



The Superior Innovation Initiative: Request for Proposals

Big Pitch Application Form – August 28, 2015

Instructions

1. Complete this application for the Superior Innovation Initiative.
2. Please review your submission with your department chair or supervisor and obtain signature indicating review.
3. Send electronically your submission to Provost Faith Hensrud (provost@uwsuper.edu) by October 1, 2015.

Your proposal must include: project title and project plan, budget narrative, project timeline, and proposed budget form.

The Superior Innovation Initiative Project Proposal

Project Title:	Neuroscience Program
Project Leader:	Michelle Arnhold Davies & Eleni Pinnow
Project Leader Email:	marnhold@uwsuper.edu ; epinnow@uwsuper.edu
Project Leader Phone:	X8428; X8312
Unit/Program/Department:	Biology/Natural Sciences; Psychology/HBJD
Other Project Team Members: Include email, phone	
Project Plan: – SEE ATTACHED	
In order to evaluate proposals in a fair and equitable manner, please write your plan according to the following guidelines:	
<ul style="list-style-type: none"> • Please address the following topics in your proposal (500 word maximum) <ol style="list-style-type: none"> a. Provide a brief description of the project proposal and emphasize why it is innovative. b. How will this proposal increase student enrollment (recruitment/retention) or increase campus revenue? c. When do you think you can reasonably launch this initiative? d. How soon can the university see increases in enrollment or revenue? • Budget Narrative (limit to 250 words). Define the budget amount (in dollars) needed to complete the work you are proposing (budget details to be provided in the “Proposed Budget” area below). If you do not require funding, do not submit a budget. You will need to submit your project timeline. 	



Project Timeline: SEE ATTACHED

(Prepare a timeline for project not to exceed 2015-2017 time frame)

Be **SMART** about the Project Plan and Project Timeline.

- Specific:** Your objectives must be clear so that if someone reads them, s/he can interpret them.
- Measurable:** Is the objective measurable?
- Achievable:** Is the project objective reasonably achievable?
- Realistic:** Are the available resources sufficient to achieve the objective(s)?
- Time-Specific:** Specify when an objective will be attained (date/timeline). Set specific milestone dates.

Proposed Budget:

Item Description (person or item)		“Hours and Rate” (if labor) or “Purchase	Line Total
1	Anatomical Supplies		\$3000
2	Marketing ???		\$1000
3			\$
4			\$
5			\$
6			\$
7	(add lines as necessary)		\$
		Total Request:	\$4000
1	Matching Funds (Source: __ will be request from Dept of Nat Science_)		\$3000
		(add lines as necessary)	\$
		Total Matching	\$3000

Check which of the following might apply (check all that apply):

- This project requires System review and approval.
- This project requires campus governance review and approval.
- This project requires departmental review and approval.

Mary Balcer _____

Print Name

Signature

Submit project applications by 4:30 p.m. on October 1, 2015 to provost@uwsuper.edu

Project Narrative

- a. This proposal is to develop an undergraduate comprehensive major and minor in Neuroscience. The major will, initially, be proposed as a new track within the Biology major. A neuroscience program at UWS will fill a need niche in the area; the closest neuroscience program is being developed at UW-EC and neither CSS nor UMD currently have the program. Additionally, this program will be useful for students who hope to prepare to enter a health related field (medical school, nursing, chemical dependency counseling, pharmacy, physical therapy, etc).
- b. Given its relative uniqueness within the region, the Neuroscience program could serve as a popular recruiting point for new admissions. Additionally, students who may otherwise transfer to get a more human or medically based Biology major may choose to finish their degree at UWS, thus increasing retention. Essentially, we believe this program will result in more students attending and finishing at UWS.
- c. Dr. Arnhold Davies and Dr. Pinnow (working with their respective programs and departments) are currently developing a course array for the comprehensive major (see draft attached) and minor. We are optimistic that this program could be launched to start in Fall 2016.
- d. If given the chance to have this program marketed, we believe that this major could start attracting new students as soon as Fall 2016. We imagine that the same is true for retention—benefits should occur within the first year.

Budget Narrative

Appropriate courses to support the major and minor currently exist within the Biology, Psychology, Chemistry, and Physics programs. The only foreseeable costs to developing this proposal include human purchasing anatomical specimens to support the Neurobiology course and marketing to attract students.

Human neurological tissue is required to properly study nervous system anatomy. Two options exist for such material; human tissue preserved in formaldehyde (or a comparable chemical) or plasticized human tissue. Both types of tissue cost approximately \$1500/specimen. Preserved tissue has a shelf life of approximately 2 years, whereas plasticized tissue can last for 15-20 years. We would like to purchase at least 4 plasticized specimens to equip the neurobiology laboratory and to be used to promote the major/minor and conduct community outreach. We request \$3000 to purchase half of the anatomical specimens needed with matching funds requested from the Department of Natural Sciences to purchase additional specimens over a two year period.

Funds for marketing are requested as a budget item. Marketing may include development of short videos or other electronic media, printed materials, and/or travel to regional high schools promoting the major and minor. We estimate needing \$1000 for marketing.

Project Timeline

Fall 2015

- Obtain departmental approval for course arrays in major/minor and catalogue copy
- Develop learning goals and outcomes for major/minor
- Choose HIPs for major/minor
- Develop assessment plan for major/minor

Spring 2016

- Submit course arrays and catalogue copy to governance bodies
- Obtain governance approval for major/minor

Fall 2016

- Welcome new majors and minors

DRAFT of Neuroscience Major

General major requirements

54 credits, 3 disciplines, 18 credits 300+ level, Capstone

Required Courses:

Biology

Bio 130: Principles I	4 cr
Bio 132: Principles II	4 cr
Bio 270: A&P I	4 cr
Bio 440: Cell Bio	4 cr
Bio 405: Neuro	3 cr

Psychology

Psych 101: Intro psych	3 cr
Psych 350: Biopsychology	3 cr

Chemistry

Chem 105:	5 cr
Chem 106:	5 cr

Physics

Physics 107:	4 cr
Physics 108:	4 cr

Capstone

Research (related to Neuro)	1 cr
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Total Required credits: 44 (11 are 300+ level)

Would need 10 credits of electives- 7 of which need to be above 300 level

Possible electives

Biology

Bio 280: A&P II	4 cr
Bio 330: Genetics	4 cr
Etc	

Psychology

Psych 353: Psychopharmacology	3 cr
Psych 303: Research methods	3 cr
Psych 301: Statistics	3 cr

Chemistry

Chem 320: Organic I	6 cr
Chem 321: Organic II	5 cr
Chem 360: Biochemistry	3 cr

Math

Math 240: Calculus	4 cr
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