
Applied Sport and Performance Psychology		3
Multicultural Counseling and Mental Health	3	
First-Year Summer		
Research Methods in Psychology		3
Second-Year Fall		
Sport Sociology		3
Internship I/Thesis I		3
Abnormal Psychology OR Principles of Sport Physiology (Hum Bio 333)	3	
Second-Year Spring		
Internship II/Thesis II		3
Psychology of Sport Injury		3
Elective (Bus Adm 589, Management 750, Management 730, PU EN AF 615, Social Work 727, Social Work 767, HWM 740, HWM 750, Psych 555 Group Dynamics, Psych 589 Cogneuro)	3	
TOTAL	9	30
TOTAL CREDITS	39	

Assessment of Outcomes and Objectives

Assessment of student learning outcomes will be managed by a psychology graduate assessment committee. The committee will establish an assessment plan for evaluating how well students are meeting the program's learning outcomes. Assessment will be carried out using an embedded assessment plan comprised of rubrics and assignments collected each semester from various instructors and courses. The committee is responsible for suggesting necessary curricular changes to the curriculum committee. Furthermore, the internship site personnel (e.g., coaches,

coordinators) will be asked to provide feedback regarding students' ability to provide effective services.

Diversity

UW-Green Bay is committed to achieving a diverse workforce and to maintaining a community that welcomes and values a climate supporting equal opportunity and difference among its members. The campus engages in several strategic initiatives to recruit a more diverse student population, and offers a wide range of experiences and perspectives to students. As part of this process, the Chancellor's Council on Diversity and Inclusive Excellence offers a certificate program to develop and recognize commitment to the UW-Green Bay Inclusive Excellence Initiative. The Office of Admissions also supports recruiters specialized in working with multicultural, bilingual, and international students. In fall 2017, UW-Green Bay added a Vice Chancellor for Student Affairs and Campus Climate to the Chancellor's Cabinet to improve, in part, campus initiatives on diversity and inclusivity. This position will play a critical role in furthering campus efforts to attract and support a diverse campus community reflective of the metropolitan area that UW-Green Bay serves.

UW-Green Bay has a broad array of student organizations and institutional resources and offices that offer resources and services to promote academic success and personal growth of students. For example, a number of student organizations provide an environment for students to share their own culture, gain leadership skills, and participate in co-curricular activities. The UW-Green Bay's Multicultural Academic Centers promote a better understanding of diverse communities and serve as resources for students, faculty, and staff. The CATL also offers regular workshops and panel discussions to address the complexities of inclusivity and diversity. Finally, the Office of International Education facilitates international student success while at UW-Green Bay.

The M.S. in Sport, Exercise, and Performance Psychology program establishes learning outcomes that are embedded in curricular programming. Historically, diversity content and preparing students to work a multicultural society has been, and will continue to be, an important part of the learning outcomes. Therefore, a number of courses that are part of the M.S. in Sport, Exercise, and Performance Psychology curricula include multicultural awareness and diversity content.

The UW-Green Bay graduate student applicant review process embraces diversity and inclusion by taking a holistic approach to student admission. No single metric serves as the sole basis for campus admission at the graduate level. This approach is a proven best practice for accurately predicting student readiness and academic success, and more importantly, for instilling the diversity of life and work experiences into the classrooms to build a rich graduate-level pedagogical environment for the students. Further, the College of Humanities, Arts, and Social Sciences, in collaboration with the Office of Graduate Studies, is committed to attracting diverse applicants by recruiting from professional networks that reflect the communities they serve.

Collaborative Nature of Program

The University of Wisconsin – Green Bay will be the single institution to deliver the M.S. in Sport, Exercise, and Performance Psychology instruction. Program faculty and staff will involve industry leaders from Green Bay area and beyond in various capacities. The M.S. in Sport, Exercise, and Performance Psychology will engage local partners in curriculum development and adoption, as guest lecturers, and as placement opportunities for internships and practicums.

Projected Time to Degree

The projected time to degree is four semesters (2 years), including one summer course. Students will take three separate courses each 14-week session. Students failing to complete a course will need to wait for the next offering cycle.

Program Review

The UW-Green Bay Graduate Academic Affairs Council (GAAC) is charged with oversight of all graduate programs, including review and approval of all new programs, and all graduate-level credit courses. The GAAC will formally review the M.S. in Sport, Exercise, and Performance Psychology program on a seven-year cycle. In addition, the program will be formally reviewed on a five-year cycle, by the department, and the Dean of the College of Arts, Humanities, and Social Sciences. This five-year cycle coincides with the required self-study documents that the accrediting agency requires. Informally, the program will be reviewed by students and organizations after each class to ensure the courses are having their intended impact on the various stakeholders.

Accreditation

There are currently no official accrediting bodies for Sport, Exercise, and Performance Psychology programs. However, the Association for Applied Sport Psychology (AASP) offers a certification (CMPC) for consultants and many job openings will request applicants to have that accreditation. Obtaining that certificate requires students to complete particular courses, have a minimum of 400 hours of monitored experience, and complete a certification exam. The proposed M.S. curriculum is designed to help students obtain this certification. AASP is currently working on a formal accreditation, but it could take several years until it is finalized. UW-Green Bay will work with AASP to establish our program on a national stage, and to assure that our students receive industry accreditation standards when available. This plan has taken into account expected costs for accreditation.

JUSTIFICATION

Rationale and Relation to Mission

The proposed Master of Science in Sport, Exercise, and Performance Psychology is consistent with UW-Green Bay's current mission, "to provide an interdisciplinary, problem-focused educational experience that prepares students to think critically and address complex issues in a multicultural and evolving world." Sport, exercise, and performance psychology is an interdisciplinary subfield of psychology that brings together aspects of counseling psychology, health psychology, kinesiology, human biology, and other disciplines. The program is also consistent with the mission of the College of Humanities, Arts, and Social Sciences: "We create unique communities of learners that engage critically and creatively around issues, problems, and

solutions. Central to our mission is the promotion of problem-based, engaged learning through close relationships with our students to ensure successful, fulfilling careers and lives.” Importantly, this program aligns with where the University is strategically headed. UW-Green Bay approved a revised mission in fall 2018, and while Board of Regents approval is still pending, the revised mission clearly addresses an intent to meet the Green Bay Metropolitan region’s need for professional graduate programing, and build upon our regional economic and cultural strengths. Sports and performance related industries are strong in NE Wisconsin, allowing opportunities for the program to develop the “community-based partnerships, [and] collaborative faculty scholarship and innovation” emphasized in the revised mission. In addition to the Packers, NE Wisconsin supports multiple other professional and semi-professional teams, including the Green Bay Blizzard (indoor football), Green Bay Booyah (baseball), Green Bay Gamblers (hockey), and Wisconsin Timber Rattlers (baseball). The region also supports robust and thriving performing arts communities in Door Co., the Green Bay Metropolitan area, and the along the Fox River Valley. As articulated by Chancellor Gary L. Miller, this vision will serve the region “through the power of innovation, the power of higher education as an agent of transformation, and the power of place...”

The proposed program compliments the suite of undergraduate, graduate, and certificate programs developed around the central theme of health, sports, and performance at UW-Green Bay (e.g. BS in Psychology, BS in Human Biology (Health Sciences, Exercise, and Nutritional Science emphases), Masters in Athletic Training, Masters in Nutrition and Integrated Health, BA in Theatre & Dance, BA in Music, MS in Health and Wellness, etc.). UW-Green Bay’s Division I athletic status and world-class theater, the Weidner Center for the Performing Arts, provide a valuable opportunity for partnership, allowing for high quality on-campus internship and consultation experiences. Similar relationship already exist between the Psychology department and the athletics department. Furthermore, high school teachers and coaches in the region have expressed their interest in starting classes and/or receiving services in sport psychology. These organizations and personnel offer numerous opportunities for student internships and consultation experience. Undoubtedly, this M.S. program fits the economic signature of our region.

Institutional Program Array

Building on the existing foundation of the undergraduate programs in the College of Arts, Humanities, and Social Sciences, the proposed M.S. in Sport, Exercise, and Performance Psychology will expand available graduate coursework in research methods, statistics, counseling, and sport psychology. Curricula will align with the standards of the Association of Applied Sport Psychology for master’s-level programs. The addition of graduate students in this area will further expand faculty scholarship in the Department of Psychology and partner programs. Having a graduate program in psychology will provide additional research opportunities for faculty and undergraduates as well, increasing student opportunities for high impact experiences. Opportunities for graduate students to complete internships in the community will build upon existing partnerships.

To date, UW-Green Bay psychology students complete their undergraduate psychology degree,

then apply to other schools to obtain their Masters; many at out-of-state or private institutions. UW-Green Bay has a strong undergraduate program in psychology, and many of our alumni desire a UW-Green Bay Masters degree. Psychology is an existing strength and area of future emphasis within the College of Arts, Humanities, and Social Sciences. The proposed M.S. in Sport, Exercise, and Performance Psychology aligns with UW-Green Bay's current array of business, health-initiatives, and medical programs, and our growing array of professional graduate programs, and our focus to better align our curriculum with the regional economy (manufacturing, sports, hospitality, entertainment, business, and healthcare). This program meets unmet student demand within the broader mid-west. Faculty currently meet HLC accreditation requirements to teach at the graduate level.

Other Programs in the University of Wisconsin System

There is only one other program related to sport psychology in the state of Wisconsin, at the University of Wisconsin-Milwaukee; the M.S. in Kinesiology with an emphasis in Integrative Human Performance program. The M.S. in Kinesiology, however, is quite different than the Sport, Exercise, and Performance Psychology program we are proposing at UW-Green Bay. For example, it is located in the Department of Health Science, rather than in a psychology department. Therefore, it focuses more on exercise physiology and kinesiology than our proposed program, which focuses on psychological aspects of exercise and performance. The low number of sport psychology programs in WI is unusual for the Midwest, where most states have multiple programs: Illinois (4), Indiana (2), Iowa (2), Minnesota (2), and Michigan (2).

Need as Suggested by Current Student Demand

The Association for Applied Sport Psychology (AASP), the leading organization of sport psychology in the U.S., administered a member needs assessment survey and created a strategic plan for 2016–2018 (<https://appliedsportpsych.org/about/strategic-plan/>). With a 40% student membership, AASP has prioritized increasing the offerings and standardization of graduate programs aligned with specific certification requirements. This focus is linked with a call for increased awareness and connection of higher education to specific post-graduation employment opportunities. The proposed MS SEPP meets this call; the minimum degree requirement is a master's degree to practice as a sport psychology professional. Additionally, UW-Green Bay will actively pursue a partnership with AASP as they seek stricter curriculum and training accreditation requirements for this field of study to ensure we prepare students to pass certification requirements.

The Division 47 (Sport, Exercise, and Performance Psychology) of the American Psychology Association (APA) also updated a petition for recognition of sport psychology (<https://www.apa.org/ed/graduate/specialize/sport.pdf>), indicating an increasing but still insufficient number of available SEPP graduate programs. Specifically, there are currently over 100 sport psychology graduate programs in kinesiology (i.e., sport science) departments, only 12 programs nationally (none in Wisconsin) satisfy recognition as a sport psychology specialty in psychology. In addition, the Bureau of Labor Statistics reports that sport psychologists are expected to grow in number by 11% nationwide between 2012 and 2022. The field of Sport Psychology can expect to see approximately 1,400 new jobs by 2022, according to BLS projections (source: Occupational Employment Statistics, Bureau of Labor and Statistics, July

2015).

With a very large student body (550+ majors) and two tenure-track faculty members with specialization in sport psychology (the only certified mental performance consultants in Northeast Wisconsin) within UW-Green Bay's Psychology Department, our City's international reputation for sports, and our region's robust performance economy, UW-Green Bay is positioned to be a national leader in sports, exercise, and performance psychology. After reviewing similar master's programs across the Midwest, we have concluded that we are well positioned to meet a demand that currently surpasses available programmatic space. For example, 40-60 applicants apply to the Sport Psychology Master's program at Minnesota State University in Mankato, MN, with only 10-12 students accepted. Similarly, 45-60 applicants apply to the Sport Psychology Master's program at Ball State University in Muncie, IN, for 12-17 spots.

Need as Suggested by Market Demand

As an emerging field there is relatively little direct market data on Sport Psychologist demand. For example, the Occupational Outlook Handbook, does not list sports psychologists as a separate career from psychologists. However, the American Psychological Association describes the field as a "Hot Career" (<http://www.apa.org/gradpsych/2012/11/sport-psychology.aspx>), and included the growing demand for sport psychologists in its 2018 Annual Trends Report (Trend #3). The Association for Applied Sport Psychology (AASP) also describes the area as an up and coming field that has seen a substantial increase in attention over the last decade (<http://www.appliedsportpsych.org/about/about-applied-sport-and-exercise-psychology/>).

It is hard to define the exact number of Sport, Exercise, and Performance Psychologists currently working full-time in the field because many have private practices, open consulting businesses (e.g., Vision Pursue LLC), or work with a more diversified clientele (e.g., counseling). Still, AASP has reported growth in the number of professionals hired by the Army, professional teams, and athletic departments across the country. In addition, AASP has seen a rise in its membership and conference attendance, especially by students who are increasingly interested in the field. The latest move by AASP involves the improvement of its certification process and development of an accreditation process for Sports Psychology graduate programs. These changes are expected to build confidence within the job market for certified sports psychology professionals. This AASP initiative is ideally timed with the development and launching of this proposed MS Degree at UW-Green Bay.

Graduates of UW-Green Bay's Sports, Exercise, and Performance Psychology program will find numerous job opportunities within the well-developed sports and medical economy of NE Wisconsin. For instance, graduates with interest in exercise psychology could work as health behavior coaches for health programs such as Well Wisconsin; for health-related companies such as Bellin Health, Prevea, Aurora; for insurance companies (e.g., designing and implementing programs for prevention of health-related problems); or could improve their personal training career by understanding psychological aspects of exercise and health. Graduates interested in working with sport psychology could also work with companies such as Bellin Health, Prevea, and Aurora to serve athletes going through various psychological issues associated with their

physical problems. Graduates can work for one of the local professional or Collegiate teams aforementioned, work with other performers, such as surgeons, pilots, musicians, and actors, or develop their own private practice. High School and club athletes are the largest portion of private practice clients for sport and performance psychologists. This master's program will also take advantage of its faculty's strengths in research methods and practice to prepare its students for a PhD or PsyD programs.

**COST AND REVENUE NARRATIVE
MASTER'S OF SPORT, EXERCISE, AND PERFORMANCE PSYCHOLOGY
AT UNIVERSITY OF WISCONSIN (UW)-GREEN BAY**

Introduction

The University of Wisconsin-Green Bay proposes the establishment of a MS in Sport, Exercise, and Performance Psychology in the College of Arts, Humanities, and Social Sciences. The proposed program will admit students annually and requires 39 credits offered primarily through face-to-face meetings during the fall and spring semesters. Students will complete the program in five semesters (2 years), with one course required in the summer between the first and second year. The program aligns with the city of Green Bay's internationally recognized sport and entertainment industries, UW-Green Bay's Division 1 athletic classification, our large and highly acclaimed Psychology program, and ongoing efforts to increase graduate offerings aligned with campus and regional strengths. Two existing tenure-track faculty lines are already in place for the proposed program. The program seeks standard UW-Green Bay graduate tuition.

Section I - Enrollment

Enrollment projections assume an annual matriculation of 16 new students in year one, growing to 20 students annually by year 4. A retention rate of 90% from start to finish is assumed, based on retention rates for other graduate programs. Based on these parameters, we expect the program to carry 38 students by year 4, and to graduate 66 cumulative students by the fifth year.

Section II - Credit Hours

A total of 39 credits are required of students; 30 credits are new to the university, and nine credits are available from existing courses.

Section III - Faculty and Staff Appointments

The Department of Psychology has strategically hired two tenure track lines to meet student interest in Sport, Exercise, and Performance Psychology. Revenue generated from the proposed MS program will support additional instructional academic staff to offset instruction re-directed from the undergraduate Psychology program. In total, two FTE of instructional academic staff will shift to the MS program when at full enrollment. In year one, an increase of 0.17 FTE of administrative support will coordinate and support prospective and active graduate student activities. The instructional support budget also includes chair effort during the academic year (2 course releases to support clinical placement) and summer (approximately 1 month of support spread across the summer).

Section IV - Program Revenues

Program revenue projections are based on expected tuition generated at the standard UW-Green Bay tuition rate. Tuition estimates use the Spring 2019 (plateau of \$3,896.73/semester; and \$432.97 per credit during summer) graduate tuition rate as a starting point, assuming a 2% increase over this level for year 1, another 2% increase in year 3, and another 2% increase in year 5 for cost of living adjustments.

Section V - Program Expenses

Expenses - Salary and Fringe

Direct faculty and instructional staff costs for program delivery are estimated using an average annual salary of approximately \$55,000 plus fringe (45% of salary), which reflects the salary of an average tenure track assistant professor line in the Psychology Department. An additional ~\$10,000 is budgeted annually for the 17% administrative support position (University staff) at \$16.50 per hour with a fringe rate of 66% in year 1. Annual increases of 2% to total salary and fringe are included in all estimates.

Other Expenses

Startup: Includes \$17,600 over the first two years to support the development and significant modification of new and existing courses, and to cover small, general expenses.

Program Marketing: Includes \$10,000 per year (plus 2% annual increases) for integrated marketing of UW-Green Bay Psychology programs via print, radio, outdoor, and digital marketing.

Accreditation, travel, and memberships: Assumes \$2,000 per year per faculty FTE for programmatic-based conferences, an additional \$2,000 per year for anticipated accreditation costs, plus 2% annual adjustments.

Professional Development, and S&E: Assumes \$2,000 per year per faculty FTE for professional development and general program S&E, roughly \$1,3000 per year per FTE for computers, licensing, and support, a \$1,000 per year for travel to clinical sites, and 2% annual adjustments.

Indirect Expenses: A central tax of 30% of total tuition will be charged to the program beginning in year four, once the program is established. This appropriation will cover indirect institutional costs associated with library subscriptions, facilities, administration, and systems support.

Section VI - Net Revenue

Net revenues will be directed to support continued growth within the College of Arts, Humanities, and Social Sciences.

University of Wisconsin - Green Bay						
Cost and Revenue Projections For Newly Proposed Program in Sport, Exercise, and Performance Psychology						
	Items	Projections				
		2020	2021	2022	2023	2024
		Year 1	Year 2	Year 3	Year 4	Year 5
I	Enrollment (New Student) Headcount	16	18	20	20	20
	Enrollment (Continuing Student) Headcount	0	14	16	18	18
	<i>Enrollment (Total Student) Headcount</i>	16	32	36	38	38
	Enrollment (New Student) FTE	16	18	20	20	20
	Enrollment (Continuing Student) FTE	0	14	16	18	18
	<i>Enrollment (Total Student) FTE</i>	16	32	36	38	38
II	Total New Credit Hours (# new sections x credits per section)	15	15	0	0	0
	Existing Credit Hours	3	24	39	39	39
III	FTE of New Faculty/Instructional Staff	0.00	0.00	0.00	0.00	0.00
	FTE of Current Fac/IAS	1.00	2.00	2.00	2.00	2.00
	FTE of New Admin Staff	0.17	0	0	0	0
	FTE Current Admin Staff	0	0.17	0.17	0.17	0.17
IV	New Revenues					
	<i>From Tuition (new credit hours x FTE)</i>	\$127,189	\$272,927	\$313,522	\$332,441	\$339,090
	Total New Revenue	\$127,189	\$272,927	\$313,522	\$332,441	\$339,090
V	New Expenses					
	Salaries plus Fringes					
	<i>Faculty/Instructional Staff</i>	\$79,750	\$168,810	\$172,186	\$175,630	\$179,143
	<i>Other Staff - Director of DPD</i>	\$9,685	\$9,879	\$10,076	\$10,278	\$10,483
	Other Expenses					
	<i>Startup</i>	\$11,000	\$6,600	\$0	\$0	\$0
	<i>Marketing</i>	\$10,000	\$10,200	\$10,404	\$10,612	\$10,824
	<i>Accreditation, travel, memberships:</i>	\$4,000	\$6,000	\$6,120	\$6,242	\$6,367
	<i>Professional development, S&E:</i>	\$4,300	\$7,752	\$7,907	\$8,065	\$8,226
	<i>Indirect Expenses:</i>	\$0	\$0	\$0	\$99,732	\$101,727
	Total Expenses	\$118,735	\$209,241	\$206,694	\$310,560	\$316,771
VI	Net Revenue	\$8,454	\$63,686	\$106,828	\$21,881	\$22,319
Provost's Signature:					Date:	

Assumes a fixed annual cohort of 20 students					
Assumes a 90% retention rate					
	assumes 2% of S19		assumes 2% of YR1		assumes 2% of YR3
	YR 1	YR 2	YR 3	YR 4	YR 5
Semster	\$ 3,974.66	\$ 3,974.66	\$ 4,054.16	\$ 4,054.16	\$ 4,135.24
Summer	\$ 1,324.89	\$ 1,324.89	\$ 1,351.39	\$ 1,351.39	\$ 1,378.41
spring '19	\$ 3,896.73				
summer '19	\$ 1,298.91				

Faculty Senate Old Business 4a 3/27/2019

**Academic Staff Committee Report for Faculty Senate
March 27, 2019**

- The Academic Staff Committee (ASC) is reviewing By Laws and discussing options for including branch campus academic staff within our committees moving forward.
- Election ballots for 2019-20 have been distributed and the ASC will be reviewing the results in the upcoming weeks.

Respectfully submitted,

Jamee Haslam, Chair
Academic Staff Committee

**University Staff Committee Report for Faculty Senate
March 27, 2019**

- Due to Spring Break and not having much business to discuss, the March University Staff Committee meeting was cancelled. Our next meeting will be on April 18th.
- The University Staff Elections for next year are in full swing. Due to a very low return of interest surveys, we extended the deadline a couple of weeks and did a quick marketing campaign that included individual postcards to all university staff and an information booth by the Garden Cafe. As a result, our returns doubled (went from 19 to 40), but this is still only a 21% rate of return. The ballots were distributed on the 22nd and will close on the 29th.
- We are still waiting for a Manitowoc representative to be nominated, but do have a candidate on the ballot for both the Marinette and the Sheboygan campuses.

Respectfully submitted,

Holly Keener, Vice-Chair
University Staff Committee