

MINUTES OF THE UNIVERSITY SENATE
December 1, 1998

The December 1, 1998 meeting of the University Senate was called to order by Chairperson Alarcon at 3:20 p.m. in the Alumni Auditorium of the Eberly College of Business.

The following Senators were excused from the meeting: D. Ames, M. Anthony, T. Ault, J. Baker, S. Barker, K. Barton, C. Bencich, R. Bravo, J. Bullard, R. Camp, C. Carranza, F. Condino, B. Curey, R. DiStanislao, C. Dugan, S. Ender, D. Foltz, V. Garcia, L. Gearhart, K. Hanrahan, A. Heckert, M. Hood, D. Hulings, A. Joseph, R. Luckey, V. Mancuso, T. McDevitt, M. Rafoth, R. Riesenman, D. Sadler, M. Sanchez, S. Shiring, H. Soltis, B. Walz, L. Wilson, N. Zuraikat

The following Senators were absent from the meeting: A. Allen, M. Ashamalla, C. Black, K. Brode, G. Brown, T. Brown, J. Bukartec, D. DeCoster, G. Diccicco, J. DiFranco, J. Eck, B. Ender, J. Fisher, S. Foresman, A. Giardullo, S. Glor-Scheib, K. Gresh, S. Holler, K. Jackson, R. Johnson, M. Joyce, J. Knouse, K. Lehman, D. Marchant, S. McClure, C. McCreary, W. McGonigal, B. Miller, C. Minus, S. Mukasa, M. Piwinsky, E. Receski, D. Reed, D. Richardson, K. Rivosecchi, G. Runco, R. Russell, F. Shering, J. Shuey, B. Vernon, R. Woan

The minutes of the November 3, 1998 Senate meeting were ACCEPTED with the following change: Under the rationale for the proposed minor revisions to the research requirements for the M.Ed in Early Childhood Education, the second sentence is deleted which reads: Its only prerequisite is successful completion of the program.

Agenda items were APPROVED.

REPORTS AND ANNOUNCEMENTS

PRESIDENT'S REPORT (Dr. Pettit)

The only thing I want to mention today is the so-called mascot issue, which is about one-eighth of a much broader charge for this particular task force. This is something on which I will want some kind of Senate input. I do not intend to take a recommendation to the Trustees in December; the earliest would be February, and I think we need to get a result by then. So if the senate could at least discuss the issue at the February meeting I would appreciate it. My only position on this at this point is that the status quo is untenable because it represents a political compromise that ties our hands. Under this compromise we continue to refer to ourselves as the Indians except we cannot use an Indian symbol, at least we cannot use an anthropomorphic one. As a result we are losing out on all of the benefits that accrue from having some kind of marketable symbol that the university can use. This is true not only in terms of marshalling athletic spirit and that sort of thing, but also in terms of revenue that would result from merchandise sales. So it seems to me we can go one of two ways. We can either search for or find some justification for keeping the Indian name, and at the same time get an agreement from organized Native Americans on what kind of symbols we can use that would not denigrate their culture or their religion or their people, but still would help us to market the university. Or, if it turns out that we cannot find a justification for doing that in the studied view of most people, find another mascot, another symbol or set of symbols that also would anchor us in the history and lore of the region and community and allow us to go forward with that. But we have got to do one or the other, we cannot continue where we are. And we will make the decision in February, so if you can provide some kind of input I would be grateful. We don't need a formal Senate vote on this; we don't need Senate approval. But, I'd like to make time to allow for all of the voices that want to be expressed on this issue. Some of them will be expressed moderately, some are already being expressed rather stridently. If you talk to people in the community or others, you might remind them that the university has not taken a position on this yet. The President has not taken a position nor have the Trustees. It's still an open question and we invite all the input that

people want to give us. Thank you.

PROVOST'S REPORT (Dr. Staszkiwicz)

No report.

VICE CHAIRPERSON'S REPORT (Senator Cojocararu)

Student Congress members attended the Board of Student Governors meeting on November 7 and 8 in Edinboro. Student Congress assisted with a Swing Dance late night program held in the Multipurpose Room.

CHAIRPERSON'S REPORT (Dr. Alarcon)

We will be considering the Laser Print Charge Policy at today's meeting. You did not have this item on your agenda. Let me explain the circumstances that lead to my accepting to include this item at the eleventh hour.

The deadline for submissions of items for this month's meeting was Wednesday November 18. On Tuesday November 24 we (the senate secretary and I) received an e-mail message from Steve Jackson, chair of the Library and Educational Services Committee, requesting that we add the item to the agenda. My initial reaction was to decline, as the item was not included on the agenda that was posted that day. Earlier this week I received additional information, distributed to the members of ACPAC, about the proposed policy from Mr. Rick McFerron, interim director of Academic Technology Services. It contain the following statements:

Status of Laser Printing Cost Recovery Project

Senior Staff:

The project has been discussed and approved twice at this level. The President has granted approval to acquire the hardware and software. Any funds generated from printing services will be allocated to the unit responsible for the specific laser printer and used to maintain and upgrade printing services.

Academic Technology Services and the IUP Enterprise Center:

Design and testing of the system has been completed. The bid has been sent out and a successful bidder identified. Plans are in place to install and test the system during the first two weeks of January 1999 and implement the printer software by the start of the Spring semester.

Given that it appears to me that the policy would be implemented in the Spring semester, I decided yesterday to include the item in today's meeting, allowing for senate input. Student Congress was contacted to make sure that the student senators would be prepared to express their concerns. In principle I object to adding any item not included in the agenda. Given the circumstances explained I have decided to deviate from our current practice.

OLD BUSINESS (carryover from November 3, 1998 meeting)

There was no old business.

STANDING COMMITTEE REPORTS

RULES COMMITTEE--Chairperson Beisel

Motion by the Rules Committee to approve the following Senate by-law amendments.

II. Officers

B. Vice-Chair

The Vice-Chair shall be from the student segment and shall be elected by the membership of the Senate to a one-year term. **A Senate majority vote is required. Ballots will be used if necessary.**

C. Secretary

2. The Secretary shall receive copies of reports that are

delivered at Senate meetings, as well as a hard copy or electronic copy of the minutes of all Senate committee meetings.

D. Parliamentarian

1. The Parliamentarian shall be appointed by the Chair from the Senate membership, for a term commensurate with the term of the chair, until relieved by the chair.

III. Procedures

- E. Proposed amendments to the Bylaws shall be presented by the Rules Committee to the Senate members (replaces "for action") at least 15 days before the meeting at which a vote will be taken. Passage of an amendment requires a simple majority of those voting.

IV. Committees

- C. The chair of each committee shall be responsible for publishing the dates and locations of open committee meetings. The secretary of each committee shall be responsible for filing a copy of the minutes (replaces "a report") of each meeting with the chair of the Rules Committee and shall send a hard copy or electronic copy of these minutes to the Senate Secretary as soon as possible following each meeting.

It was noted that several position titles need to be revised in the committee membership areas of the Bylaws:

Vice President for Academic Affairs should be changed to Provost and Vice President for Academic Affairs under membership section of Academic Committee and University-wide Undergraduate Curriculum Committee.

Director of Libraries and Media Resources should be changed to Dean of Libraries under the membership section of Libraries and Educational Services Committee.

Associate Provost for Information Technology should be changed to Associate Provost for Academic Administration under the membership section of the Libraries and Educational Services Committee.

The Director of Campus Physical Planning should be changed to Director of Engineering and Construction Group under the membership section of the University Development and Finance Committee.

Motion APPROVED.

LIBRARY AND EDUCATIONAL SERVICES COMMITTEE--Chairperson S. Jackson

Motion by the Library and Educational Services Committee to approve the following proposed laser printing policy:

The Library and Educational Services Committee recommends that all university public computer labs charge a uniform per-page fee for laser printing, that fee calculated on a "cost-plus" basis to be determined by the Academic Implementation Group (AIG) of the Academic Computing Policy Advisory Council (ACPAC), and that any surplus funds derived from these charges be earmarked for the maintenance and improvement of the university public computer labs, under the supervision of the Academic Computing Policy Advisory Council.

Motion by Senator Jackson to allow Randy LaBlanc, Feryal Allen, and David North to address the Senate, seconded by Senator Staszkiwicz.

Motion APPROVED.

The following **motion** to amend (as underlined) was made by Senator Stonebraker and seconded:

The Library and Educational Services Committee recommends that all

university public computer labs charge a uniform per-page fee for laser printing, that is just sufficient to cover the cost of operations, that fee to be determined by the Academic Implementation Group (AIG) of the Academic Computing Policy Advisory Council (ACPAC), and that any surplus funds derived from these charges be earmarked for the maintenance and improvement of the university public computer labs, under the supervision of the Academic Computing Policy Advisory Council.

Motion to amend the main motion was **APPROVED** by hand vote: 56 in favor, 37 against, 2 abstentions.

A **motion** was made to table the amended motion and seconded. Motion **DEFEATED** by hand vote: 37 in favor, 41 against, 2 abstentions.

A **motion** was made to close debate and seconded. Motion **APPROVED** by hand vote: 45 in favor, 33 against, 2 abstentions.

Vote on the amended motion by hand vote: 40 in favor, 35 against, 5 abstentions.

NON-CREDIT COMMITTEE--Chairperson Nagendra

The Non-Credit Committee presented the following for Senate information:

Valarie Mancuso, Dean of Punxsutawney branch campus, provided an update to the committee regarding the progress of the Academy of Culinary Arts. She said that the enrollment continues at a capacity level of 110 students and 64 students have already submitted deposits for fall 99. The administrative structure has been split so that marketing, recruitment, budget and facilities are the responsibility of the Dean of the campus. Additionally the academic program and evaluation of the faculty members have been assigned to the academic department of Hospitality, Restaurant, and Institutional Management.

RESEARCH COMMITTEE--Chairperson Neusius
No report.

STUDENT AFFAIRS COMMITTEE--Chairperson Barker
No report.

UNIVERSITY DEVELOPMENT & FINANCE COMMITTEE--Chairperson Heckroth
No report.

ACADEMIC COMMITTEE--Chairperson Duntley

The Academic Committee presented the following for Senate Information:

This year brings the first retirements of persons who have been named University Professor. The intent of that title is that it belongs to the person from the time of awarding forever. In recognition of that status, the university will use the title **University Professor Emeritus** for these persons upon their retirement:

Dr. John Fox
Dr. Richard Magee
Dr. Donald Walker

Note that given the unusual circumstances leading to a large number of recent retirements effective January 1, 1999, the Academic Committee will review a second set of nominations to be presented for Senate action at the February Senate meeting. Material explaining this and sending additional forms was sent to all department chairpersons and college deans shortly after the November Senate meeting. Senators might check with their departments to be sure that any further nominations are in the hands of the college deans by December 15, 1998.

The Academic Committee moved the approval of the following nominees for emeritus status, to be conferred at Commencement on May 15, 1999:

Ms. Susan Forbes	Geography and Regional Planning
Dr. Patrick Hartwell	English
Dr. Richard Magee	Psychology
Dr. George Matous	Physics
Dr. Donald McKelvey	Chemistry
Dr. Vincent Miller	Geography and Regional Planning
Dr. Anja Olin-Fahle	Anthropology
Dr. Donna Streifthau	Human Development & Environmental Studies
Dr. Donald Walker	Economics
Dr. Robert Whitmer	French

Motion **APPROVED**.

AWARDS COMMITTEE--Chairperson Wheat
No report.

CURRICULUM COMMITTEE--Chairpersons Wilson and Myers

The Curriculum Committee presented the following for Senate information:

1. The UWUCC accepted the following Liberal Studies Report:

Change in LS Requirements:

BS in Communications Media to require BE/CO/IM 101 (currently an LS elective requirement) be taken in the freshman year

Writing Intensive

CM 302 Research in Communications Media, Type II Writing Intensive Approval
(Department Commitment)

TH 347 Playwriting, Mr. Ed Simpson approved as a Type III Writing Intensive
Approval (specific course, instructor)

AN 480 Anthropology Seminar, Type II Writing Intensive Approval (Department
Commitment)

HP 344 Adapted Physical Education, changed from Type III Writing Intensive
Approval to Type II Writing Intensive Approval

Synthesis

LS 499 Fin de siecle Vienna, Dr. Janet Goebel and Mr. Ron Ali approved as an HC
section of a synthesis course

2. The UWUCC approved the following course number changes:

CM 441 Advanced Communications Graphics to CM 340 Advanced Communications
Graphics

CM 451 Television Production to CM 251 Television Production

CM 472 Photography II: The Print to CM 371 Photography II: The Print

CM 450 Advanced Audio Recording Techniques to CM 449 Advanced Audio Recording
Techniques

CM 453 Broadcast News Process to CM 451 Broadcast News Process

CM 479 Electronic Imaging to CM 471 Electronic Imaging

3. The UWUCC approved the following course title change:

CM 335 Communications Consulting and Project Management from Consulting
Practices in Communications

The Curriculum Committee **moved** the approval of the following program revision for
the B.S. in Education-Chemistry:

A. Comparison of Old and New Programs

EXISTING PROGRAM	NEW PROGRAM
<p>Liberal Studies: (56-57sh) Mathematics: MA121 Natural Science: PY111/121-112/122 Social Science: PC101 Liberal Studies Electives: MA122, no courses with CH prefix.</p>	<p>Liberal Studies: (56-57sh) Mathematics: MA123 Natural Science: PY111/121-112/122 Social Science: PC101 Liberal Studies electives: MA124, GS111 or GS113, no courses with CH prefix</p>
<p>College: (30sh) Professional education sequence: CM301 Technology for Learning and Instruction (3sh) ED242 Pre-student Teaching Clinical Experience I (1sh) ED342 Pre-student Teaching Clinical Experience II(1sh) ED441 Student Teaching (12sh) ED442 School Law (1sh) ED451 Teaching Science in the Secondary School (3sh) EP202 Educational Psychology (3sh) EP377 Educational Tests and Measures (3sh) FE202 American Education in Theory and Practice(3sh)</p>	<p>College: (32sh) Professional education sequence: CM301 Technology for Learning and Instruction (3sh) ED242 Pre-student Teaching Clinical Experience I (1sh) ED342 Pre-student Teaching Clinical Experience II(1sh) ED441 Student Teaching (12sh) ED442 School Law (1sh) ED451 Teaching Science in the Secondary School (3sh) EP202 Educational Psychology (3sh) EP377 Educational Tests and Measures (3sh) EX301 Education of Students with Disabilities in Inclusive Secondary Settings (2sh) FE202 American Education in Theory and Practice(3sh)</p>
<p>Major: (33-35sh) Required courses: CH113 Concepts in Chemistry (4sh) CH114 Basic Inorganic Chemistry (4sh) CH231 Organic Chemistry I (4sh) CH232 Organic Chemistry II (4sh) CH321 Quantitative Analysis (4sh) CH322 Instrumental Analysis (4sh) CH341 Physical Chemistry I (4sh) CH343 Physical Chemistry Laboratory I (1sh) CH498 Problems in Chemistry (1-2sh)</p>	<p>Major: (33-35sh) Required courses: CH113 Concepts in Chemistry (4sh) CH114 Basic Inorganic Chemistry (4sh) CH231 Organic Chemistry I (4sh) CH232 Organic Chemistry II (4sh) CH321 Quantitative Analysis (4sh) CH322 Instrumental Analysis (4sh) CH341 Physical Chemistry I (4sh) CH343 Physical Chemistry Laboratory I (1sh) CH498 Problems in Chemistry (1-2sh)</p>
<p>Controlled electives: One additional chemistry course from list: (3-4sh) CH342, CH351, CH411</p>	<p>Controlled electives: One additional chemistry course from list: (3-4sh) CH342, CH351, CH411</p>
<p>Other Requirements: (4sh) BI111 Principles of Biology I (4sh)</p>	<p>Other Requirements: (5sh) BI111 Principles of Biology I (4sh) GS112 or GS114 (1sh)</p>
<p>Free Electives: (0-1sh)</p>	<p>Free Electives: (0)</p>
<p>Total Degree Requirements: (124-126sh)</p>	<p>Total Degree Requirements: (126-129sh)</p>

B. Rationale for Change:

The Chemistry Education Program needs 4 semester hours of an earth science course to comply with NSTA standards for NCATE accreditation. GS111/112 (oceanography, geology) and GS113/114 (meteorology, astronomy) are designed specifically for secondary science education majors, have a laboratory component, and allow the students to choose an earth science course according to their interest.

The addition of EX301 Education of Students with Disabilities in Inclusive Secondary Settings satisfies the Special Education Competency Requirement for accreditation by the Pennsylvania Department of Education.

The rationale for the change from MA121/122 Calculus I and II for Business, Natural, and Social Sciences to MA123/124 Calculus I and II for Physics, Chemistry, and Mathematics is to better prepare the chemical education students for other required course work involving calculus.

Motion **APPROVED**.

The Curriculum Committee **moved** the approval of the following program revision, related course deletions, course revisions, and new course proposals for the B.S. in Communications Media.

A. Comparison of old and new programs

Bachelor of Science - Communications Media

Liberal Studies: As outlined in Liberal Studies 53-58 section with the following specifications:

Social Science: PC 101

Liberal Studies electives: BE/CO/IM 101 (to be taken in the freshman year), no courses with CM prefix, not to include courses cross-listed with CM

Major: 42

Required courses:

- CM 101 CM in American Society 3sh
- CM 150 Aesthetics and Theory of CM 3sh
- CM 395 Career Planning in CM 1sh
- CM 475 Senior Portfolio Presentation 1sh
- CM 493 Internship in CM (summers only) 6, 9, 12sh

A minimum of one course from the following list:

- CM 302 Research in Communications Media 3sh
- CM 303 Scriptwriting 3sh
- CM 330 Instructional Design for Training & Dev. 3sh
- CM 403 Broadcast Newswriting 3sh

A minimum of two courses from the following list:

- CM 240 Communications Graphics 3sh
- CM 249 Basic Audio Recording Techniques 3sh
- CM 251 Television Production 3sh
- CM 271 Beginning Photography 3sh
- CM 340 Advanced Communication Graphics 3sh
- CM 349 Radio Production 3sh
- CM 351 Advanced Video Production 3sh
- CM 371 Photography II: The Print 3sh
- CM 440 Multimedia Production 3sh
- CM 449 Advanced Audio Recording Techniques 3sh
- CM 451 Broadcast News Process 3sh
- CM 471 Electronic Imaging 3sh

Controlled electives: 13-19sh

Other Communications Media elective courses including courses from the above lists not taken as part of those requirements.

Other Requirements: 21

Courses outside Communications Media that augment the student's major course of study (advisor approval)

Free Electives: 3-8

(#) Total Degree Requirements 124

(#) A maximum of 12sh of CM 493 can be applied to requirements for graduation

Existing Program

Bachelor of Science - Communications Media

Liberal Studies: As outlined in Liberal Studies 54-55 section with the following specifications:

Social Science: PC 101

Liberal Studies electives: BE/CO/IM 101, no course with CM prefix, not to include courses cross-listed with CM

College: 3

- EP 202 Educational Psychology or
- EP 388 Interpersonal Effectiveness and Communication

Major: 42

Required Courses:

- CM 101 CM in American Society 3sh
- CM 200 Images 3sh
- CM 395 Career Planning in CM 1sh

One course from the following list:

- CM 303 Scriptwriting 3sh
- CM 330 Communications Media in Training & Ed. 3sh
- CM 403 Writing for Broadcasting 3sh

Controlled Electives:

Other Communications Media elective courses 32sh

Other Requirements: 18sh

Out-of-College Requirement (advisor approval)

Free Electives: 6-7

(#) Total Degree Requirements; 124

(#) A maximum of 12sh of CM 493 can be applied to requirements for graduation

B. Rationale for Change

The revisions are needed to bring the program more in line with changes in communications technology, standards and needs. Many of the changes associated with this program revision are a result of the department's 1995 self-study. The addition of a minimum of two production courses and the requirement of an internship are cited throughout the 1995 self-study as areas of critical need for students pursuing careers in communications fields.

New courses have been added, courses have been deleted and many remaining courses have been revised to reflect new content designed to accommodate the changing communications industry. The use of computers in communications, and research and writing in communications were pinpointed as areas needing additional attention in the 1995 self-study. The self study research also indicated a need to de-emphasize courses that use older technology and add courses to the curriculum that would provide students with increased opportunities to learn more computer-based and digital applications. The new numbering of courses more accurately reflects recommended sequencing and a direction for students.

C. Course Deletions

CM 404 Foundations of Broadcasting
CM 430 Analysis of Communication Products and Processes
CM 435 Organizational Development in Communications Media
CM 452 Electronic Field Production
CM 455 Television Performance
CM 456 Broadcast Management
CM 473 Creative Darkroom Techniques
CM 476 Commercial Photography
CM 477 Slide/Sound Production
CM 478 Multi-Image Production
CM 480 Independent Study

D. Course Name, Number and Catalog Description Change

CM 150 Aesthetics and Theory of Communications Media from CM 200 Images

Old Course Description

CM 200 Images 3c-01-3sh

Prerequisite: CM 101

The course examines the basic visual and aural elements, the strategies and options of techniques, the psychological and physiological implications of creative composition, and the range of media and formats.

New catalog description, number, and title:

CM 150 Aesthetics & Theory of Communications Media 3c-01-3sh

Prerequisite: CM 101

The course examines the theoretical assumptions of sight, sound, and motion as applied to the design of communication products for different media formats. Within the course, strategies for creative composition are demonstrated. The psychological and physiological implications of images are discussed.

E. Course Revisions

1. CM 240 Communications Graphics (includes number change)

Old Course Number and Catalog Description

CM 440 -Communications Graphics 3c-01-3sh

Prerequisites: CM101, permission

Provides basic experiences in planning and producing a commonly used television studio, industrial display, and classroom graphics which are

applicable in educational, industrial, and medical training programs. Experiences include technical layout and lettering; color; mounting and laminating; copying and reproduction techniques utilizing photography and xerography; photo silk screening and photo sketching.

New Course Number and Catalog Description

CM 240 Communications Graphics 3c-01-3sh

Prerequisites: CM 101 or permission

Introduction to graphic design concepts and related processes and techniques for a variety of forms of presentation media including television, multimedia, and on-line communications for educational, corporate training, and communications specialists. Both two and three dimensional design, and basic animation concepts will be explored. Hands-on experiences using a variety of graphic software applications.

2. CM 249 Basic Audio Recording Techniques (includes number change)

Old Course Description

CM 449 Basic Audio Recording Techniques 3c-01-3sh

Prerequisites: CM 101, CM 403, permission

Theory and practice of recording sound, developing an understanding of the language of sound recording as well as the ability to make sound recordings. Exposure to recording for various media including radio, music, motion pictures, television, multi-image, and slide and tape production. Material also appropriate for teachers who wish to make use of tape recorder in the classroom. Students will gain hands-on experience through labs and projects to be completed outside of class. Students will be expected to provide an audio tape recorder.

New Course Description

CM 249 Basic Audio Recording Techniques 3c-01-3sh

Prerequisites: CM 101, permission

Theory and practice of recording sound, developing an understanding of the language of sound recording as well as the ability to make sound recordings. Exposure to recording for various media including radio, music, motion pictures, television, and multi-media production. Material also appropriate for teachers who wish to make use of tape recorder in the classroom. Students will gain hands-on experience through labs and projects to be completed outside of class. Students will be expected to provide an audio tape recorder.

3. CM 303 Scriptwriting

Old Catalog Description

CM 303 Scriptwriting 3c-01-3sh

Prerequisite: CM 101

Required of Communications Media majors

Introduction to the design of media materials and script writing. Style and techniques of writing will be analyzed. Classroom emphasis is on writing, critiques, and revision of designs and scripts. Scripts for audio, still projection, and motion picture and television productions will be written.

New Catalog Description

CM 303 Scriptwriting 3c-01-3sh

Prerequisites: CM 101, EN 101 and EN 202 (C or better) or permission of instructor

Introduction to the design of media materials and script writing. Style and techniques of writing will be analyzed. Classroom emphasis is on writing, critiques, and revision of designs and scripts. Scripts for audio, multi-media presentations, and motion picture and television productions will be written.

4. CM 330 Instructional Design for Training and Development (includes name change)

Old course title and catalog description

CM 330 Communications Media in Training and Education 3c-01-3sh

Prerequisites: CM 101, 303

The course reviews the historical growth and philosophies of the design and development of training and education products and processes. The student examines the principal roles and functions of human and material resource professionals for training (performance improvement), education (competency improvement), and development (personal and organizational growth).

New course title and catalog description with new prerequisites

CM 330 Instructional Design for Training and Development 3c-01-3sh

Prerequisites: CM 101, 240, EN 101 and 202 (C or better) or permission
This course examines the systems approach for the design, development and evaluation of instructional material. Students will learn about the history of instructional design and development and the current status of the field. Each student will produce a self-instructional prototype that will require the student to systematically and creatively apply the concepts and rules learned in the class.

5. CM 349 Radio Production (includes number change)

Old course number and catalog description

CM 405 Radio Production 3c-01-3sh

Prerequisites: CM 101, 200, 403, 404, permission

An introduction to production techniques as they pertain to radio. The student will be exposed to programming, scripting, producing programs, intros, outros, commercials, public service announcements, station identifications, and promotional announcements. The course will also deal with the interaction of a radio station with national networks and with the real-life concerns of deadlines.

New course number and catalog description

CM 349 Radio Production 3c-01-3sh

Prerequisite: CM 150 or permission of instructor

An introduction to production techniques as they pertain to radio. The student will be exposed to programming, scripting, producing programs, intros, outros, commercials, public service announcements, station identifications, and promotional announcements. The course will also deal with the interaction of a radio station with national networks and with the real-life concerns of deadlines.

6. CM 354 Broadcast Regulation (includes number change)

Old course number and catalog description

CM 454 Broadcast Regulation 3c-01-3sh

Prerequisites: CM 404, permission

This course delves into the areas of law affecting broadcasters. Topics covered are laws pertaining to cable television, station licensing and renewal, political broadcasting, libel, copyright, the right of reply, and privacy. The historical development of the FCC and its jurisdictions will also be examined. Case studies will be discussed along with the relevancy of some laws as they pertain to today's society.

New course number and catalog description

CM 354 Broadcast Regulation 3c-01-3sh

Prerequisites: CM 150 or permission of instructor

This course delves into the areas of law affecting broadcasters. Topics covered are laws pertaining to cable television, station licensing and renewal, political broadcasting, libel, copyright, the right of reply, and privacy. The historical development of the FCC and its jurisdictions will also be examined. Case studies will be discussed along with the relevancy of some laws as they pertain to today's society.

7. CM 403 Broadcasting Newswriting (includes name change)
 Old Title & Catalog Description:
 CM 403 Writing for Broadcasting 3c-01-3sh
 Prerequisites: CM 101, permission of instructor
 The course acquaints students with the various techniques in writing scripts for radio and television and makes them aware of the visual impact of television and the audio impact of radio. Students are made aware of the limitations of television and radio as well as their unique features.
- New Title & Catalog Description
 CM 403 Broadcast Newswriting 3c-01-3sh
 Prerequisites: CM 101, EN 101 and EN 202 (C or better) or permission of instructor
 The course acquaints students with the various styles and script formats used in writing news scripts for radio and television. The course includes instruction in writing news stories for radio and television and an introduction to broadcast news production. Students will practice and work to improve writing skills in this area of broadcast writing.
8. CM 445 Applications and Techniques of Motion Pictures
 Old course number and catalog description
 CM 445 Applications and Techniques of Motion Pictures 3c-01-3sh
 Prerequisites: CM 444, permission
 A survey of the role that motion picture film production plays in society. Major emphasis will be placed on the variety of applications with special consideration given to motion pictures as a tool to support research.
- New course number and catalog description
 CM 445 Applications and Techniques of Motion Pictures 3c-01-3sh
 Prerequisite: CM 150 or permission of instructor
 A survey of the role that motion picture film production plays in society. Major emphasis will be placed on the variety of applications with special consideration given to motion pictures as a tool to support research.
9. CM 460 Emerging Trends in Communications Technology (includes name change)
 Old course title and catalog description
 CM 460 Alternative Systems of Communication 3c-01-3sh
 Prerequisites: CM 404, permission
 The implications and capabilities of cable systems, the private and industrial utilization of non-broadcast services, the emergence of satellite CATV networking and the application of two-way cable response systems.
- New course title and catalog description with new prerequisites
 CM 460 Emerging Trends in Communication Technology 3c-01-3sh
 Prerequisites: CM 150
 An introduction to the ever-changing world of telecommunication technologies, focusing on modern, computer-driven modes of information exchange. Students will get an opportunity to synthesize several of the technologies covered in the course and integrate them into a workable solution to a practical telecommunication problem.
10. CM 493 Internship
 Old Catalog Description, Prerequisites and Credits
 CM 493 Internship var-6-12sh
 Prerequisites: Communications Media majors only; junior or senior status, permission
 Supervised professional work experience in communications media. Sites

reflect the academic goals of the department and are approved and administered by a department coordinator. Location, duties, length of internship, and hours are individually tailored to student career goals.

Sites represent wide application of process and technology of communications in business, education, allied health, or other agencies.

Students may take 3 or more sh per semester (40 hours or more of commitment=1 sh), and multiple experiences are possible; a maximum of 3sh internship and/or field experiences are permitted towards a degree program.

New Catalog Description, Prerequisites and Credits

CM 493 Internship var-6, 9, 12sh

Prerequisites: CM 395, department approval

Supervised professional summer work experience in communications media.

Sites reflect the academic goals of the department and are approved and administered by a department coordinator. Location, duties, length of

internship, and hours are individually tailored to student career goals. Sites represent wide application of process and technology of

communications in business, education, allied health, or other agencies.

Students must complete 40 hours or of the internship work experience per semester hour earned. A maximum of 15sh is applicable to an

undergraduate degree program from any combination of internship and practicum experience.

F. New Courses

1. CM 205 Media Presentation Skills 3c-01-3sh
Prerequisites: CM 150, CM majors only
This course introduces students to basic presentation skills, emphasizing the use of media to enhance presentations. Students will research, organize and write presentations, design appropriate media and deliver presentations in various settings, including to large groups, on-camera and in groups with other students.
2. CM 302 Research in Communications Media 3c-01-3sh
Prerequisites: CM 150, EN 101 and EN 202 (C or Better)
The course is designed to provide knowledge of the resource materials and research strategies used in the communications media field. Students will design basic data gathering instruments, collect data and assimilate information from various sources and data into communication products, services or documents.
3. CM 305 Electronic Media Programming and Sales 3c-01-3sh
Prerequisites: CM 150
This course explores two primary functions of the electronic media; providing programming for audiences and providing economic viability to media outlets by selling commercial time to clients. Students will explore topics such as program development, scheduling and promotion. The course will also explore the basic strategies used in the electronic media to sell commercial time and the use of audience and ratings analysis in the processes of programming and sales.
4. CM 345 Television Criticism 3c-01-3sh
Prerequisites: CM 150 or permission of instructor
Course Description:
The medium of television offers a unique environment for development and delivery of information, entertainment and news. This course explores and analyzes television programming. It includes examination of genre ranging from situation comedy to drama, to mini-series and made-for-TV movies.
5. CM 351 Advanced Video Production 3c-01-3sh
Prerequisites: CM 251 and CM 303 or 403

This is a production course that emphasizes advanced field production techniques. Some of the topics covered will include; field lighting, video post-production editing with A-B roll, on-line editing, and non-linear editing. Students will gain hands-on experience through projects and field trips.

6. CM 401 Media Field Studies 3c-01-3sh
Prerequisites: CM 101, junior standing and permission of instructor
A hands-on course designed to help the students learn about the production process involving on-location production. The course will have three distinct phases: Students will begin with research and pre-production tasks on campus. Students may travel to a remote site to collect additional information and images and use those images to complete a production. Students will be responsible for travel expenses.
7. CM 440 Multimedia Production 3c-01-3sh
Prerequisites: CM 240 or permission of the instructor
The student will learn the processes and techniques of planning, designing, and producing used with interactive multimedia. The course will provide hands on experiences in the use of graphics, audio, animation, video, and authoring software applications to produce an aesthetically acceptable product that meets specific objectives. The course is designed to meet the needs of educational media, corporate training, and communications specialists.
8. CM 470 Management Practices in Electronic Communications 3c-01-3sh
Prerequisites: CM 150, any CM Writing Intensive course, and junior or senior standing
The course presents the theory and practice of media management. Areas covered will include problem-solving, documenting and reporting, career systems, budgeting, personnel, ownership, unionization, market analysis, and special topics as directly related to communications media industries. Students will conduct case study research related to their career direction.
9. CM 475 Senior Portfolio Presentation 1c-01-1sh
Prerequisites: Communications Media majors only, 24 CM credits and CM 395
Through this course students will compile and present a series of works produced through previous Communications Media courses and activities. The result will be a portfolio suitable for presentation to a potential employer. The portfolio may include examples of student works from a variety of subject areas.
10. CM 480 Seminar in Communications Media 3c-01-3sh
Prerequisites: CM 302, junior or senior standing, other prerequisites as appropriate to course content.
A seminar in selected communications issues or problems. The course will include the reading and review of the current literature as appropriate to the major topic presented in the seminar. Students will be involved in the research and oral defense of a major research paper.

After discussion, **motion** by Senator Asamoah, seconded by Senator Walz to send the Communications Media proposal back to committee.

Motion was made and seconded to allow Dr. Dudd, Chair of Communications Media, to address the Senate.

Motion **APPROVED**.

Motion made and seconded to close debate on motion to send back to

committee. Motion **APPROVED**.

Vote on motion to send back to committee. Motion **DEFEATED**.

Vote on main motion. Motion **APPROVED**.

The Curriculum Committee **moved** the approval of the following Minor Revision - Educational Technology - Department of Communications Media:

A. Table comparing Old and New Programs

Old Program		
Minor - Educational Technology		24
Required Courses:		
CM 101 Communications Media in American Society	3sh	
CM 460 Alternative Systems of Communication	3sh	
CO 101 Microbased Computer Literacy	3sh	
CM --- Electives in Communications Media		15sh
New Program		
Minor - Educational Technology	24	
Required Courses:		
CM 101 Communications Media in American Society	3sh	
CM 460 Emerging Trends in Communications Technology	3sh	
BE/CO/IM 101 Microbased Computer Literacy	3sh	
CM --- Electives in Communications Media		15sh

B. Rationale

The course title for CM 460 is being updated to correspond with the course revision submitted as part of the program revision for the B.S. in Communications Media. The prefixes for the other departments teaching Microbased Computer Literacy are added.

Motion **APPROVED**.

GRADUATE COMMITTEE--Chairperson Williamson

The Graduate Committee presented the following for Senate information:

Variability in Program Delivery and Distance Education Delivery:

MBA Program (Flex-MBA)

Brief Description of the Proposed Program: The Eberly College of Business (ECOB) is exploring the possibility of delivering its current 33-credit MBA program at various off-campus national and international locations using a combination of traditional and distance education formats. We intend to deliver the program to cohort groups of approximately 30 professionals through contracts with organizations/institutions at host locations.

- The participants in the program must meet the Graduate School admission requirements for IUP MBA program and must possess the required prerequisites for taking the core II and elective courses at the MBA level.
- The program will use a combination of on-site instruction by faculty at the host location and web-based or other appropriate distance educational technologies for the delivery of the courses.
- For each program, we expect to teach two courses per term. Two faculty members will travel to the remote site and deliver standard graduate lectures/discussion classes as per the schedule in Figure-1. The host-

site course delivery will be during IUP semester breaks (that is, December-January, May-June, or August).

- A total of ten standard graduate lectures (2 ½ hour sessions) per course will be imparted at host-site.
- The remaining portion of each course (four 2-½ hour sessions) will be offered through the web. E-mail will be used for receiving/feedback on assignments, homework, etc. The web site will be used for posting readings, solutions and discussion comments. Additionally, the web site will facilitate "Net-Meetings" /"Chat" sessions on specified topics.

Nature of Variability (Summary)

- Traditionally, Flex-MBA programs bring students to campus from around the world. The IUP Flex-MBA will reverse this model and will take the program to cohort groups around the world
- A large portion of the contact periods would be spent in a very intense study format.
- Two 1-week contact periods will be scheduled each term - one at the front and the second at the back end of each course.
- The equivalent of four class-sessions for each course will be delivered using various distance-education technologies, predominantly the Internet.

A. Method of Delivery:

For each course, ten out of the fourteen regular graduate classes will involve in-class lecture/discussions in the traditional format and the equivalent of four class sessions would be delivered using distance education technologies.

Faculty

- We expect to deliver the Flex-MBA program using 100% tenured/tenure-track IUP faculty with graduate teaching eligibility. In exceptional cases, qualified temporary faculty meeting the graduate teaching eligibility requirements will be utilized if needed.
- Faculty participation will be strictly voluntary. Faculty compensation will come under Article XXVII of the CBA (page 84).
- Before signing a new contract with an organization/institution, an analysis will be done by the ECOB Department chairs to ensure that we have adequate faculty resources to deliver the new program as well as to avoid adverse impact on other programs due to over-extension of faculty resources.
- Additionally, since each of such programs will be spread over seven departments and over almost a four-year period, we don't expect any detrimental impact on our faculty resources.
- Faculty evaluation: An opportunity will be provided for any faculty member desiring faculty evaluations. In some instances, a faculty member of another department through mutual agreement may administer a faculty evaluation.

Facility/Location

- Before signing a contract, we would ensure that the contracting organization/institution has adequate facility for the on-site instruction part of our delivery of the courses.
- We would also ensure that the contracting organization/institution has made arrangements for each student in the cohort group to have access to the internet.

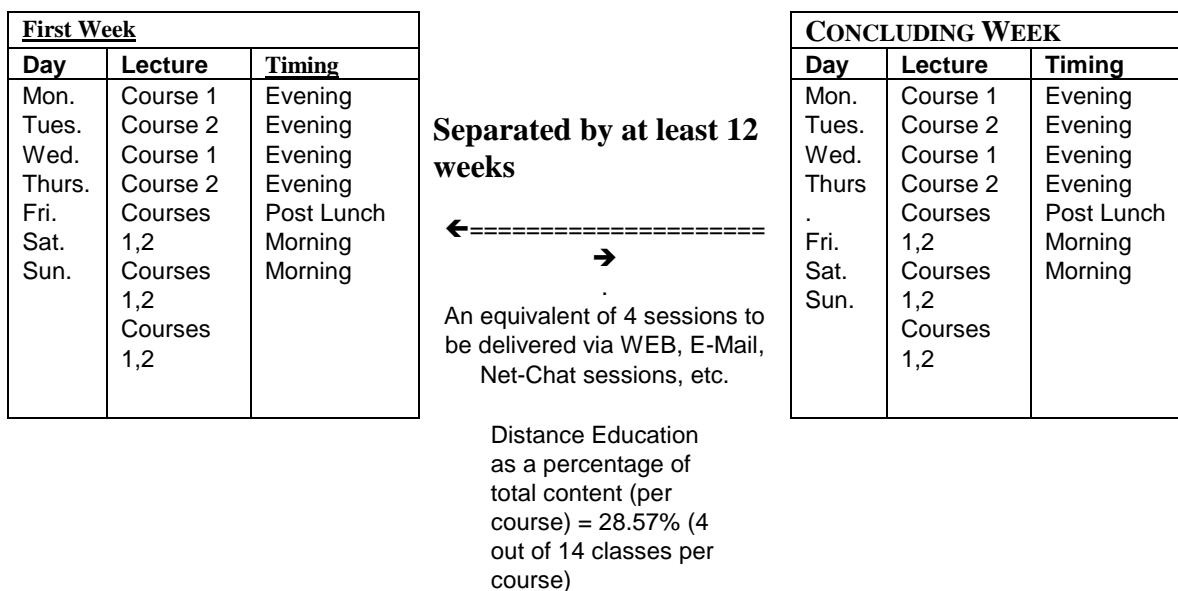
Learning Resource/Equipment/Finances

- Tuition and fees for the entire cohort group will be paid in advance by the contracting organization/institution.
- Other related costs (faculty travel, boarding and lodging, etc.) will be paid by the contracting organization/institution.
- Currently, all research work related to MBA courses can be done by using Internet research tools as well as IUP electronic research databases (such as the Web-based Search Bank).
- The ECOB has the technology and web-server capabilities (hardware as well as software) to deliver such a program.
- The ECOB has the needed technical support.

Course Schedule:

- Two one-week intensive contact sessions will be scheduled as noted in Figure-1.
- These two weeks will be roughly 14 weeks apart.
- Electives: The three electives required in the MBA program will be chosen by the cohort group from a list of electives based on availability of faculty and the desire of the participants. All the members of a cohort group will take the same set of electives.

Figure –1: Suggested Contact Schedule



B. Impact of Program

1. Student Demand:
 - The contracting organization/institution must assure the enrollment.
2. Market Environment:
 - The contracting organization must guarantee the financing.
 - There is a strong global demand for the American style MBA. It is essential that we position ourselves to benefit from such

- opportunities.
3. Impact on Existing Program:
- There will be no detrimental impact on any of our existing programs. In fact, this will increase the visibility of IUP and thus help us recruit more students.
 - As an added benefit, such programs when located internationally will allow our faculty to gain invaluable international exposure.

The Graduate Committee and Graduate School will be informed in advance of each contract signing for each offering of the Flex MBA Program. The information to be submitted shall include the site and the names of the faculty involved.

NEW BUSINESS

Senator Bell questioned whether or not the Senate will reimburse students for printing their own copy of the Senate agenda and minutes after the laser printing fee is in place.

The meeting was adjourned at 5 p.m.

Respectfully submitted,

Cathleen Golden
University Senate Secretary