

HCIM Program Committee Meeting for September

September 11, 2020

1:00 PM – 2:30 PM

Virtual meeting

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| Meeting called by: | Bill Kules | Type of meeting: | Monthly Committee Meeting |
| Facilitator: | Carol Boston | Note taker: | Carol Boston |
| Timekeeper: | Carol Boston | | |

Attendees: Bill Kules (1 / 1), Carol Boston (1 / 1), Amy Asadi (1/1), Niklas Elmqvist (1 / 1), Ge Gao (1 / 1), Kate Izsak (1 / 1), Alex Leitch (1 / 1), Jeff Waters (1 / 1)
Guest: Dean Keith Marzullo
Agenda and related documents [here](#)

Minutes of the Meeting:

Agenda item: (1:00) Introductions and welcome to members **Presenter:** Bill Kules

Discussion: Bill welcomed Amy Asadi, the new student representative on the committee.

Agenda item: (1:05) Dean's charge to the committee **Presenter:** Keith Marzullo

Discussion:

Dean Keith Marzullo thanked committee members for serving and focused his remarks on the priorities of new UMD President Darryll Pines. President Pines is broadly focused on issues of diversity and student engagement and challenge. He expects each college and program to address how they will be the best in the nation and what metrics they will use to evaluate this.

Keith described business models for thinking about programs:

- Production system: produce students to fill the jobs that companies have
- Service group: address the needs of our customers, the students
- Non-profit: exist to serve the state, nation, world by providing new ideas and improving how things work

He recapped that HCIM originally had a PhD pipeline focus, and now, following the program revision work begun in 2017 with Bill and Karen Holtzblatt, it also falls into the production system model. Bill added that the Capstones and other iConsultancy projects are now spanning the other models as well. Since Bill will be stepping down from the 3-year commitment as program director after this academic year, the new director—who may already be in the iSchool—will also help shape the direction. Keith urged the committee to think in terms of aspects of the program that can't be replicated elsewhere (e.g., regional partnerships) when we consider where we are going, what we mean by best, and how we will measure and share it.

Agenda item: (1:20) Review of 2019-20 highlights; revision and adoption of [Committee objectives and priorities for 2020-21](#)

Presenter: Bill Kules

Discussion:

Bill thanked committee members for their contributions and guidance during the 2019-20 academic year. The committee identified the following priorities:

- *Fall semester:* program learning outcomes and program evaluation
 - The University is asking programs to collect outcomes data, which HCIM can then start to do within courses and assignments in the Spring.
 - Amy noted that from a student perspective, the goal of ensuring portfolio-worthy deliverables is key.
- *Spring semester:* course/curriculum review
 - E.g., revise Capstone course to allow more flexibility for part-time students while still retaining value and serving as a culminating experience.
- Other
 - Continue streamlined admissions review process from last year
 - Prepare for program expansion (two sections of incoming students in Fall 2021)
 - Prepare for transition to a new HCIM Director by identifying key program issues, ideas, and opportunities

Conclusion: Committee members expressed comfort with the workplan for the year, with adjustments possible to accommodate other issues if they arise.

Agenda item: (1:40) Review [draft program learning outcomes](#)

Presenter: Bill Kules

Discussion:

The Committee discussed current and next steps to complete program learning outcomes work:

- Goal: aim for 3-6 meaningful learning outcomes that can be assessed through a manageable number of key assignments or work products in core courses and that capture essential competencies that students should be expected to demonstrate. Not all competencies will be present in all assignments, and students will also learn things other than those in the PLOs.
- The committee expressed that the draft learning outcomes as broadly described in bullet points under the areas of Design, Research, UX Strategy, and Professional Skills were on target, though they needed condensation into a single statement or two for each.
 - Alex commented that for the Design competency, “satisfying experience” might more accurately be described as a “consistent experience” for users.
 - Amy concurred that being able to explain and justify the rationale for design decisions is a good one, and that students need more learning and experience with understanding design patterns and the psychology or cognitive science behind design decisions
 - Bill observed that the UX Strategy learning bullets are not yet strongly represented in the curriculum and could point to an area where the curriculum needs to evolve.
 - Carol noted that evaluations for group projects might end up illustrating the strengths of a few members rather than all.
- The committee did not feel that the addition of a front-end UI development competency (HTML/CSS/JS) was in scope.

Conclusions:

As a next step, each committee member will consult with Bill or Carol in one area to streamline the 3-4 bullets under each draft learning outcome into one statement. The goal is to have a final set of outcomes ready to be reviewed and approved at the October meeting. Areas were assigned as follows: Alex - Design, Niklas - Research, UX Strategy - Amy, Professional Skills - Ge.

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| Agenda item: | (2:10) Discussion of potential changes to the admissions cycle | Presenter: | Jeff Waters |
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Discussion:

HCIM has traditionally had an application cut-off date early in the new year for the cohort to start that Fall. For a variety of reasons, it may be useful to reconsider this.

- The Fall 2020 deadline was set for January 15; however, due to concerns about how the pandemic might affect student decision-making, we re-opened admissions for domestic applicants. Of the 15 applicants admitted in this second round, 11 joined the program.
- The current deadline of January 15, 2021 could be labeled as the “best consideration by” date, giving us an option to continue accepting applications through Spring if we wish.
- The trade-off for added flexibility in the admissions process would be expanding the number of applications and the review period into April / May.
 - Alex spoke in favor of this as a positive opportunity for expanding our entrepreneurial program at a difficult time in the world. With January 15 for best consideration, it would likely be very little additional lift to check back on later arriving admissions after Spring graduation in late May if we believed we were going to have openings. Committee members concurred.
 - Jeff observed that international students would still need to apply by the Best Consideration date to get their visas processed in time to join the cohort in Fall.

A separate item related to admissions--whether HCIM should consider regular Spring admissions--was tabled due to lack of time.

Conclusion:

Jeff will write up the language for this proposal for the October or November committee meeting. He will also make the Best Consideration Date language change in the application system. The Spring admissions item will be taken up at a later Fall meeting.

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| Agenda item: | (2:20) Approval of the May 2020 meeting minutes | Presenter: | Bill Kules |
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Alex moved and Niklas seconded that the draft meeting minutes from May 2020 be adopted. The motion passed unanimously.

The next meeting will be on Friday, October 9, 2020 from 1-2:30 pm.

| Action items | Person responsible | Deadline |
|---|---|-------------------------|
| <input type="checkbox"/> Each Committee Member will spend 15 minutes with Carol or Bill to condense bullets in one draft PLO into a succinct statement | Design - Alex Research - Niklas UX Strategy - Amy Professional Competency - Ge | September 21 |
| <input type="checkbox"/> Jeff will have January 15, 2021 listed as Best Consideration date within the new HCIM application system and on the website | Jeff | October 9 |
| <input type="checkbox"/> Jeff will prepare language about extending January admissions beyond the Best Consideration date and approving ongoing Spring admission for committee consideration | Jeff | October 2 or November 6 |