Proposal:

It is proposed that UVU add the following programs: Certificate of Proficiency in Entrepreneurship, Minor in Latin American Studies, Minor in Communication, Minor in Portuguese, Minor in Applied Data Analytics. It is also proposed that the following emphases be deleted from the BA/BS in Integrated Studies: Ballet, Modern Dance, and Ballroom Dance. The following program requests a restructure: AAS in Mechatronics.

Background:

Currently there is no formal program of study for students outside the Woodbury School of Business who wish to develop a proficiency in entrepreneurship but do not want to take extensive courses in business core subjects (with their prerequisite requirements). The Certificate of Proficiency in Entrepreneurship provides students from all majors a program by which they can add the mindset and basic competencies provided in a formal entrepreneurship program without abandoning their chosen field of study.

A Minor in Latin American Studies at Utah Valley University meets a variety of needs, including those of the local community, the institution, existing programs, faculty, and UVU students. According to the United States Census, in 2013 Utah’s population was 13.3% Hispanic or Latino. This is a large, growing, and youthful population that presents unique challenges and opportunities for higher education in Utah. To help meet the needs of this population, UVU has developed The Latino Initiative with the purpose of enhancing educational opportunities for Latino students. Nevertheless, outside of the Latino Initiative, this population needs curricular and educational support to enhance retention. This requires the addition of courses on the cultures, experiences, and countries of origin of these students as well as a location on campus that will coordinate special lectures and discussions of issues concerning these students and their lives. It is also particularly important for UVU students to learn about Latin America in order to be fully competitive in the global marketplace.

The proposed Minor in Communication will fill the need for students in majors such as business, education, behavioral science, digital media, computer science, and nursing to have a more in depth understanding of the complex processes involved in both effective and ineffective communication. This minor will increase almost any major’s marketability. UVU advisors respond to frequent requests for a minor especially from computer science majors. There are over 400 job titles in government postings that list communication and communication skills in the top ten skills taught by businesses. Given the widespread demand for good communicators, it is anticipated that students from across the campus will desire to add a minor in communication to their bachelor’s degree program.

Utah’s population of Portuguese speakers is unique nationally, largely thanks to the influence of the LDS church, which sends a high number of missionaries to serve in Brazil and other Portuguese speaking countries. The relative high number of students in UVU’s upper division Portuguese classes is one of the
main forces creating a demand for a **Minor in Portuguese**. According to the latest data from the Modern Language Association, as of Fall 2009, Utah has the fourth highest number of students enrolled in Portuguese in the country. The Portuguese program at Utah Valley University is not on par with other programs in Utah. Though UVU has the second highest enrollment in Portuguese, with 165 students, it still does not offer a minor nor a major. UVU is also one of only four institutions in the USA that offers the Celpe-Bras, the Portuguese Proficiency Exam administered by the Brazilian government.

Currently, Utah Valley University offers a Bachelor of Science in Information Systems (BSIS) with an emphasis in Business Intelligence Systems. The area of business intelligence systems and data analytics has developed significantly in the last three years since the emphasis was created. Additionally, several other academic programs (primarily marketing and statistics) also offer analytics-type courses and have expressed interest in collaborating or having their students obtain more knowledge of business intelligence, data analytics, data science, and big data through a **Minor in Applied Data Analytics**.

The Integrated Studies emphases in **Ballet, Modern Dance, and Ballroom Dance** were established over ten years ago. Since then, the Department of Dance has implemented the following degrees: BFA with and emphasis in Ballet or Modern Dance, a BS in Ballroom Dance, and a BS in Dance Education. The number of students that want to major in one of these four degrees has grown at a robust rate. With a program of this size it is necessary for the focus of the Department of Dance to be on the dance majors. The Integrated Studies Department has historically served as an incubator for new program ideas, and successful program ideas often grow into programs and departments of their own. The IS emphases, while vital at one point in the history of the Department of Dance, now warrant program leadership and infrastructure sufficient to continue their successful growth as distinct baccalaureate degree programs within the Dance Department.

The purpose of the Mechatronics Engineering Technology Program is to prepare students to work in the local industrial sectors as automation engineering technologists. The proposed program changes to the **AAS in Mechatronics** will align the Mechatronics Engineering Technology content with the needs of industry so that the graduates of the program will realize strong employment potential, as well as immediate productivity as automation engineering technicians. These changes are in response to feedback from former students as well as potential employers. The changes in the program have been made to reflect the job requirements associated with an AAS level graduate and bring the curriculum more in line with the needs of industry and the proposed BS degree in Mechatronics Engineering Technology. These changes ensure the AAS degree to be a stackable degree

**Recommendation:**

The President and the Senior Vice President for Academic Affairs recommend that the Board of Trustees approve the proposed actions as summarized above and detailed in the attached documents.