

UNIVERSITY CURRICULUM COMMITTEE

Minutes #2 approved (2015 Supplement & 2016-2018 Undergraduate Catalog)

September 10, 2014

Members Present: Cook, Dustin, Kaesberg, Kennedy, Latham, Lippert, Lieberman, Morey, Neisler, Rosenthal, Shim, Standard, Temple, Trefzger, Willard

Members Absent: Prud'homme

Guests Present: Tim Longfellow, Kim Judson, and Horace Melton from Marketing; Steve Mertens and Tony Lorsbach from Teaching and Learning, Cyndee Brown from Theatre and Dance, and Jess Ray, Registrar

1. Temple convened the meeting at 3:05 p.m.
2. **INTRODUCTIONS:** Members and the guests introduced themselves.
3. **APPROVAL OF MINUTES:** #1 September 3, 2014. Neisler moved to approve the minutes and Latham seconded. The minutes were approved by acclamation of the committee.

4. PROPOSAL DISCUSSION:

ENG CREATIVE WRITING STUDIES SEQUENCE (New) Trefzger and Latham

Trefzger distributed a handout and presented a review of the proposal from the Department of English.

- The Department of English proposes a new sequence in Creative Writing to prepare students for artistic, aesthetic, and scholarly aspects of creative writing and will be shown as an area of study on the transcript.
- Students must complete ENG 100 and other required courses in the major with a grade of C or better.
- The availability of this sequence offers another choice in light of the enrollment restrictions on the English Education program.
- No additional resource needs are anticipated and hours fall within the guidelines.

Questions/Comments:

- The reviewers questioned why the required hours were shown as 43 to 46 and not just 43 hours and asked if this is due to some students needing to take ENG 227 as a prerequisite to ENG 247, while others could take 247 with instructor permission or because of upperclassman status.
 - The proposer answered that ENG 227 is the issue, and asked if the proposed catalog copy could be changed to say 43 hours, based on the stated requirements, but with the added statement, "43 hours total in English is required, exclusive of ENG 101. The required courses must be completed with grades of C or better. A student without considerable high school or other experience with creative writing must also complete ENG 227, which will increase required hours to 46."
 - Rosenthal said this is a course prerequisite issue and can be handled by stating (in the course catalog copy) that the prerequisite for ENG 247 is "ENG 227 or consent of the instructor, or junior standing." After further discussion of the committee, Rosenthal said that he will discuss the 43-46 hours and ENG 227/247 issues with the English Department and report back to the committee.
- Reviewers noted that there are no specific lists for British Literature and American Literature courses (for either the new sequence or the existing sequence) such as those provided for the Major in English. They asked if it is to be understood that the lists for the major also apply to each of the sequences.
- Reviewers also noted that ENG 215, 223, and 325 appear in the British Literature course list (for the major) but are not in the current catalog. Also, ENG 267 Foundations of U.S. Latino/a Literatures

some flexibility in the current departmental NTT budget to offset the need for additional sections, if needed.”

- The reviewers recommended approval of the addition of the 3 new courses to the program.

Questions/Comments:

- Trefzger asked if students would be allowed to transfer in MKT 190 course equivalents.
 - Longfellow answered that they would and said that this could help transfer students.
 - Rosenthal suggested that they contact community colleges and let them know about the transferability of the course equivalents. Longfellow stated that they are working on that now.
- Cook asked if MKT 232 required 230.
 - Longfellow answered that either MKT 190 or 230 could be taken as a prerequisite for 232. The prerequisites needed to be changed for MKT 232. They will send through the necessary editorial requests to change courses that require 230 as the prerequisite to say MKT 190 or 230.

With no further discussion, this proposal will be an action item on the next UCC meeting agenda.

**MKT ADVANCED MARKETING ANALYTICS SEQUENCE (New)
MINOR IN BUSINESS ANALYTICS (New)**

Cook and Kaesberg

Cook distributed a handout and presented a review of the proposal for the new Advanced Marketing Analytics Sequence and Minor in Business Analytics.

- The Department of Marketing has proposed a new sequence in Advanced Marketing Analytics and a new Minor in Business Analytics. There are no previous Marketing minors; there are two existing optional sequences.
- The requirements for the new sequence will mirror the existing two sequences, Integrated Marketing Communication and Professional Sales, but Advanced Marketing Analytics will have its own set of required sequence courses (new courses MKT 245 and 345), as well as a choice of pre-existing courses ACC 271, or IT 244.
- They provided letters of support from affected departments whose courses they are including in the sequence and minor.

Questions/Comments:

- The proposed catalog copy for the Minor shows a list of prerequisites for required courses. The Department shows MKT 190 or 230 as a prerequisite for MKT 339.13 and 311, however there are no proposed revisions of the courses online to make the change to include MKT 190. In addition, the catalog copy for both MKT 339.13 and 311 shows MKT 231 as a prerequisite choice but it is not shown as a prerequisite on the proposal for the minor. Cook asked if 231 needed to be removed when the prerequisites are revised.
 - Ryburn said that Marketing must submit an online Editorial Request to make the courses' prerequisite changes.
- For the new sequence, the total hours appear to be 3 hours more than those of the other two sequences (and the general major), because there are 9 hours of required sequence courses, while the other two sequences only require 6 hours of sequence courses. The reviewers asked if this was intended.
- The reviewers asked if more hours should be listed for the minor, given that MKT 230 is the prerequisite for required course MKT 232.
 - Technically the hours shown are acceptable because a student could take MKT 230 instead of MKT 190 in the foundation courses.
- Standard asked if the sequence is within the maximum hours allowed (62) beyond General Education requirements.
 - It appears as though they are requiring 64 hours. Rosenthal will check the courses, add the hours, and get back to the committee and Marketing.

Pending resolution of the hours issue and prerequisite revisions are submitted, the proposal for the new minor and sequence will be action items on the next meeting agenda.

TCH MAJOR IN MIDDLE LEVEL TEACHER EDUCATION (Revise) Dustin and Kennedy

Tony Lorschach and Steve Mertens were present from the School of Teaching and Learning. Dustin distributed a handout and presented a review of the proposal to revise the Major in Middle Level Teacher Education.

- The School of Teaching and Learning proposes the revision of the Major in Middle Level Teacher Education to comply with Illinois State Board of Education changes in licensure.
- They propose the addition of one hour of TCH 101 and the addition of TCH 207, 296, and 394.
- They propose the revision of TCH 130 to increase the hours from 1 to 3, incorporating content from TCH 130, 210, and PSY 302.
- Under the Academic Requirements heading, they replaced TCH 233 with TCH 130 as the program entry course and they propose replacing TCH 398 with TCH 396, a course specifically designed to provide the senior block middle level clinical experience.
- Candidates are still required to complete the requirements for two endorsement areas. Due to new specific state endorsement requirements, the program has been revised to make the endorsement requirements more specific and courses designed to better meet the standards as outlined for Math, Social Science, English Language Arts, Science, and English Language Learners.
- The Department proposes deletion of courses from the program requirements: TCH 210, 390; PSY 302, 346 or 347; SED 101.
- As a result of the changes, the professional requirement hours increased from 40 to 43.
- Due to the change mandated by the ISBE, the word “certification” has been changed to “Professional Educator Licensure” with areas of endorsement.
- Provisions in this revision have been made in cooperation with the English Department to provide students an undergraduate, elementary/middle level focused option for completing an English Learner Endorsement. All teachers in a classroom with between one to nine English Language Learners must have the EL endorsement according to Illinois code.
- The Department reported that additional instructional positions will be needed to support the revision for both course changes described and additional clinical supervision needed. The School of Teaching and Learning, College of Education and the Provost Office are working on the specific funding through tenure-track and non-tenure track positions as enrollment numbers become more predictable.
- Letters of concurrence were provided for courses outside of Teaching and Learning.

Questions/Comments:

- Dustin reported that only one of the endorsements resulted in the student needing to complete over 124 hours – the English Language Learners endorsement which requires 125 hours. Rosenthal noted that this is a vastly streamlined program that took a lot of work to reduce the hours.
- Jess Ray asked why the program had both the B.S. and B.S. in Ed. He asked if they knew how many students actually earned the B.S. instead of the B.S. in Ed. Latham said that she didn’t know and couldn’t see any reason for keeping the B.S. and would investigate the process for removing it.
- Standard asked why they removed SED 101 from the program requirements.
 - Latham answered that a new course (SED/TCH 394) specifically focuses on special education in the middle level classroom and this course will be required in place of SED 101.

With no further discussion, the proposal will be an action item on the next meeting agenda.

THD THEATRE EDUCATION SEQUENCE (Revise)**Standard and Morey**

Cyndee Brown was present from the School of Theatre and Dance. Standard distributed a handout and presented a review of the proposal to revise the Theatre Education Sequence.

- The School of Theatre and Dance proposes changing the requirement of an endorsement in a second teaching field to “strongly recommending” one.
- The rationale given was that students who try to complete an endorsement in a second teaching field are generally not able to do so within a four year time frame. The requirement has been waived for students in the past, and therefore though an endorsement in a second area is desirable, they will change it to a recommendation so that students may complete the sequence in four years.

Questions/Comments:

- The proposed action is straightforward and the reviewers have no problems with it. They noted items in the catalog copy that may need to be addressed.
 - In section 10 on the proposal, the question “Beyond General Education, does the major require more than 60 semester hours?” was answered “No”; however, the answer should be “Yes.” With 42 hours in Theatre, plus 22 hours of Professional Education requirements, the total beyond General Education is 64. (Note: the form should say “more than 62 hours”). The proposal needs to be corrected.
 - The number of credit hours required in STT 399 Student Teaching is not listed in the catalog copy. The reviewers recommended adding the hours (8) for completeness and to match other programs such as the Dance Education Sequence.
 - PSY 215 is one of the professional education requirements. It has a prerequisite of PSY 110 or 111 (PSY 110 is a General Education course). These prerequisites are not mentioned in the catalog copy. The reviewers recommended they be included for completeness.
 - Rosenthal said that he preferred not to start listing prerequisites of required courses in a program’s catalog copy. Students can see the course prerequisites when they look at the course in the catalog.
- Ryburn asked Brown if it would be acceptable if she edited the proposal to answer “yes” to the over 62 hour question and add 8 hours to the STT 399 entry; Brown agreed to the changes and said Ryburn could make them.

With no further discussion, this proposal will be on the next meeting agenda as an action item.

4. LIAISON REPORTS:

- a. Council on General Education – Lieberman reported that the CGE discussed new approaches for enhancing students’ perception of General Education. The plan is to “rebrand” by redesigning the current graphics and choosing a more interesting name. A student group prepared two options for new possibilities and tested them on focus groups. The CGE viewed the two proposals and asked the students to continue researching the options they presented and to continue to develop new ideas.
- b. Council for Teacher Education – Temple – Nothing to report.
- c. Academic Affairs Committee – Rosenthal reported that there would be a substantive meeting tonight.

5. STAFF REPORT:

- a. Rosenthal – Awarding More than One Degree at Graduation:

Leapforward is at a point that we need to move forward on a policy decision regarding awarding more than one degree at graduation. Rosenthal cited sample catalog copy from other institutions in Illinois where they state their policy on granting second or double degrees (University of Illinois Urbana-Champaign, Northern Illinois, Southern Illinois, University of Illinois-Chicago, and Eastern Illinois). He asked the UCC when ISU should grant a second degree. Currently, ISU grants the

degree based on the first major, and it is possible for students to take just one additional course in some instances and get the second degree. Most institutions require completion of the requirements for each degree and a total of at least 150 hours.

This was discussed by the committee and a memo will be sent to the Academic Senate asking their consideration of the recommended changes to the Baccalaureate Degree Document (Policy 2.1.9). The University Curriculum Committee recommends a new section be added to the Baccalaureate Degree Document (Policy 2.1.9) that will make clear that a student with 150 or more hours at Illinois State will be eligible to receive multiple degrees at time of graduation.

The exact language to be inserted at the end of the "Total Hours" section is "Students who have completed a minimum of 150 hours of coursework may receive more than one degree at time of graduation if all graduation requirements for both degrees have been met."

b. Ryburn reported that there is one new proposal to be discussed at the next meeting.

6. **ADJOURNED:** Dustin moved to adjourn the meeting and Lieberman seconded. The meeting was adjourned at 4:26 p.m. The next meeting will be held on September 17, 2014.

7. **INFORMATION:** The University Curriculum Committee Executive Secretary approved the following:

New Courses:

ANT

385 MEDIA AND VISUAL ANTHROPOLOGY

3 sem. hrs.

Intersection of visual media and anthropology: ethnographic film, ethics of representation, television and film ethnographies. Visual or written class project. Prerequisites: Completion of 75 hours or consent of the instructor.

LAN (FRE)

236 FRENCH FOR BUSINESS AND THE PROFESSIONS

3 sem. hrs.

Development of practical language skills needed for doing business in the French-speaking world from a cultural and commercial perspective. Prerequisite: FRE 213.

MKT

190 MARKETING FUNDAMENTALS AND CAREER CHOICES

3 sem. hrs.

Introduces how organizations achieve performance goals through strategic marketing development and implementation. Emphasizes critical thinking, quantitative skills, and career opportunities. Not for credit if had MKT 230 *INTRODUCTION TO MARKETING MANAGEMENT*. Prerequisites: ECO 105 and 42 earned hours of credit. Marketing majors only.

245 INTRODUCTION TO MARKETING ANALYTICS

3 sem. hrs.

Introductory data analysis tools and techniques utilized in predictive analytics, with the goal of deriving actionable intelligence from marketing data. Prerequisites: MKT 190 or 230; and MKT 232.

MKT**345 ADVANCED MARKETING ANALYTICS**
3 sem. hrs.

Advanced data analysis tools and techniques utilized in marketing analytics, with the goal of forming strong customer relationships. Prerequisites: MKT 190 or 230; MKT 232 and 245.

Revised Courses:

CHE

(Added a prerequisite)

351 ADVANCED INORGANIC CHEMISTRY LABORATORY
1 sem. hr.

Advanced experiences in modern synthesis and quantitative characterization of inorganic compounds and materials. Specific experiments and techniques will vary. Materials charge optional. Formerly *INORGANIC CHEMISTRY LABORATORY*. Prerequisites: CHE 251; CHE 350 or concurrent registration.

KNR

(Revised title, "not for credit if had" statement)

114 MACHINE WEIGHT TRAINING
1 sem. hr.

Basic techniques and knowledge necessary to increase muscular strength through the use of nautilus resistive isotonic exercise equipment. Formerly *NAUTILUS CONDITIONING*. Not for credit if had KNR 285 or 313.

(Revised title, description)

116 FITNESS WALKING, JOGGING, AND RUNNING
1 sem. hr.

Knowledge and techniques of walking, jogging, and running as modes for developing and/or maintaining appropriate levels of health-related physical fitness.

(Removed repeatability)

127.10 AQUATIC FITNESS
1 sem. hr.

Shallow water aerobic exercise and/or lap swimming programs to develop and maintain physical fitness. Ability to swim not required.

Deleted Courses:

MUS**103 COMPUTER SKILLS FOR MUSICIANS**
1 sem. hr.

Introduction to computer music notation, MIDI sequencing, and digital audio. Prerequisite: Music major only.

212 INTRODUCTION TO MUSIC LITERATURE
3 sem. hrs.

Introduction to important musicians, genres, styles, and terminology supporting the study of music in history and cultures. Prerequisite: MUS 102 or consent of the instructor.

Deleted Courses (continued)

MUS

216 NON-WESTERN MUSIC LITERATURE

2 sem. hrs.

A survey of the music of non-Western cultures, examining how these societies organize music as sound and music as culture.

260 ELEMENTARY/JUNIOR HIGH TEACHING METHODS: INSTRUMENTAL MUSIC

2 sem. hrs.

Current methods and materials for the teaching of grades 4-8 instrumental music. Includes Clinical Experience: 15 hours, Type 1-5, 9. Prerequisites: Grade of C or better in TCH 210 and 212. Music Education major or minor only. Admission to Professional Studies.

Decimalized Course:

PHI

350.14 HISTORY OF PHILSOPHY: PLATO

3 sem. hrs.

This course will presume a beginning general knowledge of Plato's main contributions to metaphysics and axiology. Following a refresher on the middle books of the *Republic*, students will read more deeply into some of Plato's most important middle and later dialogues.

Editorial Request:

GEO

(Revised prerequisite)

331 CULTURAL GEOGRAPHY

3 sem. hrs.

An advanced course in the field and methodology of cultural geography, with an emphasis on the study of place and culture in a globalizing world. Field trip required. Prerequisite: GEO 142 or consent of the instructor.