

DRAFT

# Academic Positioning

Construction Management-Focused Working Group

August 22nd, 2024

## Meeting Agenda

- **Welcome and Introductions**
- **Data & Challenges —————> Two Departments**
- **Summer 2024 Executive Advisory Committee (EAC)**
  - Draft Academic Positioning Charge and Guardrails
- **Academic Positioning Goals 2024-2025**
- **Phase 1-Construction Management (CM) Focused Working Group (FWG)**
  - Review CM-FWG Charge and Deadlines
  - Q&A
  - Review meeting schedule

# DRAFT

# Welcome



## Challenges and Data



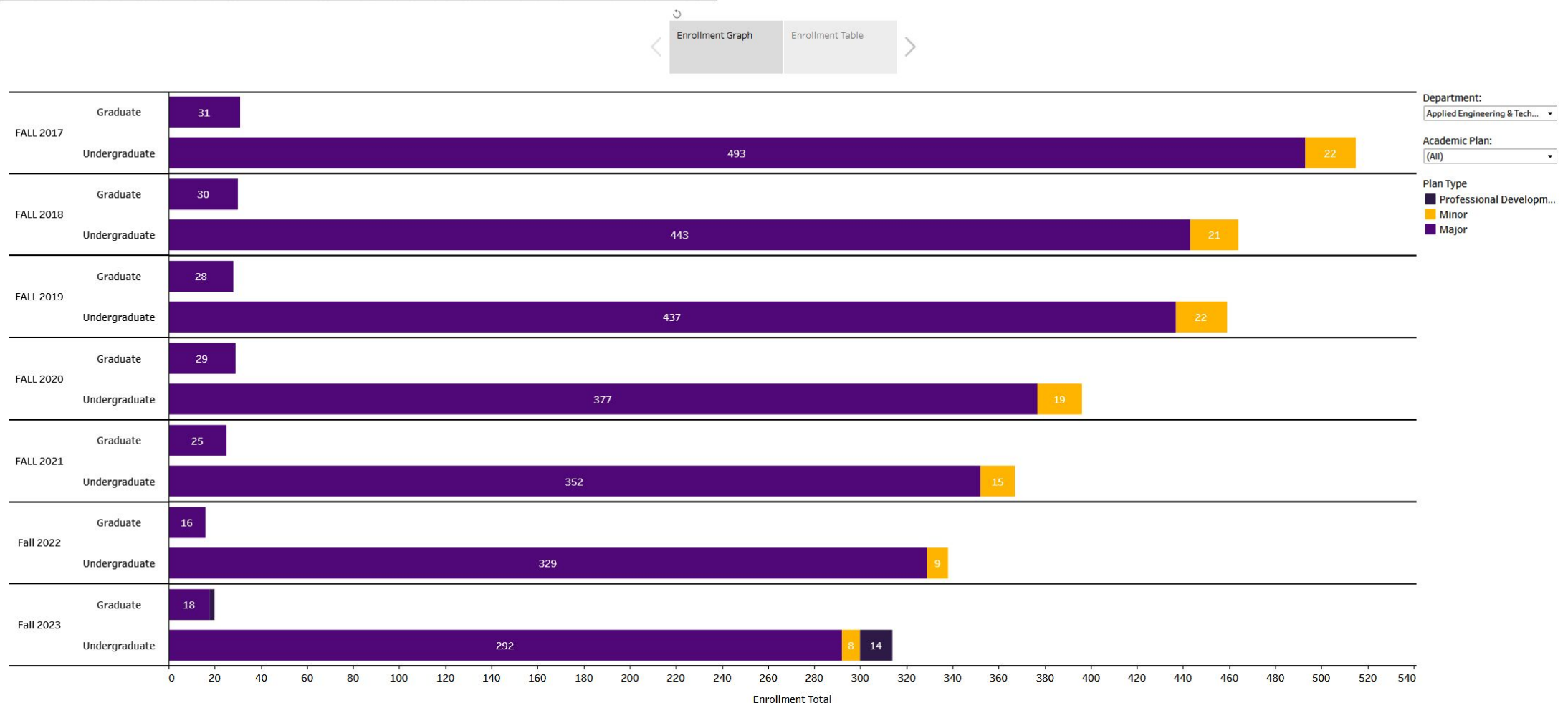
# Context

**AETM has gone from 530 (2016) majors to 292 in Fall 2023  
(a 44.9% drop since 2016)**

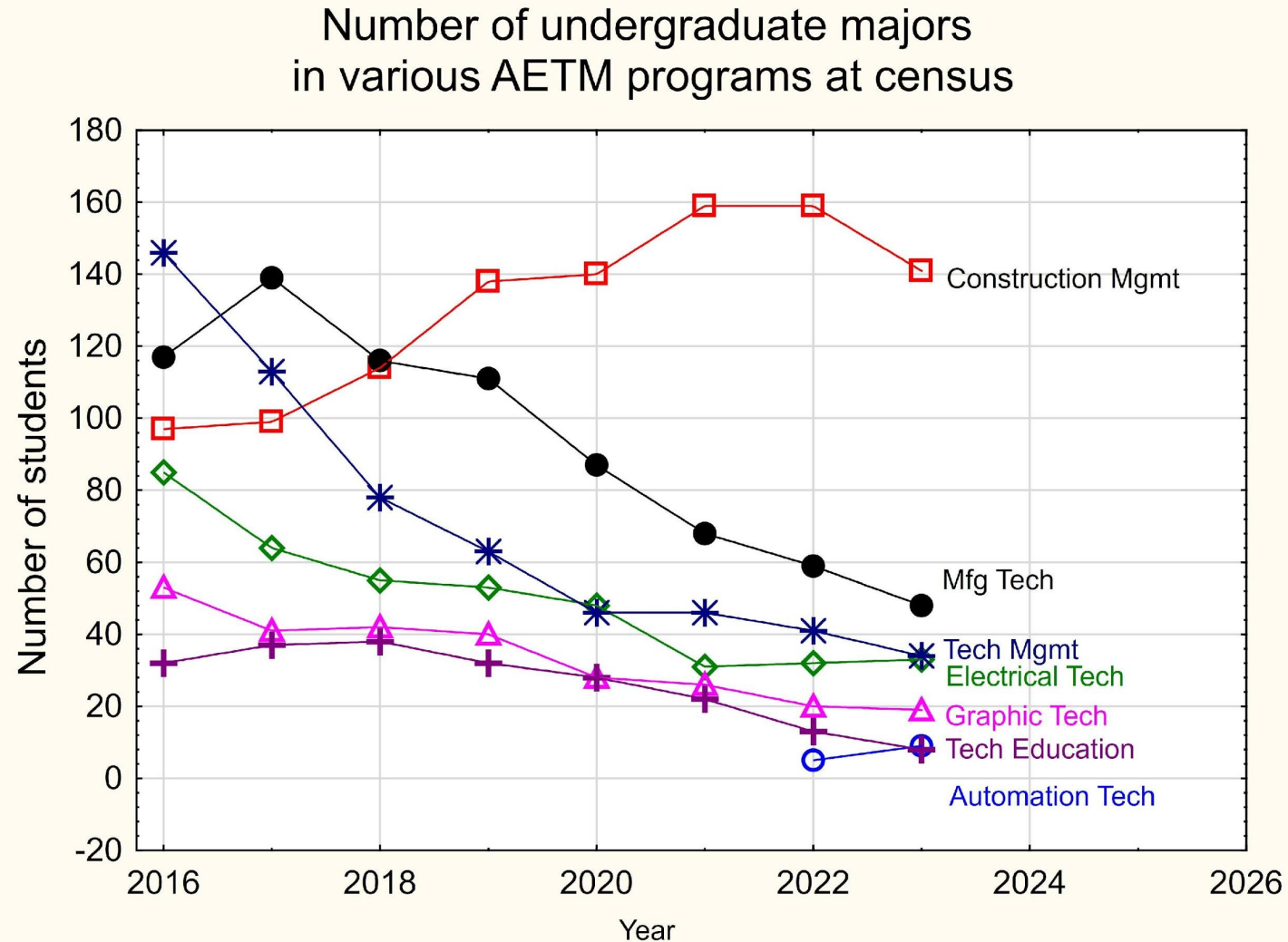
UNI Department Vitality Report, 2023

## Department Enrollment by Program

Last Updated: 10/12/2023



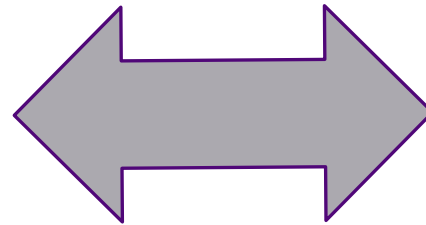




## Five most obvious challenges we are trying to solve

1. Getting enrollment in AETM, particularly Applied Engineering going in the right direction
2. Building an organizational structure that elevates both CM and AE to help solve #1
3. Determining a strategy and future of graphic tech
4. Differentiating our programs from Iowa State (both CM and AE)
5. Finding a partner for Interior Design (a program that has nearly 100 students) and has had conversations with CM about possibly merging.

Applied Engineering Building



Department  
of  
Construction  
Management

Department  
of  
Engineering

Additional collaborations among (and with) Techworks, Physics,  
Chemistry, Biology and other departments



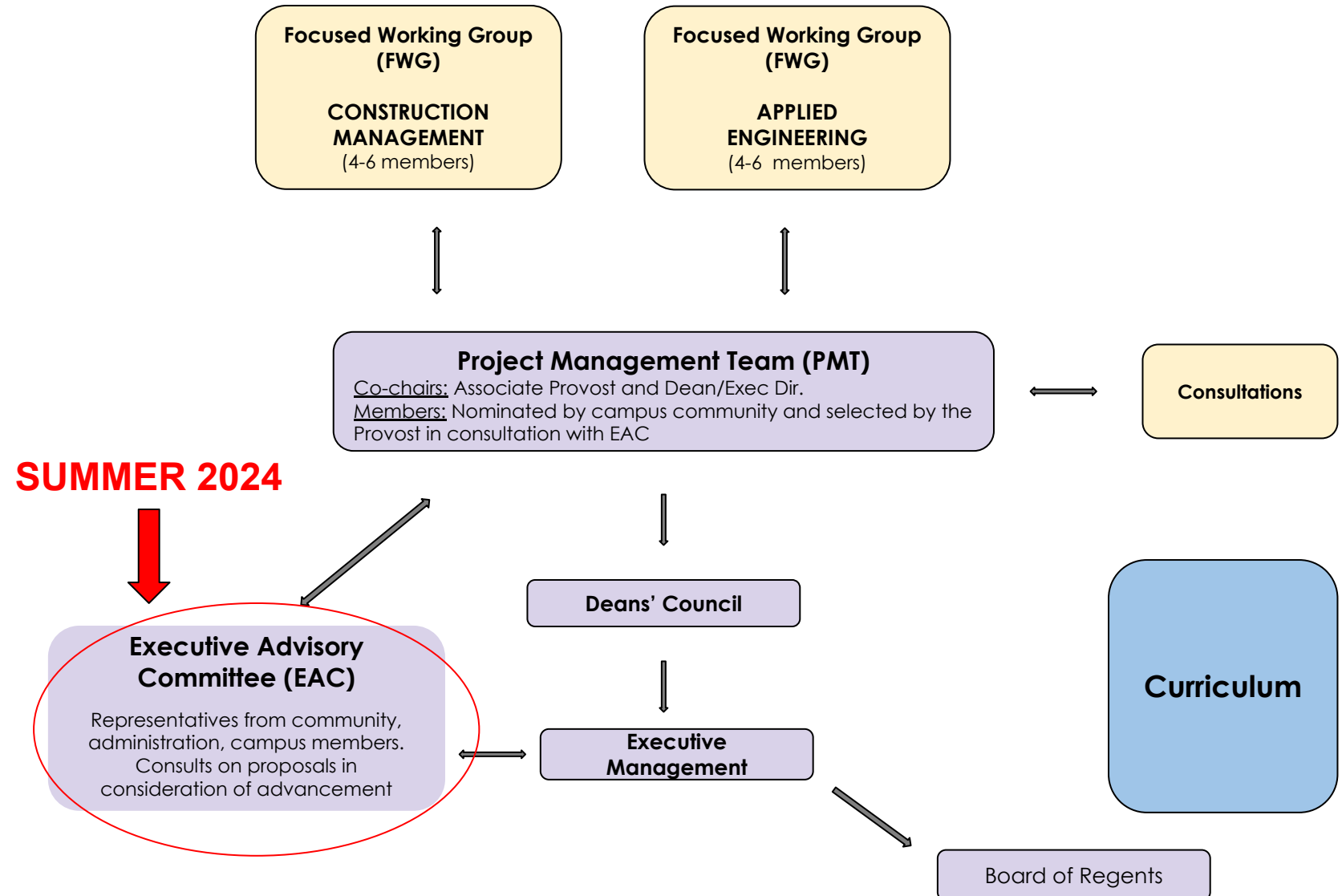
# Academic Positioning: Overview

## The What

Process to recalibrate our academic portfolio, build capacity, and attract a dynamic student body

## The How

- **Executive Advisory Committee (EAC)**
  - Establish charge and guardrails
- **Project Management Team (PMT)** works collaboratively with the **Focused Working Group (FWG)** to provide guidance, support, and assistance
  - Ongoing consultations (Deans, faculty, heads, departmental staff, Admissions, Enrollment Management, Institutional Planning and Effectiveness, etc.)
  - PMT receives final recommendation(s) from FWG and consults with Provost on action plan
- **Executive Management** makes final decision



## SUMMER 2024 Executive Advisory Committee (EAC) Discussion Topics

Advisory Board and AETM  
updates & hand off to  
Academic Positioning  
(August)

Resources  
and CM  
advisory  
meeting  
(July 8)

Identify stakeholders to  
be involved in AP  
process (June 26)

Admin structure  
considerations  
(4 June)

Considerations &  
guardrails for AP  
charge (23 May)

## AETM Reorganization-Charge and Guardrails

### What we know

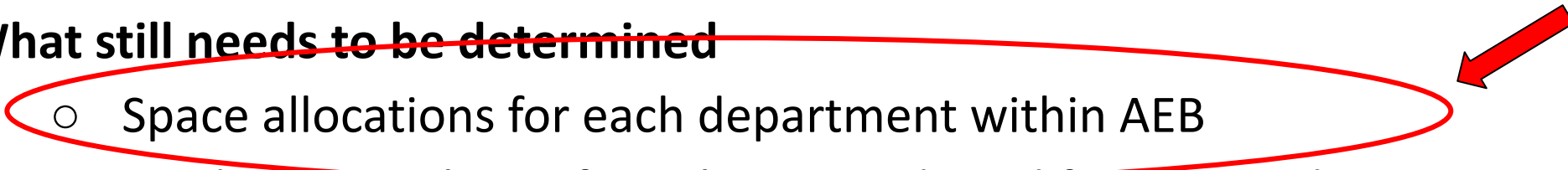
- AETM will be divided into two departments: Construction Management and Applied Engineering.
- Both departments will be housed in the Applied Engineering Building and each will have its own department head beginning in Fall 2025.
- Applied Engineering will remain in the College of Humanities, Arts, and Sciences and Foundry 4.0 will continue to be housed within Applied Engineering.
- Curriculum changes will not be considered as part of the Academic Positioning process.
- Recommendation that Construction Management move to WLSN

See CM-FWG Objective 1

## AP Goals/Objectives for 2024-2025

### ~~What still needs to be determined~~

See CM-FWG  
Objective 2

- 
- Space allocations for each department within AEB
  - Landscape analysis of employer needs and future trends
  - Prioritized list of instructional/staff positions to be pursued relative to future enrollment increases
  - Future direction of Graphic Tech
  - Governance structures for each department
  - Advisory boards and student groups
  - Marketing, recruitment and retention plan
  - Student Support (advising, culture, requirements, etc.)
  - New strategic plan for each department

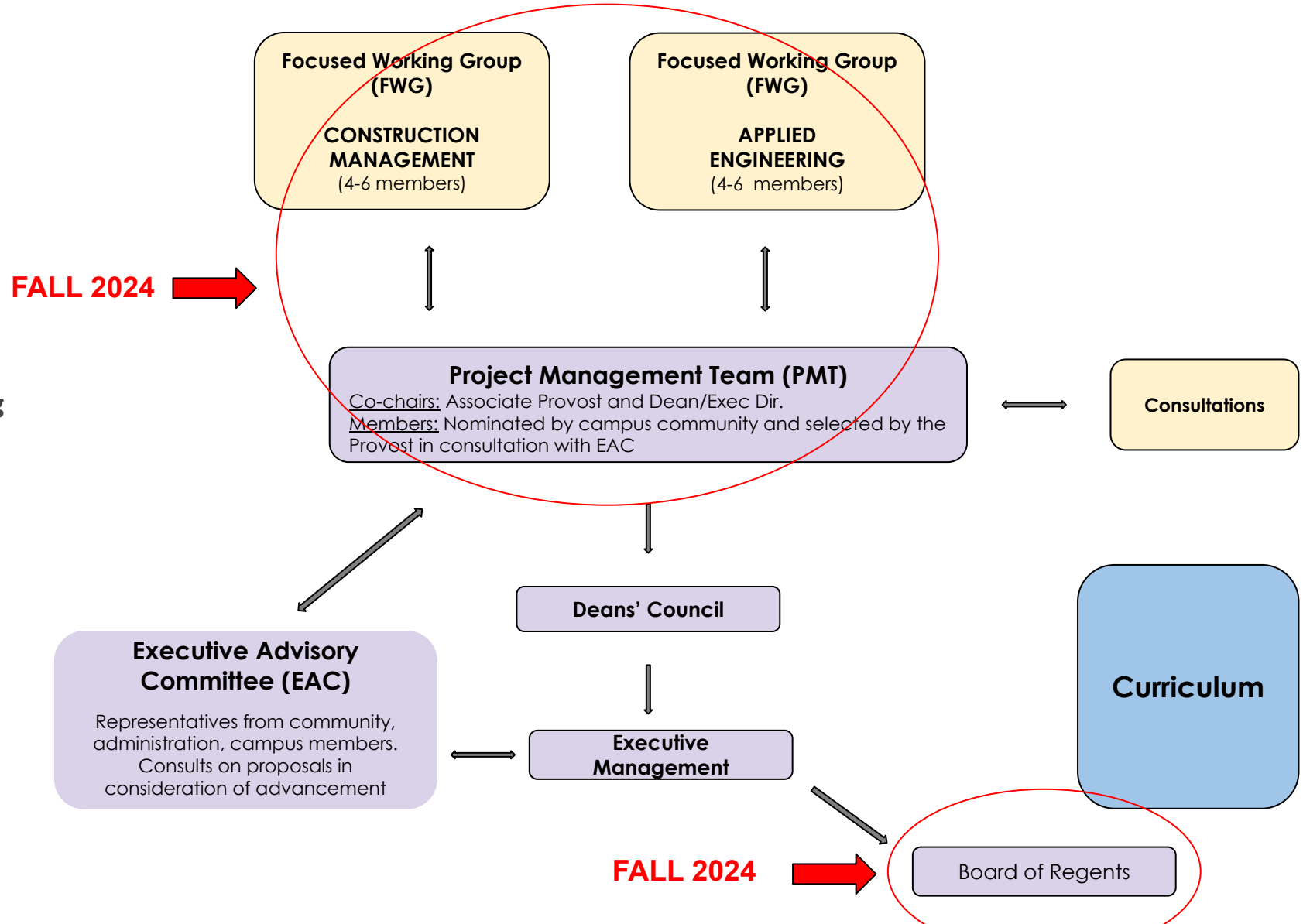
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## Construction Management-Phase 1

### Launch Construction Management (CM) Focused Working Group (FWG)

**CM-FWG Objective 1:** Move the administrative oversight of Construction Management(CM) to Wilson College of Business (WLSN). **Charge:** Review the evidence provided below and provide any additional evidence that may be missing [on or before Thursday, September 12th, 2024.](#)

**CM-FWG Objective 2:** Propose a preliminary space allocation plan that would indicate Construction Management specific space, office assignments and shared spaces (i.e. classrooms, labs, meeting rooms, student space) Submit preliminary proposal to AP leadership [on or before Tuesday, October 15th](#)



# Academic Positioning Phase 1 Launch

## Construction Management (CM) Focused Working Group (FWG)

**CM-FWG Objective 1:** Move the administrative oversight of Construction Management(CM) to Wilson College of Business (WLSN).

### Recommendation Parameters/What We Know

- This would be administrative only (Fall 2025)
- Students and faculty will remain in the new AEB building.
- There will be no curriculum changes or transfer credit issues by moving colleges.
- All construction management faculty and staff would be retained and move with the program.

### What will NOT happen

- CM students would not be required to complete the Business common core
- CM would not be AACSB accredited
- CM would establish its own “Departmental Standards and Criteria Document” (Faculty Handbook, Chapter 3, Evaluation Procedures)

**Charge:** Review the evidence provided (challenges and benefits) and provide any additional evidence that may be missing on or before Thursday, September 12th, 2024.

## CM-FWG Phase 1 Charge

**QUESTIONS?**

# Preliminary AP Benchmarks

## FALL 2024

### August 2024

- AETM department meeting
- Meet with AETM industry partners
- **Launch Academic Positioning (AP)**
  - **Focused Working Groups (FWG)**
- Launch search for an AE consultant (i.e. CANA for Nursing)

### September 2024

- **Receive CM-FWG Objective 1 recommendation (Sept. 12th)**
- Monthly PMT meeting
- **Consultation with BOR, ISU and U of I (Sept 18)**
- Identify AE Strategic Planning Team
- Identify CM Strategic Planning Team

### October 2024

- **Receive CM-FWG Objective 2 recommendation (Oct. 15th)**
- Receive AE-FWG Objective 1 recommendation (Oct. 15th)
- AE Strategic Planning Phase 1

### November 2024

- EAC reconvenes to review recommendations (maybe earlier)
- CM Strategic Planning Phase 2
- AE Strategic Planning Phase 2
- **BOR meeting**

### December 2024

- Update to Advisory Board(s)

## SPRING 2025

### January 2025

- Launch marketing and recruitment plan
- CM Strategic Planning Phase 3

### February 2025

- Departments develop internal documents and procedures

### March 2025

- AE Strategic Planning Phase 3

### May 2025

- CM Strategic Planning Phase 4

### July 2025

- Fiscal separation of new departments
- Enrollment cycle marketing begins
- New AE Department Head
- CM Strategic Planning Phase 5
- AE Strategic Planning Phase 4

### August 2025

- First class of CM and AE students arrive

### September 2025

- AE Strategic Planning Phase 5 begins

## Tentative CM-FWG meeting schedule

26 August 2024	2:15-3:15	SRL 119 (with AP Leadership)
29 August 2024	1-1:50	SRL 12
4 September 2024	11-11:50	SRL 12
12 September 2024	1-1:50	SRL 12
16 September 2024	1-2:00	SRL 12
23 September 2024	2-3:00	SRL 12
30 September 2024	2-3:00	SRL 12
7 October 2024	2-3:00	SRL 12
14 October 2024	2-3:00	SRL 12

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**THANK YOU!**