Western Kentucky University
MEMORANDUM

TO: **University Senate**
FR: **University Curriculum Committee**
DT: **May 1, 2008**
RE: **Consent Agenda Items from April 24, 2008**

The University Curriculum Committee presents the following actions and motions from our March 27, 2008 meeting for approval by the University Senate.

INFORMATION ITEM REPORT TO THE UNIVERSITY SENATE (P. 2)
1. One-time Course Proposal: UE 176: University Experience: Special Themes (Summer 2008)
2. Proposal to Revise Course Title: CFS 497: Service Provision in Human Services
3. Proposal to Revise Course Prerequisites: MGT 305
4. Revise Course Prerequisites: EXED 330, Exceptional Child Education: Diversity in Learning
5. One-time offering: WMT 200C Water Supply and Wastewater Control.
6. One time course offering: UE 176C Special Topics
7. Proposal to Revise a Program: Change division name to Business from Business Technology.
8. Revise Prerequisites: JOUR 443 Interactive Advertising
9. Revise Catalog Listing: ENG 304 English Language
10. Delete Course: JOUR 321 Public Affairs Reporting
11. Delete Course: JOUR 347 Broadcast Advertising

CONSENT AGENDA FOR THE UNIVERSITY SENATE

POTTER COLLEGE OF ARTS AND LETTERS (P. 12)
1. Multiple Revisions: ENG 408 Psycholinguistics and Sociolinguistics
2. Multiple Revisions: JOUR 202 Introduction to Newswriting, Reporting
3. Multiple Revisions: JOUR 325 Editorial and Feature Writing
4. Create Course: JOUR 302 Intermediate Reporting
5. Create Course: JOUR 348 Introduction to Interactive Ad Design
6. Revise Program (Major): 727 Advertising
7. Revise Program (Major): 716 News/Editorial
8. Revise Program (Major): 750 Photojournalism
9. Revise Program (Minor): 303 Advertising for Graphic Design Majors
10. Revise Program (Minor): 306 Advertising for Marketing Majors

GORDON FORD COLLEGE OF BUSINESS (P. 36)
1. Proposal to Make Multiple Revisions to a Course: MGT 313
2. Proposal to Create a New Major Program: Entrepreneurship

BOWLING GREEN COMMUNITY COLLEGE (P. 42)
1. Proposal to Revise a Program: Associate Degree Nursing Program

OGDEN COLLEGE OF SCIENCE AND ENGINEERING (P. 44)
1. New Course Proposal: BIOL 490, Plants as Alternative Therapeutics
2. Revise a Program: AMS 599, Industrial (Vocational, Career, and Technical) Education

COLLEGE OF HEALTH AND HUMAN SERVICES (P. 49)
1. Proposal to Revise Course Credits: EXS 412: Fitness Programming
2. Proposal to Revise a Program: Ref # 563: Family and Consumer Sciences
3. Proposal to Create a New Certificate Program: Family Home Visiting Certificate

College of Health & Human Services
Department of Consumer & Family Sciences
Proposal to Revise Course Title
(Consent Item)

Contact Person: Dr. Darbi Haynes-Lawrence, Darbi.Haynes-Lawrence@wku.edu, 270-745-2525

1. **Identification of course:**
    1.1   Current course prefix (subject area) and number: CFS 497
    1.2   Current course title: Service Provision in Human Services
    1.3   Credit hours: 3

2. **Proposed course title:** Family Home Visiting

3. **Proposed abbreviated course title:** Family Home Visiting

4. **Rationale for the revision of course title:** The proposed title will reflect the content of the course. In order to meet the growing need for coursework in home visiting for prospective students (such as Early Head Start employees, Head Start employees, HANDS employees, etc.) the title of the class needs to be changed. Current students searching for a class in home visiting are also confused by the original title. Lastly, this course is the capstone course in the proposed Family Home Visiting Certificate.

5. **Effective Catalog Year:** Spring 2009

6. **Dates of prior committee approvals:**

    Consumer and Family Sciences Department   _3/24/08_____

    CHHS Curriculum Committee   4/1/08__

    University Curriculum Committee   _April 24, 2008_____

    University Senate   _____

Attachment: Course Inventory Form

Gordon Ford College of Business
Department of Accounting
Proposal to Revise Course Prerequisites
(Consent Item)

Contact Person: Shane Spiller, shane.spiller@wku.edu 58877

1.   Identification of course:

   1.1   Course prefix (subject area) and number: MGT 305
   1.2   Course title: Ethics and Critical Thinking I
   1.3   Credit hours: 3

2.   Current prerequisites:

   Junior Standing

3.   Proposed prerequisites:

   MGT 200 and Junior Standing

4.   Rationale for the revision of prerequisites:

   MGT 305 was recently revised to include legal and ethical considerations as part of critical
   thinking. Students should be taking MGT 200 Legal Environment of Business so they have a
   basic background in this material. Some students were entering the class not having had this
   prior class and were disadvantaged.

5.   Effect on completion of major/minor sequence:

   This proposal should have a minimal effect. This would formalize the expected sequence that
   students should be following.

6.   Effective Catalog Year: For students enrolling in the class in the Spring 09.

7.   Dates of prior committee approvals:

   Department of Management   ____   02/25/2008____

   Ford College Curriculum Committee   ____   04/09/2008____

   University Curriculum Committee   __ April 24, 2008_____

   University Senate   _____

Attachment: Course Inventory Form

February 15, 2008

College of Education and Behavioral Sciences
Department of Special Instructional Programs
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Dr. Janice Ferguson janice.ferguson@wku.edu 745-6123

1.   Identification of course:

    1.1   Course prefix (subject area) and number: EXED 330
    1.2   Course title: Introduction to Exceptional Child Education: Diversity in Learning
    1.3   Credit hours: 3

2.   Current prerequisites/corequisites/special requirements:
    EDU 250, MGE 275, AGED 250, or SEC 365; and PSY 310

3.   Proposed prerequisites/corequisites/special requirements:
    EDU 250, CFS 192, MGE 275, AGED 250 or SEC 365; and either PSY 310
    or CFS 191; or instructor permission.

4.   Rationale for the revision of prerequisites/corequisites/special requirements:
    The proposed modification to the prerequisites enables non-education majors to enroll in EXED
    330 without having to take courses not required for their degrees. It also facilitates the enrollment
    of IECE majors who must complete CFS 191 and 192 prior to taking EXED 330.

5.   Effect on completion of major/minor sequence: None

6.   Effective Catalog Year: Fall, 2008

7.   Dates of prior committee approvals:

    Department of Special Instructional Programs: _____2/15/08_____
    CEBS Curriculum Committee   _____3/04/08_____
    Professional Education Council   _____3/19/08_____
    University Curriculum Committee   __ April 24, 2008_____
    University Senate   _____

Attachment: Course Inventory Form

Bowling Green Community College
Department of Business
Proposal for a One-Time Only Course
(Information Item)

Contact Person: Andrew Ernest, Andrew.Ernest@WKU.edu, (270) 745-8895

- **Identification of proposed course:**

  1.1 Course prefix (subject area) and number: WMT 200C
  1.2 Course title: Water Supply and Wastewater Control
  1.3 Abbreviated course title: Water Supply/Control
  1.4 Credit hours and contact hours: 3
  1.5 Type of course: Lecture
  1.6 Prerequisites/corequisites: None
  1.7 Course catalog listing: This course is designed to familiarize the student with water supply and wastewater control. Emphasis is on the operational aspects of water supply, water distribution, wastewater collection, and wastewater treatment and disposal. Upon completion, students should be able to apply technical concepts and principles of water supply and wastewater control.

- **Rationale:**

  2.1 Reason for offering this as a one-time only course: This is an introductory course for water and wastewater operators that has been requested by representatives of the industry and the state certifying agencies in Kentucky and Tennessee. The course is part of a larger initiative to address short-term workforce needs, and will act as a recruitment tool for an Operations track being developed for Water Utilities Management degree program.
  2.2 Relationship of the proposed course to courses offered in other departments: No other courses are offered at the 200-level with similar content. The Public Health department offers two courses - ENV 375 Introduction to Water Resources and ENV 410/G Water Treatment Processes that may be complementary. ENV 375 focuses on broad water resource management planning, development, management and administration, not on the specifics of water and wastewater infrastructure operations. ENV 410/G is a senior level course not appropriate for an Associates Degree candidate, and emphasizes theory and design over operations.

- **Effective Catalog Year: Fall 2008**

- **Dates of prior committee approvals:**

Business Division:	_____04/11/08_____
Bowling Green Community College Curriculum Committee	_____04/11/08_____
University Curriculum Committee	__ April 24, 2008_____
University Senate	_____

April 9, 2008

Bowling Green Community College
Department of Business
Proposal to Revise A Program
Consent Item

Contact Person: Ron Mitchell, ron.mitchell@wku.edu, (270) 780-2535

1.   **Identification of program:**

    1.1   Current program reference number: 288
    1.2   Current program title: Business Technology
    1.3   Credit hours: 64

2.   **Identification of the proposed program changes:** Change the name of the Business Technology program to Business.

3.   **Detailed program description:**

    There are currently seven concentrations under the Business Technology (288) program. They are Business Management, Manufacturing Management, Management Preparation, Management Information Systems, Office Management, Real Estate, and Water Utilities Management.   Our desire is to change from Business Technology (288) to Business (288).

4.   **Rationale for the proposed program change:** This change will allow the degrees awarded from the Community College to better reflect the concentrations offered. It will also allow a better opportunity to market the existing programs as business instead of business technology.

5.   **Effective Catalog Year: Fall 2008**

6.   **Dates of prior committee approvals:**

    Business Division: 04/08/08

    Community College Curriculum Committee: 04/11/08

    General Education Committee   _____

    University Curriculum Committee   __ April 24, 2008_____

    University Senate   _____

Attachment: Program Inventory Form

Potter College of Arts and Letters
School of Journalism & Broadcasting
Proposal to Revise Course Prerequisites
(Consent Item)

Contact Person: Cliff Shaluta   email: cliff.shaluta@wku.edu   phone: 5-5833

1.   Identification of course:

   1.1   Course prefix (subject area) and number: JOUR 443
   1.2   Course title: Interactive Advertising Design
   1.3   Credit hours: 3

2.   Current prerequisites: JOUR 343 or permission of instructor

3.   Proposed prerequisites: JOUR 348 and 343; or permission of instructor

4.   Rationale for the revision of prerequisites:
The change in the prerequisite for JOUR 443 is due to the addition of JOUR 348 *Intro to Interactive Advertising Design* to the Advertising curriculum. JOUR 348 provides a foundation for interactive design. This places JOUR 443 in the correct sequence of coursework.

5.   Effect on completion of major/minor sequence:
Students enrolled in the university prior to fall 2009, with a declared major/minor in advertising, will be allowed to use JOUR 347 *Broadcast Advertisng* or BCOM 264 *Digital Video Production* to substitute for JOUR 348.

6.   Effective Catalog Year: Fall 2009

7.   Dates of prior committee approvals:

   Advertising + Public Relations Program Faculty _____2/19/08_____

   SJ&B Curriculum Committee   _____2/22/08_____

   School of Journalism & Broadcasting   _____2/22/08_____

   PCAL Curriculum Committee   _____4/3/08_____

   University Curriculum Committee   __ April 24, 2008_____

   University Senate   _____

Attachment: Program Inventory Form

Potter College of Arts and Letters
Department of English
Proposal to Revise Course Catalog Listing
(Consent Item)

Contact Person: Elizabeth Grace Winkler, elizabeth.winkler@wku.edu, 745-2415

1. **Identification of course:**

    1.1 Course prefix (subject area) and number: ENG 304
    1.2 Course title: English Language
    1.3 Credit hours: 3

2. **Current course catalog listing:**
    A study of the sounds, word structures, and sentence patterns of modern English, with emphasis given to parts of speech, phrases, and clauses.

3. **Proposed course catalog listing:**
    Study of the structure of English words and sentence patterns including review of the historical conditions leading to the development of Modern English grammar.

4. **Rationale for revision of the course catalog listing:**
    The new description more accurately describes the course as currently taught in keeping with changes in the discipline. Some of the subject matter described, e.g., "the sound system," is now covered in ENG 104, Introduction to Linguistics.

5. **Effective Catalog Year: 200910**

6. **Dates of prior committee approvals:**

    English Department: __3/7/2008_____

    PCAL Curriculum Committee   __4/3/2008_____

    Professional Education Council   __4-9-08_____

    University Curriculum Committee   ___ April 24, 2008_____

    University Senate   _____

Attachment: Course Inventory Form

Potter College of Arts and Letters
School of Journalism & Broadcasting
Proposal to Delete a Course
(Consent Item)

Contact Person: Mac McKerral, mac.mckerral@wku.edu, 745-5882

1.   **Identification of course:**

1.1 Current course prefix (subject area) and number: JOUR 321
1.2 Course title: Public Affairs Reporting
1.3 Credit hours: 3

2.   **Rationale for the course deletion:** The major in news/editorial journalism is reorganizing and updating course content for the major. The relevant content of   this course will move into the JOUR 302 *Intermediate Reporting* class.

3.   **Effect of course deletion on programs or other departments, if known**: The major in photojournalism and the major in broadcasting are going through program revisions and will drop JOUR 321 from either their required or elective course lists.

4.   **Effective Catalog Year: f**all 2009

5.   **Dates of prior committee approvals:**

News/Editorial Curriculum Committee: _____1/18/08_____

SJ&B Curriculum Committee: _____2/22/08_____

School of Journalism & Broadcasting: _____2/22/08_____

PCAL Curriculum Committee: _____4/3/08_____

University Curriculum Committee   __ April 24, 2008_____

University Senate   _____

Attachment: Course Inventory Form

Potter College of Arts and Letters
School of Journalism & Broadcasting
Proposal to Delete a Course
(Consent Item)

Contact Person: Cliff Shaluta   e-mail: cliff.shaluta@wku.edu   Phone: 5-5833

1. **Identification of course**
    1.1 Course prefix (subject area) and number: JOUR 347
    1.2 Title: Broadcast Advertising
    1.3 Credit hours: 3

2. **Rationale for the course deletion:** Digital video production is becoming an integral part of interactive media development. Trends point to smaller web video productions and fewer big budget TV ads. Deleting JOUR 347 *Broadcast Advertising* from the Ad program is a response to these trends. The deletion will help to sharpen our focus on digital advertising design.

3. **Effect on other departments, if known:** JOUR 347 is included as an elective in the Ad minor offered to Marketing majors and Graphic Design majors. The minor will be revised to reflect this change. With fewer than 15 advertising minors, the impact on students will be minimal. Accommodation: current students will take JOUR 348, Intro to Interactive Ad Design, as a substitution for JOUR 347. The Major in Broadcasting will drop 347 from electives fall 2008.

4. **Effective Catalog Year:** fall 2009

5. **Dates of prior committee approvals:**

Advertising + Public Relations Program Faculty	2/19/08
SJ&B Curriculum Committee	2/22/08
School of Journalism & Broadcasting	2/22/08
PCALCurriculum Committee	4/3/08
University Curriculum Committee	__ April 24, 2008_____
University Senate	_____

Attachments: Course Inventory Form

Proposal Date: 2/27/2008

Potter College of Arts and Letters
Department of English
Proposal to Make Multiple Revisions to a Course
(Action Item)

Contact Person: Elizabeth Grace Winkler, elizabeth.winkler@wku.edu, 745-2415

1.   Identification of course:

    1.4 Current course prefix (subject area) and number: ENG 408
    1.5 Course title: Psycholinguistics and Sociolinguistics
    1.6 Credit hours: 3

2.   Revise course title: N/A

    2.1   Current course title:
    2.2   Proposed course title:
    2.3   Proposed abbreviated title:
    2.4   Rationale for revision of course title:

3.   Revise course number: N/A

    3.1   Current course number:
    3.2   Proposed course number:
    3.3   Rationale for revision of course number:

4.   Revise course prerequisites:

    4.1   Current prerequisites: ENG 100, ENG 200 or its Gen Ed Catalog B1
           equivalent.
    4.2   Proposed prerequisites: ENG 100, ENG 200 or its Gen Ed Catalog B1
           equivalent, and ENG 407
    4.3   Rationale for revision of course prerequisites: ENG 407 is the content base for ENG 408. Without
           the theoretical background acquired in ENG 407, it is unreasonable to expect students to succeed
           in ENG 408.
    4.4   Effect on completion of major/minor sequence: Because the department offers ENG 407 and 408
           in rotation every summer, this will not affect timely graduation of students.

5.   Revise course catalog listing:

    5.1   Current course catalog listing:
           The study of how sociology and psychology contribute to the study of linguistics. Emphasis on
           social and regional dialects, first and second language acquisition, and speech perception and
           production.

    5.2   Proposed course catalog listing:
           The study of developmental psycholinguistics (language acquisition), experimental
           psycholinguistics (speech production/comprehension), and sociolinguistics (how language
           varieties are used by families, school systems and multicultural nations).

    5.3   Rationale for revision of course catalog listing:

The emphasis is on socio- and psycholinguistics, which is not the same as "studying how sociology and psychology" per se "contribute to the study of linguistics." The current description, therefore, is misleading and creates false expectations.

6.   Revise course credit hours: N/A

    6.1   Current course credit hours:
    6.2   Proposed course credit hours:
    6.3   Rationale for revision of course credit hours:

7.   Effective Catalog Year: 200910

8.   Dates of prior committee approvals:

English Department   ___3/7/2008_____

PCAL Curriculum Committee   ___4/3/2008_____

Professional Education Council   ____4/9/08_____

University Curriculum Committee   _____ April 24, 2008_____

University Senate   _____

Attachment: Course Inventory Form

Potter College of Arts & Letters
School of Journalism & Broadcasting
Proposal to Make Multiple Revisions to a Course
(Action Item)

Contact Person: Mac McKerral, mac.mckerral@wku.edu, 745-5882

1. Identification of course:

  1.1 Current course prefix (subject area) and number: JOUR 202
  1.2 Course title: Introduction to Newswriting, Reporting
  1.3 Credit hours: 3

2. Revise course title:

  2.1   Current course title: Introduction to Newswriting, Reporting
  2.2   Proposed course title: Introduction to Media Writing
  2.3   Proposed abbreviated title: Media Writing
  2.4   Rationale for revision of course title: New title reflects the evolving nature of news reporting and
          writing.

3. Revise course number:
  3.1   Current course number: N/A
  3.2   Proposed course number: N/A
  3.3   Rationale for revision of course number: N/A

4. Revise course prerequisites/corequisites/special requirements:
  4.1   Current prerequisites: Ability to type
  4.2   Proposed prerequisites: No prerequisites
  4.3   Rationale for revision of course prerequisites: The students entering the major know how to type.
  4.4   Effect on completion of major/minor sequence: None

5. Revise course catalog listing:
  5.1   Current course catalog listing:
          prerequisite: ability to type
          A beginning course in reporting and writing with emphasis on journalistic
          style and grammar, basic news story   structure, the interview, the coverage
          of speeches and meetings and elementary feature writing.

  5.2   Proposed course catalog listing: Writing for print, online and broadcast media, and public relations
          with primary focus on news writing. Accuracy, responsibility, clarity, style and structure
          techniques emphasized. (Lab fee)

  5.3   Rationale for revision of course catalog listing: More accurately
          reflects the content of the course and allows students to see the changing
          of the industry.

6. Revise course credit hours: N/A
  6.1 Current course credit hours: N/A
  6.2 Proposed course credit hours: N/A
  6.3 Rationale for revision of course credit hours: N/A

7. Effective Catalog Year: fall 2009

8.   **Dates of prior committee approvals:**

News/Editorial Committee   <u>Jan. 18, 2008</u>

SJ&B Curriculum Committee: <u>2/22/08</u>_____

School of Journalism & Broadcasting: <u>2/22/08</u>_____

PCAL Curriculum Committee: <u>4/3/08</u>_____

University Curriculum Committee: __ April 24, 2008_____

University Senate: _____

Attachment: Course Inventory Form

Potter College of Arts & Letters
School of Journalism & Broadcasting
Proposal to Make Multiple Revisions to a Course
(Action Item)

Contact Person: Mac McKerral, mac.mckerral@wku.edu, 745-5882

1.   Identification of course:

1.1 Current course prefix (subject area) and number: JOUR 325
1.2 Course title: Editorial/Feature Writing
1.3 Credit hours: 3

2.   Revise course title:

2.1   Current course title: Editorial and Feature Writing
2.2   Proposed course title: Feature Writing
2.3   Proposed abbreviated title: Feature Writing
2.4   Rationale for revision of course title: Over the years, the focus on editorial writing
         (opinion/commentary writing) has been reduced in this class because of the additional content
         needed for feature writing. And there is a growing sentiment that opinion writing and news writing
         should not be taught in the same class. Opinion writing, whether it be editorials or first-person
         columns, is specialized writing and not the same as objective news reporting. Students need to
         clearly distinguish between the two. Editorial/commentary writing is better suited for JOUR 481,
         which is a special topics class.

3.   Revise course number: No changes

3.1   Current course number: n/a
3.2   Proposed course number: n/a
3.3   Rationale for revision of course number: n/a

4.   Revise course prerequisites/corequisites/special requirements:

4.1   Current prerequisites: JOUR 201, 202, 321* and 323 or consent of instructor. * JOUR 321 not
         required for PR Majors.
4.2   Proposed prerequisites: JOUR 302 and JOUR 323, or permission of instructor
4.3   Rationale for revision of course prerequisites: Puts JOUR 325 into the correct sequence of courses.
4.4   Effect on completion of major/minor sequence: Current News/Editorial majors can substitute
         JOUR 321, *Public Affairs Reporting* for JOUR 302.

5.   Revise course catalog listing:

5.1   Current course catalog listing: JOUR 201, 202, 321* and 323 or consent of instructor. * JOUR 321
         not required for PR Majors.
         A professional course that emphasizes news story development, reporting and writing. Also a
         course designed to teach marketing feature news stories for magazines, newspapers and the Web.
5.2   Proposed course catalog listing:
         Prerequisites: JOUR 302, 323, or permission of instructor.
         A professional reporting course that teaches feature writing and marketing of feature articles for
         magazines and newspapers. Lab fee.
5.3   Rationale for revision of course catalog listing: The proposed course listing matches the proposed
         title and class content and reflects the creation of JOUR 302.

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6. **Revise course credit hours:** No changes

    6.1 Current course credit hours:
    6.2 Proposed course credit hours:
    6.3 Rationale for revision of course credit hours:

7. **Effective Catalog Year:** fall 2009

8. **Dates of prior committee approvals:**

SJ&B News/Editorial Committee	Jan. 18, 2008
SJ&B Curriculum Committee:	2/22/08_____
School of Journalism & Broadcasting:	2/22/08_____
PCAL Curriculum Committee:	4/3/08_____
University Curriculum Committee:	___ April 24, 2008_____
University Senate:	_____

Attachment: Course Inventory Form

Potter College of Arts and Letters
School of Journalism & Broadcasting
Proposal to Create a New Course
(Action Item)

Contact Person: Mac McKerral, mac.mckerral@wku.edu, 745-5882

1. **Identification of proposed course:**

   1.1   Course prefix (subject area) and number: JOUR 302
   1.2   Course title: Intermediate Reporting
   1.3   Abbreviated course title: Intermediate Reporting
   1.4   Credit hours and contact hours: 3
   1.5   Type of course: C-Lecture/Lab
   1.6   Prerequisites: JOUR 201, 202
   1.7   Course catalog listing: Reporting and writing for print and online media. Emphasis on using journalistic style and grammar, interviewing and writing news stories on a range of topics including governmental affairs. (Lab fee)

2. **Rationale:**

   2.1   Reason for developing the proposed course: This is part of a realignment of reporting/writing courses in the School of Journalism & Broadcasting and in the news/editorial major. The course will bridge a gap between a class that serves as an introductory news writing class and advanced news writing classes.
   2.2   Projected enrollment in the proposed course: 50-70 per semester based on student enrollment in the News/Editorial program.
   2.3   Relationship of the proposed course to courses now offered by the department: This course will be the second in a series of writing and reporting courses with the first course (JOUR 202) focusing more broadly on writing for various media as well as public relations. Other writing/reporting courses in the news/ed major build on this course.
   2.4   Relationship of the proposed course to courses offered in other departments: n/a
   2.5   Relationship of the proposed course to courses offered in other institutions: Journalism programs at many other universities offer a similar course.
   At the University of Illinois, JOUR 200 – Introduction to Journalism would be the equivalent of the SJ&B's JOUR 202 Intro to Media Writing. The U of I's JOUR 200 is followed in its curriculum by JOUR 400 – Reporting 1, which would be the equivalent of the SJ&B's JOUR 302-Intermediate Reporting. The U of I course catalog listing for JOUR 400-Reporting 1 is: Fundamentals of journalistic writing; reporting news of public affairs. Prerequisite: JOUR 200.

   At Arizona State University in the Walter Cronkite School of Journalism, JMC 201- News Reporting and Writing is the equivalent of the SJ&B's JOUR 202 Intro to Media Writing. ASU's JMC 201 is followed by JMC 301-Intermediate Reporting and Writing, the equivalent of the SJ&B's JOUR 302-Intermediate Reporting. The ASU course catalog listing for JMC 301 is: Intermediate news reporting and writing techniques.

3. **Discussion of proposed course:**

3.1　　Course objectives: This course will provide a continuation of the instruction from JOUR 202, but with an emphasis on reporting and writing for print and online media. It will include the introduction of government beat reporting and long-form writing including features.

3.2　　Content outline: Content to be covered will include research methods and interviewing techniques, news writing, beat reporting, feature-writing basics, legal and ethical considerations of journalists, Associated Press style, and diversity in the news media.

3.3　　Student expectations and requirements: Among other things, students who successfully complete the course will be expected to (1) use appropriate researching and interviewing techniques to write a news article that is generally free of grammar, spelling and style errors, (2) use appropriate researching and interviewing techniques to write a news story on government, law enforcement and the courts (3) use appropriate researching and interviewing techniques to write a feature story that is generally free of grammar, spelling and style errors, (4) understand the skills and behaviors required to cover a news beat, (5) understand the legal and ethical considerations required of journalists, and (6) understand the diversity issues facing journalism today.
Evaluation based on exams, writing assignments and projects.

3.4　　Tentative texts and course materials: Textbook: "Inside Reporting" by Tim Harrower; AP Stylebook and Briefing on Media Law

4.　　**Resources:**

4.1　　Library resources: See attached resource form.
4.2　　Computer resources: MAC computer labs in SJ&B

5.　　**Budget implications:**

5.1　　Proposed method of staffing: Staffed with current faculty.
5.2　　Special equipment needed: None.
5.3　　Expendable materials needed: None.
5.4　　Laboratory materials needed: No lab materials except for the equipment provided in current computer labs.

6.　　**Effective Catalog Year:** fall 2009

7.　　**Dates of prior committee approvals:**

News/Editorial Committee　　　　　　Jan. 18, 2008

SJ&B Curriculum Committee:　　　　　2/22/08_____

School Journalism & Broadcasting:　　2/22/08_____

PCAL College Curriculum Committee:　_4/3/08_____

University Curriculum Committee　　　_____ April 24, 2008_____

University Senate　　　　　　　　　　_____

Attachment: Bibliography, Library Resources Form, Course Inventory Form

Potter College of Arts and Letters
School of Journalism & Broadcasting
Proposal to Create a New Course
(Action Item)

Contact Person: Cliff Shaluta   e-mail: cliff.shaluta@wku.edu   Phone: 5-5833

1. **Identification of proposed course**
   1.1 Prefix and number: JOUR 348
   1.2 Title: Introduction to Interactive Ad Design
   1.3 Abbreviated title: Intro Interactive Ad Design
   1.4 Credit hours and contact hours: 3 Hours
   1.5 Type of course: C (Lecture/Lab)
   1.6 Prerequisites: JOUR 341 or permission of instructor
       Additional Special Requirements: none
   1.7 Catalog course listing: Study and creation of interactive advertising, using current software programs. Develop interactive ads for Web and mobile applications. Cover aesthetic and technical aspects of design and production, business process and working in teams to produce Web-based products. (Lab fee)

2. **Rationale**
   2.1 Reason for developing the proposed course: Digital video production is becoming an integral part of interactive media development. Trends point to smaller Web video productions and less big budget TV ads. The new course will help sharpen the focus of the Advertising Program toward interactive ad design.
   2.2 Projected enrollment in the proposed course: 18 students per section. Limited by number of computers in the lab. Anticipate two sections per academic year based on student enrollment in the Ad and News/Editorial programs.
   2.3 Relationship of the proposed course to courses now offered by the department: The course provides a foundation for students interested in interactive ad design. It will be the prerequisite course to JOUR 443 *Interactive Web Design*.The course will be required in the Interactive Advertising Concentration in the Advertising Program It will also be offered as an elective to all Advertising majors/minors.
   2.4 Relationship of the proposed course to courses offered in other departments: Not aware of any course. The course will focus on interactive ad design. This is unique to the Advertising Program.
   2.5 Relationship of the proposed course to courses offered in other institutions: A number of journalism schools offer courses in interactive or multi-media technologies. Only a few major advertising programs in the U.S. offer courses focusing on interactive advertising design.   University of Texas at Austin is considered the best example in the country by many.

3. **Discussion of proposed course**
   3.1 Course objectives:
       (1) Use the Adobe Photoshop, Dreamweaver and Apple Final Cut Pro software applications
       (2) Effectively apply the fundamentals of interactive design including the aesthetic and technical aspects
       (3) Incorporate all of the various interactive elements to produce an interactive product
       (4) Create a variety of original graphics and video components
       (5) Understand the role and responsibilities of a interactive designer in the Advertising industry.
       (6) Participate on a design team, understanding and applying effective project planning and time management on both an individual and team level.
       (7) Use effective interpersonal communications skills to enhance clarity of communication, enhance team performance and build effective working relationships

   3.2 Content outline:
       (1) Discussion of history and background of interactive and/or multimedia design processes (including broadcast and web-based advertising)

(2) Introduction to Advertising concepts as they relate to interactive and multimedia presentation (television and web). Demonstration via examples. Focus on concept, strategy and process.
(3) Storyboarding a TV commercial
(4) Video capturing and editing basics (Final Cut Pro)
(5) Graphics creation and development (Photoshop and Flash)
(6) Introduction to HTML.
(7) Dreamweaver basics
(8) Storyboarding a website
(9) Site design, navigation, style, layout, etc.
(10) Writing basics for the Interactive Environment.
(11) Designing for Accessibility
(12) Integration of a Flash into the layout.
(13) Presentations / critiques

3.3 Student expectations and requirements:
Students will be expected to read a variety of assigned materials, journals, articles, and texts, and be prepared to discuss these in class. Students will be given assignments that will require them to gather data, research topics, lead presentations, and participate in simulations to apply knowledge and skills learned. Students will be assessed on a series of examinations, projects and presentations.
Students are expected to be in class, on time, keep up with assigned readings and contribute in a positive manner to class discussion and projects. Project deadlines are not flexible.
Performance will be evaluated based upon project work (70%) exams (20%), and class participation (10%).

3.4 Tentative texts and course materials:
Adobe Photoshop, Dreamweaver, and Apple Final Cut Pro program documentation.
Designing and Producing the Television Commercial. Larry Elin. Pearson Publishing
Lynda.com online training videos

4. Resources
4.1 Library resources: Bibliography attached—see Resource Form
4.2 Computer resources: Current lab facilities and equipment are adequate

5. Budget implications
5.1 Proposed method of staffing: Current staff
5.2 Special equipment needed: Current facilities adequate
5.3 Expendable materials needed: DV-tapes, portable hard-drive, software updates as needed
5.4 Laboratory supplies needed: N/A

6. Effective Catalog Year: spring 2009

7. Dates of prior committee approvals:

Advertising + Public Relations Program Faculty _____2/19/08_____

SJ&B Curriculum Committee _____2/22/08_____

School of Journalism & Broadcasting _____2/22/08_____

PCALCurriculum Committee _____4/3/08_____

University Curriculum Committee _____ April 24, 2008_____

University Senate _____

Attachments: Bibliography, Library Resources Form, Course Inventory Form

Potter College of Arts and Letters
School of Journalism & Broadcasting
Proposal to Revise a Program
(Action Item)

Contact Person: Cliff Shaluta   e-mail: cliff.shaluta@wku.edu   Phone: 5-5833

1.   Identification of program:

1.1 Current program reference number: **727**
1.2 Current program title: **Major in Advertising**
1.3 Credit hours: **36**

2.   Identification of the proposed program changes:
•   Delete JOUR 347 Broadcast Advertising
•   Delete the Broadcast Advertising Concentration from the Ad Program
•   Add a new course called Introduction to Interactive Ad Design: JOUR 348
•   Add JOUR 348 to requirements for Interactive Ad Design Concentration
•   Add JOUR 348 and BCOM 301 Mass Communication Law & Ethics to the list of restricted electives to
    Account Services and Print Design concentrations

3.   Detailed program description:

Current Admission Requirements
Prospective majors may take no more
than 18 hours in the major before
admission. Students must meet the
following requirements before they
can be admitted:

1. Completion of 48 hours of course
work applicable to the baccalaureate
degree with a minimum overall GPA
of 2.5. Required courses include
COMM 145 or COMM 161,
HIST 119 or 120, the university math
requirement, and ENG 100 with at
least a "C".

2. Completion of the following
courses with at least a "C": JOUR 201,
202, and 232.

All majors in Advertising will need a
statistics course (ECON 206 if a
Marketing minor), MKT 220 and
GEOG 110 or GEOG 360.

Current Core Curriculum -18 hours
Required for all ad majors

JOUR 201 - Media & Society
JOUR 202 - Intro Newswriting,Rptng

Proposed Admission Requirements
Prospective majors may take no more
than 18 hours in the major before
admission. Students must meet the
following requirements before they
can be admitted:

1. Completion of 48 hours of course
work applicable to the baccalaureate
degree with a minimum overall GPA
of 2.5. Required courses include
COMM 145 or COMM 161,
HIST 119 or 120, the university math
requirement, and ENG 100 with at
least a "C."

2. Completion of the following
courses with at least a "C": JOUR 201,
202, and 232.

All majors in Advertising will need a
statistics course (ECON 206 if a
Marketing minor, MKT 220 and
GEOG 110 or GEOG 360.

Proposed Core Curriculum -18 hours
Required for all ad majors

JOUR 201 - Media & Society
JOUR 202 - Intro Media Writing

(Current)	(Proposed)
JOUR 232 - Elect. Tech for Journalism	JOUR 232 – Elect. Tech for Journ
JOUR 341 - Prin. of Advertising	JOUR 341 - Prin. of Advertising
JOUR 300 - AD+PR Research	JOUR 300 - Ad+PR Research
JOUR 344 - Adv. in a Digital World	JOUR 344 - Adv. in a Digital World
18 hours in one of the concentrations	*18 hours in one of the concentrations*
ACCOUNT SERVICES CONCENTRATION	ACCOUNT SERVICES CONCENTRATION
JOUR 346 Account Planning	JOUR 346 Account Planning
JOUR 349 Advertising Media	JOUR 349 Advertising Media
JOUR 446 Advertising Campaigns	JOUR 446 Advertising Campaigns
9 hours of restricted electives:	*9 hours of restricted electives:*
BCOM 266 - Basic TV Production	BCOM 266 - Basic TV Production
BCOM 385 - Brdcst. Comm. Sales	**JOUR 231 - Intro to Photography** *
JOUR 231 - Intro to Photography	**JOUR 131 - Intro. to Digital Photography***
	Select one of the following two:
JOUR 301 - Press Law & Ethics	JOUR 301 - Press Law & Ethics
	BCOM 301 Mass Comm Law & Ethics*
JOUR 340 - Creative Strategy/CW	JOUR 340 - Creative Strategy/CW
JOUR 343 - Print Design	JOUR 343 - Print Design
MKT 328 - Marketing on the Web	MKT 328 - Marketing on the Web
JOUR 347 Broadcast Advertising	**JOUR 347 Broadcast Advertising***
	JOUR 348 - Intro to Int. Ad Design*
JOUR 355 - Fundamentals of PR	JOUR 355 - Fundamentals of PR
JOUR 443 - Interactive Ad Design	JOUR 443 - Interactive Ad Design
JOUR 448 - Ad Internship	JOUR 448 - Ad Internship
JOUR 481 - Problems in Mass Comm.	JOUR 481 - Problems in Mass Comm.
JOUR 495 Collaborative Journalism	JOUR 495 - Collaborative Journalism
CREATIVE BROADCAST ADVERTISING CONCENTRATION	**Delete Broadcast Ad Concentration***
JOUR 340 Creative Strategy/Cpywrtng	**JOUR 340 Creative Strategy/Cpywrtng** *
BCOM 261 Basic Radio Production	**BCOM 261 Basic Radio Production** *
BCOM 266 Basic TV Production	**BCOM 266 Basic TV Production** *
JOUR 347 Broadcast Advertising	**JOUR 347 Broadcast Advertising***
BCOM 366 Studio & Post Production	**BCOM 366 Studio & Post Production** *
3 hours restricted elective	*3 hours restricted elective*
BCOM 367 Field Production	**BCOM 367 Field Production***
JOUR 448 Ad Internship or Practicum	**JOUR 448 Ad Internship or Practicum***
CREATIVE INTERACTIVE CONCENTRATION	CREATIVE INTERACTIVE ADVERTISING ADVERTISING CONCENTRATION
JOUR 340 Creative Strategy/Copywriting	JOUR 340 Creative Strategy/Cpywrtng
	BCOM 264 Digital Video Production*
JOUR 343 Print Design	JOUR 343 Print Design
	JOUR 348 Intro to Int. Ad Design*
JOUR 443 Interactive Ad Design	JOUR 443 Interactive Ad Design
JOUR 444 Adv. Interactive Ad Design	JOUR 444 Adv. Interactive Ad Design
6 hours of restricted electives	*no electives**
BCOM 266 Basic TV Production	
BCOM 385 Brdcst Commercial Sales	
JOUR 231 Intro. to Photography	

JOUR 301   Press Law & Ethics
JOUR 347 Broadcast Advertising
JOUR 355 Fndmntls Public Relations
JOUR 346   Account Planning
JOUR 448 Ad Internship or Practicum
JOUR 481 Problems in Mass Comm.
MKT 328   Marketing on the Web
JOUR 495 Collaborative Journalism

CREATIVE PRINT ADVERTISING
CONCENTRATION
Requires Graphic. Dgn Minor #385
JOUR 340 Creative Strategy/Copywriting
JOUR 343   Print Design
JOUR 345   Copywriting & Layout
JOUR 445   Adv. Copywriting/Layout
6 hours of restricted electives
BCOM 266 Basic TV Production
BCOM 385 Brdcst Commercial Sales
JOUR 231   Intro. to Photography

JOUR 301   Press Law & Ethics

JOUR 346   Account Planning
JOUR 347 Broadcast Advertising
JOUR 355 Fndmntls Public Relations
JOUR 443 Interactive Ad Design
JOUR 448 Ad Internship or Practicum
JOUR 481 Problems in Mass Comm
MKT 328   Marketing on the Web
JOUR 495 Collaborative Journalism
*bold denotes proposed changes

CREATIVE PRINT ADVERTISING
CONCENTRATION
Requires Graphic Dgn. Minor #385
JOUR 340 Creative Strat/Cpywrtng
JOUR 343 Print Design
JOUR 345 Copywriting & Layout
JOUR 445 Adv. Copywriting/Layout
6 hours of restricted electives
BCOM 266 Basic TV Production
BCOM 385 Brdcst Commercial Sales
JOUR 231   Intro. to Photography*
JOUR 131   Intro. to Digital ~~Photography~~*
Select one of the following two:
JOUR 301 - Press Law & Ethics
BCOM 301 Mass Comm Law/Ethics*
JOUR 346   Account Planning
JOUR 347 Broadcast Advertising*
JOUR 355 Fndmntls PR
JOUR 443 Interactive Ad Design
JOUR 448 Ad Internship/Practicm
JOUR 481 Problems Mass Comm
JOUR 495 Collaborative Journalism
JOUR 348 Intro to Int. Ad Design*
MKT 328   Marketing on the Web

4.   Rationale for the proposed program change:

Digital video production is becoming an integral part of interactive media development. Trends point to smaller Web video productions and fewer big budget TV ads. Deleting JOUR 347 *Broadcast Advertising* from the program and eliminating the Broadcast Advertising Concentration is a response to these trends. The revised Interactive Ad Design concentration will combine video and Web design skills to provide graduates with more marketable skills. The changes are more of a consolidation and sharpening of our focus. The result will be three concentrations in the Advertising Program: Account Services, Print Advertising Design and Interactive Advertising Design.

The new JOUR 348 *Intro to Interactive Ad Design* and BCOM 264 *Digital Video Production* will be added to the requirements of the revised Interactive Ad Design Concentration. JOUR 348 will also be added to the restricted electives in Account Services and Print Advertising Design as well as an option for majors to take BCOM 301 *Mass Communication Law & Ethics*.

5.   Effective Catalog Year: Term: fall 2009

Provisions: Students entering the univeristy for the first time or declaring the major in advertising fall 2009, will follow the new program. Students enrolled in the university prior to fall 2009, with a declared major in advertising/broadcast concentration, will finish their degree under the current catalog requirements, but will be allowed to substitute JOUR 347 *Broadcast Advertising* with BCOM 264 *Digital Video Production*.
With fewer than 10 Ad majors now in the Broadcast Advertising Concentration, its deletion will be of minimal impact to students. We will begin to advise majors away from this concentration.

6.   Dates of prior committee approvals:

23

Advertising + Public Relations Program Faculty   _____2/17/08_____

SJ&B Curriculum Committee   _____2/22/08_____

PCALCurriculum Committee   _____4/3/08_____

University Curriculum Committee   _____ April 24, 2008_____

University Senate   _____

Attachment: Program Inventory Form

Potter College of Arts and Letters
School of Journalism & Broadcasting
Proposal to Revise a Program
(Action Item)

Contact Person: Mac McKerral   mac.mckerral@wku.edu   745-5882

1.   Identification of program:

1.1 Current program reference number: 716
1.2 Current program title: News/Editorial Journalism
1.3 Credit hours: 39

2.   Identification of the proposed program changes:
- Total hours in the major changed from 39 to 42
- Required courses added in the major: JOUR 131, 302, 261, 348, BCOM 264, 265
- Required courses deleted in the major: JOUR 321; 343 or 336; 421 or 422
- Number of elective hours changed from six to three
- Restricted elective list changed from any course in SJ&B to JOUR 336, 341,343, 355, 421, 422, 481, 491, 495, BCOM 368.
- Add HIST 349 to required courses outside the major

3.   Detailed program description:

ADMISSION REQUIREMENTS:	ADMISSION REQUIREMENTS:
Prospective majors may take no more than18 hours in the major before admission. Students must meet the following requirements before they can be admitted: 1)Completion of 48 hours of course work applicable to the baccalaureate degree with a minimum overall grade point average of 2.5. Required courses include COMM 145 or COMM 161 (preferably COMM 161), HIST119 or 120, the university math requirement, and ENG 100 with at least a "C". 2) Completion of the following courses with at least a "C" : JOUR 201, 202, 232 CURRICULUM The major in news/editorial journalism (reference number 716) requires 39 semester hours and leads to the bachelor of arts degree. Of the 39 hours, 33 semester hours are specifically required, and 6 hours are chosen from restricted electives. Students must take a minimum of 80 semester hours in courses outside the major area of journalism and mass communication, with no fewer than 65 semester hours in the liberal arts and natural sciences. In addition to meeting institutional requirements for graduation, the news/editorial journalism major must have a minor or second major that is approved by the major advisor.	Prospective majors may take no more than 18 hours in the major before admission. Students must meet the following requirements before they can be admitted: 1)Completion of 48 hours of course work applicable to the baccalaureate degree with a minimum overall grade point average of 2.5. Required courses include COMM 145 or COMM 161 (preferably COMM 161), HIST 119 or 120, the university math requirement, and ENG 100 with at least a "C". 2) Completion of the following courses with at least a "C" : JOUR 201, 202, 232 CURRICULUM: The major in news/editorial journalism (reference number 716) requires **42** semester hours and leads to the bachelor of arts degree. Of the **42 hours, 39 semester hours** are specifically required, and **3 hours** are chosen from **upper division** restricted electives. Students must take a minimum of 80 semester hours in courses outside the major area of journalism and mass communication, with no fewer than 65 semester hours in the liberal arts and natural sciences. In addition to meeting institutional requirements for graduation, the news/editorial journalism major must have a minor or second major that is approved by the major advisor.

	REQUIRED COURSES **39 hours**
REQUIRED COURSES 36 hours	JOUR 201 Media and Society
JOUR 201 Media & Society	JOUR 202 Intro to Media Writing
JOUR 202 Introduction to News Writing, Reporting	**JOUR 131 Intro to Digital Photography**
	~~JOUR 231 Introduction to Photography~~
JOUR 231 Introduction to Photography	JOUR 232 Elect Tech for Journalism
JOUR 232 Electronic Technologies for Journalism	**JOUR 261 Introduction to New Media**
	BCOM 264 Digital Video Production
	BCOM 265 Basic Broadcast News
	JOUR 301 Press Law and Ethics
JOUR 301 Press Law and Ethics	**JOUR 302 Intermediate Reporting**
	~~JOUR 321 Public Affairs Reporting~~
JOUR 321 Public Affairs Reporting	JOUR 323 News Editing
JOUR 323 News Editing	JOUR 325 Feature Writing
JOUR 325 Editorial and Feature Writing	**JOUR 348 Intro to Interactive Advertising**
	JOUR 426 Advanced Reporting (capstone)
JOUR 426 Advanced Reporting (capstone course)	*one of the following two courses*
one of the following two courses	~~JOUR 343 Print Design~~
JOUR 343 Print Design	~~JOUR 336 Picture Editing~~
JOUR 336 Picture Editing	*one of the following two courses*
one of the following two courses	~~JOUR 421 American Press History~~
JOUR 421 American Press History	~~JOUR 422 Current Issues in Mass Comm~~
JOUR 422 Current Issues in Mass Communication	**RESTRICTED ELECTIVE – 3 hours upper division course, select from list below**
Plus six hours of electives	**Restricted Electives**
Selected from courses offered in the School	**JOUR 336 Picture Editing**
of Journalism & Broadcasting in consultation	**JOUR 341 Principles of Advertising**
with faculty	**JOUR 343 Print Design**
	JOUR 355 Fundamentals of Public Relations
	JOUR 421 American Press History
	JOUR 422 Current Issues in Mass Comm
	JOUR 481 Problems in Mass Communication
	JOUR 491 Internship/Practicum
	JOUR 495 Collaborative Journalism
	BCOM 368 News Videography & Editing
	Required Courses Outside the Major
Requirements outside major	ECON 203 Macroeconomics
ECON 203 Macroeconomics	PS 110 American National Government
HIST 241 United States Since 1865	PS 210 State and Local Government
PS 110 American National Government	**HIST 349 The United States Since 1945**
PS 210 State and Local Government	*One of the following two courses*
One of the following two courses	GEOG 110 World Regional Geography
GEOG 110 World Regional Geography	GEOG 360 Geography of North America
GEOG 360 Geography of North America	

4. **Rationale for the proposed program change:** The overall philosophy for the major change deals with the changing landscape of the news media industry, specifically the move of all media outlets to a "24-7" news cycle and the need for journalists to be able to produce the same news story in multiple media platforms. The proposed major change leaves the written news story at the core of the major, which we believe is very important. However, it also gives a News/Editorial Journalism major exposure to producing news stories using the combined media of audio, visual (still and motion) and print. If our graduates are to get the best jobs, they need this exposure.

 Specifically the proposal:

• Adds JOUR 302, *Intermediate Reporting* to bridge a gap between the Intro Media Writing class and two upper division writing classes, JOUR 325 and JOUR 426.

• Drops JOUR 231 *Intro to Photography* and adds JOUR 131 *Digital Photography*. The photojournalism program developed JOUR 131 course specifically for non-photo majors.
• Adds four classes in audio/video and multimedia to enhance the multimedia signature of the major. It should be noted that we included an advertising class JOUR 348, *Intro to Interactive Advertising*, in the core because of the heavy emphasis this course places on multimedia skill development.
• Expands the hours required in the major to increase the options for more multimedia classes or to allow students to take more traditional journalism classes.
 • Eliminates the required JOUR 321, *Public Affairs Reporting* class but moves content from this class into the JOUR 302, *Intermediate Reporting* course.
• Adds a modern American history class to classes required outside the major to better prepare our students for reporting on contemporary U.S. and world issues.

5.   **Effective Catalog: fall 2009**
Students entering the univeristy for the first time or declaring the major in News/Editorial Journalism fall 2009, will follow the new program.
Students enrolled in the university prior to fall 2009, with a declared major in News/Editorial, will finish their degree under the current catalog requirements, if necessary they may file specific course exceptions in iCAP to substitute JOUR 131 for 231; JOUR 302 for JOUR 321.

6.   **Dates of prior committee approvals:**

News Editorial Committee	1/18/08
SJ&B Curriculum Committee	2/22/08_____
School of Journalism & Broadcasting	2/22/08_____
PCAL Curriculum Committee	4/3/08_____
University Curriculum Committee	_ April 24, 2008_____
University Senate	_____

Attachment: Program Inventory Form

Potter College of Arts and Letters
School of Journalism & Broadcasting
Proposal to Revise a Program
(Action Item)

Contact Person: James H. Kenney james.kenney@wku.edu   745-6307

1.   **Identification of program:**

   1.1 Current program reference number: 750
   1.2 Current program title: Major in Photojournalism
   1.3 Credit hours: 39

2.   **Identification of the proposed program changes:**
   - Merging New Media Publishing track into Photojournalism track creating one Photojournalism list of coursework
   - Delete New Media Publishing track
   - Courses required for admission to the major changes from JOUR 201, 202, 231, 332, 333 to JOUR 201, 202, 231, 261
   - Change hours of completed coursework required for admission from 48 to 30
   - Total hours in the major changed from 39 to 42
   - Adding to required courses JOUR 261, 302, 362
   - Deleting JOUR 321,332, 463 from required courses in the major
   - Adding MGT 312 to required courses outside the major
   - Restricted electives changed from JOUR 261, 323, 325, 362, BCOM 266 to JOUR 323, 325, 443, BCOM 368

3.   **Detailed program description:**

The major in photojournalism (reference number 750) requires 39 semester hours and leads to the bachelor of arts degree. Students must take a minimum of 80 semester hours in courses outside the major area of journalism and mass communication, with no fewer than 65 hours in the liberal arts and natural sciences.	The major in photojournalism (reference number 750) requires 42 semester hours and leads to the bachelor of arts degree. Students must take a minimum of 80 semester hours in courses outside the major area of journalism and mass communication, with no fewer than 65 hours in the liberal arts and natural sciences.
In addition to meeting institutional requirements for graduation, the photojournalism major must have a minor or second major that is approved by the major advisor.	In addition to meeting institutional requirements for graduation, the photojournalism major must have a minor or second major that is approved by the major advisor.
Photojournalism majors have a choice between two areas of study, Photojournalism and New Media Publishing.	Photojournalism majors have a choice between two areas of study, Photojournalism and New Media Publishing.
Major in Photojournalism--Photojournalism concentration ADMISSION REQUIREMENTS: Prospective majors may take no more than 18 hours in the major before admission. Students must meet the following requirements before they can be admitted: Completion of 48 hours of course work applicable to the baccalaureate degree with a minimum overall grade point average of 2.5.	ADMISSION REQUIREMENTS: Prospective majors may take no more than 18 hours in the major before admission. Students must meet the following requirements before they can be admitted: Completion of 30 hours of course work applicable to the baccalaureate degree with a minimum overall grade point average of 2.5. Required courses include COMM

Required courses include COMM 145 or COMM 161 (preferably COMM 161), HIST 119 or 120, the university math requirement, and ENG 100 with at least a "C".
Completion of the following courses with at least a "C": JOUR 201, 202, 231, 333, 332

REQUIRED COURSES IN THE MAJOR
Photojournalism concentration -- 33 hours

JOUR 201 Media and Society
JOUR 202 Intro to Newswriting, Reporting
JOUR 231 Introduction to Photography

One of the following two courses
JOUR 301 Press Law and Ethics
BCOM 301 Mass CommLaw and Ethics

JOUR 321 Public Affairs Reporting
JOUR 332 Intro to Photojournalism Technologies
JOUR 333 Lighting Technologies
JOUR 334 Picture Stories
JOUR 336 Picture Editing
JOUR 432 Photojournalism Practicum
JOUR 436 Advanced Photojournalism (capstone)

RESTRICTED ELECTIVES 6 hours
Select from these courses
BCOM 266 Basic TV Production
JOUR 261 Intro New Media
JOUR 323 News Editing
JOUR 325 Editorial & Feature Writing
JOUR 362 Web Publishing

REQUIREMENTS OUTSIDE THE MAJOR
PS 110 American National Government
PS 210 State and Local Government
One of the following two courses
GEOG 110 World Geography
GEOG 360 Geography of N. America

Photojournalism-New Media Publishing Concentration
ADMISSION REQUIREMENTS: Prospective majors may take no more than 18 hours in the major before admission. Students must meet the following requirements before they can be admitted:
Completion of 48 hours of course works applicable to the baccalaureate degree with a minimum overall grade point average of 2.5. Required courses include

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145 or COMM 161 (preferably COMM 161), HIST 119 or 120, the university math requirement, and ENG 100 with at least a "C".
Completion of the following courses with at least a "C": **JOUR 201, 202, 231, 261**

REQUIRED COURSES IN THE MAJOR
Photojournalism -- **36 hours**

JOUR 201 Media and Society
JOUR 202 Intro to Media Writing
JOUR 231 Introduction to Photography
JOUR 261 Introduction to Multimedia

One of the following two courses
JOUR 301 Press Law and Ethics
BCOM 301 Mass Comm Law and Ethics
JOUR 321 Public Affairs Reporting
JOUR 332 Intro to Photojournalism Tech
JOUR 302 Intermediate Reporting
JOUR 333 Lighting Technologies
JOUR 334 Picture Stories
JOUR 336 Picture Editing
JOUR 362 Web Narratives
JOUR 432 Photojournalism Practicum
JOUR 436 Photojournalism Projects (capstone)

RESTRICTED ELECTIVES 6 hours
Select from these courses
BCOM 266 Basic TV Production
JOUR 261 Intro New Media
JOUR 323 News Editing
JOUR 325 Feature Writing
JOUR 362 Web Publishing
JOUR 443 Interactive Advertising Design
BCOM 368 News Videography and Editing

REQUIREMENTS OUTSIDE THE MAJOR
PS 110 American National Government
PS 210 State and Local Government
MGT 312 Entrepreneurship
One of the following two courses
GEOG 110 World Geography
GEOG 360 Geography of N. America

The New Media Publishing track has been merged with the Photojournalism track.
ADMISSION REQUIREMENTS: Prospective majors may take no more than 18 hours in the major before admission. Students must meet the following requirements before they can be admitted:
Completion of 48 hours of course works applicable to the baccalaureate degree with a minimum overall grade point average of 2.5. Required courses include COMM 145 or COMM 161 (preferably COMM 161), HIST 119 or 120, the university math requirement, and ENG 100

| COMM 145 or COMM 161 (preferably COMM 161), HIST 119 or 120, the university math requirement, and ENG 100 with at least a "C".
Completion of the following courses with at least a "C": JOUR 201, 202, 231, 261 and 232 or 332.
REQUIRED COURSES IN THE MAJOR –New Media Publishing Concentration
JOUR 201 Media and Society
JOUR 202 Intro to Newswriting, Reporting
JOUR 231 Introduction to Photography
JOUR 261 Intro New Media
BCOM 264 Digital Video Production/Distribution

One of the following two courses
JOUR 301 Press Law and Ethics
BCOM 301 Mass Media Law and Ethics

JOUR 321 Public Affairs Reporting
JOUR 332 Intro to Photojournalism Technologies
JOUR 362 Web Publishing
JOUR 463 Projects in New Media (capstone)
RESTRICTED ELECTIVES 9 hours
Select from these courses
JOUR 323 News Editing
JOUR 325 Editorial & Feature Writing
JOUR 333 Lighting Technologies
JOUR 334 Picture Stories
JOUR 336 Picture Editing
BCOM 325 Survey Writing for Radio/TV
BCOM 368 News Videography/Editing
REQUIREMENTS OUTSIDE THE MAJOR
PS 110 American National Government
PS 210 State and Local Government
One of the following two courses
GEOG 110 World Geography
GEOG 360 Geography of N. America | ~~with at least a "C".~~
~~Completion of the following courses with at least a "C": JOUR 201, 202, 231, 261 and 232 or 332.~~

~~REQUIRED COURSES IN THE MAJOR –New Media Publishing Concentration~~
~~JOUR 201 Media and Society~~
~~JOUR 202 Intro to Newswriting, Reporting~~
~~JOUR 231 Introduction to Photography~~
~~JOUR 261 Intro New Media~~
~~BCOM 264 Digital Video Production/Distribution~~

~~*One of the following two courses*~~
~~JOUR 301 Press Law and Ethics~~
~~BCOM 301 Mass Media Law and Ethics~~

~~JOUR 321 Public Affairs Reporting~~
~~JOUR 332 Intro to Photojournalism Technologies~~
~~JOUR 362 Web Publishing~~
~~JOUR 463 Projects in New Media (capstone)~~
~~RESTRICTED ELECTIVES 9 hours~~
~~Select from these courses~~
~~JOUR 323 News Editing~~
~~JOUR 325 Editorial & Feature Writing~~
~~JOUR 333 Lighting Technologies~~
~~JOUR 334 Picture Stories~~
~~JOUR 336 Picture Editing~~
~~BCOM 325 Survey Writing for Radio/TV~~
~~BCOM 368 News Videography/Editing~~
~~REQUIREMENTS OUTSIDE THE MAJOR~~
~~PS 110 American National Government~~
~~PS 210 State and Local Government~~
~~*One of the following two courses*~~
~~GEOG 110 World Geography~~
~~GEOG 360 Geography of N. America~~ |

4. **Rationale for the proposed program change:** The New Media Publishing track was developed for the Photojournalism program at a time when there were rapid changes beginning to take place in the journalism field, especially in terms of the use of multimedia to gather and deliver visual information. A separate track helped accommodate those students interested in these changes while the Photojournalism track was maintained for those wanting to stay with traditional photojournalism. The decision to integrate the New Media Publishing track into the Photojournalism track is a reflection of an industry that no longer separates multimedia from traditional photojournalism. Mastering multimedia skills is no longer an option but a requirement. More is expected of photojournalism students entering the profession, and this new program change will prepare them for success.

JOUR 302 *Intermediate Reporting* will replace JOUR 321 *Public Affairs Reporting* and provide a stronger background in news writing for Photojournalism students. The addition of MGT 312 *Entrepreneurship* is in response to the need for Photojournalism students to obtain some small business training, since so many are starting their own freelance photography businesses.

JOUR 332 *Photojournalism Technologies* is being deleted in an effort to streamline the integration of the New Media Publishing track into the Photojournalism track and prevent expanding the major beyond 42 hours. Students will be able to obtain the technical and aesthetic skills they learned in JOUR 332 (more

actually) through the new program, which is adding an extra class to the mix compared to the previous program. JOUR
463 *Projects in New Media* is being deleted because there is no longer a need for a second capstone course, and the capstone remaining, JOUR 436, will incorporate
the technical elements of JOUR 463, therefore giving the skills and training students need to successfully complete the major and be even more competitive in the photojournalism field.

The courses required for admission to the major has changed from five to four, and total university hours required for admission to the major have been lowered from 48 to 30 in an effort make the status change of majors from "seeking admission" to "accepted" a more timely transition. For those deciding to stay in the major, the earlier transition avoids unnecessary delay in acceptance. For those deciding to drop the major, the earlier transition means that they have not invested an undue amount of time and coursework in the major before making this decision.

The increase in total hours for the major from 39 to 42 hours reflects the integration of New Media Publishing track into the Photojournalism track. To stay at 39 would mean losing the critical content of the New Media Publishing track. More is expected of Photojournalism students graduating into the profession; this increase in total hours helps
service these expectations.

The change in restricted electives adds JOUR 443 *Interactive Advertising Design*, which includes extensive training in Flash programming for the Web, a skill set that some Photojournalism majors want to pursue beyond the basic training in this area offered in the Photojournalism program. BCOM 368 *News Videography and Editing* was
added and BCOM *266 Basic TV Production* dropped because BCOM 368 will
better serve the needs of Photojournalism students wishing to receive more extensive training in video gathering of news stories.

5. **Effective Catalog Year:** fall 2009
Students in the current program will be accommodated to ensure timely completion of
their degree.
Current New Media Publishing track majors will be able to take
JOUR 436 P*hotojournalism Projects* in place of JOUR 463 *Projects in New Media* to complete their major. JOUR 302 *Intermediate Writing* may substitute for *JOUR 321 Public Affairs Writing*. Any restricted electives that were part of the New Media Publishing Concentration will be honored in order to allow students timely completion of their degree.
Accommodations for prerequisites will be made for any student in the New Media Concentration that has not taken JOUR 332 *Photo Technologies* by spring 2009.
Beginning in fall 2008, new students will be advised about the merging concentrations in
the new program.

6. **Dates of prior committee approvals:**

Photojournalism Faculty	1/10/08
SJ&B Curriculum Committee	2/22/08
School of Journalism & Broadcasting	2/22/08_____
PCAL Curriculum Committee	4/3/08_____
University Curriculum Committee	____ April 24, 2008_____
University Senate	_____

Attachment: Program Inventory Form

Potter College of Arts and Letters
School of Journalism & Broadcasting
Proposal to Revise A Program
(Action Item)
Contact Person: Cliff Shaluta   e-mail: cliff.shaluta@wku.edu   Phone: 5-5833

1.   Identification of program:
        1.1 Current program reference number: **303**
        1.2 Current program title: **Minor in Advertising for Graphic Design Majors**
        1.3 Credit hours: **30**

2.   Identification of the proposed program changes:
        •Delete option to take either JOUR 347 or JOUR 443 from course list
        •Add JOUR 348

3.   Detailed program description:

Current Ad Minor for G. Dgn. 30 hrs	Proposed Ad Minor for G. Dgn. 30 hrs
JOUR 201 - Media & Society	JOUR 201 - Media & Society
JOUR 202 - Intro Newswriting,Rptng	JOUR 202 - Intro to Media Writing
MKT 220 - Basic Mkt. Concepts	MKT. 220 Basic Mkt. Concepts
JOUR 232 - Elect. Tech for Journalism	JOUR 232 – Elect. Tech for Journ
JOUR 341 - Prin. of Advertising	JOUR 341 - Prin. of Advertising
JOUR 344 - Adv. in a Digital World	JOUR 344 - Adv. in a Digital World
JOUR 340 - Creative Strategy/CW	JOUR 340 - Creative Strategy/CW
JOUR 343 - Print Design	JOUR 343 - Print Design
JOUR 345 - Copywriting & Layout	JOUR 345 - Copywrting and Layout
JOUR 347 - Broadcast Advertising	~~JOUR 347 - Broadcast Advertising*~~
OR JOUR 443 - Interactive Ad Design*****	~~OR JOUR 443 - Interactive Ad Design*~~
	JOUR 348 - Intro to Interactive Ad Design*

        *bold denotes proposed changes

4.   Rationale for the proposed program change:
The change to the Ad minor for Graphic Design majors is a result of the addition of JOUR 348 *Intro to Interactive Ad Design* to the Advertising curriculum. Since JOUR 348 will now be a prerequisite for JOUR 443 *Interactive Ad Design*, JOUR 443 is being removed from the electives for Graphic Design majors pursing an Advertising minor. JOUR 347 *Broadcast Advertising* will be deleted from course inventory in spring 2009.

5.   Effective Catalog Year: Term: fall 2009
Provisions: Students entering the university for the first time or declaring the minor in advertising fall 2009, will follow the new program. Students enrolled in the university prior to fall 2009, with a declared minor in advertising, will be allowed to substitute either JOUR 347 or JOUR 443 Interactive Ad Design for JOUR 348. Currently, there are fewer than 10 Ad minors from Graphic Design, the impact on students will be minimal.

6.   Dates of prior committee approvals:

Advertising + Public Relations Program Faculty	_____2/19/08_____
SJ&B Curriculum Committee	_____2/22/08_____
PCAL Curriculum Committee	_____ 4/3/08_____
University Curriculum Committee	_____ April 24, 2008_____
University Senate	_____

Attachment: Program Inventory Form

Potter College of Arts and Letters
School of Journalism & Broadcasting
Proposal to Revise A Program
(Action Item)

Contact Person: Cliff Shaluta   e-mail: cliff.shaluta@wku.edu   Phone: 5-5833

1.   Identification of program:

1.1 Current program reference number: **306**
1.2 Current program title: **Minor in Advertising for Marketing Majors**
1.3 Credit hours: **27**

2.   Identification of the proposed program changes:
•Delete JOUR 347 from Ad minor for Marketing Majors
•Delete JOUR 443 from electives for Ad minor for Marketing Majors
•Add   JOUR 348 to electives for Ad minor for Marketing Majors

3.   Detailed program description:

Current Ad Minor for Mkt. - 27 hours	**Proposed Ad Minor for Mkt. - 27 hours**
JOUR 201 - Media & Society	JOUR 201 - Media & Society
JOUR 202 - Intro Newswriting,Rptng	JOUR 202 - Intro Media Writing
JOUR 232 - Elect. Tech for Journalism	JOUR 232 – Elect. Tech for Journ
JOUR 341 - Prin. of Advertising	JOUR 341 - Prin. of Advertising
JOUR 344 - Adv. in a Digital World	JOUR 344 - Adv. in a Digital World
JOUR 346 Account Planning	JOUR 346 Account Planning
JOUR 349 Advertising Media	JOUR 349 Advertising Media
JOUR 446 Advertising Campaigns	JOUR 446 Advertising Campaigns

3 hour elective:	**3 hour elective**
JOUR 340 - Creative Strategy/CW	JOUR 340 - Creative Strategy/CW
JOUR 343 - Print Design	JOUR 343 - Print Design
MKT 328 - Marketing on the Web	MKT 328 - Marketing on the Web
JOUR 347 - Broadcast Advertising	**delete J347 from Ad program**
	JOUR 348 - Intro to Int. Ad Design*
JOUR 355 - Fundamentals of PR	JOUR 355 - Fundamentals of PR
JOUR 443 - Interactive Ad Design*	**delete J443 from electives for Mkt. Majors**
JOUR 481 - Problems in Mass Comm.	JOUR 481 - Problems in Mass Comm.

 *denotes proposed changes

4.   **Rationale for the proposed program change:**

The change to the Ad minor for Marketing majors is a result of the addition of JOUR 348 *Intro to Interactive Ad Design* to the Advertising curriculum. Since JOUR 348 will now be a prerequisite for JOUR 443 Interactive Ad Design, JOUR 443 is being removed from the electives for Marketing majors pursing a Advertising minor.

5.   **Effective Catalog Year: fall 2009**

Provisions: Students entering the univeristy for the first time or declaring the minor in advertising fall 2009, will follow the new program. Students enrolled in the university prior to fall 2009, with a declared minor in advertising, will be allowed to substitute JOUR 443 *Interactive Ad Design* for JOUR 348. Currently, there are fewer than five Ad minors from Marketing, the impact on students will be minimal.

6.   **Dates of prior committee approvals:**

Advertising + Public Relations Program Faculty   ____2/19/08_____

SJ&B Curriculum Committee   ____2/22/008_____

PCALCurriculum Committee   _____4/3/08_____

University Curriculum Committee   _____ April 24, 2008_____

University Senate   _____

Attachment: Program Inventory Form

Gordon Ford College of Business
Department of Management
Proposal to Make Multiple Revisions to a Course
(Action Item)

Contact Person: Zubair Mohamed   E-mail: zubair.mohamed@wku.edu   Phone: 5-6360

1. **Identification of course:**
   1.4   Current course prefix (subject area) and number: MGT 313
   1.5   Course title: Quantitative Methods
   1.6   Credit hours: 3

2. **Revise course title:**
   2.1   Current course title: Quantitative Methods
   2.2   Proposed course title: Decision Modeling
   2.3   Proposed abbreviated title: Decision Modeling
   2.4   Rationale for revision of course title: The title reflects the course content and the needs
   of the business.

3. **Revise course number:**
   3.1   Current course number:
   3.2   Proposed course number:
   3.3   Rationale for revision of course number:

4. **Revise course prerequisites/corequisites/special requirements:**
   4.1   Current prerequisites/corequisites/special requirements:
           (indicate which)
   4.2   Proposed prerequisites/corequisites/special requirements:
   4.3   Rationale for revision of course prerequisites/corequisites/special requirements:
   4.4   Effect on completion of major/minor sequence:

5. **Revise course catalog listing:**
   5.1   Current course catalog listing: Quantitative methods teaches a logical approach to
   problem solving. The problem is viewed as the focal point of analysis, and appropriate
   quantitative models are applied to obtain a solution. Microcomputers and quantitative methods
   software are used to solve complex problems that are similar to those faced by business
   managers.

   5.2   Proposed course catalog listing: This course deals with modeling problems that are
   similar to those faced by business managers. The problem is viewed as the focal point of
   analysis, and appropriate decision modeling tools are applied to obtain a solution.

   5.3   Rationale for revision of course catalog listing: The revised course listing reflects the
   focus and delivery method of the course content.

6. **Revise course credit hours:**

   6.4   Current course credit hours:
   6.5   Proposed course credit hours:

6.6   Rationale for revision of course credit hours:

7.   **Effective Catalog Year:** Fall 2008

8.   **Dates of prior committee approvals:**

Management Department   _____   3/03/2008__

Ford College Curriculum Committee   _____   4/09/2008__

University Curriculum Committee   ____ April 24, 2008_____

University Senate   _____

Attachment: Course Inventory Form

Gordon Ford College of Business
Department of Management
Proposal to Create a New Major Program
(Action Item)
Contact Person: Zubair Mohamed, zubair.mohamed@wku.edu, 5-6360

1.   **Identification of program:**

    1.7   Program title: Entrepreneurship
    1.8   Degree: Bachelor of Science
    1.9   Classification of Instructional Program Code (CIP):   52.0701
    1.10   Required hours in proposed major program: 81 hours specific to major, 128 total credit hours.
    1.11   Special information:
    1.12   Program admission requirements:
        Admission to the Gordon Ford College of Business
    1.13   Catalog description:
        The Entrepreneurship Program is designed to provide maximum flexibility in the integration of coursework and actual experience to develop entrepreneurial potential and to provide the opportunity to turn that capability into reality. Coursework and practical experiences allow the student to apply principles of innovative thought, idea generation, market development, financial analysis, legal and ethical compliance, and human resource development. Students are prepared to start and develop a new venture, to immediately contribute to the growth and expansion of a fast-growth firm, to be leaders in social or non-profit activities, and to be corporate "intrapreneurs" if employed in larger firms.

2.   **Rationale:**

    2.1   Reason for developing the proposed major program:
        There is significant growth in entrepreneurial activities and programs across the nation and globe. The Kauffman Foundation reports that a large percentage of high school students (seven out of ten) want to have their own business and are choosing colleges that offer an entrepreneurship major. Entrepreneurship programs across the country make a solid claim to being the most rapid growth academic area with more than 300 universities offering new Majors in Entrepreneurship; 500 offering new Minors in Entrepreneurship; and more than 600 having newly created endowed chairs in entrepreneurship. Since the introduction of the Entrepreneurship Minor at WKU in 2003, the program has grown to over 150 minors. The interdisciplinary aspect of the Entrepreneurship Major in combination with other majors across campus and within the Gordon Ford College of Business adds to the overall benefit of the Major to WKU as a cross-disciplinary asset.

        The Entrepreneurship Major will also directly address the issue of Kentucky students staying in Kentucky once they graduate. The Entrepreneurship Major opens many doors of opportunity in employment throughout the Commonwealth, but particularly in South-Central Kentucky. Minors in entrepreneurship over the past three years have been highly sought after by area employers obtaining some of the best jobs available upon graduation. A good example is Hitcents which has grown from 3 people to over 50 people in five years, employing several WKU entrepreneurship students.

    2.2   Projected enrollment in the proposed major program:
        Based upon the rapid growth of the Entrepreneurship Minor to over 150 students in a three year period and the experience of other universities as they initiated their Entrepreneurship Majors, a reasonably conservative projection would be 60 majors within two years of creation with a rapid growth rate at that point to 100-150 majors within four years.

2.3   Relationship of the proposed major program to other programs now offered by the department:
        The Entrepreneurship Major will complement the other majors offered within the Management
        Department and Gordon Ford College of Business.

        Comparison of Entrepreneurship Emphasis To Business Administration Emphasis:

        Business Administration   Entrepreneurship
        MGT 311   MGT 312
        MGT 305/MATH119   MGT 305/MATH 119
        MGT Elective   MGT Elective
        Senior Assessment   Senior Assessment
        MGT 498/496   MGT 496
        FIN Elective   FIN 441
        MKT Elective   MKT 427
        ECON 414   Entrepreneurship Elective 1
        ACCT 315   Entrepreneurship Elective 2
        MGT 361   Entrepreneurship Elective 3
        MGT 417   Approved Elective
        Prof. Elective   Approved Elective
        MGT 313   MGT 313

2.4   Relationship of the proposed major program to other university programs:
        The design of the Entrepreneurship Major is intentionally flexible to allow students to design a
        program of direct relevance to their career choice. As a stand-alone major, it is anticipated many
        students will achieve dual majors utilizing Entrepreneurship as an expansion of a traditional
        discipline. Numerous courses within the specified required classes and electives are offered by
        multiple departments. As other departments develop or identify contemporary courses that have
        an entrepreneurship slant, they will be incorporated into the major to allow students maximum
        flexibility. One of the hallmarks of entrepreneurship education is that innovative thinking is
        universal across disciplines. Once originality has become the acid test of success, the
        Entrepreneurship Major will strive to provide linkages throughout the GFCOB and the entire
        campus to make the major a relevant consideration for all students.

2.5   Relationship of the proposed major program to similar programs offered elsewhere in Kentucky
        and in other states (including programs at benchmark institutions):
        Northern Kentucky University initiated the first Entrepreneurship Major in Kentucky two years
        ago with four entrepreneurship courses and a senior portfolio course. Morehead University
        created the second program in Kentucky last year with four entrepreneurship courses and three
        approved small business electives. The third regional program is the Middle Tennessee State
        University Entrepreneurship Major developed in the fall of 2000. This major at MTSU has four
        required entrepreneurship classes.

        The proposed Entrepreneurship Major at WKU provides greater breadth and depth than these
        universities used for comparison. Further opportunities for Entrepreneurship Majors to participate
        in entrepreneurial activities with the Center of Entrepreneurship and Innovation (CEI), the
        Innovation and Commercialization Center (ICC), the new student "Fusion" project at the WKU
        Research and Development Center, the Students in Free Enterprise National Award Winning
        Team, the Small Business Institute (SBI), a new business plan competition being established with
        all universities in Kentucky, and cross-campus entrepreneurial activities such as the
        Entrepreneurship Expo in April match or far exceed opportunities in the comparison schools.

2.6   Relationship of the proposed major program to the university mission and objectives:
        The Entrepreneurship Major is consistent with the University's mission to prepare students to be
        "productive, engaged leaders in a global society." Inspired faculty promoting "entrepreneurial
        success" is central to the University's Statement of Purpose. Further references to cross-

disciplinary programs, economic development, technological innovation, and improvement of education in elementary and secondary schools are embedded within the proposed Entrepreneurship Major. Finally, Entrepreneurship Majors will be very active in cross-campus, community, and competitive events both regionally and nationally.

3.   **Objectives of the proposed major program:**
- Help students to be inspired to recognize and develop their entrepreneurship potential.
- Provide a flexible program of course delivery from multiple disciplines to assist students in developing interdisciplinary understanding of entrepreneurship.
- Support student engagement by involving students at all levels in the University, community, and entrepreneurship support groups.
- Provide lifelong development of character, leadership skills, passion for achievement, self-confidence, and ownership thinking by encouraging students to embrace a philosophy of entrepreneurship in their personal and professional lives.
- Encourage students to engage in leading edge research and product development.
- Promote the creation of business plans and interdisciplinary prototype development through cooperative network strategies across campus, with the WKU Research and Development Center, and the WKU Entrepreneurial Network.
- Encourage new venture creation and commercialization of technology among students through corporate, public sector, grant, and private support.
- Maintain high standards of conduct both ethically and legally throughout the framework of development of the entrepreneurship program.

4.   **Program description:**

4.1   Curriculum:
General Education	44-45 Hours
Business Core: Same As All Business Majors	39-45 Hours
Entrepreneurship Major:	36 Hours
Non-specified Electives	2-9 Hours
	Total: 128 Hours

Entrepreneurship Required Classes: 15 Hours
MGT 305	Ethics and Critical Thinking
MGT 312	Entrepreneurship
MGT 496	Small Business Analysis & Policy
FIN 441	Entrepreneurial Finance
MKT 427	Entrepreneurial Marketing

Entrepreneurship Required Electives   21 Hours

15 Hours:
Pick five courses from this list with at least two areas represented.
ACCT 315	Management Accounting
ECON 414	Managerial Economics
MKT 323	Services Marketing
MKT 325	Personal Selling
MKT 328	Marketing on the World Wide Web
MKT 329	Business-to-Business Marketing
MGT 308	Innovation Management
MGT 311	Human Resource Management
MGT 333	Management of Nonprofit Organizations
MGT 463	Small Business Management
MGT 490	Practicum/Internship in Management

SM 346 Business Resource Development

6 Hours:
Two additional courses must also be selected and approved by the Management Department Chair that customize the entrepreneurial interest area of the student. These two courses may come from this list, but could also be from any discipline on campus that strengthens that student's specific interest in entrepreneurship.

4.2   Accreditation, certification, approval, and/or licensure:
The proposed major in Entrepreneurship will comply with AACSB standards for Gordon Ford College of Business Bachelor of Science degrees.

4.3   Program delivery:
The program will be delivered through traditional classroom instruction and cooperative applied venues including WKU Engineering, the Research and Development Center, and the Center for Entrepreneurship and Innovation. Students will be encouraged to participate in relevant internships, student entrepreneurship laboratories and prototype development opportunities, and entrepreneurship student organizations such as Students in Free Enterprise (SIFE).

5.   **Resources:**
5.1   Faculty: Current faculty resources are sufficient.

5.2   Technological and electronic informational resources (e.g., databases, e-journals)
Current University, College, and Departmental access to databases, e-journals, and electronic information sources are sufficient.

5.3   Facilities and equipment:
The proposed Entrepreneurship Major will also require strong support for the entrepreneurial infrastructure supporting the program. This includes funding for the Center of Entrepreneurship and Innovation, implementation of the student laboratory and consulting service (Fusion Center) at the Research and Development Center, Students in Free Enterprise support, internship opportunities, interdisciplinary initiatives such as the WKU Entrepreneurial Network recently created, and programs associated with Honors, Engineering, and other colleges on campus.

As indicated previously, most facilities and equipment necessary to implement the Entrepreneurship Major are in place. Funding for University level initiatives, such as the opportunities planned for students at the Research and Development Center, will be needed as opportunities emerge and are approved.

6.   **Effective Catalog Year:** Fall 2008

7.   **Dates of prior committee approvals:**

Management Department/Division: _11/26/07_____

Gordon Ford College of Business
Curriculum Committee   _02/13/2008_____

University Curriculum Committee   __April 24, 2008_____

University Senate   _____

Attachment: Program Inventory Form

Bowling Green Community College
Associate Degree Nursing Program
Health Science Division
Proposal to Revise A Program
(Action Item)
Kacy Harris, 270-780-2510, kacy.harris@wku.edu

1. **Identification of program:**
   1.14   Current program reference number: 273
   1.15   Current program title: Associate Degree Nursing Program
   1.16   Credit hours: 72 hours

2. **Identification of the proposed program changes:**
   Grade point average for the applicant with an earned bachelor's degree or higher will be calculated using only the nursing program's required non-nursing courses.

3. **Detailed program description:**

<table>

• Applications must be completed for admission to Bowling Green Community College of Western Kentucky University and the Associate Degree Nursing Program.	• Applications must be completed for admission to Bowling Green Community College of Western Kentucky University and the Associate Degree Nursing Program.
• (Applications must be obtained from the Bowling Green Community College before enrolling in Nursing courses.	• (Applications must be obtained from the Bowling Green Community College before enrolling in Nursing courses.
• Nursing Program application must be received by February 1 for fall semester. For spring admission, applications must be received by September 1.	• Nursing Program application must be received by February 1 for fall semester **and September for spring admission.**
• The applicant must achieve a minimum score of 72 on the Educational Resources Incorporated's Nurse Entrance Test (NET) in order to be considered for admission in spring 2007. The following courses must be completed or in progress in order to be considered for admission; BIO 131C, MA 109C, or MA 116C and CFSC 111C.	• The applicant must achieve a minimum score of 72 on the Educational Resources Incorporated's Nurse Entrance Test (NET) in order to be considered for admission ~~in spring 2007~~. The following courses must be completed or in progress in order to be considered for admission; BIO 131C, MA 109C, or MA 116C and CFSC 111C.
• The applicant must have 10 or more earned university credits and must have a cumulative grade point average of 2.75 in order to be considered for admission.	• The applicant must have 10 or more earned university credits and must have a cumulative grade point average of 2.75 in order to be considered for admission.
• The applicant with 10 or less earned university credits must submit ACT examination results with application. Consideration for admission cannot be given until these scores are available in the department.	• The applicant with 10 or less earned university credits must submit ACT examination results with application. Consideration for admission cannot be given until these scores are available in the department.
	• **Grade point average for the applicant with an earned bachelor's degree or higher will be calculated using only the nursing program's required non-nursing courses. The program's**

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	required science courses must have been taken within the last 5 years.

4. **Rationale for the proposed program change:**

This change will allow students with a less than 2.75 overall GPA on their previously earned bachelor's degree or higher to be considered in the Associate Degree Nursing Program (ADN). This policy will increase the number of qualified students eligible for the ADN program each semester. Students with earned degrees have completed a large number of credit hours overall. Their GPA may be below 2.75; however, the required non-nursing course grades reflect a higher GPA. These are the grades the program deems most pertinent for success in the nursing program.

5. **Effective Catalog Year:** Spring 2009

6. **Dates of prior committee approvals:**

Health Sciences Division: 4/2/08

Bowling Green Community College Curriculum Committee 4/11/2008

University Curriculum Committee   __April 24, 2008_____

University Senate   _____

Attachment: Program Inventory Form

Proposal Date: Jan. 8, 2008

Ogden College of Science and Engineering
Department of BIOLOGY
Proposal to Create a New Course
(Action Item)

Contact Person: Nilesh Sharma, email: nilesh.sharma@wku.edu   phone: 5-6593

1.   **Identification of proposed course:**

     1.17   Course prefix (subject area) and number: BIOL 490 Formatted: Bullets and Numbering
     ~~1.2~~1.18 Course title: Plants as Alternative Therapeutics
     ~~1.3~~1.19 Abbreviated course title: Plants as Alt. Therap.
     1.4   Credit hours and contact hours: 3.0
     1.5   Type of course: L (Lecture)
     1.6   Prerequisites: BIOL 120 and BIOL 122, or BIOL 150 and BIOL 151, or consent of instructor
     1.7   Course catalog listing: Exploration of plants used in traditional medicine with emphasis on pharmacological implications as evidenced in modern clinical research. Examines therapeutic actions of phytochemicals on major human illnesses.

2.   **Rationale:**

     ~~2.1~~2.6   Reason for developing the proposed course: Formatted: Bullets and Numbering
          CAM (Complementary and Alternative Medicine) is one of the thrust areas of research for the National Institute of Health and other global health agencies. This course enhances students' appreciation and understanding of plants as a valuable source of complementary and alternative medicines. This course may attract a multidisciplinary clientele. The target student population will comprise Pre-medicine, Predentistry, Prepharmacy, agriculture, nursing and public health students.

     ~~2.2~~2.7   Projected enrollment in the proposed course: Formatted: Bullets and Numbering
          15-20 students, based upon inquiry and response received from a one-time offering as a special topics class (BIOL 475)
     ~~2.3~~2.8   Relationship of the proposed course to courses now offered by the department: Formatted: Bullets and Numbering
          There is no overlap between this course and others in the undergraduate programs of the Biology Department. This course broadens the scope of Plant Biology and Diversity (BIOL 222) and Plant Physiology (BIOL 400). It also complements content taught in Biochemistry II (BIOL 467), Introduction to Toxicology (BIOL 420), and Plant Biotechnology (BIOL 496).

     ~~2.4~~2.9   Relationship of the proposed course to courses offered in other departments: Formatted: Bullets and Numbering
          No other department at WKU offers a course similar to the proposed course. Students with concentration in biochemistry/organic chemistry, agriculture, nursing and public health will find this course interesting, as it provides applicable areas for each group.
     ~~2.5~~2.10 Relationship of the proposed course to courses offered in other institutions: Formatted: Bullets and Numbering
          Several benchmark and other institutions in the United States offer courses concerning medicinal plants and their potential to affect human health: Middle Tennessee State University (Medical Botany: BIOL-440); Indiana State University (Integrative Medicine: LIFS 491); University of Northern Iowa (Alternative Health & Complementary

Medicine- 410:152); University of Cincinnati (Medical Botany- BIOL 565); Rochester Institute of Technology (Medical Botany- 1026-501); Montana State University (Medical Botany- PS 480); University of Massachusetts, Amherst (Independent Study in Medicinal Plants: PLSOILIN 496).

3. **Discussion of proposed course:**

3.13.5   Course objectives:

  To develop an

- Appreciation for ethnobotanical knowledge pervading through ages
- Awareness of various medical conditions in humans
- Understanding of the diversity of phytochemicals and their pharmalogical/therapeutic ramifications
- Awareness for the need of plant-mediated therapeutics

3.23.6   Content outline:

  Traditional Systems of Medicine:

- Ayurveda
- Chinese medicine
- Egyptian medicine
- Native American medicine

  Phytochemicals I
  Phytochemicals II
  Various medical conditions and the role of phytochemicals in their treatment/prevention:

- Cardiovascular diseases
- Gastrointestinal; liver disorders
- Autoimmune diseases; AIDS
- Respiratory disorders; COPD & cystic fibrosis
- Reproduction-male; Aphrodisiacs
- Cancer
- Reproduction-female; birth control
- CNS-related disorders: Alzheimer's disease; depression
- Skin diseases; herbal cosmetics
- Oral hygiene

3.33.7   Student expectations and requirements:

Students will attend lectures and display mastery of the course content through exams and production of a term paper.

3.43.8   Tentative texts and course materials:

(1) Lewis, Walter H. and Memory R. F. Elvin-Lewis (2003) *Medical Botany: Plants Affecting Human Health.* 2nd ed. John Wiley & Sons, Inc., Hoboken, NJ.
(2) van Wyk, Ben-Erik and Michael Wink (2004) *Medicinal Plants of the World.* Timber Press, Portland, OR

4. **Resources:**

4.14.3 Library resources:
Adequate; see Library Resource Form and Bibliography

4.24.4 Computer resources:
Open student computer labs. Adequate free material available online

5.   **Budget implications:**

5.15.5 Proposed method of staffing:
Existing faculty

5.25.6 Special equipment needed:
None

5.35.7 Expendable materials needed:
None

5.45.8 Laboratory materials needed:
None

6.   **Effective Catalog Year:** Spring 2009

7.   **Dates of prior committee approvals:**

Biology Department/Division: ___2/20/2008_____

Ogden Curriculum Committee   ____4/3/2008_____

University Curriculum Committee   __April 24, 2008_____

University Senate   _____

Attachment: Bibliography, Library Resources Form, **Course Inventory Form**

Proposal Date: 2/7/07

Ogden College of Science & Engineering
Department of Architectural and Manufacturing Sciences
Proposal to Revise a Program
Action Item

Contact Person: K. Brent Askins   brent.askins@wku.edu   745-3251

1.   Identification of program:
       1.1   Current program reference number: 599
       1.2   Current program title: Industrial (Vocational, Career, and Technical) Education
       1.3   Credit hours: 71-79

2.   Identification of the proposed program changes:

       - Create two concentrations within the 599 program: Technology Education and Vocational Education
       - Alter two requirements for Technology Education (formerly part of 571 Industrial Sciences)
       - Add EDU 489 3hrs, replace SEC 490 5 hrs and MGE 490 5 hrs with SEC 490 10 hrs

3.   Detailed program description:

3. Detailed program description:					
Industrial (Vocational, Career, and Technical) Education					
TECHNICAL ELECTIVES 48 hrs			48 hrs GENERAL ELECTIVES		
Professional Classes (New) 15			15	**Professional Classes (Program #599)**	
Educational Psychology	PSY 310	3	3	PSY 310	Educational Psychology
Methods of Ind Ed	AMS 331	3	3	AMS 331	Methods of Ind Ed
Foundations of Ind Voc and Career Ed	AMS 332	3	3	AMS 332	Foundations of Ind Voc and Career Ed
Inst Media and Curriculum in Ind Tech Ed	AMS 333	3	3	AMS 333	Inst Media and Curriculum in Ind Tech Ed
Introduction to Exceptional Child Ed Diversity in Learning	EXED 330	3	3	EXED 330	Introduction to Exceptional Child Ed Diversity in Learning
Vocational Education Concentration 8			8	**Industrial (Voc, Career, and Tech Ed) (Option)**	
Investigations in Secondary Education	AMS 330	1	1	AMS 330	Investigations in Secondary Education
Classroom/Laboratory Management	AMS 334	3	3	AMS 334	Classroom/Laboratory Management
Supv Student Teaching (Voc Ind & Tech)	AMS 435	4	4	AMS 435	Supv Student Teaching (Voc Ind & Tech)

Technology Education Concentration 16			13		Technology Education (Option)
Reading in the Middle School	LTCY 421	3	3	LTCY 421	Reading in the Middle School
Student Teaching Seminar	EDU 489	3	5	MGE 490	Student Teaching
Student Teaching	SEC 490	10	5	SEC 490	Student Teaching

4.   Rationale for the proposed program change

The addition of EDU 489 to the Technology Education concentration is based upon requirements from our accreditation agency, National Council for the Accreditation of Teacher Education (NCATE), national trends outlined by professional societies, input from the College of Education and Behavioral Sciences, and practices at sister institutions. The content of EDU 489 will become a primary part of the PRAXIS test required for all graduating seniors in any teacher education program. This is at the direction of the Kentucky Educational and Professional Standards Board.

MGE 490 is being dropped from Technology Education concentration because middle grades Technology Education programs are rare, making placements difficult. The hours will be replaced by adding 5 hrs to SEC 490 for a total of 10 hrs.

5.   Effective Catalog Year: Fall 2008

6. **Dates of prior committee approvals:**

Architectural and Manufacturing Sciences   3/27/07

Ogden College Curriculum Committee   4/5/07

Professional Education Council   5/9/07

University Curriculum Committee   __April 24, 2008_____

University Senate   _____

Proposal Date: 9/10/07

College of Health and Human Services
Department of Physical Education and Recreation
Proposal to Revise Course Credit Hours
(Action Item)
Contact Person: James Navalta, james.navalta@wku.edu, 745-6037

1. **Identification of course:**
   1.1   Current course prefix (subject area) and number: EXS 412
   1.2   Course title: Fitness Programming
   1.3   Credit hours: 3

2. **Proposed course credit hours:** 4

3. **Rationale for the revision of course credit hours:** Fitness Programming currently is a lecture-based course that builds on the knowledge gained in EXS 325 (Applied Exercise Physiology). Much of the content received during lecture can be enhanced and reinforced through hands-on experiences presented in a laboratory format (such as how to accurately perform tests for cardiovascular capacity, body composition, flexibility, muscular strength and endurance, etc.). The proposed change in course credit would reflect three hours of lecture, and an additional hour of laboratory based instruction.

4. **Effective Catalog Year:** Summer 2008

5. **Dates of prior committee approvals:**

   Dept. of Physical Education & Recreation   9/24/2007_____

   CHHS Undergraduate Curriculum Committee   11/27/2007

   University Curriculum Committee   ___April 24, 2008_____

   University Senate   _____

Attachment: Course Inventory Form

College of Health and Human Services
Department of Consumer and Family Sciences
Proposal to Revise a Program
(Action Item)

Contact Person: Darbi Haynes-Lawrence, Ph.D., Darbi.Haynes-Lawrence@wku.edu, 52525 or
Janet Fugate, Ed.S., Janet.Fugate@wku.edu, 54613

1. **Identification of program:**
   1.1 Current program reference number: 563
   1.2 Current program title: Family and Consumer Sciences
   1.3 Credit hours: minimum of 51 hours

2. **Identification of the proposed program changes:**
   Add a fourth concentration to the major of Family and Consumer Sciences

3. **Detailed program description:**

Current:	Proposed:
The program (reference number 563) offers three concentrations: (1) Child Studies, which provides a program for study for students who wish to work in a child-focused environment but do not wish to seek teacher certification; (2) Family and Consumer Sciences Education, which leads to teacher certifications; and (3) Family Studies, which provides a program of study for students who wish to work in a family-focused environment. Students enrolled in the Family Studies concentration may not minor in Family Studies. *The next three paragraphs stay the same, so are not included in the proposal, and following is a brief overview. Of the three current concentration 2 require a minor (Family and Child Studies), while the Family and Consumer Sciences Education concentration requires 27 core, 24 concentration, and 31 professional education credit hour requirements.*	The program (reference number 563) offers three concentrations: (1) Child Studies, which provides a program for study for students who wish to work in a child-focused environment but do not wish to seek teacher certification; (2) Family and Consumer Sciences Education, which leads to teacher certifications; and (3) Family Studies, which provides a program of study for students who wish to work in a family-focused environment; and **(4) Child Life Specialist, which provides a program of study for students who wish to become a Child Life Specialist.** Students enrolled in the Family Studies concentration may not minor in Family Studies. *The next three paragraphs stay the same, so are not included in the proposal, and following is a brief overview. Of the three current concentrations, 2 require a minor (Family and Child Studies), while the Family and Consumer Sciences Education concentration requires 27 core, 24 concentration, and 31 professional education credit hour requirements.* **The concentration in Child Life Specialist requires a minimum of 27 hours in Consumer and Family Sciences core courses, 41 hours in professional Child Life Specialist concentration courses, and 18 credit hours of required electives for a total of 86 semester hours. A grade of "C" or above must be earned in the following courses required for this major: CFS 111, 180, 191, 192, 198, 292, 294, 295, 296, 310, 311, 313, 380, 391, 393, 395, 399, 410, 492, 493, 494, 496, 499, AH 290, REC 328, SOC 300 & 440, SWRK 436, 450. No minor is required.**
Common Core (27 hours)	

CFS 180: Foundations in FCS (3)
CFS 111: Nutrition (3)
CFS 191: Child Development (3)
CFS 310: Mgt of Family Resources (3)
CFS 311: Family Relations (3)
CFS 380: Professional Pres Tech in FCS (3)
CFS 492: Growth & Guidance (3)
CFS 493: Family Life Education (3)
CFS 494: Parenting Strategies (3)

Concentrations:
Family & Consumer Sciences Education (24hrs)
DMT 100: Introduction to Interior Design (3)
DMT 110: Design Concepts (3)
DMT 131: Basic Apparel Construction (3)
CFS 151 : Food Science (3)
DMT 223: Textiles (3)
CFS 381: Methods & Materials in FCS ED (3)
CFS 145: Introduction to Computing (3) or
CIS 141: Basic Computer Literacy (3)
CFS 481: Advanced Mthds in FCS Ed. (3)

Family Studies (24 hours)
CFS 410: Internship (3)
CFS 495: Interpersonal/Relation Violence (3)
CFS 399: Implications of Research in Family & Child Studies (3)
CFS 499: Critical Issues in Family & Child Studies (3)
SOC 300: Using Statistics in Sociology (3)
PSY 423: Psy of Adult Life & Aging (3)
                Or
SOC 342: Aging in Society (3)
PSY 430: Psychology of Women (3) or
SOC 355: Sociology of Gender (3)
SOC 359: Sexuality and Society (3) or
PH 365:   Human Sexuality (3)

Child Studies (24 hours)
CFS 192: Work with Young Child & Fam (3)
CFS 292: Diversity in Early Childhood (3)
CFS 294: Assessment of Young Children (3)
CFS 299: Admin of Early Childhood Prg (3)
CFS 399: Implications of Research in
              Family and Child Studies (3)
CFS 499: Critical Issues in Family and Child
              Studies (3)
CFS 410: Internship (3)
SOC 300: Using Statistics in Sociology (3)

Common Core (27 hours)
CFS 180: Foundations in FCS (3)
CFS 111: Nutrition (3)
CFS 191: Child Development (3)
CFS 310: Mgt of Family Resources (3)
CFS 311: Family Relations (3)
CFS 380: Professional Pres Tech in FCS (3)
CFS 492: Growth & Guidance (3)
CFS 493: Family Life Education (3)
CFS 494: Parenting Strategies (3)

Concentrations:
Family & Consumer Sciences Education (24hrs)
DMT 100: Introduction to Interior Design (3)
DMT 110: Design Concepts (3)
DMT 131: Basic Apparel Construction (3)
CFS 151 : Food Science (3)
DMT 223: Textiles (3)
CFS 381: Methods & Materials in FCS ED (3)
CFS 145: Introduction to Computing (3) or
CIS 141: Basic Computer Literacy (3)
CFS 481: Advanced Mthds in FCS Ed. (3)

Family Studies (24 hours)
CFS 410: Internship (3)
CFS 495: Interpersonal/Relation Violence (3)
CFS 399: Implications of Research in Family & Child Studies (3)
CFS 499: Critical Issues in Family & Child Studies (3)
SOC 300: Using Statistics in Sociology (3)
PSY 423: Psy of Adult Life & Aging (3)
                  Or
SOC 342: Aging in Society (3)
PSY 430: Psychology of Women (3) or
SOC 355: Sociology of Gender (3)
SOC 359: Sexuality and Society (3) or
PH 365:   Human Sexuality (3)

Child Studies (24 hours)
CFS 192: Work with Young Child & Fam (3)
CFS 292: Diversity in Early Childhood (3)
CFS 294: Assessment of Young Children (3)
CFS 299: Admin of Early Childhood Prg (3)
CFS 399: Implications of Research in
              Family and Child Studies (3)
CFS 499: Critical Issues in Family and Child
              Studies (3)
CFS 410: Internship (3)
SOC 300: Using Statistics in Sociology (3)

	Child Life Specialist (41 hours)
	CFS 198: Guidance & Problem Solving Approaches with Young Children (3) **CFS 292: Diversity in Early Childhood Programs (3)** **CFS 294: Assessment of Young Children (3)** **CFS 295: Curriculum Development for Infants & Toddlers (3)** **CFS 296: Curriculum Development for Preschool & Kindergarten (3)** **CFS 313: Practicum in Human Services (3)** **CFS 391: Risk and Resilience (3)** **CFS 393: Role of Play in Child Development (3)** **CFS 395: Child and Family Stress (3)** **CFS 410: Internship (3)** **REC 328: Inclusive Recreation (3)** **SOC 440: Medical Sociology (3)** **AH 290: Medical Terminology (2)** **SWK 450: Child Maltreatment (3)**
	Required Electives (18 hours) **CFS 192: Working with Young Children & Families (3)** **CFS 399: Implications of Research in Family & Child Studies (3)** **CFS 496: Managing Challenging Behaviors in Young Children (3)** **CFS 499: Critical Issues in Family & Child Studies (3)** **SOC 300: Using Stats in Sociology (3)**

Total Hours in Core: 27
Hours for each Concentration:
 Family and Consumer Sciences Ed 24
 Family Studies 24
 Child Studies 24
 	
Total Hours per Concentration
 Family and Consumer Sciences Ed
  (core+ concentration+ Prof. Ed) = 82
 Family Studies (core + concentration) = 51 + minor
 Child Studies (core + concentration) = 51 + minor
	SWK 436: Services for Children (3)
	
	Total Hours in Core: 27
	Hours for each Concentration:
	 Family and Consumer Sciences Ed 24
	 Family Studies 24
	 Child Studies 24
	 Child Life Specialist 41
	Total Hours per Concentration
	 Family and Consumer Sciences Ed
	  (core+ concentration+ Prof. Ed) = 82
	 Family Studies (core + concentration) = 51 + minor
	 Child Studies (core + concentration) = 51 + minor
	 Child Life Specialist
	  (core + concentration + required electives) = 86

4. **Rationale for the proposed program change**

A fourth concentration (Child Life Specialist) in the Family and Consumer Sciences Program is being proposed to address the needs of students and the profession. The Child Life Specialist is a rapidly growing profession across the nation and Western Kentucky University has a growing cohort of students interested in a career as a Child Life Specialist. This concentration was

designed using the National Child Life Council as a guide to address the required curriculum. The Child Life Council outlines the areas of curriculum they expect students to have in order to become a successful Child Life Specialist.

5. **Effective Catalog Year:** Fall 2008

6. **Dates of prior committee approvals:**

    Consumer and Family Sciences Department: ____3/24/08_____

    CHHS Curriculum Committee 4/1/08_

    University Curriculum Committee _April 24, 2008_____

    University Senate _____

Attachment: Program Inventory Form

College of Health and Human Services
Department of Consumer and Family Sciences
Proposal to Create a New Certificate Program
(Action Item)

Contact Person: Darbi Haynes-Lawrence, Ph.D., Darbi.Haynes-Lawrence@wku.edu, 52525

1.   Identification of program:
   1.1   Program title: Family Home Visiting Certificate
   1.2   Required hours in program: 12
   1.3   Special information:
   1.4   Catalog description: The Family Home Visiting Certificate will prepare students to
             provide home visiting services. Potential clients include those needing parenting skills,
             those at risk for abusing and neglecting their children, and/or those who need other
             support services.

2.   Objectives of the proposed certificate program:
        Upon completion of this certificate, students will be able to:
   •   manage and maintain home visits,
   •   identify ethical and professional issues of home visiting,
   •   provide support for new parents,
   •   understand the role of child and family stress in family functioning,
   •   understand parenting strategies,
   •   provide appropriate information for positive parenting,
   •   to create a family centered atmosphere,
   •   conduct ongoing assessments including needs assessments and family assessment,
   •   address challenges and barriers to working with families,
   •   model interviewing techniques for families with sensitive issues,
   •   demonstrate appropriate strategies of handling challenging behaviors in young children.

3.   Rationale:
   3.1   Reason for developing the proposed certificate program: This certificate is
             designed for two populations. The first is for those professionals in the
             field, who are potential WKU students seeking the certification only.
             There is a large need in the profession for people who conduct home visits through their
             employment positions, but have had no training in home visiting. The second population
             is current WKU students who wish to strengthen their training and marketability in the
             fields of Child or Family Studies. This certificate is a natural transition for those enrolled
             in either the Child Studies or Family Studies concentrations within Family and Consumer
             Sciences. Graduates of these programs will be better prepared to enter employment
             positions where home visits are conducted, such as Head Start, Early Head Start,
             HANDS, Healthy Start, Parents as Teachers, Healthy Families America, etc.
   3.2   Relationship of the proposed certificate program to other programs now offered by the
             department: There are no programs in our department similar to this one.
   3.3   Relationship of the proposed certificate program to certificate programs offered in other
             departments: There are no programs offered at WKU that are similar to this one.
   3.4   Projected enrollment in the proposed certificate program: 15 students initially, with an
             increase over time.

3.5   Similar certificate programs offered elsewhere in Kentucky and in other states (including programs at benchmark institutions): There are no certificate programs like this offered at the benchmark institutions. The Community College of Philadelphia offers a certificate in this program.

3.6   Relationship of the proposed certificate program to the university mission and objectives: The proposed certificate is within the mission of WKU and supportive of the 2007/2008-2011/2012 Strategic Plan, Goals 1, 2, and 4.

4.   **Curriculum:**

The courses required for this certificate program include the following. Students must earn at least a "C," to count towards the certification.

CFS 395	Child and Family Stress	3 hours
CFS 494	Parenting Strategies	3 hours
CFS 496	Challenging Behaviors in Young Children	3 hours
CFS 497	Family Home Visiting	3 hours
	Total:	**12 hours**

5.   **Budget implications:** None

6.   **Effective Catalog Year:** Spring 2009

7.   **Dates of prior committee approvals:**

Consumer and Family Sciences Department   __3/24/08_____

CHHS Curriculum Committee   4/1/08__

University Curriculum Committee   ___April 24, 2008_____

University Senate   _____

Attachment: Program Inventory Form