MA Advisory Committee Meeting Minutes – October 5, 2018
11:30 a.m. – 1:15 p.m., Harvill, Room 460
Facilitator: Bryan Heidorn

In Attendance:

Bryan Heidorn, UA School of Information; Barb Vandervelde, UA School of Information; Liz Zepeda, Tohono O’odham Community College (UA/Knowledge River Alum); Annabelle Nunez, UA Health Sciences Library (UA/Knowledge River Alum); Diane VanderPol, Pima Community College; Kat Henderson, LAC Group and Jaime Ball, Arizona State Library (UA Alum)

Not in Attendance:

Sol Gomez, Pima Community College; Holly Henley, Arizona State Library, Ruby Nugent, UA School of Information Graduate Student and Keith Rocci, Pima Community College (UA School of Information Alum)

Meeting started by Bryan Heidorn at 11:30 a.m.
• Went around the table and everyone had the opportunity to introduce themselves to the team

Old Business/Updates
• This is the first meeting in 2018

New Business

Face-to-Face classes – how to increase enrollment (handouts included Major Enrollment Trends, School of Information Funnel Report and Four-year Rotation Schedule)

Bryan gave a brief history of our department: The School of Information Resources and Library Science merged with the School of Information Science, Technology and Arts about 4 years ago to form the School of Information. The resulting School has three undergraduate and three graduate degrees and 6 graduate certificates. These include a BA in Information Science and eSociety, BA in Information Science & Arts, a BS in Information Science and Technology, MA in Library and Information Science, MS in Information and a PhD in Information.

The following additional information was added and discussed by the group
• ESOC is our only undergraduate program that is online
• The Global College is moving high demand programs with recorded materials to expand UA degrees to other countries
  ▪ Courses are taught with UA materials by local instructors in each country
  ▪ This differs from the Study Abroad Program, which are taught by UA faculty
In our department, Laura Lenhart will be teaching History of the Book in England in the near future

Bryan Heidorn will be teaching Biodiversity Informatics next summer in Costa Rica

Work with Mexico – need resources
  - Language barrier

Micro-campus – these are put where students wouldn’t typically come here – there are 11 micro-campuses functioning now and 23 more in the works

UA wants to be a part of micro-campuses in the future

Tohono College is working on opening a campus in Sonora – high demand

**Review of Graduate numbers**

- UA Online spends more in advertising than the rest of the university.
- Online expected to grow by 20% per year over the next 3 years
- Our MS program is growing about 25% per year
  - Not online – experiencing same issues with price the MA went online
  - No plans to make the MS online at this time
- Previous plans to overlap MS program with:
  - Digital Certificate in Archival Studies (DIGLN) if we have face-to-face classes
  - Suggested Maker Lab class for librarians more aligned with maker lab management rather than computing since librarians generally do not have programming skills.
- Classes are often too small to teach face-to-face

In order to keep the face-to-face MA program live, we have to maintain an enrollment of 100 students. Right now, we have about 65 students on campus. Discussion follows:

- Plan to keep the online MA program
- Increase face-to-face enrollment of 65 by 35 students = 100
- We were the 2nd highest in tuition in the country
- Program fee reduction – from $250 a credit hour to $50 a credit hour – no increase in enrollment due to decreased fees yet
- Most face-to-face students are in-state – no out-of-state tuition fees being collected
- Most out-of-state enrollment is online and still low by historical standards

Quality of programs online – an issue with some institutions as was discussed when hiring online MA students.

- Fifteen percent tuition scholarship for on campus only
- We do require internships as a part of our program
- UA uses Handshake system to coordinate internships
- People with library degrees have many titles and roles in organizations
- Needs tills like blogging and blockchain

The next topic discussed was the funnel report that shows MA requires.

- Requests for Information
- MA online had the largest requests, but small number of enrollees – why?
  - Money
65% on-campus are online courses, so why pay more for main campus when you have to take the course online, which is cheaper by $2,200 not counting the on campus scholarships.

Discussed cohorts a great deal - a lot of discussion for and against.

- Competency driven - structure
  - Three core courses plus internship as a part of the cohort? Discussing of making this up to 5. If all 12 classes required in order then loose flexibility and they will not come.
- Discussed distributed electives
  - Don’t want to be perceived as too rigid
  - Make courses more applicable
  - Information services does not make any sense as a group
  - Discussed LIS 504 foundations course
  - If courses combined content, faculty would have to have a broader knowledge
  - What to drop or combine in classes – such as ethics and management
    - Very few businesses will hire someone right out of school for a management position unless they were the only employee in their department
    - Some feel money is wasted on management courses
- Primary focus should be gaining skill set for students to enter the working world
- Offer Professional Development classes not for credit

The final thoughts for increasing face-to-face:

- Seem cohorts may be a good idea
- Parking may be major issue. Try evening courses when parking is free on campus.
- Live-on-line?
  - Kat had her degree live online and loved it. Felt connected.
  - Good option to have small face-to-face classes with live online together.
  - Benefits of networking with others in person
  - Try synchronous courses – but would have to go along without campus support

Annabelle shared an article she had received just before she left for the meeting called “Emerging roles of health information professionals for library and information science curriculum development: a scoping review.” She stated she would email the article out to the participants.

Final comment from Bryan was we needed to hire a full-time health professional in our department to grow that segment of our department.

It was discussed that Barb would send a survey out for the next meeting – either January 18 or 25, from 11:30am-1pm.

Meeting was adjourned at 1:15pm.