

University Undergraduate Academic Council
April 17, 2019
3:30 p.m. – 5:00 p.m.
CEHS Dean's Conference Room

Present: K. Witemeyer, J. Smith, B. Burton, M. Delony, R. Ashlock, M. Daugherty,
P. Roggendorff

Absent: D. Williams, S. Stewart, D. McAnulty, S. Hamm

Ex-officios: K. Pybus, M. Long (B. Fang, E. Gumm were absent)

Guests: C. Riley, M. Wiggins, A. Boone, D. Pemberton, R. Feerer

The meeting began at 3:38 p.m.

I. Call to order by J. Smith.

II. Prayer by J. Smith.

III. Approval of the minutes from 4.3.19

**Motion to approve the minutes by B. Burton; seconded by M. Daugherty;
all in favor; motion passes.**

Information Items:

- IV. JMC 223 – Revise Course Title, Description, Content, Prerequisites,
and Number to 224
- V. JMC 321 – Revise Description and Prerequisites
- VI. JMC 324 – Revise Title and Prerequisites
- VII. JMC 405 – Revise Description and Prerequisites
- VIII. JMC 441 – Revise Title and Prerequisites
- IX. JMC 495 – Revise Description
- X. JMC 233, 317, 341, 342, 347, 348, 351, 361, 389, 390, 449, 450, 465, 488, 492 –
Revise Prerequisites (One note on 492 - we cannot enforce this item in Banner.
After the meeting the prerequisite was revised to only require JMC 224 and 389.)
- XI. JOCJ – Convergence Journalism Minor – Revise Name and Course Selection
- XII. JMME – Multimedia Minor – Revise Course Selection
- XIII. ADPR – Public Relations Minor – Revise Course Selections
- XIV. FILM – Film Minor – Revise Course Selections

Action Items:

XV. JMC 102 – Close Course

K. Pybus - Summary of changes - Our accrediting body has identified areas in which we need to improve, and one of those areas is the writing ability of our students. It is a fundamental aspect of all of our majors. We are closing a course that is a freshman writing class and opening a new one at the sophomore level. That allows us to open up a course for technical media skills during the freshmen year. We have delayed this introduction far too long in the degree. This will address those needs. That is the fundamental change that drives the revisions in our curriculum.

J. Smith - These two courses that are being closed are being replaced by the new courses. What is the plan for teaching these out? K. Pybus - We can keep them open for teach-out purposes, if needed. J. Smith - Substitutions are available as well. We could approve it to close at a future date. K. Pybus - We don't intend to teach 102 again. We will teach 201 in the fall. J. Smith - If we were to close them effective for the 2020-21 catalog are you comfortable with that? K. Pybus - Yes. Very comfortable.

XVI. JMC 201 – Close Course

See discussion above.

XVII. JMC 165 – Media Maker – New Course

K. Pybus - The goal of this course is to allow students to create media and have success at an introductory level to lay the foundation for future coursework. This will also address retention. Once we have the equipment, we would love to open it up to students from other departments as well.

XVIII. JMC 265 – Film Production – New Course

K. Pybus - This is designed as a sequence to follow JMC 165, building on that previous course. It is an adjustment of an existing course. It is a production course that would include some on-site shooting plus studio work. R. Ashlock - Same professor for both classes? K. Pybus - Probably not. J. Smith - How does the course differ from JMC 261? K. Pybus - JMC 261 is entirely studio-focused. Control room, lighting, sound, etc. There is a greater emphasis on content than in 265. B. Burton - With the JMC 265 lab hours - how does that come into play? K. Pybus - That comes into play with coaches shows and other productions.

XIX. JMC 355 – Media Technology – New Course

K. Pybus - This addresses a shortcoming in the multimedia degree. Students need to move beyond basic sufficiency. We plan to bring in experts as guest presenters from among our alumni. We need another course in the Multimedia major. Our accreditors require 72 hours to be taken outside our major. This lowered from 80 to 72 and we want to take advantage of that change to add a new course to the degree plan that will help our students be more prepared.

XX. JMC 261 – Revise Number of Hours, Description, Prerequisites

K. Pybus - This is a studio production, but the goal is to take advantage of the new studio and its connection to the new football stadium. Students will create the coaches show and produce things associated with the football games.

XXI. JMC 438 – Change Number to JMC 338, Title, Description, Prerequisites

K. Pybus - This is changing to 338. Students need experience shooting packages and interviewing before they take their internships in their senior year. This will allow us to place it earlier in the sequence.

Motion to approve items XIV - XXI by B. Burton; seconded by M. Daugherty; all in favor; motion passes.

XXII. JOCJ BA – Convergence Journalism – Revise Major

K. Pybus - The change to the core reflects a desire for students to understand the different areas of study within our courses - theory, practice, etc. We have both BA and BS. We are typically BS, but we have students who want to double major, most often in English, and the BA allows more of those English hours to count. J. Smith - In order to keep our records clear, we don't simply change the name of the major. In our system, we will close out the Convergence Journalism major and open the new Journalism one as an administration process only. K. Pybus - Journalism today implies a convergence of ideas in the field, and we think the current name is a hindrance to recruiting, so we want to go back to Journalism.

XXIII. JOCJ BS – Convergence Journalism – Revise Major

See discussion above.

XXIV. JMM – Multimedia – Revise Major

See discussion above regarding core changes.

XXV. ADPR – Advertising/Public Relations – Revise Major

See discussion above regarding core changes.

Motion to approve items XXII - XXV by B. Burton; seconded by R. Ashlock; all in favor; motion passes.

XXVI. ART 453 – Identity and Brand II – New Course

M. Wiggins - Summary of changes - We've been needing to add courses to our program for a long time. With the financial climate, adding new faculty was not an option. But with the grant we received, we were able to target and develop two new courses. We have had a lot of success in the area of interactive design for our students. Our starting wage for graduating seniors jumped a great deal, and it was because of success in this market. But we only had one class in this area. Around Texas, many other institutions only had one or none. For us to continue to lead in this area, we needed to add another course. The Interactive Design II class addresses that need. Adding a second tier to our branding course helps with the advertising area. We needed to adjust our degree plans to accommodate these new courses. In the BFA, we took away two required illustration classes and made them electives in order to add these two new courses. In the Graphic Design program, we took out a fine art elective and created a menu to accommodate the new courses.

XXVII. ART 458 – Interactive Design II – New Course

M. Wiggins - This is a discipline where students take their skills for designing for print/paper and move to designing for screens. Then how do we make it interactive? Looking at app design and websites. Interactive Design II gets into the latter area more in-depth. User experience is addressed. J. Smith - You have the user experience minor coming in the future. M. Wiggins - Yes. This will be a great addition and we will be partnering with faculty from COBA.

XXVIII. ART 457 – Change Number to ART 358 and Revise Title

J. Smith - To make this Interactive Design I.

Motion to approve items XXVI-XXVIII by R. Ashlock; seconded by B. Burton; all in favor; motion passes.

XXIX. ARTC – Graphic Design/Advertising – Revise Major

See discussion above.

XXX. ART-GRDS – BFA Graphic Design Concentration – Revise Major

See discussion above.

Motion to approve items XXIX - XXX by B. Burton; seconded by M. Daughterity; all in favor; motion passes.

XXXI. CHEM 483 – Revise Hours, Description, Content

K. Pamplin - Chemistry is a science to be experienced, so nearly all of our classes have labs attached. This one did not. We have added a lab in a special topic form and we would like to make that change permanent to include the lab within the course. R. Ashlock - Can anyone besides Brad teach it? K. Pamplin - Yes, but he is the specialist. We only offer it every-other year, so we can plan for sabbaticals.

Motion to approve by R. Ashlock; seconded by M. Delony; all in favor; motion passes.

XXXII. BCBS – Add BIOL 351 to Selection Menus

K. Pamplin - This is in our biomedical science track which has several menus so students can create their own emphasis. We have had several students ask for this course as an option, so we would like to add it to the menus. M. Daughterity - Are there some BIOL upper-level courses that aren't on this list? Could it be consolidated into a range? K. Pamplin - There are a few that we would not like to have included.

Motion to approve by R. Ashlock; seconded by B. Burton; all in favor; motion passes.

XXXIII. BA Global Studies – Revise Program Menus

R. Morgan - We are making changes both to the BA and the minor. We are adding in courses that were created since the programs were created or ones that we didn't know about. We have menus under categories. We found courses that need to be in those menus. J. Smith - The minor was an information item last time.

Motion to approve by M. Daughterity; seconded by M. Delony; all in favor; motion passes.

XXXIV. Close Minor in Ethnic & Women's Studies

R. Morgan - We are closing the old minor that was created 10-12 years ago. We have realized that we have almost no one pursuing this minor. We also have almost no courses being offered regularly that allow a student to pursue the requirements. And finally, the name is very outdated compared to the field. We decided to update the name and involved other departments on campus to make the program more robust and marketable to students. If more departments are invested, we hope the number of

students interested will increase. Most of the courses are upper-level, so there won't be a problem getting the necessary 6 upper-level hours.

XXXV. New Minor in Gender & Multicultural Studies

See discussion above.

Motion to approve items XXXIV-XXXV by R. Ashlock; seconded by P. Roggendorff; all in favor; motion passes.

XXXVI. New Minor in European Cultural Studies

R. Morgan - The fact that we have two study abroad programs in Europe creates energy and interest in things European. It's not just contemporary Europe, but ancient Rome and Greece are covered as well. It is broadly interdisciplinary. It contains a lot of literature and history, but draws from other departments as well. P. Roggendorff - As I'm looking over the list of languages, I think Latin is still on the books. Could that be added? R. Morgan - Any time we have a student interested, they do it as a guided study but never finish. Because of that, we don't want to encourage that course. I would love to have Latin funded, but it is not. P. Roggendorff - If Lang/Lit started offering Latin again, would you consider adding it? R. Morgan - Absolutely. We are hoping that a student who studies abroad in Europe will take advantage of the course offerings and apply them toward this minor. Language and Global Studies are always offered. However, only the intermediate level language counts toward the minor.

Motion to approve by P. Roggendorff; seconded by M. Delony; all in favor; motion passes.

Meeting ended at 4:47 p.m.