

MINUTES OF THE FACULTY SENATE
SPECIAL SESSION September 27, 1982

- I. The Faculty Senate meeting was called to order at 3:11 p.m. by President Tom Cate.
- II. Tom Cate announced that the Master in Public Administration would not be considered today by the Senate. The program in Food Marketing Management is to be discussed and possibly voted on today. This program proposal has received the approval of the Senate Curriculum Committee.
- III. The issue was raised by several Senators that there was not sufficient time to consider the program in order to discuss it intelligently and vote on it at this meeting. President Cate stated that the program is tied to a grant and in order to not lose the opportunity presented by the grant, the program must be in Provost Gray's hands by Friday, October 1st. Dr. Gray explained that he had to notify the Board of Regents by August 1st that we would present a new baccalaureate program by the October 1st deadline. The Board then has 10 days to decide on this proposal. George Goedel proposed that we hear the report of the Curriculum Committee and then decide if the Senate feels able to vote.
 1. Jerry Warner presented the Curriculum Committee report. First, there was concern about the number of courses required. Second, several changes were made in the proposal by the Curriculum Committee, namely to reduce Food Marketing Management electives from 6 credit hours to 3, and to add 6 hours of non-business food related programs. FMM 340 was made an elective rather than a required course.
 2. Gary Clayton, Chair of Business Department, then presented his perspective on the program. He gave the history of the idea of the program. Dr. Clayton discussed the lack of such programs. The few existing ones are all specialized or limited or not in the Business Department, and NKU's proposed program would fill a real need. Four classes have been offered experimentally in the last 3 semesters. (see figure 6 of proposal) with grant support from Kroger's. The courses have had enrollments ranging from 16-34, and been judged successful by the Business Department and by Kroger's representatives. Dr. Clayton also explained that the original press release announced that the Kroger Co. was willing to back the development of such a program - not that it had been developed already. Dr. Joseph expressed concern that unlike the other programs cited in the proposal, the NKU proposal does not include courses such as "Public Policy and the Food System" (Michigan State) or "World Food and Natural Resources" (University of Massachusetts). Dr. Rambo suggested that the program might want to suggest courses in General Studies that would relate to its concerns. Dr. Goedel raised concerns that there was not much latitude for the students. Dr. Clayton responded that 60 hours of business credit was not too much. Dr. Cooper voiced concern that the University might be left with no funding after 1985. Provost Gray stated there is another food processing concern interested in contributing to the program. Dr. Warner expressed concern about the \$35,000 salary for the director of the program to be hired. Provost Gray explained that this position would be a one year self-terminating if not refunded by outside concerns.

Dr. Weiss expressed concern that a number of the courses proposed seemed to parallel existing courses in the Business Department. Dr. Clayton responded that the "common body of knowledge" is included in order that the School of Business may achieve accreditation and stated that the 27 hours required for the major are designed to discourage students from obtaining double majors. Dr. Johnston stated his general approval of the program and wished to support Dr. Clayton's insistence that a specialized training must come before General Studies concern. Dr. Thomas wanted to know if it was explicitly prohibited to get credit for both FFM 460 and MKT 460. Dr. Clayton stated that his department agreed with this concern and would impose this restriction at a departmental level. Dr. Ebersole made a motion that we vote on the program today. A voice vote was taken, and Chair ruled that it passed. The question of the program was then passed 18 votes yes, none opposed, with 8 abstentions.

IV. The meeting was adjourned at 4:20 p.m.