**Planning, Development & Budget Committee (P, D&B)**

**Report to the University Senate**

**October 10, 2019**

**Committee Members Present:**

Joyce Wright, Denise Serpico, Max Herman, Ira Thor

Excused: Mingshan Zhang, Laura Wadenpfuhl.

Ben Rohdin, Associate VP for Enrollment Services joined the committee for input with student enrollment projections.

The PD&B Committee met on October 10, 2019 with a quorum of voting members present, the committee reviewed and made recommendations for the following proposals:

**Follow up from April 2019 and September 2019 Meetings**

**Unfinished Business:**

1. BS in Cybersecurity: Approved

Dr. Kutub Thakur presented estimated student enrollment in Cyber security at 20 new students each year for a 5 year period. Capital Purchases for the cyber security software equipment for the first two years of the program is projected at $50,000. The Department will submit for Grants to supplement this capital projection. A faculty member will be requested for year 2, following the completion of the first year with actual student enrollments.

2. MS in Nursing with a Specialization in School Nursing: Approved

Dr Lorraine Chewey presented the history of the School Nurse Certificate Program. It is projected that there are hundreds of NJCU graduates of the School Nurse certificate program that will be invited to continue on with the MS in Nursing. There are no other programs in Northern New Jersey for the MS in Nursing with a Specialization in School Nursing.

3. GIS Major: Approved

Dr. Jung presented additional information on the GIS Major. The potential for job placement following the completion of this GIS Major presents in Federal, Government and private Industries with an overall projected growth of 10%. Ben Rohdin supports this major as NJCU has the potential to become a leader in the GIS major this specialty enhancing recruitment. It was recommended that the curriculum have more of a focus on theory and critical thinking. It was further recommended to review the current electives within the GIS major and possibly move several elective courses to a core requirement.

4. Digital Marketing and Marketing Analytics: Approved

A definition of “Digital Marketing” was received.

Changes were received for the Digital Marketing Minor to reflect: MKTG 4XX Marketing Analytics (new course) pre requisites of; MGMT 203 Business Statistics and MKTG 231 Consumer Behavior

Marketing Analytics (New Proposal): MKTG 432 Marketing Research, (Delete MKTG 422), Prerequisites are; MGMT 203 Business Statistics, and MKGT 331 Consumer Behavior

**New Business: None**

Respectfully Submitted,

Joyce Wright (Chair), Max Herman, Ira Thor, Denise Serpico

Mingshan Zhang, Laura Wadenpfuhl (Provided feedback via email)