

**CALIFORNIA STATE UNIVERSITY, EAST BAY
COMMITTEE ON ACADEMIC PLANNING AND REVIEW**

Designation Code: 06-07 **CAPR 10**
Date Submitted: May 10, 2007

TO: The Academic Senate

FROM: Committee on Academic Planning & Review (CAPR)

SUBJECT: Five-Year Program Review for the Latin American Studies Program

PURPOSE: Action by the Academic Senate

ACTION

REQUESTED: Acceptance of the Five-Year Program Review of the Latin American Studies Program and approval of continuation of the program without modification

Executive Summary

1. BACKGROUND

- The Latin American Studies Program (LAST) offers a B.A. and a Minor in LAST, and a Latin American Studies Option as a concentration requirement of the Liberal Studies Major Program. It offers one course (LAST 3000) with the LAST prefix, but courses with Latin American focus that are required by the Major and Minor programs are offered in various departments across two colleges, such as Modern Languages, History, Ethnic Studies, Political Science in CLASS, and Economics in Business. The program organizes annual study tours to selected Latin American countries.
- The Program had 10 major students and 10 minor students for 2006-2007, an increase from 6 major students in 2001. In 2002-2005, 4 LAST degrees were awarded. In 2006, another 4 LAST degrees were awarded.
- The LAST program is currently housed in the Department of Ethnic Studies. The current Director, Dr. Carlos Salomon from the Department of Ethnic Studies, was appointed Fall 2006, and receives one course administrative reassignment. Ten faculty members across the campus have teaching and research interests in Latin American Studies. All the coordination is done by the Director. There is also a LAST Coordinating Committee, which functions as an advisory committee.

2. CAPR Recommendation for Continuation of the Program

CAPR recommends the continuation of the Latin American Studies Bachelor of Arts degree program without modification. The date of the next Five-Year Review is 2009-2010.

CAPR Report

1. BACKGROUND

1.1 Overview description of the program

- The Latin American Studies Program (LAST) offers a B.A. and a Minor in LAST. It also offers a Latin American Studies Option as concentration requirement of the Liberal Studies Major Program. It offers one course (LAST 3000) with the LAST prefix, but courses with Latin American focus that are required by the Major and Minor programs are offered in various departments across two colleges (CLASS and Business), such as Modern Languages, History, Ethnic Studies, and Political Science.
- The Program reportedly has 10 major students and 10 minor students for 2006-2007. This reflects a slow but steady increase from 6 major students in 2001. In 2002-2005, 4 LAST degrees were awarded. In 2006, another 4 LAST degrees were awarded.
- The LAST program is currently housed in the Department of Ethnic Studies. The current Director, Dr. Carlos Salomon from the Department of Ethnic Studies, was appointed Fall 2006, and receives one course administrative reassignment for the Directorship. Currently, 10 faculty members across the campus have teaching and research interests in Latin American Studies. All the coordination is done by the Director. There is also a LAST Coordinating Committee, which functions as an advisory committee.

1.2 Overview of the documents submitted to CAPR

The report contains the following components as required by CAPR (2005-2006 CAPR-09):

- **Self-study Report**
 - *Summary:* thorough description of last review, last 5 Year Plan and its implementation and discrepancies, and achievements and highlights.
 - *Curriculum and Student Learning:* This subsection contains
 - a detailed comparison of two CSU campuses (Chico and San Diego), a California research university (Stanford), and a research university outside California (U. of Texas, Austin).
 - Detailed Outcomes Assessment documents are provided in the Five Year Plan section. Documents include Mission, Goals, Outcomes and Indicators, Assessment Methods, Assessment results on 4 students, and plan for further improvement of the process.
 - Offerings for G.E. are absent, presumably because LAST only has 1 course with LAST prefix.
 - *Student, advising, and retention:* Institution Research data table for 2001-2005 is provided. Summaries of climate and advising are provided at some places in Summary.
 - *Faculty:* Not applicable, since LAST does not have its own faculty (only one course release time/quarter for the Director, who is a faculty member of Ethnic Studies).
 - *Resources:* No discussion on this issue.
 - *Unit Requirements:* No mention was made of the number of units in the major.

- **Five Year Plan for 2005-2009**
 - *Curriculum:* good details
 - *Students:* detailed plan and suggested roadmap
 - *Faculty:* detailed plan
 - *Resources:* specific budget requests, but did not mention Library needs
 - *Outcomes Assessment:* Detailed Outcomes Assessment, but this should be placed in Self-study Report.
- Outside Reviewer Report
- Departmental Response to the Outside Reviewer's Report

2. FIVE-YEAR PROGRAM REVIEW/SELF-STUDY (2000-2004)

2.1 Summary of specific areas of the Self-Study

- *Summary of last 5-year review and plan*

The administration and management of the LAST program suffered considerably during the last 5 year review period, due to the administrative changes, and also due to the inadequate work load allocation to the last director. That director received no release time and no budget for LAST before 2005, and the director was a faculty member of Modern Languages, while the program was housed in History. Several goals (curricular and non-curricular) of the last 5 Year Plan were not met, including rebuilding the Portuguese language program, creating an International Business program focusing on Latin America, creating a certificate program in Translation Studies, writing a Title VI Grant under the Office of International Education, and developing a new LAST curriculum.

- *Curriculum and student learning*
 - *Outcomes Assessment.* This portion is placed in the Five-Year Plan section of the report. Assessment materials included a Mission Statement, 8 Program Goals, 13 Learning Outcomes and Indicators, and 8 Assessment Methods. Methods include tests, self assessment, writing portfolio, and entry, midway, and exit interviews. A pilot study was administered on three learning outcomes by using two methods on 4 major students. The future plan includes modifying the methods and testing all majors.
 - *Other comparable programs.* Two CSU campuses (Chico and San Diego) and two research universities (Stanford and U. of Texas, Austin) have comparable programs. Chico's program is similar to LAST, requiring language proficiency and study abroad experiences. San Diego also has business concentrations in Latin America in both undergraduate and graduate programs. All four programs have significantly more developed courses and more faculty members than LAST (Stanford has over 60 and UT Austin has 115), and all have significantly more major students (in the hundreds).
 - *G.E. offerings.* Not applicable, since LAST only offers one course.

- *Achievements in the last 5-year period.*

In the last 5 year period, several accomplishments served to expand or improve LAST. Modern Languages and Literatures hired 2 new tenure track faculty members to expand the Spanish language program, and Ethnic Studies hired 2 new tenure track faculty members with Latin American interests. A LAST Coordinating Committee was created as well as an option to study abroad in Chile under the International Studies program. LAST also co-sponsored cultural events with Hispanic student clubs on campus.

- *Recent achievements*

Since the appointment of the current Director in Fall 2006, connections among the 10 relevant faculty members across the campus have been reaffirmed, a new web site for the Program has been established, and most impressively, the current 5 Year Review documents have been prepared and submitted to CAPR in a timely manner. Extensive efforts have been made to recruit new students for the major. The Department of Ethnic Studies is committed to the LAST program, and there is an annual “Study Tour” to a Latin American country open to faculty and students (the first trip was made in December 2006 to Venezuela). Four students majoring in LAST graduated in Spring 2006, equal to the total number of graduates in the past 5 years.

- *Faculty gap*

Due to faculty retirement and attrition from the various departments, LAST now has no faculty specializing in the following areas: Latin American history, Caribbean and Central American areas and issues, Latin American studies in business and economics, and Portuguese or Brazilian studies. Currently, there are about 10 faculty members across the campus who have Latin American research or teaching interests.

- *Resources*

The previous LAST Director did not receive any release time for the program administration or development, and was associated with a department (MLL) other than the one in which LAST was housed (History). There was no budget for LAST program activities. Hence, the management of the program suffered significantly. The current director receives one course release time per quarter. In addition, the limited budget (\$150/year according to the Director, and more than that amount according to CLASS Associate Dean) is inadequate for any serious advertising and publicity efforts for student recruitment and program expansion.

- *180 unit requirement*

No mention on this issue is found in the Report. The Program Director informed CAPR that the LAST Major requires 180 units for the B.A. degree, as stated in the University’s 2007-2008 online catalog.

2.2 Summary of supporting data

The number of LAST major students was steady but low during 2001-2005, ranging from 6 to 9, and with only 1 minor student. Currently, LAST has 10 majors and 10 minors. A total of merely 5 degrees were awarded in the 5 years during 2001-2005. Only one course was offered in 2003 (LAST 3000), with 15 enrolled students. Currently, the Director is the only LAST faculty member, with one course release/quarter.

3. OUTSIDE REVIEWER'S COMMENTS & THE DEPARTMENT'S RESPONSE

3.1 Outside Reviewer's Comments

Dr. Linda Hall, Professor of History at University of New Mexico and former Director of Latin American Studies at UNM made a one day visit to CSUEB in November 2006 to evaluate LAST and submitted a report on Dec. 20, 2006. She reported that... "Although I was impressed with the interest in and commitment to Latin American Studies expressed by this group of people, nevertheless, there are serious problems facing the program in the future, problems that have grown in the six years since the last external review."

The problems include:

- 1) "very small number of professors engaged in teaching Latin American courses", and
- 2) "tiny" number of major students, given the CSUEB student population with Latin American backgrounds.

She made the following recommendations:

- 1) broaden the geographical coverage in future faculty hiring: a) Business and Economics with Latin American focus; b) Latin American history; c) Portuguese language or Brazilian studies; and d) Caribbean/Central American studies.
- 2) strengthen connections with other majors on campus, such as History, Business, Economics, Nursing, and Social Work.
- 3) maintain a strong language program, including both Spanish and Portuguese.
- 4) consider the certificate program in Translation Studies.
- 5) consider an International Business degree with a Latin American Studies minor.
- 6) revise the curriculum, such as changing LAST 3000 into LAST 1000, reviving LAST 3999 as the capstone course, and increasing internship experiences

Dr. Hall believes that CSUEB's LAST program is on the road to recovery, and the above recommended measures could speed the recovery process.

3.1 Program's response to outside reviewer's report

While agreeing with Dr. Hall's assessment in principle and in general, the Program considers that the most crucial and effective step now is to utilize the existing faculty members across the campus, coordinated by the Director, to publicize the program and increase awareness and interest in LAST as a major or minor. The Director's initial efforts had some considerable positive effects, but additional assistance is needed. A crucial element will be administrative support for the Director, possibly in the form of assignment of a work-study student assistant.

Among the benefits of administrative assistance will be the ability of the program to manage an increased number of internship opportunities. This increase will enhance student interest in the major.

The Program concurs with Dr. Hall's belief that the creation of a certificate program in Translation Studies will draw students' interest to LAST from the career development point of view. Although agreeing with Dr. Hall's recommendation about establishing a Portuguese

Language program, the LAST believes that such a program is a long term plan that is a bit out of reach given the current university resources.

The Program agrees with Dr. Hall's recommendation of increasing ties with other major programs and departments. The Program would like to provide additional information and flyers about LAST to each of the 10 faculty members across the campus, so that they can advertise the program and direct interested students to the LAST Director for additional advising. Administrative support will be required for these activities.

4. PROGRAM'S FIVE-YEAR STRATEGIC PLAN (2005 – 2009)

- *Curriculum*

- Modify LAST 3000 (introduction course) and change it to LAST 1000, to attract students to LAST at an earlier stage in their studies.
- Revive LAST 3999 as the capstone course and LAST 4900 as the internship class, to strengthen the program and increase its visibility.
- Create two new courses: a) Latin American economy, and b) U.S.-Latin American relations, to provide students with international background. The Director could offer these two courses once a year on a rotating basis.
- Submit LAST 1000 and the two new courses to qualify for G.E. Area D4 (Social Sciences) requirement.

- *Students*

- The Program is very optimistic about future increase of major enrollment. The Director's initial effort in recruiting from LAST 3000 in 2006 resulted in 3 majors and 2 minors. The program expects that the major enrollment will double in the next academic year.
- Given that 40% of the Hispanic population in the U.S. are foreign-born, the Program believes that interests in LAST should be high. In addition, given that students at CSUEB are career oriented, the Program will utilize LAST 4900 to provide students with internship and career development opportunities in several areas such as social work, the foreign-service sector, as activists, and in the investment profession.
- The new LAST website will be further developed to increase visibility and information dissemination.
- In collaboration with the International Studies program, LAST will explore expansion of study abroad opportunities, in addition to the current countries (Santiago, Chile and Queretaro, Mexico).
- LAST will expand and develop the Latin American study tours, planning trips with cultural, political, or ecological foci once a year to different Latin American countries.
- LAST will improve and develop its curriculum: 1) submit LAST courses to satisfy G.E. requirements to attract additional students; 2) tidy up the curriculum so as to ensure that all required courses offered by other departments are on-going and offered frequently so that major students can finish the program in time; and 3) revise the major "roadmap" to reflect the current faculty course offerings and interests.

- *Faculty*

- LAST sees replacement of a faculty member specializing in Latin American history in the History Department as very important. Although LAST has little clout on another department's hiring decisions, it plans to make present its view.
- LAST sees it as important to utilize the expertise of current tenure track faculty members (4 in MLL, 2 in Ethnic Studies, 2 in Anthropology, 1 in Art, and 1 in Geography) to “envision a program that caters to a Spanish speaking, Latin American specific program that also considers the massive Latin American population that exists in the U.S. Students should be guided towards careers in teaching, community organizing, law, international business, inter-American relations (the State Department), and higher education.”
- *Resources*
 - The budget for LAST should increase from the current \$150/year to at least \$1,000/year, for outreach, promotion, outside speakers, symposia, and travel.
 - The LAST report did not mention library resource needs. However, CSUEB Library forwarded the following comments: “Funds will be needed for updating and upgrading the library collection to meet the new requirements of the Latin American Studies Program Five-Year Plan. An appropriate amount can be determined after a review of the relevant portions of the collection.”

5. CAPR ANALYSIS OF THE PROGRAM'S GIVE-YEAR REVIEW

CAPR commends the impressive and diligent efforts by Dr. Carlos Salomon, the new Director of LAST, in having prepared and presented an excellent Five-Year Review document. Dr. Salomon only joined CSUEB recently and was appointed as the Director in Fall 2006. Given these circumstances, we could not expect any better report than what we see, both in terms of factual content, format presentation, analysis, and plan. We appreciate Dr. Salomon's heroic efforts. CAPR also appreciates and values Dr. Salomon and his Latin American specialist colleagues' enthusiastic dedication in reviving the program, which seems to have suffered significantly in the past due to lack of attention and management. Further, CAPR appreciates the Ethnic Studies Department's commitments to LAST.

CAPR has the following comments to highlight:

- *Problems* The LAST program suffered a significant setback in the last 5-Year Review period, primarily due to lack of sufficient support and management. The curriculum did not match the change of the faculty and student needs. Student enrollment was close to non-existence, and course offerings and curriculum development were inadequate.
- *Initial improvement* The appointment of the current Director, with adjusted organization and management and some time release for him, seems to have resulted in noticeable changes in recruitment efforts, planning, and major enrollment, even though these are far from satisfactory. Resources and release time are still inadequate for the purpose of turning this program into one that attracts a substantial number of students and meets their needs.
- *Estimate of future needs and trends* Based on some preliminary market analyses scattered throughout the Review documents (such as the proportion of the Latin American

population in the U.S. and the success of comparable programs in other universities, though such information is far from systematic and completely convincing), LAST **should** be a program with the potential to attract many majors and minors at CSUEB. The LAST Director and other faculty members seem to be confident and optimistic about the future development and expansion of this program and increased student enrollment. This belief and sentiment is neither groundless nor unrealistic.

- *CAPR's comments on LAST plan* CAPR views LAST's new 5-Year Plan as positive, cautious, realistic, and practical. However, LAST's plan did not specifically project the student enrollment trends beyond the first year of the 5-year period. If LAST is serious about the future expansion in enrollment and program development, CAPR encourages LAST to work out specific plans and strategies to convince other departments to hire highly needed faculty members to fill in the curriculum gaps. LAST might even want to consider the possibility of hiring a LAST faculty (even though that individual may be housed in a different department, say Ethnic Studies).
- *CAPR's comments on future directions* Considering all the facts and factors, CAPR believes that LAST is potentially a promising program that will meet students' major or minor needs. Given the characteristics of our student population and the level of potential interest, the program should be properly nurtured, supported, and managed to reach its goals. The extremely poor enrollment in the last 5 year period was probably due to lack of support and management, rather than lack of students' or needs. The University must to provide adequate support, resources, and attention to revive and develop the program.
- *CAPR's recommendations in support of LAST* CAPR considers the several measures proposed in LAST's 5-Year Plan as crucial and minimum necessities for reviving the program and increasing major enrolment. CAPR recommends that the University
 - 1) provide ear-marked administrative assistance to the LAST Director for recruitment, publicity, and inter-departmental liaison activities,
 - 2) consider increased release time for the Director to develop/revise LAST's dated curriculum, and
 - 3) increase the LAST Director's budget to an appropriate and sufficient level so that all planned actions can be properly carried out.

CAPR believes that LAST should be given the minimum needed resources in order to test and realize its plan. Without such resources, we cannot confirm the hypothesis that the setback suffered by LAST in the past 5 years was due to lack of resources and efforts, rather than lack of student needs. If adequate resources are provided and serious efforts are made, but there is still no significant increase of enrollment and degrees granted, then decisions for program discontinuance can be made in the next 5-Year Review.

6. CAPR RECOMMENDATION FOR CONTINUATION OF THE PROGRAM

CAPR recommends the continuation of the Latin American Studies Bachelor of Arts degree program without modification.

7. DATE OF THE PROGRAM'S NEXT FIVE-YEAR REVIEW

2009-2010