

Approval Chart for Curriculum Changes

A = Approve I = Information Item¹ R = Advise & Respond²

Course Number JMC 239 or Degree Plan(s) _____

State the requested change and reason. A memo may be attached if more space is necessary.

The proposal changes the course description, rewords Learning Objectives 2 & 3, and deletes Learning Objective 4. (see attached). Course description and L.O. 3: The language of news is alienating for students required to take the class and limiting in their disciplines. L.O. 2: Specific references to SEO & usability anchors the class to a particular era; the approach and importance of SEO in particular has changed in recent years. These are also redundant, since they are both elements of "online communication." L.O. 4: Ethics was the expertise of the course creator but not current faculty, and it's typically not included in writing classes. Its removal will allow more focus on writing and production in the class.

Circle the number that corresponds to the requested change. Degree plan changes are on the second page.

		COUNCIL ³								
	Change to a Course	Dept./School	College Academic	Deans	TEC	UGEC	UAC	GRAD	Provost	President
1.	Title (description unchanged)	A	A	A	I				I	I
2.	Description (not affecting content)	A	A	A	I				I	I
3.	Content (substantive change)	A	A	A	I				A	A
4.	Number of hours (lecture, lab, contact)	A	A	A	A				A	A
5.	Course number within the hundred	A	A	I	I				I	I
6.	Course number beyond the hundred	A	A	A	A				A	A
7.	Prerequisites	A	A	A	I				I	I
8.	Course fee(s)	A	--	A	--				A	I
9.	From U to G <i>or</i> G to U	A	A	A	A				A	A
10.	Cross list with another department: U or G level	A	A	A	A				A	A
11.	Department of record	A	A	A	A				A	A
12.	Open or close a course	A	A	A	A				A	A
13.	New course — See website for application and process. This change includes combining or splitting a course(s).	A	A	A	A				A	A

Note: When an academic unit does not have a council, the UGEC and/or UUAC will serve as its academic council, depending on the nature of the issue.

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		COUNCIL ³										
	Change to a Degree Plan	Dept./School	College Academic	Deans	TEC	UGEC	UUAC	GRAD	Provost	Faculty	President	Board of Trustees
1.	University Requirements — Change in approved course content ⁶	A	A	A	A				A	--	A	--
2.	University Requirements — Add or drop a required course from the University Requirements chart ⁶	A	A	A	A				A	A	A	--
3.	University Requirements — Add or drop a course from a menu within the University Requirements ⁶	A	A	A	A				A	--	A	--
4.	University Requirements — Change hours within a menu on the University Requirements chart ⁶	A	A	A	A				A	A	A	--
5.	Major — Revision of major ^{4,5}	A	A	A	A				A	--	A	--
6.	Major — Adopt or change admission requirements	A	A	A	A				A	--	A	--
7.	Major — Add ^{4,5}	A	A	A	A				A	A	A	1
8.	Major – Discontinue (proposed by the department or college)	A	A	A	A				A	A	A	1
9.	Major – Discontinue (proposed by the Provost)	See below.										
10.	GPA — Revise major or cumulative requirement	A	A	A	A				A	A	A	--
11.	Minor — Revise course selection	A	A	A	I				I	--	I	--
12.	Minor — Add	A	A	A	A				A	--	A	--
13.	Minor – Discontinue (proposed by the department or college)	A	A	A	A				A	--	A	--
14.	Minor – Discontinue (proposed by the Provost)	See below.										
15.	Degree — Add	A	A	A	A				A	A	A	1
16.	Degree – Discontinue (proposed by the department or college)	A	A	A	A				A	A	A	1
17.	Degree – Discontinue (proposed by the Provost)	See below.										
18.	Any change to a graduate degree program	A	A	A	A				A	--	A	--

COUNCIL ³										
	Provost-Proposed Change	Provost	Department	Dean	TEC	UUAC	Graduate	Faculty	President	Board of Trustees
1.	Major/Graduate Program – Discontinue (proposed by the Provost)	A	R	R	A			A	A	1
2.	Minor – Discontinue (proposed by the Provost)	A	R	R	A			--	A	--
3.	Degree – Discontinue (proposed by the Provost)	A	R	R	A			A	A	1

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COUNCIL³

	Change to the Catalog Information	Dept./School	College Academic	Deans	UGEC	UUAC	GRAD	Provost	Faculty	President
1.	General requirements for graduation including course requirements that are common to all majors for all degrees ⁷	--	--	--		A		A	A	A
2.	Admission requirements	--	--	--		A		A	A	A
3.	Policies governing academic probation and suspension	--	--	--		A		A	A	A
4.	Requirements for graduating with honors	--	--	--		A		A	A	A
5.	Other academic policy changes	--	--	--		A		A	--	A

¹ Councils may request additional information about “Information” items. These items are approved as “Consent Agenda.”

² The Dean and Department should respond to the Provost’s recommendation to close a program in writing. Advise & Respond (R) requires that the voting body should receive the written responses at least one week prior to the vote.

³ All courses that meet University Requirements for general education must go through UGEC. Courses or degrees offered only to students seeking teacher certification must go through the Teacher Education Council. All undergraduate changes must go before the UUAC. All graduate degree plan changes must go through the Graduate Council.

⁴ A minimum of 30 hours is required for a major. A maximum is specified for each degree (e.g., BA, BS). The university minimum for elective hours is 6, unless the requirements of external accrediting bodies make it impossible.

⁵ Program or course changes that apply to any major that includes Teacher Certification will be reviewed by the college, the Teacher Education Council (TEC), and then the UUAC.

⁶ Courses that satisfy ACU’s University Requirements (General Education) will normally have lower-level numbering, be free of prerequisites and co-requisites, appeal to more than one or two majors, and “not narrowly focus on those skills, techniques, and procedures specific to a particular occupation or profession” (SACS 2.7.3). Departments may request exceptions to the first three criteria.

⁷ The UUAC approved the clarification that “general requirements for graduation” means the enumerated items in the “General Requirements for Bachelor’s Degrees” section of the catalog.

Revised 10-16-13

Curriculum/Catalog Changes Signature Page

Department/School Chair(s)	
 _____ <i>Signature</i>	 _____ <i>Approval date</i>
_____ <i>Signature</i>	_____ <i>Approval date</i>

College Academic Council(s)	
_____ <i>Signature</i>	_____ <i>Approval date</i>
_____ <i>Signature</i>	_____ <i>Approval date</i>

Dean(s)	
_____ <i>Signature</i>	_____ <i>Approval date</i>
_____ <i>Signature</i>	_____ <i>Approval date</i>

Teacher Education Council	
_____ <i>Chair's signature</i>	_____ <i>Approval date</i>

General Education Council	
_____ <i>Chair's signature</i>	_____ <i>Approval date</i>

Undergraduate Academic Council	
_____ <i>Chair's signature</i>	_____ <i>Approval date</i>

Graduate Council	
_____ <i>Chair's signature</i>	_____ <i>Approval date</i>

Provost	
_____ <i>Signature</i>	_____ <i>Approval date</i>

Faculty	
_____ <i>Chair of faculty senate</i>	_____ <i>Approval date</i>

President	
_____ <i>Signature</i>	_____ <i>Approval date</i>

Learning objectives

CURRENT

	By the conclusion of the course, the student should be able to effectively:	Assessment
1	gather information and clearly communicate that information in a variety of formats to a user/reader.	• Class discussion • Assignments • Blog
2	apply communication theory regarding online communication, search engine optimization and usability.	• Class discussion • Usability report • Assignments • Blog • Final exam
3	judge the relevance and importance of a news item.	• Class discussion • Assignments • Blog • Final exam
4	decide ethical dilemmas	• Class discussion • Ethics reflection • Final exam
5	produce valuable electronic products both individually and within a group of other students.	• Assignments • Blog

PROPOSED

	By the conclusion of the course, the student should be able to effectively:	Assessment
1	gather information and clearly communicate it in a variety of formats to an audience.	• Class discussion • Assignments • Blog
2	apply communication theory regarding online communication.	• Class discussion • Usability report • Theory project • Blog • Final exam
3	judge the relevance and importance of information.	• Class discussion • Assignments • Blog • Final exam
4	produce valuable electronic products both individually and within a group of other students.	• Assignments • Blog

Course description

CURRENT

(3-1-3). An active study of the creation of messages for delivery in various electronic forms. Emphasis placed on news values, journalistic style and media ethics.

PROPOSED

(3-1-3). An active study of the creation of messages for delivery in various electronic forms. Emphasis placed on writing multimedia content, information selection, and communication theory.

M E M O R A N D U M

To: Dr. Lynette Sharp Penya

From: Dr. Cheryl Mann Bacon on behalf of the JMC faculty

Date: Aug. 27, 2014

Re: Changes in JMC 239 Writing for Electronic Delivery

Attached is the Approval Chart requesting two minor changes in JMC 239 Writing for Electronic Delivery.

The modification of the learning objectives as detailed on the chart and of the course description grow out of work by Dr. Jessica Smith and Joyce Haley who taught the course last year and will continue to teach it regularly. They do not represent substantive changes in the course but a natural evolution of its content to an ever changing media environment.

The JMC faculty has reviewed these recommendations and voted unanimously to approve them and forward to the CASAC. If you have questions, please feel free to contact me. Thank you.

Cc: Dr. Jessica Smith
Joyce Haley