

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

Present: K. Witemeyer, J. Smith, B. Burton, S. Stewart, M. Daugherty, P. Roggendorff, D. McAnulty, R. Ashlock, M. Delony, S. Hamm

Absent: D. Williams

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

Guests: J. Dowdy, J. Camp, L. Penya

The meeting began at 3:36 p.m.

I. Call to order by J. Smith.

II. Prayer by B. Burton.

III. Approval of the minutes from 3.6.19

Motion to approve the minutes by D. McAnulty; seconded by R. Ashlock; all in favor; motion passes.

Information Items:

- IV. COMM 101, 231, 241, 343, 415, 485 – Change Course Terms
- V. COMM 375, 408, 421, 415, 436, 450, 483, 485, 486, 491 – Revise Prerequisites
- VI. COMM 384 (230) – Revise Prerequisites
- VII. COMM 483 – Revise Title
- VIII. BIOA 302, 311, 322, 345, 355, 362, 471 – Revise Prerequisites
- IX. BIOL 309, 332, 481, 486, 487 – Revise Prerequisites
- X. BIOL 312, 313 – Revise Prerequisites
- XI. BIOL 345 – Revise Prerequisites
- XII. BIOL 351 – Revise Prerequisites
- XIII. BIOL 353 – Revise Prerequisites
- XIV. BIOL 362, 364 – Revise Prerequisites
- XV. BIOL 370 – Revise Prerequisites
- XVI. BIOL 380 – Revise Prerequisites
- XVII. BIOL 403 – Revise Prerequisites
- XVIII. BIOL 483 – Revise Prerequisites
- XIX. BIOL 491 – Revise Prerequisites
- XX. BIOL 492, 495 – Revise Prerequisites
- XXI. HIST 250 – Revise Title

- XXII. HIST 459 – Revise Course Description
XXIII. Global Studies Minor – Revise Course Selection

Action Items:

- XXIV. CHEM 483 – Revise Hours, Description, Content

Tabled. See motion at end of minutes.

- XXV. BCBS – Add BIOL 351 to Selection Menus

Tabled.

- XXVI. Create Cross-listed Course ENGR 362 from PHYS 362

J.Dowdy - After we did our large revision of the program, we realized that we missed a couple courses that needed to be cross-listed. We need the ENGR prefix because we require a certain number of engineering hours. An engineering professor is already teaching the course.

- XXVII. Create Cross-listed Course ENGR 363 from PHYS 363

See above.

Motion to approve items XXVI and XXVII by S. Stewart; seconded by B. Burton; all in favor; motion passes.

- XXVIII. COMM 291 – Survey Research Methods – New Course

L. Peña - The overall plan in these curriculum revisions started with department learning goals. Then we looked at how to change our degrees, including looking at new courses we might need to add to meet these more career-focused outcomes. Our students often have a difficult time finding a clear career path. We've always said that you can do anything with a communication degree, but that doesn't give students a clear picture of what their career paths could look like. We are now going to have three new concentrations.

For COMM 291 - We have required a research class, but we've never had one of our own within our department. They've had to take their research courses elsewhere. We would like them to take it with us and at an earlier stage so that they can get involved in undergraduate research early and prepare themselves for the most common type of research in our field, which is survey research. Other majors, such as JMC, might be interested in the course as well.

XXIX. COMM 310 – Civil Discourse – New Course

L. Penya - This is a course that we taught in the fall as a special topics course. It is an area in our discipline that has seen recent growth. It will be very useful to our students. It clearly fits the mission of the university, as well. J. Smith - The title is a little odd. J. Camp - We can look at changing that. R. Ashlock - Will this touch on ethical matters? J. Camp - A lot of our courses integrate that. L. Penya - One thing that makes this one unique is the emphasis it has on ethics. It fits specifically with our outcomes. R. Ashlock - Our visiting committee recommended we add a ministry ethics course. E. Gumm - I would caution about the big difference between the abbreviation and course title. J. Camp - We can just call it Civil Discourse. I think a straightforward title would be an improvement. L. Penya - I think that is what everyone will call it anyway.

XXX. COMM 460 – Health Communication – New Course

L. Penya - This is a booming area of our field and a fabulous area for our students to go into career-wise. Any students looking to go into the medical field would benefit from this course. J. Camp - Cynthia Powell has already been reaching out to us because of the benefit to the pre-med students. R. Ashlock - If it takes off, you might be concerned with load. J. Camp - I think we can expect a handful, but I don't think it will be an avalanche. L. Penya - Kinesiology and Nursing could be interested as well. We plan to offer it once a year. We have capped it at 30 students. R. Ashlock - I think this could be a course with growing demand. J. Smith - That would be a good thing to evaluate as we go. There is a graduate version as well. What is the difference? J. Camp - The graduate students have a case study assignment that includes a written and oral presentation that applies theory to their recommendation or analysis. The undergraduate students do not do that assignment. J. Smith - If we can get the syllabus updated to show the differential grading? J. Camp - This isn't the most recent syllabus. There was an expansion of the grad only outcome. M. Daugherty - I think the undergraduate syllabus is clear. J. Camp - The graduate council approved a syllabus that had slightly more detail in the graduate assignment. J. Smith - We'll note that you can make updates to the syllabus as needed.

XXXI. COMM 461 – Nonprofit Event Communication – New Course

L. Penya - This has been offered twice as a January short course. It opens a window to a career path for many of our majors who desire to work in nonprofits. Event planning is a growing career that our majors are interested in. This particular course provides real-world experience. Students have the opportunity to work in planning TEDx or Sing Song where they do fundraising. J. Smith - And this will be cross-listed with 561. R. Ashlock - Will it be a January course? L. Penya - Yes. It continues into the spring semester, as well.

XXXII. COMM 462 – Executive Coaching – New Course

L. Penya - This course helps students develop more career opportunities by learning the executive coaching skill. Lab hours are included in the speaking center for them to get hands-on practice. D. McAnulty - I don't see how this is a communication course. It seems broader than communication. L. Penya - Communication is a very broad field which makes it difficult for students to know where the degree will leave them. We have a huge area in our discipline that deals with leadership, conflict, and interpersonal communication. Any of those would apply to executive coaching. This course teaches how to apply what we learn in communication to specific situations in organizations. J. Camp - Coaching fits very well in the sphere of business or organizational communication. D. McAnulty - When you get into people's lives, I would be interested to know the prerequisites. Is there any theory of psychology behind it? S. Hamm - I can see how students or advisors would look at this and think it will include counseling aspects involved in coaching and not understand that this is communication coaching and not counseling. J. Smith - So you think it would be better to say Executive Coaching in Communication? S. Hamm - I just think counseling is inherent in coaching. L. Penya - Interpersonal communication is key to counseling, so it goes both ways. Executive is tied to organizational. J. Camp - I think coaching is very different than counseling. I see different purpose and context. D. McAnulty - This is an emerging field. Practicalities are addressed. But at a teaching institution, I think it fair to ask if there is sufficient grounding in the skills and theory that are the foundation. With no prerequisites, I don't see how the students are receiving that grounding. L. Penya - Does our field overlap with Psychology? Yes. We are not just public speaking. I see this course as similar to our Training and Development course that we have had on the books for years. This is for a consultant who would go in and assess deficiencies. That is on the organizational level. This course is on the individual level - but assessing items of interpersonal communication, conflict, etc. B. Burton - The title looks like it would attract students from Business. Are you looking to encourage students from other fields? L. Penya - Yes, it would be open to all students.

Motion to approve all new COMM courses with one change in title to Civil Discourse by M. Daugherty; seconded by P. Roggendorff; 7 in favor; 1 opposed; motion passes.

XXXIII. BA COMS – Revise Program (Add Concentrations)

J. Smith - The programs requirements are basically the same between BA and BS with only the language requirement difference. So we can look at these together as one item. L. Penya - I will concentrate on what is common to both of them. We wish to require specific concentrations to help student define their interests within their field and what they might do professionally with a degree. We are adding 3 concentrations. In the past, students have been allowed to select an emphasis, but those have not been very well utilized. We will require one of three concentrations. COST - Communication Studies will be the most flexible concentration, allowing you to be broadly trained in communication. I have heard from several of our existing students who will like to move to the new catalog so their emphasis will show up on their transcripts. COCN focuses on

corporate and nonprofit. Many students are excited about nonprofit these days. These courses focus on organizational communication. COPA focuses on public advocacy. Civil discourse, debate, and crisis management all fit here.

We also restructured the core to reduce some of the hours and streamline the degree plan to fit our overall outcomes. This will be much easier to talk to students about and give them a clear picture. E. Gumm - COST is an awkward acronym since the cost of an ACU education is a sticking point for many students and their families. These will show up in the catalog. L. Peña - It was memorable. We are open to different ideas.

XXXIV. BS COMS – Revise Program (Add Concentrations)

See above.

Motion to approve both BA and BS program revisions with caveat of concentration code adjustment as necessary by B. Burton; seconded by D. McAnulty; all in favor; motion passes.

XXXV. COMM 222 – Renumber to COMM 322

All course renumberings - B. Burton - How are prerequisites affected? L. Peña - Most did not have prerequisites. The one that did will have a prerequisite removed so there will be no barriers.

XXXVI. COMM 375 – Renumber to COMM 475

See above.

XXXVII. COMM 384 – Renumber to COMM 230

See above.

Motion to approve items XXXV - XXXVII by S. Stewart; seconded by M. Daugherty; all in favor; motion passes.

XXXVIII. BIOA 305 – Close Course

T. Lee - We are part of the Au Sable institute and have incorporated many of their field-related courses into our catalog. They closed BIOA 305, so we need to remove it from our catalog and remove it from the associated programs. There is one Environmental Science track affected as well. We do have a similar course that can fulfill this interest if students wish to pursue the topic.

XXXIX. ENVW – Revise Major – Remove BIOA 305

See above.

XL. BLOW – Revise Major – Remove BIOA 305

See above.

XLI. BLOO – Revise Major – Remove BIOA 305

See above.

Motion to approve items XXXVIII - XLI by R. Ashlock; seconded by M. Daugherty; all in favor; motion passes.

XLII. BA Global Studies – Revise Program Menus

Tabled.

XLIII. Close Minor in Ethnic & Women's Studies

Tabled.

XLIV. New Minor in Gender & Multicultural Studies

Tabled.

XLV. New Minor in European Cultural Studies

Tabled.

Motion to table Chemistry items and History items by R. Ashlock; seconded by B. Burton; all in favor; motion passes.

Meeting ended at 4:44 p.m.