

Latin American Studies Program Performance Review AY 2016-17

Dean's Summary and Response to External Reviewers' Report and the Program Coordinator's Response

April 15, 2017

The Latin American Studies Program was founded as an undergraduate interdisciplinary program offering a B.A and a minor. Along with European Studies, Latin American Studies represents an effort to offer undergraduate students interdisciplinary training that crosses disciplines both within the College of Humanities and Social Sciences and outside it. The health of an interdisciplinary program such as Latin American Studies requires the active participation and collaboration of faculty within and outside H&SS to support students, offer adequate classes, and maintain the functioning of the program. Because Latin American Studies is not housed within a larger department, responsibilities for program evaluation, assessment of student learning, curriculum maintenance, catalog updates, advising, and other requirements fall to the program coordinator and the program council.

Current State of the Latin American Studies Program

The Latin American Studies Program has struggled to maintain and increase enrollment for the past two decades. From 1998-2003, the program had between 6-8 majors and 0-5 minors. Between 2004-2007, when the program was at its strongest, the number of majors increased from a low of 15 majors (primary and secondary majors) in 2005-2006 to a high of 29 majors (primary and secondary majors) in 2008-2009. During this period, the number of minors also increased into the low 20s during 2005-2006 through 2007-2008. Unfortunately, this robust period was short lived. From 2007-2009, the number of majors declined by more approximately 60 percent, from 29 to 12.

Since 2008, the number of majors, secondary majors, and minors has continued to decline. Latin American Studies currently has 1 declared major and 5 declared minors. Three of the minors have expected graduation dates of Spring or Summer 2017.

Enrollment of Latin American Studies majors and minors

AY	Primary Major	Secondary Major	Total Major	Minor	Grand Total
1998-99	8	0	8	0	8
1999-00	8	0	8	0	8
2000-01	6	0	6	1	7
2001-02	8	0	8	5	13
2002-03	7	0	7	5	12
2003-04	6	0	6	4	10
2004-05	14	4	18	8	26
2005-06	12	3	15	22	37
2006-07	11	5	16	21	37
2007-08	18	11	29	20	49
2008-09	8	4	12	8	20
2009-10	8	3	11	11	22
2010-11	7	3	10	7	17
2011-12	6	2	8	5	13
2012-13	5	2	7	11	18
2013-14	5	1	6	9	15
2014-15	5	0	5	10	15
2015-16	1	0	1	3	4

In the last two Program Performance Reviews (2008 and 2017, both external reviewers and the program coordinator noted that some resources had been reduced and requested that these be replaced to support the program. Until 2009-2010, the Program received .2 assigned time per semester (1 course per semester). Since 2009-2010, the program has received .2 assigned time per year (1 course), an O&E budget, and a student assistant (10 hours. Given that the Program had difficulty maintaining enrollments when resources were higher, it is not possible to justify providing more support at the present time. Moreover, it is difficult to justify the current level of support: the LTAM Program Coordinator receives .2 assigned time per year (1 course), an O&E budget, and a graduate assistant. This amount of support is only slightly less than the college provides to small departments that have more complex curricula, substantially greater enrollment and significantly more demanding administrative responsibilities. Without a proposal that explains how current resources are being used toward increased enrollments, majors, and minors, as well as a plan to use these resources efficiently in the future, it will be difficult to maintain current support.

Commendations

The Latin American Studies Program has successfully developed and secured approval for LATM 100: Introduction to Latin America in GE Categories D.5. and Z. While student have many courses from which to chose within these categories, the addition of a 100-level course for GE credit may increase the visibility of the major and minor for students who enter CSUF as freshmen.

The Latin American Studies Program and its Program Council provide an opportunity for faculty with shared research and teaching interests in Latin America, but who are housed in a variety of departments, to collaborate and interact. The faculty are to be commended for their research productivity and public engagement.

Students in the program or who have recently completed it feel well supported and express enthusiasm for the program.

Options for the Program's Future

While the external reviewers proposed several potential options for improving the future of the program, not all of the options are possible in the context of California State University, Fullerton.

The recommendation that the Latin American Studies Program become part of a new or reconfigured department that would include Spanish and Portuguese, Chicano Studies, and Latin American Studies is only possible with the agreement of the departments of Modern Languages and Literatures, Chicano Studies, African American Studies, or the Asian American Studies Program. Restructuring any of these departments or programs with the addition of Latin American Studies would require significant changes in current curricula and may risk the health of current FTES targets. However, the Program Council may wish to consider the possibility of incorporating Latin American Studies as a major within the Department of Modern Languages and Literatures. The Department of Modern Languages and Literatures would need to fully support adding the LATM major to its portfolio.

In light of the consistently low numbers of majors, the recommendation to expand the Latin American Studies Program to include an M.A. program is not justifiable. New programs require chancellor's office approval. With no evidence of student demand, the costs and challenges of maintaining an interdisciplinary graduate program that generates almost no FTES are untenable.

The recommendation that Latin American Studies be reconfigured from a degree-granting academic program to a research center merits consideration, particularly if such a research center had a broader focus than Latin American Studies (e.g. Global Studies). The feasibility of such a research center would require careful exploration by proposing faculty, including, per CSUF UPS 100.700, the identification of external resources, mission statement, and a set of goals and objectives.

The final recommendation would be to continue the Program as it currently exists. However, even the feasibility of this option will depend on the ability of the Latin American Studies Program Coordinator and Program Council to develop and

implement a plan to grow the number of majors and minors following the benchmarks detailed below:

Benchmarks that must be met to assure the future of the Program

The Program Coordinator and Program Council must develop a detailed plan to revive the Latin American Studies Program over the next five years through a well-developed recruitment and marketing plan to include:

1) The Program Coordinator and Program Council will collaborate with the H&SS Dean's Office, College Marketing Specialist, the H&SS Student Success Team, and CSUF Strategic Enrollment Management to develop a recruitment and marketing plan to be submitted to the Dean no later than December 1, 2017. The plan will set benchmarks for the increase in majors, double majors and minors during 2017, 2018, and 2019. It will include an updated website, as well as both hard copy and electronic marketing resources and a plan for their dissemination.

2) During Spring 2018, the Program Coordinator and Program Council will collaborate with the H&SS Dean's Office and the H&SS Success Team, as well as Strategic Enrollment Management, to fully implement the recruitment plan for the Latin American Studies Program. This will include regular reporting to the Dean's Office on recruiting efforts and their success.

3) In Fall 2020, the success or failure of this effort will be evaluated through an interim Program Review. If the interim Program Review demonstrates that the program is not on track to regain viability as demonstrated by a trend toward an increasing number of majors, the H&SS Dean's Office will move to program dissolution.

4) In the event that the Program passes the Fall 2020 interim review, a second interim review will take place in Fall 2022. Should the program not be able to demonstrate a continuing trend toward an increasing number of majors, as well as a minimum of 15 majors (primary and secondary), the H&SS Dean's Office will move to program dissolution.

During this five-year period, the College of Humanities and Social Sciences will continue to support the Latin American Studies program through .2 assigned time for the Program Coordinator, as well as appropriate allocations for graduate student support, advising, student learning activities (including Miscellaneous Course Fees), and O&E.

Program Development, Suspension, or Dissolution

If these Benchmarks are not met (or the Program Council and Program Coordinator do not choose to undertake this work) program suspension can be requested by the Dean or by the Council and Coordinator for a three-year period. After three years of

suspension, the Program Council would either a) submit a detailed plan for reinstatement of the program, including benchmarks for recruiting and retaining majors sufficient to maintain the health of the Latin American Studies degree program, or b) submit a proposal for program dissolution.