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Council on Academic Affairs

September 12, 2002

Minutes

The September 12, 2002 meeting of the Council on Academic Affairs was held at 2:00 p.m. in the Arcola/Tuscola Room.

Members present: Dr. Bock, Mr. Deedrick, Dr. Dietz, Dr. Fewell, Ms. Grenda, Dr. Helsel, Dr. Marlow, Dr. Methven, Ms. Sartore, Dr. Tidwell

Members absent: Dr. Owen, Ms. Samuels

Staff present: Dr. Herrington-Perry, Dr. Lord, Ms. McDivitt

Guests present: G. Aydt, M. Bradd, M. Borzi, B. Irwin, M. Mills, D. Ringuette, K. Sanders, R. Watkins, B. Young

I. Minutes:

The minutes of September 5, 2002 were approved as written.

II. Communications:

1. Academic Waiver Reports for August 2002 from the colleges of Arts & Humanities, Business & Applied Sciences, Education & Professional Studies, and Sciences.

2. September 9, 2002 request from Dean Mary Anne Hanner to designate **BIO 1200G**-General Botany, **BIO 1300G**-Animal Diversity, **BIO 3510**-Plant Physiology, **BIO 3520**-Animal Physiology**, BIO 3612**-Plant Morphology, **BIO 3614**-Plant Anatomy, **BIO 3800**-Ecology, **BIO 3950**-Vertebrate Natural History, **BIO 4810**-Plant Ecology, **BIO 4814**-Conservation Biology, **BIO 4942**-Mycology, **BIO 4944**-Lichens, **BIO 4954**-Ornithology as **writing intensive**.

3. September 4, 2002 telephone call from Dr. Tim Shonk regarding change in evaluation procedures for electronic writing portfolio essays.

4. September 5, 2002 memorandum from Dr. John Allison regarding change in evaluation procedures for electronic writing portfolio essays.

   Discussion among Council and audience members regarding Communications 3 & 4 centered on the history, goals, and implementation of the Electronic Writing Portfolio Plan approved by CAA on 2-10-00 and accepted as part of the overall assessment plan on 10-26-00.

5. June 25, 2002 request from Dean Hohengarten for a CAA member to replace Dr. Larry Helsel, representing Lumpkin College of Business and Applied Sciences, on the Committee on Reinstatement.

   Dr. Helsel agreed to continue to represent CAA on this committee.

6. September 11, 2002 request from Carol Miller for a CAA member to replace Dr. Ron Wohlstein on the Textbook Rental Service Advisory Committee.

   Dr. Dietz agreed to represent CAA on this committee.

III. Item Added to the Agenda:

1**. 02-30, Grade Corrections.**

Dr. Bock moved and Dr. Methven seconded the motion to add this item to the agenda. Voting will take place later.

IV. Agenda Items Acted On:

(The order of agenda was changed to accommodate the guests.)

1. 02-24, History 4940, The Early Republic: United States, 1798-1848, new course.

Dr. Bailey Young presented the proposal and answered questions from the council. The motion passed unanimously. This action approves the following item, effective Fall 2003, contingent upon CGS approval:

HIS 4940. The Early Republic: United States, 1789-1848. (3-0-3) F. U.S., 1789-1848. An advanced survey of the American experiences from the Age of Jefferson to the Age of Jackson, a period commonly called the Early Republic. Emphasis is on four interconnecting themes – economic development, politics and reform, ideology and culture, and western expansion. Prerequisite: Three semester hours in history courses numbered 3000 or above, or permission of instructor.

2. **02-29, History 3530, Medieval Archaeology and Cultural Heritage in Europe, new course.**

Dr. Bailey Young presented the proposal and answered questions from the council. The motion passed unanimously. This action approves the following item, effective Summer 2003:

HIS 3530. Medieval Archaeology and Cultural Heritage in Europe. (4-0-4) SU. MED. ARCHAEOLOGY. An introduction to archaeology as a crossroads discipline, integrating a humanistic inquiry into history with the scientific methodologies which help evaluate the vestiges of past material culture. It is taught only abroad, and emphasizes the cultural heritage of the host country. May not be repeated. Prerequisite: consent of the instructor.

3. 02-25, English 2760, Introduction to Professional Writing, new course.

Dr. Bonnie Irwin and Dr. Dana Ringuette presented the proposal and answered questions from the council. The motion passed unanimously. This action approves the following item, effective Fall 2003:

ENG 2760. Introduction to Professional Writing. (3-0-3) F. INTRO PROF WRIT. Introduction to the theory and practice of writing and writers in professional settings. Prerequisite: English 1002G.

4. 02-26, English 4760, Studies in Professional Writing, revised course.

Dr. Bonnie Irwin and Dr. Dana Ringuette presented the proposal and answered questions from the council. The motion passed unanimously. This action approves the following item, effective Spring 2004, contingent on CGS approval:

ENG 4760. Studies in Professional Writing. (3-0-3) SP. STDS PROF WRIT. Focused study of professional writing, designed to enhance understanding of workplace writing and provide experience in producing it. The topic will vary from semester to semester. May be repeated with a difference topic with the permission of the department chair. Prerequisite: English 1002G; English 2760 recommended.

5. 02-27, Revision of the Professional Writing Minor.

Dr. Bonnie Irwin and Dr. Dana Ringuette presented and answered questions to the council. The motion passed unanimously. This action approves the following item, effective Fall 2003:

Revision of the Professional Writing Minor

Required Courses: 15 hours	**Hours**
English 2760: Introduction to Professional Writing [New Course]	3
English 3005: Technical Communication	3
English 4275: Internship in Professional Writing	4
English 4760: Studies in Professional Writing * **[Revised Course]**	3
**Can be repeated as elective with change of topic*	
Journalism 3302: Public Relations and Magazine Editing	2
	15 hours
Electives: 5-7 hours	
English 2001: Creative Nonfiction	3
English 3001: Advanced Composition	3
English 3901: Language and Linguistics	3
English 4760: Studies in Professional Writing *	3
**This required course may be repeated as elective with change of topic*	
Journalism 2101: News Writing I	
or Journalism 3000: News Writing II	3

Journalism 2901: Introduction to Copyediting	2
Journalism 3102: Feature Writing	3
Journalism 3701: Online Journalism (1 hour) + Journalism 3702: Lab (2 hours)	3
Journalism 3903: Women and the Media	3
Journalism 3951: Minorities and the Media	3
Journalism 3920/Speech Communications 3920: Public Relations and Society	3
Journalism 4101: Communication Law	3
Journalism 4760: Publication Design	4
Industrial Technology 1363: Graphic Communication Technologies	3
Industrial Technology 4813: Advanced Digital Media Technologies	3
Management 3830: Managerial Communications	3
	5-7 hours

(Dr. Pat Fewell exited the meeting at this point.)

6. 02-28, Revision of the Speech Communication Curriculum.

This item was divided by acclamation and votes were taken on individual items as noted.

6a. 02-28a, SPC 3752, Computer Mediated Communication II

Dr. Mark Borzi presented the proposal and answered questions of the council. The motion passed unanimously. This action approves the following item, effective Spring 2003:

> **SPC 3752. Computer Mediated Communication II. (3-0-3) On Demand. CMC II. This course explores the role that communication systems, structures, and applications have in the delivery of effective mediated messages. Prerequisites: SPC 2030 and SPC 3750**.

6b. 02-28b, SPC 3940, Advertising: Theory and Practice

Dr. Mark Borzi presented the proposal and answered questions of the council. The motion passed unanimously. This action approves the following item, effective Spring 2003:

> **SPC 3940. Advertising: Theory and Practice. (3-0-3) On Demand. ADVERTISING. A broad review of the research and practice associated with advertising, organization of the advertising industry, role of advertising in promotion, types of advertising, and various media vehicles. Evaluation of media in relationship to marketing objectives and critical analysis of advertising processes. Prerequisite: SPC 3100.**

6c. 02-28c, SPC 3950, Conferences & Event Planning Management

Dr. Mark Borzi presented the proposal and answered questions of the council. The motion passed unanimously. This action approves the following item, effective Spring 2003:

> **SPC 3950. Conferences & Event Planning Management. (1-0-1) On Demand. CONF & EVNT PLAN. This course is designed to introduce students to the basic concepts of conferences and event planning management. It is an applied course to introduce students to the planning process, structure and management of communication, sponsorships, promotion, and creative strategies within social, legal and economic frameworks. Prerequisites: SPC 2650 & SPC 3940.**

6d. 02-28r-d, SPC 3960, Advocacy and Message Design

Dr. Mark Borzi presented the proposal and answered questions of the council. The motion passed unanimously. This action approves the following item, effective Spring 2003:

> **SPC 3960. Advocacy and Message Design. (3-0-3) On Demand. ADOV & MES DES. This course is intended to introduce students to advocacy and message design. It is an applied course designed to develop essential writing skills for a career in advertising, corporate communication, public relations or other areas in communication.**

(Dr. Julie Dietz exited the meeting at this point.)

6e. 02-28e, SPC 4651, Communication Training: Theory & Practice

Dr. Mark Borzi presented the proposal and answered questions of the council. The motion passed unanimously. This action approves the following item, effective Spring 2003:

> **SPC 4651. Communication Training: Theory & Practice. (3-0-3) On Demand. COMM TRAINING. An examination of how communication theories are used in the training environment. Emphasis is placed on development. Prerequisites: SPC 2030, 2650, 3470 and 3650 or permission of instructor.**

6f. 02-28f, SPC 4820, Political Communication

Dr. Mark Borzi presented the proposal and answered questions of the council. The motion passed unanimously. This action approves the following item, effective Spring 2003, contingent on CGS approval:

> **SPC 4820. Political Communication. (3-0-3) On Demand. POL COMM. This course examines the interactive role between public communication and politics. Students will study how communication is involved in the various aspects of campaigning for and fulfilling the duties of public office.**

6g. 02-28g, SPC 4850, Topics in Communication Technology

Dr. Mark Borzi presented and answered questions to the council. The motion passed unanimously. This action approves the following item, effective Spring 2003, contingent on CGS approval:

> **SPC 4850. Topics in Communication Technology. (3-0-3) On Demand. TOPICS COMM TECH. A detailed examination of specific theories and practices related to communication technology. Specific topics will vary according to student demand, availability, and interest of faculty. May be repeated with a change in course content. Prerequisites: SPC 2030, 3750, and 3752 or permission of instructor.**

The meeting adjourned at 3:20 p.m. Submitted by Julie McDivitt, Recording Secretary.

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All Council Minutes and Agenda are available on the Web at http://www.eiu.edu/~eiucaa/. In addition, an electronic course library is available at http://www.eiu.edu/acaffair/courselibrary.htm.

Effective September 5, 2002, CAA minutes, agendas, and summaries of CAA actions will be distributed via a listserv, caa-list. To subscribe, send an email to majordomo@eiu.edu. In the text of your email, enter the following two lines:

subscribe caa-list
end

ANNOUNCEMENT OF NEXT MEETING
September 19, 2002
Arcola/Tuscola Room @ 2:00 p.m.

Agenda:

1. 01-18, Proposal to Establish a Speaking-Across-the-Curriculum Committee

2. 02-28, Revision of the Speech Communication Curriculum (Continued)

Courses:

SPC 3100, Persuasion (renumbered from 2300 to 3100)
SPC 3750, Computer Mediated Communication I

New/Revised Options and Minors:

Options in Communication Studies, Corporate Communication, and Mass Communication (with concentrations in Electronic Journalism and Communication, Media Studies and Electronic Media Production), and Public Relations.
Minor in Communication.
Electronic Journalism and Communication.
Minor in Health Communication.

3. 02-30, Grade Corrections

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Approved Executive Actions
LCBAS
1. Designate FCS 2800, 3245, and 3853 as writing intensive, effective Fall 2002.

Pending Executive Actions
COS
1. Designate BIO 1200G, BIO 1300G, BIO 3510, BIO 3520, BIO 3612, BIO 3614, BIO 3800, BIO 3950, BIO 4810, BIO 4814, BIO 4942, BIO 4944, BIO 4954 as writing intensive, effective Fall 2002.

AH
Effective Spring 2003

1. Designate all SPC courses as "On Demand."

2. Modify description of SPC 3520 from:

   Study of equipment and techniques involved in producing radio programs; announcing, scripting, writing and producing. Practical experience in a variety of production experiences. Prerequisite: SPC2525, 2550. **MC 915**

   to : Study of equipment and techniques involved in producing radio programs; announcing, scripting, writing, and producing. Practical experience in a variety of production experiences. **Students will be required to complete laboratory hours at WEIU-FM.** Prerequisite: SPC 2525, 2550. **MC 915**

3. Eliminate the following courses effective Spring 2003:

   SPC 2100 Listening
   SPC 2320 Discussion
   SPC 3550 Advanced Broadcast Announcing
   SPC 4830 Language Habits in Human Affairs
   SPC 4860 Psychology of Speech

4. Change title of SPC 2550 Basic Broadcast Announcing to Broadcast Announcing, effective Spring 2003.
5. Add the following courses to the list of writing intensive classes:

   SPC 2020 Research Methods
   SPC 3300 Interviewing
   SPC 3650 Organizational Communication
   SPC 3660 Communication and Conflict
   SPC 4770 TV Criticism

6. Change number from SPC 4470 Small Group Communication to SPC 3470 Small Group Communication