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College of Liberal Arts  
Office of the Dean

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2009 JAN 30 AM 11:38

ACADEMIC AFFAIRS

January 30, 2009

Dr. Steven J. Kopp, President  
Marshall University  
One John Marshall Drive  
Huntington, WV 25755-6011

Dear President Kopp:

Last year's review of the Bachelor of Arts degree in Economics required corrective action, specifically a report that outlines strategies for increasing enrollment in and graduates from the program. Because of changes in leadership in the College of Liberal Arts and the Lewis College of Business, there is no plan to proffer at this time. Given these changes, I respectfully ask for the continuation of the Bachelor of Arts degree in Economics to allow me and others to develop a sensible and effective long-term plan.

The essential value of the degree is the strong international and multicultural education that complements students' study of economics and business management. Students entering the workforce, especially those pursuing business management careers, require an awareness of international affairs that the degree affords. The Bachelor of Arts in Economics is a common degree found at private liberal arts colleges as well as comprehensive state sponsored universities. Moreover, departments of Economics are found in colleges of business as well as colleges of liberal arts. Indeed, our arrangement of degrees is the same as West Virginia University's. These facts speak to the ability of our program to remain a vital option for both our liberal arts and our business students' education. As such, I wish to have the opportunity to collaborate with the Lewis College of Business to develop a long term strategy to expand student interest in the program.

The loss of this degree would occur at a moment when a confluence of events on campus, in our country, and around the world portends renewed interest in the program. Moreover, continuation of the program is not an example of escalation of commitment as its continuation requires no unique institutional resources and the termination will result in no savings.

I am the new dean of the College of Liberal Arts and soon there will be a new dean of the Lewis College of Business. In the short time that I have been at Marshall University, I believe that I have demonstrated my commitment to supporting interdisciplinary programs, especially those that reach across college boundaries. As such, I am hopeful to work with the new Dean and the faculty of the Lewis College of Business to implement recruiting strategies that will illustrate for students the value of pursuing a Bachelor's degree in Economics.

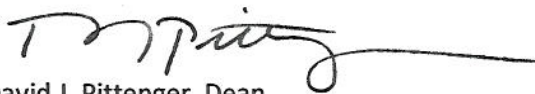
I also believe my predecessors were not effective advocates for the degree. Their lack of attention may reflect their indifference to the program, their inability to be an effective advocate for the college's resources, and reluctance to collaborate with fellow deans. I wish to move in opposite directions than my predecessors.

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A second matter to consider is the growing interest in the internationalization of the University's curriculum. Currently, a university-wide committee is preparing to collaborate with the American Council on Education on the integration of global matters into the curriculum. When realized, the collaboration will demonstrate Marshall University's belief that international and global learning is important for all students and should be integral in many academic programs. As you are well aware, mastery of a foreign language and global learning are central to every degree program offered in the College of Liberal Arts. I will work to enhance this emphasis as the new general education curriculum emerges in the coming academic year.

In summary, I hope you will afford me and my colleagues in the Lewis College of Business the time to develop a robust plan that will generate sufficient student enrollments to justify continuation of the program.

Regards,

A handwritten signature in black ink, appearing to read 'D. Pittenger', with a long horizontal flourish extending to the right.

David J. Pittenger, Dean  
College of Liberal Arts

Program Review  
Signature Page for Follow-Up Reports  
Marshall University

Program: **Bachelor of Arts in Economics**

Date of Last Review: 2007-2008

**Recommendation**

Marshall University is obligated to recommend continuance or discontinuance of a program and to provide a brief rationale for the recommendation.

Recommendation

Code (#):

1. Continuation of the program at the current level of activity; or
2. Continuation of the program at a reduced level of activity or with **corrective action**: Corrective action will apply to programs that have deficiencies that the program itself can address and correct. **Progress report due by November 1 next academic year**; or
3. Continuation of the program with identification of the program for **resource development**: Resource development will apply to already viable programs that require additional resources from the Administration to help achieve their full potential. This designation is considered an investment in a viable program as opposed to addressing issues of a weak program. **Progress report due by November 1 next academic year**; or
4. Development of a cooperative program with another institution, or sharing of courses, facilities, faculty, and the like; or
5. Discontinuation of the program (Procedures outlined in HEPC Administrative Bulletin 23).

**Rationale for Recommendation:**

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Recommendation: Signature of the Provost and Senior Vice President for Academic Affairs:

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Date:

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Recommendation: Signature of the President:

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Date:

\_\_\_\_\_  
Recommendation: Signature of Chair, Board of Governors:

\_\_\_\_\_  
Date: