

Application for a New Course v10.5

Course ID <i>Subject and Number</i>	COMM 561 (Cross-list with 461)
Date APPROVED	
Date DENIED	

I. Systems and Catalog Information Complete each item.

1	Course Developer	Lauren Lemley and Nick Tatum
2	Course Teacher	Lauren Lemley and Nick Tatum
3	Course Title	Nonprofit Event Communication
4	Course Abbreviation (if title is over 30 characters)	
5	College	Arts & Sciences
6	Department	Communication & Sociology
7	Number of Credit Hours	3
8	Is the course Fixed Credit or Variable Credit?	Fixed
9	Is the course repeatable?	No
10	Maximum number of times course may be repeated	
11	Maximum number of hours credit	3
12	Explanation for variable credit	
13a	Course contact hours - LEC	45
13b	Course contact hours - Lab	
13c	Course contact hours - Practicum	
13d	Course contact hours - Seminar	
13e	Course contact hours - Studio	
13f	Course contact hours - Online	

13g	Course contact hours - Colloquium	
13h	Course contact hours – Field Experience	
13j	Course contact hours - Internship	
13k	Course contact hours - Research	
13m	Course contact hours - Workshop	
13n	Course contact hours – Other (specify)	
14	Instructor Workload	.25
15	Grade Mode (check all appropriate):	☒ Standard ☐ Credit/No Credit (undergrad only)
16	Maximum Enrollment	30
17	Catalog Description (50 words or less)	This course teaches students how to use communication skills in persuasion, leadership, conflict management, and networking to design and coordinate events for nonprofit organizations and groups.
18	List any prerequisites (course/s, test scores, class standing, major, etc.)	3.0 GPA prior to enrolling in the course. <i>Consent of Instructor.</i>
19	List any co-requisites	none
20	If the course is cross listed, specify the Course ID(s) MUST have signature in Section V off all Department Chairs	<i>Comm 461</i>
21	Does this course have any special student costs? Yes/No <i>Attach a <u>completed</u> "Request to Add or Change Course Fees" form. Describe in section IV-F.</i>	none
22a	How often will it be offered? Fall	
22b	How often will it be offered? Spring	yearly
22c	How often will it be offered? Summer	
23	Frequency? All, odd, or even years?	Each spring
24	First semester this course will be offered <i>New courses may not be taught under their approved course ID until they appear in the catalog,</i>	Spring 2019 (201920)

	<i>therefore, no earlier than the coming fall.</i>	
25	List course/s that should be deleted, include the last semester for course/s being deleted <i>A course cannot be deleted when it is a requirement in a degree plan in any department.</i>	none
26	Is this course required for a degree/s? Yes/No <i>If "Yes," attach a revised degree plan(s) reflecting the placement of the new course.</i>	No
27	Should the addition of this course be retroactively applied to the degree plan it supports? Yes/no and explain	Yes
28	Has this course been offered as a Special Topics course? Yes/No <i>If "Yes," specify the Course ID and enrollment for each term it was taught. (Note: New courses are NOT required to be taught as Special Topics courses prior to being approved. However, courses may be taught once as Special Topics before it is proposed. See the Course Descriptions section of the Catalog for details.)</i>	Yes – Spring 2018 (201820) as COMM 540: Special Topics: Nonprofit Event Communication 8 were enrolled in 440/540 last Spring; 14 are enrolled for Spring 2019.
29	List any courses in which content overlaps the proposed course. (Course ID and Name) <i>Attach statement from instructor/dept chair of existing course justifying the new offering in Section IV-D.</i>	none

II. Curriculum

1	Degree Plan Explanation of how this course affects degree requirements.	This course will be an upper-level communication elective but will not be required for majors or minors.
2	Justification State the justification for adding this course to the current curriculum. Represent the need.	Working with nonprofit organizations is a common career path for communication majors, and event planning is a growing career field our majors are interested in. This course provides real-world experience with fundraising, budgeting, negotiating, planning, and coordinating that are critical workplace skills in these career paths.

III. Course Design

1. Audience and Course Goal

1	Describe the intended audience, including prerequisite skills.	As a 500-level course, this class is targeted to graduate students ready to gain experience that will benefit internship and/or job applications. However, no classes are required as prerequisites to this course.
2	State the overarching course goal(s) in performance terms.	At the end of the course, the students should know how to budget both money and time for events, how to promote events on social media, how to coordinate with both team members and supervisors, how to strategically plan events to align with an organization's mission/goals, and how to respond to unexpected problems that arise during the course of running an event.

2. Competencies and Measurements

	Competency	Measurement
1	Demonstrate awareness of communication's role in coordinating events for nonprofit groups/organizations.	Pre-Course and January Weekend Assignments, Event Planning and Execution, and Case Study/Presentation
2	Evaluate the role of communication in various aspects of event planning/coordination.	Staging/Guest Experience Analysis, Event Planning and Execution, and Case Study/Presentation
3	Work effectively in teams to develop event planning skills through coordinating on-campus events.	January Weekend Assignments, Social Media Plan, and Event Planning and Execution
4	Assess the strengths and weaknesses of your own nonprofit event communication.	Event Planning and Execution and Case Study/Presentation
5	GRADUATE STUDENTS ONLY: Engage with theory to understand and assess communication in nonprofit events.	Case Study and Presentation

3. Text and Resources

1. Give the full publication information of the textbook/s and other required resources and outside readings.
2. For **combined undergraduate/graduate** courses, make two lists:
 - a. full publication information; label **Undergraduate**.
 - b. full publication information; label **Graduate**. Indicate number of pages required.

Leanne Bell McMannus, Chip Rouse, and Stephanie Verni, *Event Planning: Communicating Theory and Practice*, 2015.

IV. Supporting Documentation

Supporting documents must accompany proposal prior to preliminary approval by chair and dean.

	1	Library — Submit new course application and syllabus to the Dean of the Library. Consult with the director and establish a deadline for completion of the library report. Attach the signed copy of the Library report.
	2	Instructional Design — The application and syllabus must be reviewed by the Adams Center. Attach a copy of the Adams Center Review Letter.
	3	Content Overlap — Include one document for each course you listed in Section I-1. Attach statement from instructor/dept chair of existing course justifying the new offering.
	4	Departmental Resources — List the resources that support the course and are available only through the department, if applicable. Attach the list of the holdings and the location/s.
	5	Resources — List resources (other than library or departmental resources) that are needed to support this course (computers, lab equipment, other technology, etc.). Attach a complete list of all items and indicate possible sources or estimated cost of each. List the sources of any needed funds.
	6	Expenses — List additional expenses needed to implement this course (full-time or part-time faculty, graduate or lab assistants, student employees, travel, special student costs, room renovation, storage facility, etc.). Attach a complete list of all items, the estimated cost of each and the source of the funds.
	7	Justification — Attach all documents referred to in Section II-2
	8	Syllabus — Attach the syllabus for the course based upon the anticipated first-semester offering.
	9	Provide documentation for all additional attachments here

V. Preliminary Approvals

All supporting documentation has been assembled and attached to this application. I believe this course is ready to be presented to appropriate councils. We have a plan to fund this new course.

Course Number and Name: COMM 561: Nonprofit Event Communication

Primary Department



Department Chair

12-1-2018

Date



Dean of the College

1-14-19

Date

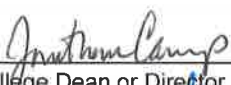
VI. Actions *Place all actions on one page.*

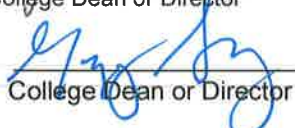
Course ID: COMM 561

Course Title: Nonprofit Event Communication

1. College Academic Council: (for all courses)

Note: Insert additional lines for College Academic Council action for each college involved in cross-listed courses.

Approved ☒ Denied ☐  1-18-19
College Dean or Director Date

Approved ☒ Denied ☐  1/28/19
College Dean or Director Date

2. Graduate Council: (for graduate level courses)

Approved ☐ Denied ☐ _____
Dean of Graduate School Date

3. Teacher Education Council: (when applicable)

Approved ☐ Denied ☐ _____
TEC Chair Date

4. University General Education Council: (when applicable)

Approved ☐ Denied ☐ _____
Provost's designee Date

5. University Undergraduate Academic Council: (*undergraduate level courses*)

Approved ☐ Denied ☐ _____
Vice Provost Date

6. Academic Provost: (for all courses)

Approved ☐ Denied ☐ _____
Provost Date

7. President of the University: (for all courses)

Approved ☐ Denied ☐ _____
President Date

Attach notes, comments, or conditions from appropriate councils:

NONPROFIT EVENT COMMUNICATION COMM 561 – SPRING 2019 (3 credit hours)

Professor: Lauren Lemley, PhD
Office: SB 214

Email: lauren.lemley@acu.edu
Phone: 325.674.2241

Professor: Nicholas Tatum, MA
Office: SB 207

Email: nick.tatum@acu.edu
Phone: 325.674.2292

COURSE DESCRIPTION

COMM 561: This course teaches students how to use communication skills in persuasion, leadership, conflict management, and networking to design and coordinate events for nonprofit organizations and groups.

ACU MISSION STATEMENT

To educate students for Christian service and leadership throughout the world.

MISSION OF THE COLLEGE OF ARTS & SCIENCES

The mission of the College of Arts and Sciences is to engage students with humanity's greatest ideas to create understanding, apply insights, and serve the world as Christian thinkers and problem solvers.

MISSION OF THE DEPARTMENT OF COMMUNICATION & SOCIOLOGY

To create excellent and ethical communicators, transforming lives through teaching, scholarship and service.

PREREQUISITES AND INTENDED AUDIENCE

This course is designed for students interested in learning how to design and run events for nonprofits through gaining the practical experience of running events on campus. Students must have a GPA of 3.0 or higher to register for this course.

FAITH AND LEARNING

Communication is a critical aspect of Christian life and community. This course challenges students to consider how they can use their communication skills and knowledge to benefit nonprofit organizations and the individuals/groups they serve.

REQUIRED TEXTS

- Leanne Bell McMannus, Chip Rouse, and Stephanie Verni, *Event Planning: Communicating Theory and Practice*, 2015.
- Other readings and resources will be available through Canvas.

COURSE OBJECTIVES

Upon completion of the course, students should be able to:

1. Demonstrate awareness of communication's role in coordinating events for nonprofit groups/organizations.
2. Evaluate the role of communication in various aspects of event planning/coordination.
3. Work effectively in teams to develop event planning skills through coordinating on-campus events.
4. Assess the strengths and weaknesses of your own nonprofit event communication.

COMPETENCIES	MEASUREMENT INSTRUMENTS
Demonstrate awareness of communication's role in coordinating events for nonprofit groups/organizations.	Pre-Course and January Weekend Assignments, Event Planning and Execution, and Case Study/Presentation
Evaluate the role of communication in various aspects of event planning/coordination.	Staging/Guest Experience Analysis, Event Planning and Execution, and Case Study/Presentation
Work effectively in teams to develop event planning skills through coordinating on-campus events.	January Weekend Assignments, Social Media Plan, and Event Planning and Execution
Assess the strengths and weaknesses of your own nonprofit event communication.	Event Planning and Execution and Case Study/Presentation

COURSE POLICIES

ATTENDANCE

Because this is a very "hands on course," you will be taking on leadership roles in real events where your absence could have serious consequences on the success of an event. You are expected to arrive on time to each meeting, attend and participate in all activities, and not leave until all of your obligations have been completed. If something arises (e.g., family emergency, illness, etc.) that will interfere with your ability to attend any course meeting, you should contact Professor Tatum and/or Dr. Lemley as soon as possible.

For the first weekend of the course, you are expected to arrive at our retreat location by 5 pm on Friday, January 12th and will be able to leave by 10 am on Monday, January 15th.

LATE WORK

Late work will not be accepted in this course. As in the "real world," other groups and individuals will be waiting on you to turn assignments by a deadline so they can carry on with the next phase of planning an event. Turning in work late compromises everyone's success. Be sure to pay attention to deadlines communicated via both Canvas and email.

COOPERATION WITH THE AMERICANS WITH DISABILITIES ACT (ADA)

ACU and the College of Arts and Sciences comply with the ADA in making reasonable accommodations for qualified students with disability. If you have a disability as defined by the ADA and would like to request accommodations, please contact the Alpha Scholars Program at 325.674.2667 or online at <http://blogs.acu.edu/alpha> for more information about Student Disability Services at ACU.

ACADEMIC DISHONESTY

Academic integrity is defined as academic work completed as assigned for each class by the individual or group responsible for the work. Violations of academic integrity and other forms of cheating involve the intention to deceive, mislead, or misrepresent and therefore, are a form of lying. Such actions are contrary to behavioral norms that flow from the nature of God. Academic misconduct includes, but is not limited to, the following: 1) Failing to give credit to sources used in a work in an attempt to present the work as one's own, 2) Submitting papers or projects obtained from another source (e.g., research service or club paper file) as one's own, 3) Falsifying information orally or in writing, and 4) Receiving, giving, or using unauthorized aid on an examination or quiz. Academic misconduct may result in, but is not limited to, a zero on the assignment and/or an F in the course. Additionally, the department chair, Dean of the College of Arts and Sciences, and the Dean of Student Life will be notified.

See the full university policy, including how to appeal a decision, by following this link: <http://www.acu.edu/community/offices/administrative/office-of-the-provost/academic-integrity-policy.html>.

GRADING

YOUR FINAL COURSE GRADE WILL BE DETERMINED AS FOLLOWS

90-100 = A 80-89 = B 70-79 = C 60-69 = D 0-59 = F

BREAKDOWN OF COURSE GRADE

Pre-Course Assignments - 15%

January Weekend Assignments - 15%

Staging/Guest Experience Analysis - 10%

Social Media Plan - 10%

Event Planning and Execution - 30% (15% each from 2 assignments)

Case Study and Presentation - 20%

Pre-Course Assignments - 15%

Before arriving for our January weekend portion of the class, you will be responsible for reading and responding to content from our textbook. More information on these assignments will be provided at our Dead Day meeting and on Canvas.

January Weekend Assignments - 15%

This section of your course grade is made up of “daily work” assignments that you will complete on-site during our weekend class together.

Staging/Guest Experience Analysis - 10%

After reading and discussing material related to event staging and creating successful guest experiences, you will attend an event to assess these elements and make suggestions for how to improve communication in these areas.

Social Media Plan - 10%

Social media communication is a key element of the lead up to nonprofit events. After reading and discussing communication principle and theories related to social media communication/persuasion, you will develop a plan to promote an event across multiple platforms.

Event Planning and Execution - 30% (15% each from 2 assignments)

The largest portion of your grade in the course will be your work toward designing, planning, and coordinating an element of on-campus events. You will receive more information about your group members and assignment during our January weekend and on Canvas. This portion of the grade will be comprised of four elements:

1. Supervisor Evaluations
2. Progress Reports
3. Final Communication Pieces
4. Event Summaries & Reflections

Case Study and Presentation - 20%

After you complete work on both of the events this semester, you will assess your team's work via a written case study that draws on communication theory. In our final meeting of the semester, you will present your case study as you would at an academic conference. More information about this assignment will be available as on Canvas later in the semester.

ABILENE CHRISTIAN UNIVERSITY

LIBRARY

M E M O R A N D U M

DATE: 20:39
TO: Dr. Lauren Lemley
FROM: Mark McCallon, Associate Dean for Library Information Services
RE: Course Application for COMM 561 – Nonprofit Event Communication

After reviewing the course application and syllabus, the library should be able to adequately support the proposed course. Please let Laura Baker (bakerl@acu.edu), Communication and Sociology Department Liaison, know if additional resources are needed for the course. Thank you for letting us examine the course proposal.

October 3, 2018

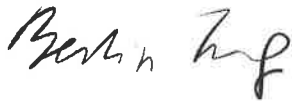
Professor Lauren Lemley, PhD
Professor Nicholas T. Tatum
SB 214, SB 207
Tel: (325)6742241, (325)6742292
Email: lauren.lemley@acu.edu, nick.tatum@acu.edu

Re: Review of COMM561

Dear Professor Lemley and Professor Tatum,
Thank you for submitting COMM561: Nonprofit Event Communication, and I have reviewed it based on the ACU Syllabus Guidelines and found it to be meeting the guideline requirements. The only minor changes I would suggest is to add class meeting time and place, if available, at the beginning of the document, and include office hours as well as contact expectations.

Please note that this letter is used during the review process as a reference. It is not meant to be final approval. Others in the review process may have recommendations too.

If you have any questions, please feel free to let me know. Please also let the instructional design team know if we can be of any help in the design and facilitation of this course.

A handwritten signature in black ink, appearing to read "Bern H. Tatum". The signature is fluid and cursive, with the first name "Bern" being the most prominent.

Director of Instructional Design, Adams Center