

University Curriculum Committee

Minutes # 5

October 7, 2020

Members Present: Hurd, Paolucci, Carlson, Sawyer, Leonard, Howell, Califf, Jia, Kroesch, Newport, Lippert, Pence.

Members Absent: Allen, Savage

Guests: Danielle Lindsey – Registrar’s Office, Ian Gawron – Registrar’s Office, Jess Ray – Registrar’s Office, Horace Melton – Marketing Department, Julie Jung – English Department.

1. Convene: Califf convened October 7, 2020 UCC Meeting

2. Introductions:

3. Approval of Minutes: Califf asked the UCC members if any changes/edits should be submitted. Hearing none, the minutes were approved.

4. Proposed Discussion and Action:

a. Integrated Marketing Communication Sequence (MKT)

Lippert indicated the changes were simple. Lippert explained that the electives were changing to include a relatively new course (MKT 340) and to make it required that students take at least one of the following electives (MKT 331, 332, or 340), and then any two of the rest of the electives. Melton (guest) explained the history of the course briefly and the importance of IMC (integrated marketing communication) courses. Lippert asked if MKT 340 was already approved/created. Melton indicated that it is active and on Course Finder. Kroesch reiterated that the proposal was straightforward. Califf summarized the changes. Gawron (guest) asked if there could be a better way to reflect the changes and Califf/Melton (guest) indicated that there probably was not a better way. Lippert asked about MKT 287 and MKT 398A04. Melton (guest) indicated those were internship-type courses. Califf called for a vote. Kroesch motioned. Lippert seconded. 10 voted in favor. No abstentions or votes against. Below is the approved catalog copy:

Major in Marketing
Integrated Marketing Communication Sequence
Degree offered: B.S.
Major Requirements
Minimum required credit hours: 72
ACC 131
ACC 132
ACC 270
BUS 100
BUS 285
ECO 101
ECO 102
FIL 185
FIL 240
MQM 100 or ECO 138 or POL 138 or PSY 138
MQM 220
MQM 227
MQM 385
MKT 231
MKT 232
MKT 233
MKT 333
MKT 338

Take 1 of the following
MKT 190
MKT 230

Take 1 of the following
MAT 121
MAT 145

Take 1 of the following
ENG 145
ENG 145A13

Take 1 of the following
ACC 167 and ACC 168
IT 150

Take 3 additional courses (9 credit hours) of electives from the following

Of the 3 additional courses, 1 must be from MKT 331, MKT 332, or MKT 340

Consult with your academic advisor

COM 178
MKT 234
MKT 331
MKT 332
MKT 339A05
MKT 339A09
MKT 340

Up to 3 hours of MKT 287 and MKT 398A04 may be counted toward the 9 hours.

Notes

Enrollment in 200-level business courses requires 60 completed credit hours. Enrollment in 300-level business courses requires 75 completed credit hours.

b. Major in English, Technical Writing and Rhetorics Sequence. B.S. Option

Lippert/Kroesch explained some of the history concerning English having a B.S. option. Jung (guest) goes in greater detail concerning this history and indicates that only this sequence will have a B.S. option. Kroesch questioned the B.S. – SMT requirement and how it fits into the program. Paolucci asked if the B.S. – SMT can double count (general education and B.S. – SMT, major requirement and B.S. – SMT). Ray (guest) explained the B.S. – SMT requirement can count for a minor or a major requirement in a program. Specifically, B.S. – SMT course requirements must be beyond the General Education Program requirements (additional SMT coursework). Ray (guest) did express caution concerning double counting B.S. – SMT and other requirements given the intention of the requirement and reporting considerations. Hurd expressed concern about total hours. Howell asked for clarification if this program was more geared towards transfer students or available for both students (native and transfer). Jung (guest) indicated that this program was for both native and transfer students. Jung (guest) also explained in greater detail the history of the program and the engineering/scientific focus of the program generally. Jung (guest) indicated the minor requirement in science helps steer the overall scientific focus of the program. Lindsey (guest) also explained the B.S. – SMT requirement generally and that it does not need to be listed in the major requirements section but does need to be counted in the total degree hours (120). Gawron (guest) indicated that this was counted in the sample plan of study. A general discussion occurred about calculating total hours for an undergraduate degree program and sample plans of study; this conversation included: Califf, Lippert, Lindsey (guest), Hurd, Jung (guest). Lindsey (guest) indicated that the minor requirement can be

problematic for degree audit purposes. Lindsey (guest) delineated two options, 1.) either the minor requirement hours are included into the major requirements page (moving total hours from 40 to 58 or 61), and academic advisors specify which courses per student qualify for that line in the degree audit, or 2.) If the department wanted the catalog copy to read “completion of a minor required,” then the department would be responsible for monitoring the students for this requirement. A general discussion of the nuances between these two options occurred. This conversation included: Lindsey (guest), Jung (guest), Paolucci, Califf, Lippert, and Ray. Lippert expressed concerns about letters of concurrences from each affected department that contains an eligible minor. Jung (guest) indicated that this should not be a concern given the limited number of students in the program and the number of eligible minors. Paolucci asked the minimum required hours for a major. Ray (guest) responded that to earn a bachelors the minimum is 120 credit hours. He (Ray – guest) indicated that he does not know of any specific minimum for a major. Jung (guest) indicated that any minor from a department that has a B.S. degree option would qualify for this requirement, specifying history as an option. Ray (guest) indicated that “B.S. associated minors” do not exist and there can be problematic and ambiguous interactions given that many social sciences can/do count for humanities as well. Jung (guest) reaffirmed her support for including social science minors for the program. Lindsey (guest) reaffirmed that the proposal needs to be more specific concerning the minor requirement and to do one of the two options stated previously. Jung (guest) asked for clarification of both options and what the options would entail. Considerations of the different options included, but was not limited to: higher workloads on academic advisors, potential for students to “slip through the cracks,” degree progression, increased number of waivers, and that a degree “cannot be taken back” once it has been conferred to a student. A discussion occurred between switching the 21-hour minor requirement with 18 given many minors have 18 credit hours, plus the general motivation to reduce minors to be 18 credit hours. Ray (guest) offered a suggestion for the wording of this requirement. Newport expressed support for this and the suggested language Ray (guest) used. Paolucci clarified if the minor was necessary. Jung (guest) indicated that it was. Califf provided additional explanation of the rationale to include the minor requirement. A discussion occurred about moving forward with the program proposal and if Jung (guest) should just work Gawron (guest), and Lindsey (guest) to make the necessary edits. This was confirmed by Lindsey (guest), but Lindsey (guest) asked Hurd if this should be a rejection or just an edit. Hurd indicated this can just be an edit and editors can keep in contact with the college about the changes and if they wish to rereview the proposal the editors can send it back to the department. Jung asked if anything else was concerning about the proposal or just the logistics. Everyone generally agreed/indicated it was just the logistics. Gawron (guest) reaffirmed that, if the 18/21 credit hour requirement is being done, then an FIF/Add Hours Form is needed given the increase in hours. It was generally agreed upon by the UCC members to have this proposal delayed until a future date for rereviewing.

c. Studio Arts – Painting Discipline Area

Johnston explained the changes and indicated they were fairly straightforward. They were primarily changing the electives to make the electives option specific. Johnston indicated there were some issues with the proposal but Gawron (guest) edited the proposal to address the concerns. A general discussion occurred on the prerequisites of some of the courses and the ambiguous wording. This conversation included: Johnston, Pence, Ray (guest), Gawron (guest). Paolucci indicated that these prerequisite concerns should not be an issue in this proposal given how the prerequisites are entry level courses, primarily. Johnston motioned a vote to approve. Paolucci seconded. 11 voted in favor, no abstentions, no votes against. Below is the approved catalog copy:

Major in Art, Sequence in Studio Arts – Painting
Degrees offered: B.A. or B.S.
Major Requirements
Minimum required credit hours: 54

ART 103
ART 104
ART 109
ART 155
ART 156
ART 261
ART 318

ART 361

Take one course (3 credit hours) from the following

ART 318

ART 361

ART 363

Take one course (3 credit hours) from the following Art History courses

ART 280

ART 281

ART 283

Take one course (3 credit hours) from the following Art History courses

ART 240

ART 241

ART 242

ART 244

ART 263

ART 265

ART 266

ART 267

Take one course (3 credit hours) from the following Art History courses

ART 303

ART 304

ART 305

ART 306

ART 311

Take a total of 18 credit hours of Studio Arts courses from the following groups

Studio coursework must include at least 12 credit hours at the 200-level and 6 credit hours at the 300-level.

Please consult with your academic advisor.

Take one Drawing course (3 credit hours)

ART 213

ART 214

ART 217

ART 314

Take one Photo and Video course (3 credit hours)

ART 235

ART 236

ART 252

Take one Printmaking course (3 credit hours)

ART 245

ART 246

Take two 3D courses (6 credit hours)

ART 228

ART 232

ART 284

ART 255

ART 238

ART 224

Take course(s) from the following to complete the total 18 credit hours required in Studio Arts electives (3 credit hours)

ART 213

ART 214

ART 217

ART 224

ART 225

ART 226

ART 227

ART 228

ART 229

ART 232

ART 233

ART 235

ART 236

ART 238

ART 239

ART 245

ART 246

ART 252

ART 253

ART 255

ART 284

ART 314

ART 317

ART 324

ART 325

ART 328

ART 331

ART 332

ART 333

ART 335

ART 339

ART 345

ART 346

ART 347

ART 351

ART 355

ART 357

ART 362

ART 363

ART 364

ART 371

Notes

ART 201, ART 211, ART 307, ART 309 do not count toward the Studio Arts Sequence.

Multiple enrollments are allowed if content is different in ART 318, ART 361, ART 363, and the 300-level Studio Arts elective courses.

5. Liaison Assignments:

a. Council of General Education:

Skipped by UCC Chair given time constraints

b. Council for Teacher Education:

Skipped by UCC Chair given time constraints

c. Academic Affairs Committee:

Skipped by UCC Chair given time constraints

6. Staff Report:

Skipped by UCC Chair given time constraints

7. Miscellaneous:

Skipped by UCC Chair given time constraints

8. ADJOURNMENT:

Kroesch motioned to adjourn. UCC adjourned 4:40.