
NAMING OF THOMPSON COMPLEX CENTER WING AS KELLY THOMPSON HALL

REQUEST: Approval of the naming of Thompson Complex Center Wing as *Kelly Thompson Hall* to honor his extraordinary legacy and service to Western Kentucky University.

BACKGROUND: The Thompson Complex was dedicated October 14, 1967 and consisted of two buildings, Thompson Complex North Wing (TCNW) and Thompson Complex Center Wing (TCCW). Thompson Complex North Wing was demolished in 2016 and replaced with Ogden College Hall (OCH) dedicated February 19, 2018 essentially eliminating Thompson Complex.

Its namesake, Edwin Kelly Thompson, served as WKU's third president from 1955 until his retirement in 1969. During his tenure as president, enrollment increased by nearly 600 percent; the percent of faculty with doctorates grew from 23 percent to 43 percent; and WKU gained university status in 1966.

Kelly Thompson was born in Lebanon, Kentucky on January 28, 1909. He came to Western in the fall of 1928 on a football scholarship and earned a bachelor and a master's degree. Thompson spent his early career at Western as a college representative and publicity director. During World War II he served in the Navy, where he was awarded a special commendation by the Secretary of the Navy for outstanding performance of duty. Kelly Thompson returned to Western to work as an assistant to E.A. Diddle and President Paul Garrett. [Harrison, pp. 139-143].

He later went on to serve as president of the College Heights Foundation. Under Dr. Thompson, the College Heights Foundation was reorganized to perform better as a business and the position of President was separated from the University President for the last 10 years of his service. A perpetual trust, the Memorial Fund, was created and it grew by nearly \$2.3 million during Thompson's tenure. The CHF saw scholarship award amounts increase by more than \$466,000 post-reorganization, awarded more than 2.5 times as much non-scholarship award money from 1970-1978 as compared to 1962-1969, issued more loan money (\$1.3 million) in nine years after reorganization than during the first 46 years of CHF (\$1.1 million) and had \$3.2 million in assets.

The WKU affiliate of the national Public Relations Student Society of America honored Thompson in 1977 by designating its official name as the "Kelly Thompson Chapter of PRSSA". Kelly Thompson's total service to the university spanned sixty years. He died August 14, 1993.

BUDGETARY IMPLICATIONS: This requested name change will not have a significant budgetary impact. Signage and brochures will need to be updated.

RECOMMENDATION: President Timothy C. Caboni recommends that the Board of Regents approve the naming of Thompson Complex Center Wing as *Kelly Thompson Hall*.

MOTION: Approval of naming Thompson Complex Center Wing as *Kelly Thompson Hall*.

NAME CHANGE TO DEPARTMENT OF AGRICULTURE AND FOOD SCIENCE

REQUEST: Approval to change the name of the Department of Agriculture to the *Department of Agriculture and Food Science* within Ogden College of Science and Engineering.

BACKGROUND: The Department of Agriculture faculty voted unanimously to change the departmental name from Department of Agriculture to *Department of Agriculture and Food Science*. The Department of Agriculture Advisory Board announced support of the proposed name change at its meeting on September 7, 2018.

This change reflects our current strengths as well as planned future expansion to include a greater emphasis on food production and applied food sciences. This change supports our recently approved USDA FSIS Meat Science Laboratory, the Hilltopper Creamery that recently celebrated its first year of cheese production, and long established enterprises such as our Grade A commercial dairy and commercial livestock, as well as grape and vegetable production.

The Department of Agriculture believes that this new name will increase enrollment by attracting a more diverse pool of students. ‘Traditional’ agriculture is no longer an applicable term in the 21st century. Agriculture is progressive and complex, encompassing a multitude of diverse industries that seek to meet the challenge of providing the world’s population with the food, fiber and fuel resources needed to sustain 10 billion people by 2060. This name change is the first step in an effort to meet the educational needs of future generations of students who will be tasked with increasing agricultural outputs on less arable land, with less access to water resources, while simultaneously improving environmental stewardship. Additionally, this name change will encompass and encourage a holistic approach to agriculture, as visualized by the “farm to fork” concepts.

Your ongoing support of our program and students is highly appreciated and we value your guidance as we seek to formalize this departmental recommendation.

BUDGETARY IMPLICATIONS: This requested name change will not have a significant budgetary impact. Signage and brochures will need to be updated.

RECOMMENDATION: President Timothy C. Caboni recommends the Board of Regents approve the name change of the Department of Agriculture to the *Department of Agriculture and Food Science* within Ogden College of Science and Engineering effective January 1, 2019.

MOTION: Approval to change the name of the Department of Agriculture to the *Department of Agriculture and Food Science* within Ogden College of Science and Engineering effective January 1, 2019.

**STRATEGIC SPORT COMMUNICATIONS
GRADUATE CERTIFICATE**

REQUEST: Approval of a Graduate Certificate in Strategic Sport Communications offered through Potter College of Arts and Letters

FACTS: The emerging sport communication industry demands practical skills and institutional knowledge beyond the baccalaureate level. This on-line, skills-based graduate certificate will provide students the skills and knowledge needed to compete for jobs in this fast-paced sector.

The Bureau of Labor Statistics' Office of Occupational Statistics and Employment projects a 12% increase in the need for Sports Marketing Managers through 2018, with Sports Public Relations Specialists growing 24% nationally and 22% in Kentucky for the same timeframe.

The proposed certificate teaches mastery of the tools of multimedia distribution and analysis, including digital content, strategic writing skills, and ethical and legal concerns. While the certificate is designed to be a credential that stands on its own, all 12 hours earned in the certificate can be applied to the pursuit of a Master of Recreation and Sport Administration, offered through the College of Health and Human Services.

Students will be able to earn the certificate fully online which will allow students to pursue the certificate who otherwise would not be able to attend courses in a traditional classroom setting. The certificate will help meet an increasing demand for graduate certificates related to careers in the recreation industry.

The graduate certificate requires a minimum of 12 credit hours, and includes the following courses:

Required Courses	Credits
PR 521: Public Relations in Recreation and Sport (required)	3
Select any three of the following:	
AD 536: Sport Branding: A New Game	3
AD 537: Sport Sponsorships: New Revenue Strategies	3
PR 543: Strategic Public Relations Writing for Sport	3
PR 547: Issues in Sport Media Relations	3
Total	12

BUDGETARY IMPLICATIONS& IMPLEMENTATION DATE:

Implementation date will be Fall 2019, with no additional resources required.

RECOMMENDATION:

President Timothy C. Caboni recommends approval of a Graduate Certificate in Strategic Sport Communications.

MOTION:

Approval to establish a Graduate Certificate in Strategic Sport Communications effective Fall 2019.

**Graduate Certificate Program in Strategic Sport Communications
Create New Certificate**

College: Potter College of Arts and Letters (PCAL)

Department: Communication

Contact Person: Jieyoung Kong, jieyoung.kong@wku.edu, 270-745-6578

1. Identification of program:

1.1 **Program title:** Strategic Sport Communications

1.2 **Required hours:** 12

1.3 **Program Description:** This graduate certificate confronts the extraordinary changes occurring in the sport communications landscape by focusing on the practical skills and institutional knowledge needed for success in sport communications, public relations, branding and sponsorships.

1.4 **Classification of Instructional Program Code (CIP):** 09.9000 (Public Relations, Advertising, and Applied Communication)

1.5 **WKU Reference number:** 1744

1.6 **Implementation term:** Fall 2019

2. Curriculum:

Required Courses	Credits
PR 521: Public Relations in Recreation and Sport (required)	3
Select any three of the following:	
AD 536: Sport Branding: A New Game	3
AD 537: Sport Sponsorships: New Revenue Strategies	3
PR 543: Strategic Public Relations Writing for Sport	3
PR 547: Issues in Sport Media Relations	3
Total	12

3. List the objectives of the proposed program. These objectives should deal with the specific institutional and societal needs that this program will address: This certificate supports the university's mission of preparing students to be productive citizens of a global society by introducing them to the global nature and culture of sport. In this way, they will demonstrate respect for diversity of peoples, ideas, and cultures. Objectives include:

- To promote understanding of the content, organization, format, and design of strategic communications messages and documents.
- To use the various tools and techniques of multimedia content distribution and analysis.
- To increase strategic writing confidence and competency.

- To gain a deeper understanding of the legal and ethical issues involved in sport communications.
 - To appreciate the impact of branding and sport sponsorships,
 - To utilize emerging digital tools to deliver relevant and timely messages to sport constituents.
4. **Explain how the proposed program addresses the state’s postsecondary education strategic agenda:** It does so by addressing areas of success and impact for students. First, it will ensure more individuals complete a postsecondary credential and graduate with a certificate that will enable them to enhance their skills and abilities in the workforce, helping them to be productive, engaged citizens. The certificate also has the potential to train a more competitive and entrepreneurial workforce, fueling job creation and economic growth. Additionally, the online nature of the program will mean it can be offered in 100% distance learning format, meeting the strategic agenda’s desire to increase student opportunities for success.
5. **Student Learning Outcomes (SLO):**
1. Promote understanding of the content, organization, format and design of strategic communications, messages, and documents.
 2. Use the various tools and techniques of multimedia content distribution and analysis.
 3. Understand the fundamental principles behind sport media relations and media analysis.
 4. Increase strategic writing confidence and competency.
 5. Gain a deeper understanding of the legal and ethical issues involved in sport communications.
 6. Appreciate the impact of branding and sport sponsorships.
 7. Utilize emerging digital tools to deliver relevant and timely messages to sport constituents.
6. **Provide evidence of student demand at the regional, state, and national levels:** Sport in the United States involves more than \$200 billion in annual spending, and touches every aspect of the media. The leading sports are followed by 85% of the US population, and the average individual follows five different leagues. The Bureau of Labor Statistics’ Office of Occupational Statistics and Employment projects a 12% increase in the need for Sports Marketing Managers through 2018, with Sports Public Relations Specialists growing 24% nationally and 22% in Kentucky for the same timeframe. Sport affects society in myriad ways—from tourism, to retailing, to equipment, to medicine, to media. This skills-based online graduate certificate brings the revolutionary commercial world of sports communications, branding, and sponsorship to working professionals in the field, while allowing them to confront the extraordinary changes occurring in sport media relations, multimedia content distribution, and brand marketing. This knowledge will assist them in the pursuit of competitive jobs in the sport communications industry.
7. **Please identify similar programs in other SREB states and in the nation:** Other universities offer graduate certificates in Sport Business (NYU), Sport Security (Southern

Mississippi), Sport Counseling (California), Sport Management (Columbia), and Sport Leadership (Marquette). However, no graduate certificate in sport communications was noted at Kentucky universities, benchmark institutions, or other leading universities with sport-related master's programs.

8. **Provide a brief summary of resources that will be needed to implement this program over the next five years:** Existing staff will teach the required and elective certificate courses.

9. **Dates of committee approvals:**

Committee	Approval Dates
Potter College of Arts and Letters	3/30/2018
Graduate Curriculum Committee	5/03/2018
Graduate Council	5/10/2028
University Senate	8/24/2018
Provost	8/29/2018
Board of Regents	

EMERITUS APPOINTMENTS

REQUEST:

Approval of faculty emeritus status for the faculty members listed below.

FACTS:

Listed below are faculty members who have been recommended by tenured faculty, department heads, and college deans to be awarded emerita/us status. All have served the university for at least ten years and have had distinguished records of achievement and service.

Potter College

Dr. Michael Ann Williams, University Distinguished Professor of Folk Studies & Anthropology, Emeritus

University Libraries

Ms. Rosemary Meszaros, Professor of Library Public Services, Emeritus

Dr. Charles H. Smith, Professor of Library Public Services, Emeritus

BUDGETARY IMPLICATIONS:

No funds requested.

RECOMMENDATION:

President Timothy C. Caboni recommends awarding the above individuals emeritus status.

MOTION:

Approval of emeritus status awarded for the recommended individuals.

COMPREHENSIVE ACADEMIC PROGRAM EVALUATION (CAPE)

On August 3rd the Board of Regents adopted the 2018-2028 WKU Strategic Plan: *Climbing to Greater Heights*. Strategy 7 of the plan states, “Engage deans and department chairs in a comprehensive academic program review to ensure WKU has an appropriate mix of study options and efficiently deploys scarce resources”. The Division of Academic Affairs has dubbed this initiative Comprehensive Academic Program Evaluation (CAPE) wherein every academic unit has been tasked with evaluating each academic credential currently offered by WKU.

Today higher education faces a number of external challenges including: decreasing population of high school students, a downturn in the number of international students, declining allocations from the State, and the public’s lack of confidence in the importance of a college education. At the same time, WKU must continue to improve the rates at which our students persist and graduate. Over the past five years, the total number of academic programs offered by WKU has increased, while our enrollments have decreased by almost exactly the same percentage. In today’s world, it is essential that WKU offers a portfolio of academic programs that are aligned with the interests and needs of our students and the region we serve. We must also ensure that the programs we offer are sustainable and productive.

The CAPE process requires that all academic programs (undergraduate and graduate majors, minors, certificates and ranks) be evaluated in four areas: productivity, success of students, costs and revenues, and alignment with institutional and statewide priorities. Each program will be assessed and recommended for one of four outcomes: grow/enhance; maintain; transform; or suspend.

Self-studies for all programs with recommendations will be carried out by department chairs and faculty using a standardized rubric. Each college dean will then make a recommendation to the university-wide CAPE committee that will, in turn, make a recommendation to the Office of the Provost. The Provost will make a recommendation to the President and his Cabinet who will submit a final recommendation to the Board of Regents.

Several steps have been taken toward preparing the Division of Academic Affairs to successfully undergo the CAPE process. Beginning August 14th, Provost Ballman met with academic leadership, college leadership and the University Senate to discuss the process and timeline. On October 1st, Provost Ballman hosted an open forum attended by campus community members. The CAPE process is expected to conclude March 29th in preparation for the April/May convening of the Board of Regents.