



University Council

March 15, 2019

UNIVERSITY CURRICULUM COMMITTEE – 2018-2019

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Undergraduate Student Representative – Ali Elyaman

Graduate Student Representative – Chasity Tompkins

Dear Colleagues:

The attached proposal from the College of Family and Consumer Sciences to deactivate the major in Financial Planning, Housing and Consumer Economics (M.S., M.S. Non-Thesis) on the Griffin Campus only will be an agenda item for the March 22, 2019, Full University Curriculum Committee meeting.

Sincerely,

John Maerz, Chair

University Curriculum Committee

cc: Interim Provost Libby V. Morris

Dr. Rahul Shrivastav

**OUTLINE FOR DEACTIVATION OR TERMINATION
OF A GRADUATE OR UNDERGRADUATE DEGREE PROGRAM**

1. **Institution:** University of Georgia **Date:** November 14, 2018
2. **School/College:** College of Family and Consumer Sciences
3. **Department:** Financial Planning, Housing, and Consumer Economics
4. **Major:** Financial Planning, Housing, and Consumer Economics (M.S., M.S. Non-Thesis) (Griffin Campus Only)
5. **Deactivation** **or Termination**
6. **Last date students will be admitted to this program:** August 2018
7. **Last date students will graduate from this program:** *no students were ever enrolled*
8. **Abstract of the deactivated or terminated program:**

In order to increase enrollment on the Griffin Campus, we determined there may be a market for a master's degree program in financial planning. This program was designed to be an expansion to our already existing major in Financial Planning, Housing, and Consumer Economics (M.S., Non-Thesis) with an Area of Emphasis in Financial Planning on the Athens campus. As detailed below, we made multiple efforts to recruit for this program, but ultimately were unable to attain a minimum opening enrollment of 5 students. Therefore, we are requesting to deactivate this degree at this time.

Conditions for Deactivating or Terminating Programs

The deactivation (temporary suspension) or termination (discontinuation) of programs is expected to address satisfactorily the conditions listed below in order to be approved and implemented within the University of Georgia. Please provide sufficient information to confirm each condition.

1. Provide copies of the studies and decisions that warrant deactivation or termination of the program.
We began marketing and recruiting for the Griffin campus Financial Planning, Housing, and Consumer Economics (M.S., Non-Thesis) program in fall 2017 when we received approval of the expansion of our current master's degree to that campus. Recruiting activities before January 2018 included:
 - Reached out to UGA Alumni from Athens and Griffin from the College of Family and Consumer Sciences and the Terry College of Business
 - Hosted an information session with 15 participants on October 10, 2017
 - Reached out to and spoke to prospective students; some that wanted to apply had not yet taken the GRE and did not qualify for a waiver
 - Participated in the Gordon State College's Graduate College Fair as well as the Georgia Military College and Southern Crescent Technical College fairs.
 - Participated in the Fayette Business Expo
 - Visited some local banks to spread the word about the new program (press release and radio announcements)

After we were unable to recruit any students for the January 2018 start date, we completed the following recruitment efforts in spring 2018 for fall 2018 admission:

- Created a video for the Griffin program (cost: \$5,000)

- Created a new Griffin master's landing page
- Spent over \$10,000 on AdWords
- Hired a consultant to go to military installations and industry in the Griffin area to recruit (cost: \$3,500)
- Griffin faculty hosted and attended multiple recruiting functions.
- The Interdisciplinary Studies (Griffin Campus) (A.B.)/Financial Planning, Housing, and Consumer Economics (M.S., Non-Thesis) (Griffin) with an Area of Emphasis in Financial Planning Double Dawgs program was approved
- The paperwork for the General Business (B.B.A.) (Griffin)/Financial Planning, Housing, and Consumer Economics (M.S., Non-Thesis) (Griffin) with an Area of Emphasis in Financial Planning Double Dawgs program was submitted
- On August 15, 2018, met with the Assistant Director of Academic Affairs on the Griffin campus, Melissa Gordon, and the Assistant Provost and Griffin Campus Director, Dr. Lew Hunnicutt, to develop a recruitment plan
- Assistant Director of Academic Affairs on the Griffin campus, Melissa Gordon, emailed all Griffin faculty/staff about the program
- Held a lunch and learn event titled "Minority Students: Tools to be a Successful Financial Planner" on September 18, 2018, on the Griffin campus
- Financial Planning, Housing, and Consumer Economics Griffin faculty made multiple phone calls and sent multiple emails to recruit students

2. State the reasons for deactivating or terminating the program.

We were unable to recruit the minimum number of students to start the program (five).

3. State plans for allowing those students already in the program to complete degree requirements, including specific information on a.) how students will be notified of the program deactivation and b.) how students will be counseled on completing the program.

Two students were admitted to the program spring/summer 2018 (for a fall start date) and were notified by the department head on multiple occasions that the beginning of the program was pending five students being enrolled. The two enrolled student's fall 2018 admission was deferred to January 2019 when it was determined that the program did not have five students enrolled. Both students were notified by email in September 2018 that the degree program would not be offered on the Griffin campus in spring 2019 and that they were now accepted into our online master's degree program and could begin taking online classes. Neither student chose that option.

4. What will be done to minimize the impact of deactivation of the program upon the personal and professional lives of the faculty and staff involved, specifically a.) how will faculty and staff be notified of the deactivation and b.) how will faculty and staff be redeployed?

The proposal to expand the Financial Planning, Housing, and Consumer Economics (M.S., Non-Thesis) (Griffin) with an Area of Emphasis in Financial Planning was approved in fall 2017. The department worked diligently to recruit students to the program for spring 2018 and fall 2018, with the goal of a minimum of five students. The department was unable to reach that

enrollment goal, with only one full-time and one part-time student admitted for fall 2018. The department continued recruitment efforts for an additional month and decided to cease recruitment efforts in October 2018. The three Financial Planning, Housing, and Consumer Economics faculty members on the Griffin campus were already teaching undergraduate courses on the Griffin campus prior to the addition of this program and their assignments have not changed.

5. What will be done to insure that deactivation of this program does not weaken other programs (graduate, undergraduate, or professional) for which the department may be responsible?

The department is confident that the Athens campus and the online Financial Planning, Housing, and Consumer Economics (M.S., Non-Thesis) programs have the capacity to accommodate any students who may have been interested in the master's on the Griffin campus.

6. What plan, if any, is there for subsequent reactivation of the deactivated program?

At this time, the department is focusing on recruitment efforts on the Consumer Economics (B.S.F.C.S.) with an Area of Emphasis in Financial Planning. Students interested in pursuing the master's in financial planning are encouraged to apply to our online master's in Financial Planning, Housing, and Consumer Economics. The department plans to revisit this program in two years.

Approvals on File

Proposal: Proposal to deactivate the major in Financial Planning, Housing, and Consumer Economics (M.S., Non-Thesis), Griffin Campus only

College: College of Family and Consumer Sciences

Department: Financial Planning, Housing, and Consumer Economics

Proposed Effective Term: Fall 2019

School/College:

- Department of Financial Planning, Housing, and Consumer Economics Department Head, Dr. Sheri Worthy, 11/19/2018
- College of Family and Consumer Sciences Dean, Dr. Linda Fox, 11/14/2018

Graduate School:

- Graduate School Dean, Dr. Suzanne Barbour, 2/14/2019