

**Graduate Academic Affairs Committee  
Saint Louis University  
Committee Meeting Minutes  
Friday, November 9, 2022**

**Voting Members Present:** Dana Baum, Palash Bera, Jen Jen Chang, Helen Lach, Zhenguo Lin, Joe Lyons, Dana Malkus, Katie Mascari, Stephen McMillan, J. Mark Pousson, Nicola Pozzi, William Rehg, Kristi Richter, Ness Sandoval, Andrew Solsrud, and April Trees

**Non-voting Members & Regular Guests Present:** LaToya Cash, Marissa Cope, Felicia Echols, Christine Harper, Jay Haugen, Nicole Mispagel, Jennifer Popiel, April Trees

**Guests:** Kathleen Llewellyn

**Absent:** Angela Encinar, Elizabeth Gockel-Blessing, Montaque Reynolds

The Graduate Academic Affairs Committee (GAAC) meeting was called to order at 9:00 a.m.

**Minutes**

The October minutes were approved with no corrections.

**OLD/ONGOING BUSINESS:**

**Spanish Education MA**

Kathleen Llewellyn provided the committee with an overview of the Spanish Education MA new program proposal and answered questions.

Joe Lyons motioned to approve the Spanish Education Program. Dana Baum seconded. Motion passed.

**PMBA Certificate Proposals**

Palash Bera provided the committee with an overview of the PMBA program revision plans and how the proposed certificates fit into that plan. Each certificate is independent of each other. Students can take individual certificates, and a combination of these certificates will help them earn the PMBA degree. For this meeting, the following new certificate proposals were reviewed and discussed:

- Business Essentials (15 credits)
- Product and Brand Management (9 credits)
- Global Leadership (9 credits)
- Applied Economic Forecasting (9 credits)
- Business Analytics (9 credits)
- Digital Marketing (9 credits)

Members of the committee provided feedback with the following areas of concern:

- Overlap of Global Leadership and Business Analytics certificates with certificates that are being offered in SPS (Organizational Leadership; Analytics)
- Need for supporting documentation from registrar
- Assessment issues to be addressed
- Questions in the proposal that were N/A but should be answered
- How pre-requisites are handled in information to students
- Modality of delivery for courses to complete a certificate
- Curricular design with regard to introductory knowledge and where that is developed, given these are standalone certificates

The new certificate proposals were tabled until the December GAAC meeting.

## **OLD BUSINESS**

### **Jay Haugen – Draft Hold Policy**

Jay Haugen represented the Draft Hold Policy and open the floor for questions. No questions from the committee.

### **Jay Haugen – Draft Microcredentials Policy**

Jay asked the committee how their academic disciplines handle continuing education units (CEU). Jay sought guidance to understand whether the university is vouching for issuing the CEU from the university versus the professional organization. The committee also asked questions for clarity on the policy. The final draft will be vetted through GAAC and UAAC for approval.

The committee provided feedback with the following areas of concern:

- Competing microcredentialing with different academic disciplines
- Microcredentialing approval process and monitoring to reduce overlapping
- Academic integrity, maintenance, and credibility of SLU's brand with microcredentialing.
- Are there minimum grade requirements to earn a microcredential.

Committee members whose units offer continuing education were asked to take this back to the individuals responsible for continuing education to assess whether or not this policy would undermine current continuing education practices.

### **Announcements/Issues**

- Next GAAC meeting is scheduled for Friday, December 9, 2022

The GAAC adjourned the meeting.

Felicia C. Echols, Ed.D.  
Coordinator, Academic Affairs

Dr. April Trees  
Interim Associate Provost and Chair,  
Graduate Education