

ANNUAL REPORT 2004-2005

Department of Curriculum and Instruction

Submitted by Ellen Vasu, Ph.D., Department Head

1. CHANGES IN SERVICE ENVIRONMENT

This year the Department of Curriculum and Instruction faced a number of challenges as it again began the year with impending budget cuts. Noteworthy changes are listed below:

- Dr. Hiller Spires was selected as the Director of the William and Ida Friday Center for Educational Innovation
- Two faculty members underwent the RPT process. Patricia Marshall was successfully promoted to full professor, and Dr. Jason Osborne was promoted to Associate Professor with tenure.
- Two faculty in C&I resigned this year, both of whom will be greatly missed. Dr. Alan Foley was undergoing review for reappointment but resigned from his position in the IT program effective January 1, 2005 and accepted a position at the University of Wisconsin, Madison. Dr. Billy O'Steen resigned his position in the MSL program effective July 1, 2005 and accepted a position at the University of Canterbury in Christchurch, New Zealand. We are in the final stages of faculty searches in the areas of IT and MSL Social Studies, and will begin a search for MSL Language Arts faculty member as soon as possible.
- In August 2004, Ms. Cheryl Caddell was appointed Interim Program Coordinator of the graduate program in business and marketing education (MKZ) and continues as Program Administrator of the Initial Licensure Program (ILP) in business and marketing education. Dr. Terry O'Brien continues as the Program Coordinator of the undergraduate program in business and marketing education (MKE).
- Counselor Education and the Department of Curriculum and Instruction formed a forward-looking task force aimed at providing recommendations by January 15, 2006 for a merger of the two units. In mid-May 2005, Dean Moore informed the C&I and CE department heads that she wanted the merger to move forward at a quicker pace, and that after July 1, 2005 C&I and CE will move into a transition phase under the following conditions: the reappointment, promotion, and tenure procedures will be separate for the two units during 2005-06, Dr. Ellen Vasu will serve as department head during 2005-06 with a Counselor Ed faculty member serving in the role of assistant department head during 2005-06, and the two units will recommend a new departmental name by January 15, 2006.
- The departments underwent budget cuts again this year: permanent cut (1.43%), (1% one-time not enacted).
- The department once again increased its offerings via distance education, DELTA.
- Linda Trogdon resigned her SPA position as an Office Assistant V, early in the fall of 2004. Following a search, Irene Armstrong was promoted from her Student Services IV position into the Office Assistant V position. Krisztina Hovanyi's Accounting Clerk IV position was increased to ¾ time, working under Chris Terwilliger whose Accounting Technician II position was increased to full-time. We are currently in the final stages of a search to fill our SPA Student Services IV ¾ time position.

2. COMPACT PLAN

The Department has six major initiatives within its compact. Progress has been made this year on the initiatives listed below as noted.

- Establish the Middle Grades Academy and a Non-formal Youth Development Leadership master's specialization in C&I [See Section 4, Instructional Program Advances, Graduate (reference to YDL) and Undergraduate (references to Middle Grades Academy)]
- Lead in Business and Marketing Education Distance Teacher Education [See Section 4, Instructional Program Advances, Graduate and Licensure (references to the formalization of the MKZ graduate program and the ILP initial licensure program as a distance education programs)].

3. DIVERSITY

The Department continues to strive to increase the diversity of its faculty, students, staff, and curricula. At the undergraduate level, the percentage of minority students enrolled in undergraduate programs increased from 13% to 18% since last year, with the percentage female at 81%. At the graduate level, the percentage of minority students enrolled in graduate programs rose slightly from 13% to 14% since last year. Two-percent of our graduate students are international, and 85% are female. In 2004-05 our faculty profile was 57% female and 11% minority.

4. INSTRUCTIONAL PROGRAM ADVANCES

Course changes are listed in the table below.

Changes in ECI Courses/Curriculum Offerings 2004-05		
Course Changes	Changes	Instructor
GEO 200 Principles of Geography	Added access to web-based simulations of geographic phenomena and practice of technology-enabled teaching methods.	Alibrandi
ECI 525 Contemporary Approaches in Social Studies	Added digital methods, resources, web-based GIS, Web Blogs.	Alibrandi
ECI 102 Orientation to Middle Grades Ed	Component added for Progress to Degree feature, orientation changed to one inclusive session.	Beal/Dalton
ECI 309 Teaching in the Middle Grades	Added component on creating integrated units around a general theme, and a technology component to demonstrate compliance with the PT3 grant. Redesigned a section for summer school course for lateral entry and licensure only teachers	Beal
ECI 550 Foundations of Middle Level Ed	Final project focused on reporting findings from a semester long study of education hot button topics	Beal
ECI 551 Teaching and Learning Approaches for Emerging Adolescents	Added activity on curriculum integration, experiential learning, community service and The Heritage Trail website	Beal/Grable
ECI 510 Research App in C&I	Development and delivery in online format	O'Brien/Staff
ECI 569 Sp Pb in Business and Marketing Ed	Development and delivery in online format	O'Brien/Staff
EDP 304 Educational Psychology	Integrated Classroom Performance System (CPS) units allowing interaction/feedback in real-time. Incorporated project based learning component that allows student to apply principles of ed psyc to real classroom situations (e.g. jigsaw classroom methods to enhance mainstreaming of autistic children).	Osborne, J.
ECI 655 Internship In Reading Education	Developed set of documents, instructions	Fox
ECI 645 Diagnostic-Prescriptive Practicum in Reading	Created new portfolio system that will result in a more research-based guide to assessment and intervention.	Fox
ECI 306 Middle Years Reading	In response to student feedback requesting more field-based experiences used mixed groups of Language Arts/Social Studies and Math/Science majors: students designed, implemented, and facilitated experiences with their peers and with 7 th grade students at a Middle School. Also interacted via videoconferencing with students and teachers at a Middle School in Roxboro, North Carolina.	O'Steen
ECI 454/ECI 464 Student Teaching in Language Arts/Social Studies	In response to feedback from students to better utilize the student teaching implemented a series of experiences to create a tighter Learning Community	O'Steen/Dalton*/ Bates*/Johnson*
ECI 430 Methods for Teaching Language Arts	In response to feedback received from students added components: Consistent/Frequent Experiences with the Cooperating Teacher, Student-Led Learning Expeditions and Service-Learning	O'Steen/Dalton* and White (Ph.D. student)
ECI 307 Teaching Writing Across the Curriculum	Preservice teachers visited six middle schools to collect and analyze data about how technology is infused into school. Added activities for using PDAs for teaching. Students worked together electronically as Dialogic Learning Log Partners to discuss readings/ pedagogy related to teaching.	Pope
ECI 405 Literature for Adolescents	Gathered data on an on-line Literature community in asynchronous and synchronous groups. Students developed databases of adult literature and observed technology lessons developed by award-winning middle school teachers visiting as part of MEGA.	Pope
ECI 603 Advanced Seminar In Literacy Research	Implemented a research forum component involving presentations of projects to educators from the community in response to master's revision	Spires
ECI 541 Reading In the Content Areas	Ongoing development of online version, to include	Spires

	technology-enabled examples of reading instruction. (http://www.courses.ncsu.edu/classes/eci541001/index.html)	
ECI 546, Literacy Instruction, Technology, and Media	In response to student feedback revised components and implemented community building via desktop videoconferencing.	Spires/Creech*
ECI 511 Computer Applications in Instruction	Added a significant online Assistive Technology component.	Steelman
Newly Developed Courses – Not formally approved		
ECI 509 Sp Pb: Mixed Methods	Combining quantitative/qualitative methods in educational research.	DeCuir-Gunby
ECI XXX Teachers as Leaders Fall 2004	Developed Course Action Form and submitted to C&I for review	Pope
ECI 620 Y Institute for Thinking-Based Learning	Co-planned with the National Center for Teaching Thinking	Pritchard
ECI 620Z Academic and Professional Writing	Developed and taught	Pritchard/Honeycutt *
ECI 496 NC Teach Courses	Developed	Pritchard/Alibrandi/DeCuir/Wheatley/Holley
Undergraduate Academic Program Reviews		
MSL Curriculum Changes	Approved	Beal/Dalton
MKE Curriculum Changes	Pending at UCCC	O'Brien
MKE - Changes in: ECI 444 Admin of Marketing Ed, ECI 446 Curr and Methods of Teach Marketing Ed, ECI 447 Student Teaching in Marketing Ed, and ECI 494 Senior Seminar in Marketing Ed	Approved	O'Brien
*Staff indicates the instructor is part-time or non-faculty		

The following additional instructional changes occurred this year:

Graduate

- The Department revised its Ph.D. curriculum, and the educational psychology faculty developed a specialty focus in educational psychology within the C&I Ph.D. (Osborne, J., DeCuir-Gunby and Nietfeld).
- The graduate program (MKT/MKZ) in business and marketing education was formally approved at the college and university levels as a distance education program. The Department is in final negotiations with DELTA and the College for a 3-year renewable DELTA budget for the support of the MKZ and ILP programs and associated faculty, instructors and staff including a new full-time Teaching Assistant Professor (Caddell and Vasu).
- In response to student requests, the IT graduate program is broadening its focus to encompass areas of education outside of K12, and has formally removed the term “K12” from all the course titles (Vasu).
- ◆ Ongoing development of Literacy Junction, an interactive web site for middle school teachers and students, http://www.thenewcosmos.com/lit_junc/literacyjunction/ also used with ECI 541 and ECI 546 (Spires).
- ◆ We are continuing to work with the Department of Youth Professional Development in the CALS in the development of a *Non-formal Youth Development Leadership (YDL)* master’s focus in C&I. Courses were again offered this year (Osborne, S., Vasu, E., McKinney, T. and Safrit, D.).

Undergraduate

- ◆ Under the guidance of Dr. Carol Pope and Dr. Glenda Carter as Co-Chairs, the middle grades faculty from MST and C&I have continued their work throughout the year on the development of the Middle Grades Academy, a cross-disciplinary/cross-departmental undergraduate middle grades program. Changes in the undergraduate MSL program as a result of the Undergraduate Academic Program Review (Beal and Dalton) resulted in the following being implemented for MGA/MSL:
 - MGA Community Building Day planned and implemented
 - Program description for undergraduate catalog written
 - Review of program goals to reflect faculty beliefs of what constitutes a program of excellence
 - Surveys designed and implemented: Entry Survey, Senior year survey, Cooperating teachers survey, first and third year graduates’ survey, exit interviews with all seniors
 - Pilot study: Administration of DIT (Dispositions in Teaching) Instrument
 - Development a faculty checklist for end of courses to capture course changes that occurred
 - Updating of rubric for assessing teaching portfolios, oral presentations, Boards of Distinction, observations for supervisors and cooperating teachers

- Development of components focusing on classroom management/assessment/tutoring young adolescents
 - Ongoing conversations regarding diversity issues across the program
 - Examination of MSL technology teaching continuum to determine program needs
- A LITRE grant is funding how CPS units can be used to improve learning in EDP 304 (Nietfeld & Osborne, J.).
 - The department continues its contract with WCPSS to offer courses for lateral entry teachers (Vasu).

Licensure

- Through College's Lateral Entry Office (Grant Holley), C&I and MST faculty and clinical instructors continue to offer NC Teach on NCSU's campus, and a program of courses for lateral entry teachers in WCPSS (Pritchard, Alibrandi).
- The Initial Licensure Program (ILP) in business and marketing education was formally approved at the college and university level as a distance education program. The Department is in final negotiations with DELTA and the College for a 3-year renewable DELTA budget for the support of programs (Caddell and Vasu).

5. RESEARCH AND FACULTY RECOGNITION

Four C&I faculty hold positions as Editor, Consulting Editor, or Guest Editor for **six** peer-reviewed scholarly journals. The C&I faculty serve on the Editorial Boards of **11** prestigious peer-reviewed journals, and serve as manuscript reviewers on **9** which reveals their depth of scholarship. This is summarized in the table below.

Editorial Positions, Board Memberships, and Manuscript Reviewers for Peer-Reviewed Journals		
Department of Curriculum and Instruction		
2004-05		
Journal	Name	Editorial Position
<i>Exceptionality</i>	Sabornie	Editor
<i>Behavioral Disorders</i>	Cullinan	Consulting Editor
<i>Education and Treatment of Children</i>	Cullinan	Consulting Editor (Special Edition)
<i>Journal of Emotional and Behavioral Disorders</i>	Cullinan	Consulting Editor
<i>Journal of Attention Disorders</i>	Osborne, S.	Consulting Editor
<i>International Journal of Social Education.</i>	Beal, Dalton	Guest Editors
Journal	Editorial Board Member/Advisor	
<i>Exceptionality</i>	Cullinan	
<i>Balanced Reading Instruction</i>	Fox	
<i>Reading Psychology</i>	Fox	
<i>Multicultural Perspectives</i>	Marshall	
<i>Practical Assessment, Research and Evaluation</i>	Osborne, J.	
<i>Exceptionality</i>	Osborne, S.	
<i>Remedial and Special Education</i>	Osborne, S.	
<i>National Council of Teachers of English (NCTE)</i>	Pope	
<i>Assessment for Effective Intervention</i>	Sabornie	
<i>Education and Training in Developmental Disabilities</i>	Sabornie	
<i>Journal of Emotional and Behavioral Disorders</i>	Sabornie	
<i>Remedial and Special Education,</i>	Sabornie	
<i>Exceptionality</i>	Spires	
<i>Journal of Reading Research & Instruction</i>	Spires	
Journal	Manuscript Reviewer	
<i>Anxiety, Stress, & Coping</i>	DeCuir-Gunby	
<i>Educational Researcher</i>	DeCuir-Gunby	
<i>European Journal of Psychology of Education</i>	Nietfeld	
<i>Teaching educational Psychology</i>	Nietfeld	
<i>International Journal of Engineering Education</i>	O'Brien	
<i>AERA Journal</i>	Pritchard	
<i>North Carolina Journal of Teacher Education</i>	Pritchard	
<i>American Educational Research Journal</i>	Reiman	
<i>Journal of Educational Psychology</i>	Spires	
<i>Journal of Adolescent and Adult Literacy</i>	Spires	
<i>Journal of Technology in Teacher Education</i>	Steelman	

A summary of faculty accomplishments in scholarship is presented in the table that follows. This year faculty published **19** articles in peer-reviewed journals, **3** books, and **7** book chapters. In addition they have made **27** presentations or invited presentations around the nation and the world.

Faculty Scholarship			
Department of Curriculum and Instruction 2004-05			
Publications		Other Scholarly Activities	
Peer-reviewed Published Journal Articles (ranging from 0-5 published journal articles)	19	Presentations	24
Proceedings	11	Invited presentations	3
Books	3	Other (Reports, Manuals, CDs)	7
Book chapters	7		
Subtotal	40	Subtotal	34

As the following table shows, this year our faculty submitted proposals to external funding sources totaling approximately **\$7,196,995** with awards so far totaling over **\$595,246** with **\$3,917,336** pending.

External Grants and Contracts Requested, Pending, Awarded 2004-05				
Department of Curriculum and Instruction				
CED PI/co-PI	Sponsor	CED Share Request	Pending	CED Share Awarded
Osborne, J.; Vasu, E.	NC DPI	\$495,000		\$495,000
Nietfeld	NC DPI	\$47,246		\$47,246
Pritchard	NWP	\$43,000		\$43,000
Vasu	WCPSS	\$5,000		\$5,000
Vasu	WCPSS	\$5,000		\$5,000
Alibrandi	NEH	\$194,219		\$0
Pritchard, Spires	US DOEd	\$1,441,104		\$0
Nietfeld, Alibrandi, Beal, Grable	US DOEd	\$1,049,090		\$0
Osborne, S.	US DOEd	\$717,336	\$717,336	\$0
Nietfeld; Osborne, J.	Coca-Cola	\$200,000	\$200,000	\$0
Spires	Duke	\$3,000,000	\$3,000,000	\$0
		\$7,196,995	\$3,917,336	\$595,246
Data from College Research Office does not include funds that are continuing from awards given in previous years. These data do not include projects already funded – e.g. Dreamkeepers, Tzur & Marshall, \$3,655,834				

This year C&I faculty received **\$918,650** in internal awards with **\$721,458** pending. This includes both internal grants as well as DELTA direct program funding.

Internal Grants and Contracts Requested, Pending, Awarded 2004-05				
Department of Curriculum and Instruction				
CED PI/co-PI	Sponsor	CED Share Request	Pending	CED Share Awarded
Caddell, Vasu	DELTA-MKZ/ILP Direct Program Funding 05-07	\$721,458	\$721,458	
Caddell, Vasu	DELTA-MKT/ILP Direct Program Funding 04-05	\$173,692		\$173,692
Nietfeld; Osborne, J.	LITRE	\$10,000		\$4,000
DeCuir	Ext. & Engagement	\$7,500		\$7,500
DeCuir	FR&PD multi-disciplinary	\$6,000		\$0
		\$918,650	\$721,458	\$185,192
DATA from College Research Office plus DELTA direct program funding				

6. EXTENSION and SERVICE

C&I faculty engaged in a variety of extension activities a **sampling** of which are presented below.

- Dr. Marsha Alibrandi - Collaborating on writing curriculum for new web-based GIS application through ESRI

- ◆ Dr. Candy Beal – Help Yourself Yourself Program, at local middle schools.
- ◆ Dr. Jessica DeCuir – Judge for Triangle Urban League 21st Century Educator’s of the Year Award
- ◆ Dr. Barbara Fox - Consultant, Capstone Press, series of books for Struggling Readers, Grades 4-8.
- ◆ Dr. Patricia Marshall – faculty liaison to Bunn Middle School as part of TEPIE Collaborative
- ◆ Dr. John Nietfeld – Evaluator for Nebraska school district standards and progress.
- ◆ Dr. Terry O’Brien - NC DECA State Scholarship Committee
- ◆ Dr. Jason Osborne – NCDPI evaluation of school report cards with recommendation for redesigns.
- ◆ Dr. Susan Osborne - President Elect/President --Division for Learning Disabilities of the International Council for Exceptional Children – (four-year obligation). 8,000-member organization
- ◆ Dr. Carol Pope – Liaison to Centennial Campus MS, consultant to Orange County Schools re: middle schools.
- ◆ Dr. Ruie Pritchard – The Capital Area Writing Project (CAWP) conducted four school-year staff development workshops on the topic of reading and writing connections, for 547 teachers and 8,170 collective contact hours.
- ◆ Dr. Ed Sabornie - provided expert consultation to attorneys in two special education-related lawsuits
- ◆ Dr. Hiller Spires – Consulted with ETS on the development of the new Praxis Exam for Elementary Education.
- ◆ Dr. Jane Steelman - developed a video on DVD for a local K12 athletic department.

Both the Diagnostic Teaching Clinic under the direction of Dr. Cathy Crossland, and SUCCEED at Mentoring under the direction of Dr. Alan Reiman, have large extension components and are housed with C&I. They are discussed below.

The Diagnostic Teaching Clinic, Director – Dr. Cathy Crossland, Director

The Diagnostic Teaching Clinic was developed in 1983 with a grant from the U. S. Department of Education through the Division of Personnel Preparation to: (1) provide a source of comprehensive psycho-educational assessments for students who exhibit learning-related problems, and (2) to provide a means of training graduate-level classroom teachers in the methods of educational diagnosis and prescription appropriate for classroom preparation. Housed within the Department of C&I, the DTC’s key activities this year were:

- Provided direct clinical services to 98 clients and families
- Provided internship for 1 graduate student in Special Education
- Provided weekly clinical demonstrations for ECI 581 course during fall and spring semesters

The clients the Clinic served this year were distributed across 53 schools and 5 colleges and universities in the following distribution: Preschool 1, Kindergarten 1, Elementary 31, Middle 20, High School 26, College 18, other adults 1.

SUCCEED at Developing Educators and Developing Learners Program (Model Clinical Teaching Program) –Dr. Alan Reiman, Executive Director

Housed within C&I, the SUCCEED program is committed to research and innovation in teacher personal and professional learning and development across the career span. Highlights of this year’s activities include:

- Continuation of a U.S. DoEd Teacher Quality Title-II grant in collaboration with the Vance County Schools to research the mentoring of 21 lateral-entry teachers
- Initiation of a study of implementation fidelity of a Deliberate Psychological/ Professional Education Intervention.
- Completion of a study examining ethical judgment and racial/ethical sensitivity as it relates to conferencing with caregivers.
- Initiation of research to construct/evaluate an inventory measuring 166 beginning teachers’ perceptions of success
- Design/replication of an innovative, scope-and-sequenced curriculum that provides beginning teachers/lateral entry teachers the opportunity to engage in professional development alongside their mentors (6 school systems)
- Facilitation of network meetings for more than 20 school system leaders and mentor educators from 6 school systems
- Initiation of a self-management plan for sales and product fulfillment of SUCCEED resources
- Piloting of a state-of-the-art web-based audio conferencing tool (CENTRA) for the purposes of providing regular consultation and gathering data for the above mentioned implementation study.

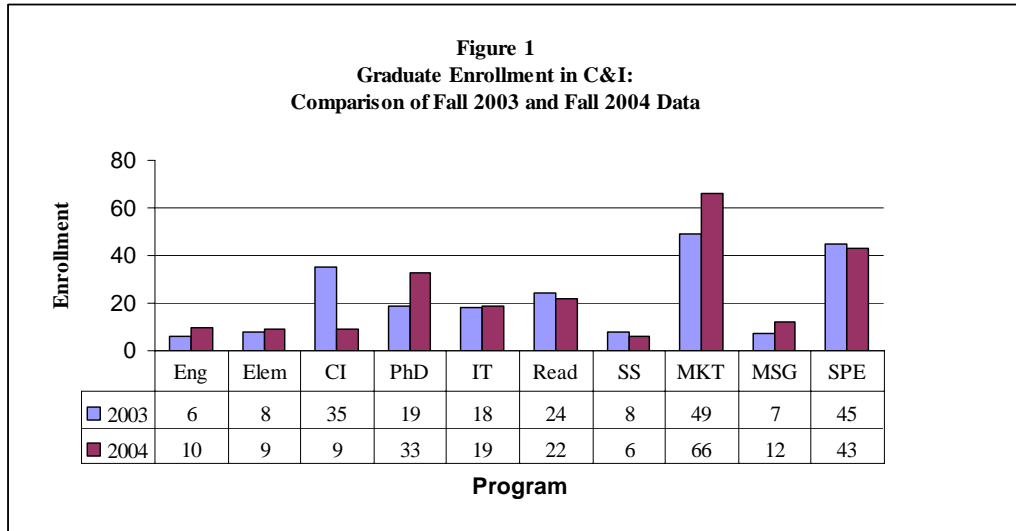
7. FACULTY—HONORS, AWARDS AND RECOGNITION

Selected faculty honors, awards and recognition are listed below.

- ◆ Dr. Candy Beal: Nominated for CED Outstanding Teacher Award, Fall 2004
- ◆ Dr. Patricia Marshall -Nominated for Outstanding Undergraduate Alumni Professor, Fall 2004
- ◆ Dr. Lisa Grable, Outstanding Extension Service Awards, Spring 2005

8. STUDENTS

As shown in **Figure 1**, enrollment in graduate programs in C&I has remained fairly stable across the majority of the programs based on Fall 03 and 04 enrollment data from NCSU Planning and Analysis (Fall 03, n = 219, Fall 04, n = 229). Two programs that grew by over 50% were the PhD in C&I and the master's in C&I with the Business and Marketing Education concentration (MKT). The drop in numbers within the category CI is due to data entry errors (moving students from general CI to the appropriate curriculum code).

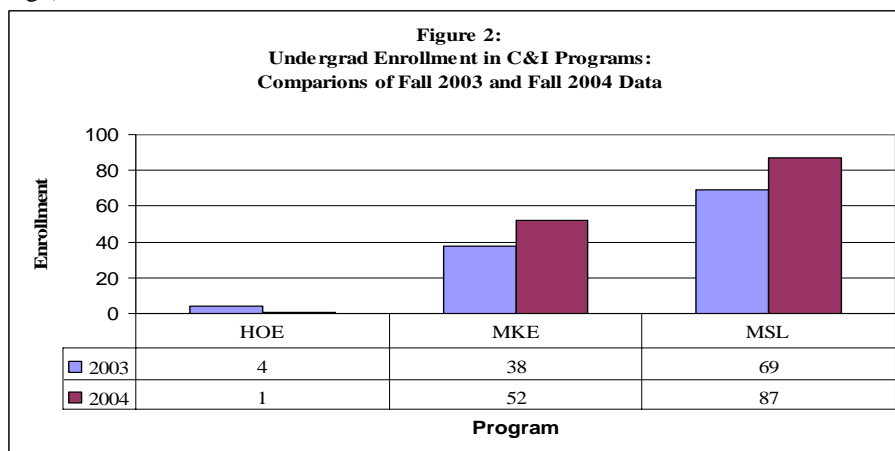


Graduate students won the following awards this year:

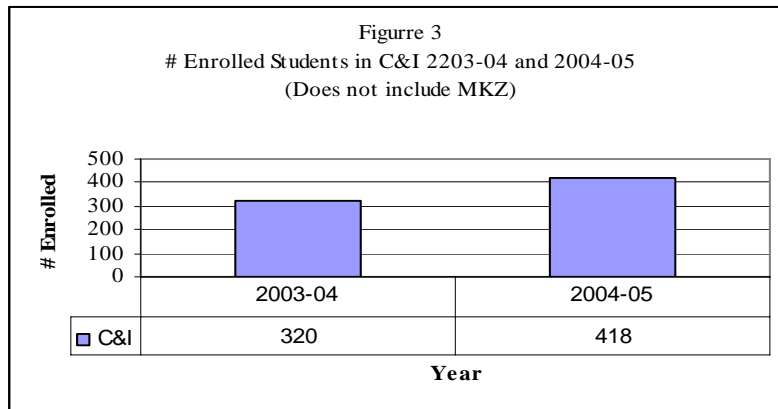
- Jackie Ennis, Ph.D. student focusing on IT under the direction of E. Vasu and J. Steelman, won the Maycie K. Southall Scholarship \$5,000 from The Delta Kappa Gamma Society International.
- Shannon White, Ph.D. student focusing on GIS and IT under the direction of M. Alibrandi, won the of 2005 Peter H. Martorella Memorial Award (\$5000).
- Rollinda Thomas, Ph.D. student focusing on IT under the direction of E. Vasu, is the College Academic Achievement Award winner for the Association of Concerns of African American Graduate Students., 2005.

In addition, Kenneth Anderson, a Ph.D. student focusing on Business and Marketing Education under the direction of T. O'Brien, has been appointed as an Assistant Professor in Curriculum, Instruction, and Supervision at UNCW.

As shown in the **Figure 2**, the department undergraduate enrollments have increased (Fall 2003, n = 107, Fall 04, n = 139): thereby producing more teachers licensed in business and marketing education (T. O'Brien) and middle grades language arts and social studies (C. Beal). (NOTE: the Health Occupation Education program stopped admissions four years ago).



Overall distance education enrollments in courses offered in the department increased from Fall 2003 to Fall 2004 as shown in **Figure 3** below. These figures do not include MKT/MKZ and ILP Business and Marketing Education enrollments. The MKT/MKZ and ILP programs under the coordination of Cheryl Caddell received a program budget of \$173,692 for operations from July 1, 2004 – June 30, 2005.



9. FUND-RAISING

88% of the staff and faculty in C&I contributed to the Friday Institute fund-raising in mid-spring.

10. ADMINISTRATION ACHIEVEMENTS

Irene Armstrong was awarded the SPA **Award for Excellence** within our College, receives \$250, and moves forward to the University Competition.

11. RECOMMENDATIONS AND CONCERNS FOR THE FUTURE

The Department may face budget cuts again next year, and therefore we must continue to find ways to better utilize our scarce resources. One goal we are coming closer to achieving is reaching a minimum of 2-3 faculty members in each program area. As detailed in our Compact, **in order to maintain our programmatic viability for NCATE and NCDPI**, it is essential that we have an additional faculty member in the area of **curriculum design, development and instructional supervision**. With the potential beginning of an elementary education program, I would like to suggest that careful consideration be given to hiring 1-2 individuals with a solid foundation in curriculum design and curriculum development. These individuals can collaborate with our faculty and programs to ensure that our programmatic viability in the licensure areas of curriculum and instructional supervision are not jeopardized.

According to Fall 2004 data, C&I has **52** undergraduates enrolled in Business and Marketing Ed, and **87** undergraduates in Middle Grades Language Arts and Social Studies. C&I has only one full-time faculty member in MKE - a ratio of 1 faculty member to 52 students, and 4 full-time faculty and one full-time lecturer in MSL - a ratio of 1 faculty member to 18 students. C&I desperately needs another faculty member in MKE to help support that undergraduate teacher ed program. We have included that request in our DELTA budget request for the master's degree and Initial Licensure Programs in Business and Marketing education offered through distance education. That Teaching Assistant/Associate Professor, if funded, would teach within both the undergraduate and graduate programs in Business and Marketing education.