**CURRICULUM COMMITTEE**

January 7, 2016

Present: Becker, Faller-Mitchell, Gay, McCandless, Mercier, Miller Francisco, V Smith; Adams, Ayers, DeRoss, Neely Waters

Guest: Alena Ruggerio

The meeting began at 10:30 a.m. Committee Chair David McCandless asked for approval of the December minutes and they were accepted. The minutes from the November 18 meeting will be revised slightly to clarify that the psychology pre-major code has not been eliminated, but is not being used.

Communication

Introductions were exchanged with Alena Ruggerio, chair of the Communication Program. Ruggerio said the catalog changes for 2016-17 are a continuation of the work presented last year. They want to make the structure of the minors mirror the structure of the major. They will more fully develop the degree concentrations with the addition of more course offerings. Gradual changes in staffing have led to some of the proposed changes, such as the discontinuance of the Certificate in Conflict Resolution.

Questions and discussion about the Communication catalog changes:

* The Certificate in Conflict Resolution will be discontinued, but the courses will continue to be offered. The certificate has attracted students from across disciplines, but actual numbers of students who pursued the certificate weren’t known.
* Ayers said the University Studies Strand H proposal for COMM 460E (Visual Communication) has not been submitted to University Studies yet. Ruggerio will follow up with her faculty.
* Waters said that the new course description for COMM 481 (Mass Media Ethics and Law) is very different from the previous content of the course, and recommended that it be considered a new course, with a new course number and New Course Proposal form.
* Neely asked about possible double-dipping by communication majors for the two new minors; Ruggerio will submit clarification for the introductory paragraph so it’s clear who is eligible to pursue these minors.
* McCandless asked about new course COMM 220 (Narrative Foundations), and noted that it covers some material covered in creative writing classes. Ruggerio said it’s not a bad thing that this is taught across disciplines, and that conceptually all our students need to learn about storytelling. Gay added that digital cinema students need the narrative foundations background before they go into screenwriting; the course will be recommended for all communication students, but be required for some students. COMM 220 is different from a creative writing class; it’s about plot, story, character, and all elements that build a story. COMM 220 is proposed for Strand E (not H).
* Becker asked about COMM 444 (Film Festival Programming and Promotion) and whether this is really an internship course, which has strict parameters. Gay said the intent is that each student attend the Ashland Independent Film Festival and also shadow someone involved in AIFF. He will check with Jane Picknell and Treasa Sprague about internship requirements.
* COMM 485 (Advanced Social Media Campaigns) content is within the social media context; the key element is strategy.
* Becker asked about the new Digital Journalism Minor—isn’t all journalism digital now? Ruggerio emphasized that SOU has not killed journalism here; journalism at SOU has changed, as it needed to, but the changes are relevant and good. Gay said digital journalism is the primary focus now instead of conventional journalism.
* There was a general discussion of the value of minors and certificates. Certificates are seen as having more value than minors, but minors still have their place.

Smith/Miller-Francisco moved to approve the Communication catalog changes, excluding COMM 481 and the two new minors, pending a new course number/proposal for Mass Media Ethics and Law, and clarification of the language for the new minors regarding communication majors’ eligibility to pursue the minors. The motion passed 7Y/0N/0A.

The meeting adjourned at 11:15 a.m.