UNIT REVIEW FOR CY 2014

Unit Name:  John and Doris Norton
School of Family and Consumer Sciences

Unit Head: Jana M. Hawley

Date of review: February 16, 2015
A. Unit finance and business (10 min presentation + 10 min discussion)

   All NS business personnel are very strong in their assigned duties. Focus has been on adding AREC and AED. Still work to be done on AED, but AREC has been updated

2. Finance and budget – focus on overview of strengths and weaknesses of the unit financially
   **Strengths:**
   - Summer & Outreach Programs
   - Endowment Returns
   - Global Retailing Conference
   - Salary Savings Returns from Highly Active researchers (Russell and Butler)
   **Weaknesses:**
   - IDC returns (Starting FY16 the IDC split will return to 70/30)
   - Low Returns on investments
   - Faculty attrition = pressure on adjuncts = reduced research = low morale = low reputation to recruit
   - Low utilization of space

3. New resource generation – specific opportunities you are exploring
   - “Arizona Retailing Review” and Case Study Repository
   - Macy’s Executive MOOCs (1000 students targeted) Funding model still needs to be defined (on hold)
   - Raising Cohort Numbers in RCSC from 60 -> 70– to eventually 100.
   - Lundgren Gala—likely split with NYU—Slated for 18 months out
   - Executive Retailing Certificate
   - Certificate in CFP
   - Institute of Military Families, Veterans, and Active Service Members

4. How are business functions in your unit helping achieve the goal of being “the most effective, efficient, responsive, flexible, and financially sustainable college on campus”?
   - Charged Centers and Institutes to provide budgets for upcoming year
   - Weekly meetings and updates
   - Review of Indirect Cost distribution –Will be changed to 70/30 split effective July 1
B. Cooperative Extension (10 min presentation + 10 min discussion)
Total Extension FTE annually for the last 3 years (3 numbers):

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<thead>
<tr>
<th></th>
<th>FY13</th>
<th>FY14</th>
<th>FY15</th>
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<tbody>
<tr>
<td></td>
<td>1.59</td>
<td>0.86</td>
<td>.31</td>
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Unit’s Extension outcomes and impact for stakeholders by individual program, in terms of economic impact (e.g. dollars and jobs), by individual program:

- Strengthening Families Program: $120k, 20 part-time staff; Partners in Parenting Education: $10k, 2 paid undergrad Ras; Financial Literacy: 1+ staff positions (lost two staff positions—Two employees went to new jobs at Governor’s office); FTF Needs/Assets Assessment: >$400k, 7 full-time staff positions, 200 volunteers

Describe the level of program integration (e.g. with county Extension programs, center programs, and stakeholders) of Extension programs in your unit:

- Specialist conducted evaluation of Brain Builders for Life curriculum for Pinal, Nogales, Cochise, Pima and Maricopa; agents directing this program. Used for Signature Programs Grant (Mastergeorge, PI; Dixon and Merk, co-leaders, awarded Dec 2014).
- As part of the CDC Learn the Signs/Act Early in collaboration with a grant funded by DES with county agents have completed 8 full day trainings on autism risk and early intervention in 6 counties and will provide for next 4 years across the state.
- Walsh team developed surveys for county Cooperative Extension stakeholder input

Describe the level of integration between the research and Extension components of faculty programs in your unit:

- County agents co-authored posters at the World Association for Infant Mental Health; two manuscripts in press with Dixon, Martinez and Merk; County agent (McDonald) co-authored poster with FSHD graduate student for Society for Research in Child Development conference

Unit’s Extension social outcomes and impact by individual program:

- Strengthening Families Program: 118 children & 153 parents (Santa Cruz; Pinal)
- Partners in Parenting Education: 80 families (Santa Cruz; Maricopa)
- Financial Literacy: Students who participate in our programs have 3x greater knowledge
- FTF Needs/Assets Assessment: Determined priorities for +$59mil on spending in 2014 for early childhood programs in the state

Unit’s Extension summary in one or two sentences:

Our parenting education for low-income families showing improvement in parenting and child behaviors, and lower parent stress (→later achievement & earnings); Our financial literacy training reached 41k educators (3k new in 2014) & >700k HS students, and improves financial knowledge (→later financial health & lower debt), and youth website (consumerjungle.org) had >171k hits in 2014; We conduct needs assessments for 20 of 31 FTF regions in 8 counties, and 15 tribes
List company, corporation or industry interactions with Cooperative Extension in your unit this past year including advisory boards, individual faculty/industry research projects, and classroom or curricular participation.

Outreach:
- TCAI: Phoenix Financial Planning Association, Wells Fargo, Morgan Stanley, Take Charge America
- Take Charge Cats: TCAI AZ Financial Faceoff: Tucson Area Realtors; Citibank
- TJL Center Fitting in While Standing Out Diversity Conference: Target, Macy’s, Altria, PetSmart, Morgan Stanley Wealth Management, JCPenney, JB Training Solutions, NIKE
- TJL Center Product Lifecycle Tour: PetSmart
- TJL Lundgren Leadership Series: Macy’s
- TREND & SAB (Clubs): LVMH
- Target Your Leadership Workshops: Target
- FMI, Science of Kindness Conference (Walsh); Child Language Center BOD (Walsh) Scottish Rite Charitable Foundation (Walsh)

Research:
- Anita Bhappu: Demandware—Sharing tribes
- TCAI: Citi Foundation for the APLUS project
- Staten: US Chamber of Commerce
- Walsh: Tribal, Ben’s Bells, SunnySide Unified School District

Curricular participation RCSC:
- Classroom speakers: Citibank, American Express, Dick’s, Kohl’s, Macy’s, Walmart, The Home Depot, PetSmart, REI, Nordstrom, Royal Bermuda, Dick’s, NIKE, Mastercard
- Kramer & Hessell – The Home Depot, case competition
- Helm – Target, store operations solutions
- Scott Hessell – OOROO, entrepreneurship consulting project
- Scott Hessell – CCIM (Tucson commercial real Estate-entrepreneurship conference)

Curricular participation FSHD:
- Rhian Alvin, First Things First (Spring 2013, FSHD 605)
- Dennis Embry, of the Paxis Institute (Spring 2013, FSHD 507b)
C. Research. Units fill in bold only, CALS central Admin will provide you with the other data. (slides 5-8; 15 min presentation + 15 min discussion)

1. Total State-Funded Research FTE annually for the last 5 years (5 numbers):

<table>
<thead>
<tr>
<th>Year</th>
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<th>FY11</th>
<th>FY12</th>
<th>FY13</th>
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<td>5.84</td>
<td>6.12</td>
<td>5.95</td>
<td>3.81</td>
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Will be Reduced

2. Unit Research Expenditures CY14: $1,409,876

3. Unit's share of CALS research input (research FTE, start-up and any other investment) for the last 5 years (5 percentages):

5.5%-- State funded NS FTE Unclear of start-up and other investments

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<thead>
<tr>
<th>Year</th>
<th>FY10</th>
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<th>FY12</th>
<th>FY13</th>
<th>FY14</th>
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<td>6.60</td>
<td>6.80</td>
<td>4.44</td>
<td>5.5</td>
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4. Number of extramural proposals divided by faculty FTE annually for the last 5 years (5 numbers):  

<table>
<thead>
<tr>
<th>Year</th>
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<th>FY2012</th>
<th>FY2013</th>
<th>FY2014</th>
<th>FY2015</th>
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<td>Pending</td>
<td>Rejected</td>
<td>Withdrawn</td>
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<td>28</td>
<td>53</td>
<td>5</td>
<td>57</td>
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</tbody>
</table>

5. Number of peer-reviewed publications divided by faculty FTE annually for the last 5 years (5 numbers):

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<tr>
<th>Year</th>
<th>FY2010</th>
<th>FY2011</th>
<th>FY2012</th>
<th>FY2013</th>
<th>FY2014</th>
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<tr>
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<td>6.47</td>
<td>[5.82]</td>
<td>5.07</td>
<td>5.04</td>
<td>4.6</td>
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D. Academic Programs (slides 9-13; 15 min presentation + 15 min discussion) PLEASE PROVIDE COMPLETED SLIDES 9-13 AND THE ACADEMIC GRID TO JOY WINZELING ONE WEEK IN ADVANCE OF YOUR REVIEW

1. Describe all anticipated changes, deletions or additions in your majors, minors and/or certificates.
   - Early discussion to develop a certificate for Certified Financial Planning.
   - Executive Education in Retail Trends and Strategies—Macy Sponsored
   - Early discussions about Institute for Military Families, Veterans, and Active Service Members
   - Possible start-up of FSHD fully online degree program
   - Certified Financial Planning Certificate

2. List current distance certificate programs, study abroad, executive and continuing education.
   - FSHD 2+2 Distance Degree Program
   - Rwanda Summer Field School

3. List new courses planned and/or course changes or closures for courses offered in winter or summer sessions.
   - Study Abroad: FSHD: Guatemala; RCSC: Europe
   - Online sections of FSHD 197A and RCSC 197A offered in summers, and it will not be offered in summer 2015.
   - FCSC 333 (Fashion E-tailing and Customer Management) but will continue to be offered as a summer only course serving the Fashion Minor.
   - One section of RCSC 150B2 (Money, Consumers, and Family) will be offered summer 2015
4. **Describe** any anticipated changes in instruction faculty that will either streamline your operation or disrupt your course instruction.
   - New Professor of Practice. Search is complete. Adam Clark has been hired.
   - Director of the Lundgren Center
   - Dr. John Daws—Graduate Statistics Sequence
   - SPFI hire request. Could be here by August
   - Retirements:
     - One confirmed (100% teaching, 6 courses per year, FSHD Academic Advisor)
     - Second one possible
   - Announced attrition—4 confirmed and one possible
   - Promotions: Scott Hessell promoted to full-time Associate Professor of Practice (increased FTE from .74 to 1.0); Allison Ewing-Cooper promoted to .50fte Assist Prof of Practice, will teach one additional class per year;

5. **Describe** your most compelling academic program need.

**Faculty hires!!**
- Replacements of attrition are **critical** (possible attrition and retirements above)
- New hires to replace earlier attrition (4 contract hires)
- Extension hires—Youth Development and Program Evaluation
- Off-calendar, so will require temporary hires or immediate national search to fill void
- POP for FSHD—Adam Clark has been hired. Starts August 2015
6. **Complete** the attached course grid
   No anticipated changes for FY2015
   Changes from early discussions (Macy’s MOOC, CPF) could be implemented by FY2016

7. **Describe** your marketing/recruitment plans to increase the following ABOR metrics:

   **Number of Bachelor’s Degrees Awarded**
   - Focus on retention and graduation rates
   - Regular email communications with students who have filed to graduate
   - Norton School is noted for providing great student services.
   - Working with UA Transfer Enrollment coordinators for Maricopa. RCSC-MCC 2+2.
   - Explore “Retail in Phoenix” program for RCSC and Maricopa CC

   **Undergraduate Enrollment (Official 21st Day)**
   - Increase RCSC Cohort to 70 for FY2015—eventually to 100 once new hires are made
   - Market our programs across campus to help grow UG enrollment
   - Establish CPF and Executive Retailing certificates. CPF will recruit students for the certificate in CFP; Executive Retailing Certificate will recruit students nationally
   - Recruit a RCSC faculty that can teach a broader perspective of retail (e.g. Food, Consumer Finance, Agriculture, Tourism)

   **Number of Graduate Degrees**
   - MUST reinvigorate both FSHD and RCSC programs. RCSC has been put on hold. FSHD needs to be better funded. Universities of the caliber of U of A MUST support graduate education to maintain and exceed reputation and impact
8. **Number of undergraduate students in the unit involved in**

i. Research experiences
   i. FSHD: 87 students in directed research
   ii. RCSC: 35 Students in directed research

ii. Extension experiences
   i. RCSC, 34 students in Home Depot Case Study

iii. Internships
   i. FSHD: 85 students in internship, 36 students in practicum
   ii. RCSC: 24 Students

iv. Experiential learning
9. List the top 5 employers of your graduates:

RCSC:
1. Macy's
2. Nordstrom
3. Dillard's
4. Kohl's
5. Ross/Target/JCPenney

FSHD:
1. Aviva Children’s Services
2. Casa de los Niños
3. Intermountain Centers for Human Development
4. La Paloma
5. Teen Outreach Pregnancy Centers

10. Describe company, corporation or industry interactions with your unit this past year including advisory boards, individual faculty/industry research projects, and classroom or curricular participation.

Outreach:
- TCAI Take Charge Cats: Hughes Federal Credit Union; TCAI AZ Financial Faceoff: Tucson Area Realtors; Citibank, Morgan Stanley
- TJLC: Brazilian Executive Education Program, Fitting in While Standing: Target, Macy's, Altria, PetSmart, JCPenney, Morgan Stanley, NIKE, Home Depot Case Study, Leadership Series: Macy's, Home Depot, Target, PetSmart Product LifeCycle Tour, Global Retailing Conference, 16-C-Suite Speakers, 350 sponsors, 110 students;
- RCSC: Lotz & Eastlick: Marana Chamber of Commerce
- FMI: Co-sponsored the third annual Science of Kindness Conference with Ben’s Bells (Walsh); Paxis Institute (Ellis)
- Dr. Michele Walsh sits on the Board of Directors of the Child Language Center
- Andrea Romero: Tucson Unified School District Strategic Planning, Casa Maria Soup Kitchen, AZ Scholarships, Metropolitan Education Commission

Research:
- Anita Bhappu: Demandware, Sharing Tribes website
- TCAI: Citi Foundation for the APLUS project
- Walsh: Collaboration with Ben’s Bells and the Sunnyside Unified School District to design pilot program evaluation

Curricular participation RCSC:
- Classroom speakers: Citibank, American Express, Dick's, Kohl's, Macy's, Walmart, SAP, Mastercard, Walgreens, WPP, The Home Depot, PetSmart, REI, Nordstrom, Royal Bermuda, Dick's, NIKE
- Kramer & VanGelder – The Home Depot/Home Decorators Collection, marketing challenge/case
- Helm – Target, store operations solutions
- Scott Hessell – OOROO, entrepreneurship consulting project, CCIM (Tucson commercial real Estate-entrepreneurship conference)
- Bhappu – Service learning team projects. Avnet Green Video Challenge

Curricular participation FSHD:
- Rhian Alvin, First Things First (Spring 2013, FSHD 605)
- Dennis Embry, of the Paxis Institute (Spring 2013, FSHD 507b)
E. List faculty awards/recognition (1 min presentation + 1 min discussion):

Angela Taylor:
Honorary Alumna Award, University of Arizona Alumni Association

Bruce Ellis:
• Advisory Board Member, Psychosocial Aspects of Central Precocious Puberty, AbbVie

Ann Mastergeorge:
• Centers for Disease Control and Prevention, Learn the Signs/Act Early Ambassador
• University of Arizona Health Sciences Center Health Disparities Advisory Council
• Arizona First Things First Regional Council Member, Education Rep

Chuck Raison:
• Certificate of Excellence in Reviewing, *Brain Behavior and Immunity*, Elsevier Publishing
• Principal Guest Scientist, 31st Midwest Symposium on Family Systems Theory and Therapy
• Invited to give Bench-to-Bedside Keynote Address at the International Behavioral Neuroscience Society (IBNS) meeting
• Raymond Pearl Award for “contributions to our understanding of evolutionary biocultural origins of mental health and illness”, Human Biology Association

Andrea Romero:
• 40 under 40 Board for the Tucson Hispanic Chamber of Commerce

Sabrina Helm:
• CALS RIC award / CALS Research Innovation Challenge, Collaborators: Melissa Barnett, Melissa Curran (both NS) and Zeiliann Craig (Animal Sciences)

Other Awards:
Allison Ewing-Cooper: Emerging Professional Award from the Council of Alumni and Friends of the Norton School
Jessica Kiesling: CALS A+ Advisor