

Program Performance Review: Culmination Meeting Memo Latin American Studies, BA

The 2016-2017 Program Performance Review (PPR) process for Latin American Studies - BA program concluded with a culmination meeting on February 16, 2018.

The following people attended the meeting: Kari Knutson Miller (Provost), Pamela Oliver (AVPAP), Sheryl Fontaine (Dean, HSS), Lynn Sargeant (Associate Dean, HSS), Juan Ishikawa (Coordinator), Sandra Perez (Faculty), Denise Stanley (Faculty), Karen Stocker (Faculty), André Zampaulo (Faculty), Robert Voeks (Faculty), Eric Carbajal (Faculty), Stephen Neufeld (Faculty), and Su Swarat (Asst. VP for Institutional Effectiveness).

Major highlights, recommendations and concerns raised through the PPR process were discussed as follows:

1. Program enrollment:

- The Provost commended the program for the joint energy and commitment to moving the program forward, as made evident in the PPR documents. She expressed the concern for student interest and enrollment in the program, and asked for the program's strategies for going forward.
- The Coordinator stated that the program is interdisciplinary in nature and well aligned with the university goals. The low-cost nature of the program also makes it attractive to the students. The program wishes to use Latin America 100 as a key location to recruit more majors, but the upcoming changes due to EO 1100 is delaying the course review process. The faculty expressed similar concerns.
- The Dean recommended the program to enhance outreach to students in the NSO, and to work with the HSS marketing specialist to craft messaging on what the program is about and what students can do with the degree. The Coordinator reported that such collaboration is already under way – an alumni video is being made to help showcase the program's value.
- The Associate Dean recommended the program to follow the example of American Studies, who was strategic in planning its study abroad and marketing practices, and intentional in identifying possible students by examining student course taking patterns. The American Studies program promoted the program in class with an immediate sign-up and follow-up advising.

2. Alternative ways to re-conceptualize the program:

- The Provost suggested alternative options for the program. One option is to focus more on the minor. She recommended the program to consider replacing the current language competency requirements with comparable experiences (e.g. study abroad in Spanish-speaking countries) to boost student enrollment.
 - o The Coordinator commented that for minors, only intermediate level language courses or equivalency is required, and the Coordinator can make judgement on whether to remove language course requirements. The Faculty also suggested the possibility of using AP language credits to remove language requirements.

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- The Faculty expressed interest in connecting students who minor in Latin American Studies with study abroad opportunities. The involvement of more lower division students in such experiences is important.
 - The AVPAP commented that this is the perfect time to promote the program as a minor, since students may have more space in their curriculum due to the EO 1100 changes.
 - The Associate Dean recommended the program to focus on minors and second majors, and consider targeting “affiliated students” – students who have completed Latin American 100 and affiliated courses but have not declared majors yet.
3. Faculty workload:
- The Coordinator expressed the concern for faculty workload and the desire for a full-time tenure/tenure-track position to run the program. The Faculty echoed the same concern, stating that it is unsustainable to have the coordinator split between the home department and the program.
 - The Provost commented that given the limited resources, the program needs to build the case and use data to show justification for additional funding. She recommended the program to tap into college resources first to boost marketing and outreach. The Dean echoed the same recommendation, and explained that hiring decisions are based on the FTES the program generates.

The Provost concluded the meeting by thanking the faculty for their commitment, and recommending the program to take a strategic approach to think about student engagement/outreach and program sustainability.