**Potter College of Arts & Letters**

**Western Kentucky University**

**745-2345**

# REPORT TO THE UNIVERSITY CURRICULUM COMMITTEE

Date: March 24, 2011

The Potter College of Arts & Letters submits the following items for consideration:

|  |  |
| --- | --- |
| **Type of Item** | **Description of Item & Contact Information** |
| Action | **Proposal to Revise Course Credit Hours**  COMM 495 Independent Study in Communication  Contact: Larry Snyder, [lawrence.snyder@wku.edu](mailto:lawrence.snyder@wku.edu), 745-3297 |
| Action | **Proposal to Create a New Course**  PS 376 Political Management  Contact: Scott Lasley, [scott.lasley@wku.edu](mailto:scott.lasley@wku.edu), 745-2799 |
| Action | **Proposal to Revise a Program**  514 Bachelor of Fine Arts, Visual Arts  Contact: Brent Oglesbee, [brent.oglesbee@wku.edu](mailto:brent.oglesbee@wku.edu), 745-6566 |
| Action | **Proposal to Create a New Minor**  Minor in Teaching English as a Second Language (TESL)  Contact: Elizabeth Grace Winkler, [Elizabeth.winkler@wku.edu](mailto:Elizabeth.winkler@wku.edu), 745-2415 |

Proposal Date: 2/16/11

**Potter College of Arts & Letters**

**Department of Communication**

**Proposal to Revise Course Credit Hours**

**(Action Item)**

Contact Person: Larry Snyder, [Lawrence.snyder@wku.edu](mailto:Lawrence.snyder@wku.edu), x5-3297

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: COMM 495
  2. Course title: Independent Study in Communication
  3. Credit hours: 3.0

**2. Proposed course credit hours:** Variable 1-6

**3. Rationale for the revision of course credit hours:** Variable credit provides more flexibility for students in consultation with the faculty to develop research projects, including the Capstone experience.

**4. Proposed term for implementation:** Fall 2011

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

Department of Communication: 02/18/2011

Potter College Curriculum Committee: 03/03/2011

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachment: Course Inventory Form**

Proposal Date: January 18, 2011

**Potter College**

**Department of Political Science**

**Proposal to Create a New Course**

**(Action Item)**

Contact Person: Scott Lasley, scott.lasley@wku.edu, 5-2799

**1. Identification of proposed course:**

* 1. Course prefix (subject area) and number: PS 376
  2. Course title: Political Management
  3. Abbreviated course title: Political Management
  4. Credit hours and contact hours: 3 (3 contact hours per week)
  5. Type of course: Lecture
  6. Prerequisites/corequisites: N/A
  7. Course catalog listing: Applied course with focus on developing skills related to political management including fundraising, issue advocacy, and media strategy.

**2. Rationale:**

* 1. Reason for developing the proposed course: The creation of this course is a direct response from feedback received from former students who have worked in politics and/or campaigns after graduation from WKU. It also reflects the Department’s effort to fulfill the University’s mission to prepare productive and engaged leaders for a global society. This course is an extension of PS 375: Fundamentals of Campaign Management. Like PS 375, this course will have more of an applied/vocational focus than most other courses in our Department. The course will allow us to better prepare students for positions in a number of political and non-profit settings. Former students indicate that they would like more coverage of issues related to buying advertising (including television, radio, and print), budgeting and campaign finance, and working with the media. While some of these items have been covered in PS 375, the addition of this course will provide the time to go into more depth over more topics.
  2. Projected enrollment in the proposed course: 30 (every other year) expected to primarily come from political science majors but may also attract other students interested in politics and non-profit careers. This projection is based on the typical enrollment for PS 375 and the number of students who had selected the campaign management track within the major.
  3. Relationship of the proposed course to courses now offered by the department: The course would serve as a complement to PS 375: Fundamentals of Political Campaign Management. This course will cover topics that are either not covered in PS 375 or receive limited attention in it. PS 375 covers a wide range of issues related to campaign management. The issues range from candidate entry to campaign strategy. It is simply not possible to give all topics the amount of coverage that is needed. This course (PS 376) will provide the opportunity to expand on several areas that merit further attention than can be afforded in PS 375. These areas include advertising and fundraising/budgeting. This course will also allow coverage of areas (new and online media and issue advocacy) that had received only minimal coverage. In many ways PS 376 will relate to PS 375 similarly to the relationship between Intermediate Accounting I and II. It simply takes two courses to cover the material that students should be exposed to.
  4. Relationship of the proposed course to courses offered in other departments: There is no similar course offered at WKU. However, there will be elements covered in the course that are covered by other courses. For example, some of the material we will cover under advertising will be covered in more breadth and depth in JOUR 341. We will focus on voter targeting and cover some of the nuts and bolts related to purchasing advertising, but will not cover the techniques of creating advertisements. Likewise, we will introduce strategies to utilize new media as part of electoral and issues campaigns. There is no reason for other departments to be wary of this course. Ideally, many of our students would be able to take courses from other majors to supplement and expand on the material they will be introduced to them in PS 375 and PS 376.
  5. Relationship of the proposed course to courses offered in other institutions: There are a number of campaign and political management courses and programs offered across the country at the graduate and undergraduate level. They are more common at universities that place an emphasis on applied politics. Examples of schools that have made a commitment to political management majors/minors/tracks include Salisbury, Fort Hays State, George Washington University (particularly at the graduate level), Akron, and Utah. Most schools that offer an applied emphasis on political management supplement more traditional political science offerings with a course or two that explicitly focuses on campaign or political management. For example, Fort Hays State offers a course on political campaign management (660) and an interdisciplinary course on political communication. Utah (3160) offers a course in political management. Akron offers three courses (two campaign management courses and one on campaign finance). I am not aware of any directly equivalent courses at public universities in Kentucky colleges and universities.

**3. Discussion of proposed course:**

* 1. Course objectives: The primary objective of the course is to provide students an educational background that they will be able to apply in campaign, political, and other non-profit positions. Substantive objectives will evolve with shifting trends in campaigns and politics. Specific objectives include developing an understanding in the following areas:
* Political use of new media
* introduction to lobbying and issue advocacy (how to launch an issue campaign and influence legislators)
* fundraising and budgeting (from campaign finance rules to actual fundraising strategies)
* advertising strategies (including voter targeting, buying advertising, and design)
  1. Content outline: The core content areas covered in the course will include:
* Voter targeting and mobilization (role and importance of; strategies)
* Fundraising (budgeting; developing and keeping donors; small versus large donors; event planning)
* New media and the Internet (strategies to utilize social media such as Twitter and Facebook; E-mail campaigns; online advertising; web presence)
* Advertising (comparison of media option; developing a campaign; what matters and what doesn’t; how to purchase)
* Work of the Congressional Office
* Issue advocacy (lobbying techniques and strategies)
  1. Student expectations and requirements: In addition to exams, students will develop a portfolio that highlights their work throughout the semester. For each major topic covered during the course, students will complete a project that will become part of their portfolio.
  2. Tentative texts and course materials: Course Pack based on material and information from best practices and professional political and campaign seminars. The course will also make use of numerous resources available online and case studies which I will develop as the instructor. Textbooks that would be under consideration for use in the course include:
* Levine, Bertram. 2008. *The Art of Lobbying: Building Trust and Selling Policy*. CQ Press: Washington, DC.
* Burton, Michael John and Daniel Shea. 2010. *Campaign Craft: The Strategies, Tactics, and Art of Political Campaign Management, 4th Ed.* Praeger
* Pelosi, Christina. 2007. *Campaign Boot Camp: Basic Training for Future Leaders.* Polipoint Press.

**4. Resources:**

* 1. Library resources: Library resources are currently not adequate, but they will order all books necessary for the course.
  2. Computer resources: University resources currently available to students are more than adequate.

**5. Budget implications:**

* 1. Proposed method of staffing: Existing staff will be used to teach the course.
  2. Special equipment needed: None
  3. Expendable materials needed: None
  4. Laboratory materials needed: None

**6. Proposed term for implementation:** Fall 2011

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

Department of Political Science: 02/17/11

Potter College Curriculum Committee 03/03/2011

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

**Bibliography**

Books (Note: Resources considered to be essential resources for students and faculty are marked with \*)

\*Pelosi, Christina. 2007. *Campaign Boot Camp: Basic Training for Future Leaders.* Polipoint Press.

Levine, Bertram. 2008. *The Art of Lobbying: Building Trust and Selling Policy*. CQ Press: Washington, DC.

Burton, Michael John and Daniel Shea. 2010. *Campaign Craft: The Strategies, Tactics, and Art of Political Campaign Management, 4th Ed.* Praeger

# Fusco, Peter. 2008. *Running: How To Design And Execute A Winning Political Campaign.* CreateSpace.

# \*Faucheux, Ronald. 2003. *Winning Elections: Political Campaign Management, Strategy, & Tactics*. M. Evans and Company.

# DeKieffer, Donald. 2007. *The Citizen’s Guide to Lobbying Congress*. Chicago Review Press.

# \*Gelak, Deanna. 2008. *Lobbying and Advocacy: Winning Strategies, Resources, Recommendations, Ethics and Ongoing Compliance for Lobbyists and Washington Advocates: The Best of Everything Lobbying and Washington Advocacy.* TheCapitol.Net, Inc.

# \*Zetter, Lionel. 2008. *Lobbying: The Art of Political Persuasion.* Harriman House.

Periodicals.

\*Green, Donald and Alan Gerber. 2008. *Get Out the Vote, 2nd Edition.* Brookings.

\*Barksdale, Brent. 2010. *Winning Political Tips.* Capitol Consulting, Inc.

# \*McNamara, Michael. 2008. *The Political Campaign Desk Reference: A Guide for Campaign Managers and Candidates Running for Elected Office.* Outskirts Press

# Genn, Adina. 2009. *The Everything Guide to Fundraising*. Adams Media.

Panagopoulos, Costas. 2009. *Politicking Online: The Transformation of Election Campaign Communications.* Rutgers University Press

\*Malchow, Hal. 2008. *Political Targeting, 2nd Ed.* Predicted Lists, LLC.

Periodicals

*\*Campaigns & Elections*

Proposal Date: 1/21/2011

**Potter College of Arts and Letters**

**Department of Art**

**Proposal to Revise A Program**

**(Action Item)**

Contact Person: Brent Oglesbee, [brent.oglesbee@wku.edu](mailto:brent.oglesbee@wku.edu), 5-6566

**1. Identification of program:**

* 1. Current program reference number: 514
  2. Current program title: BFA, Visual Arts
  3. Credit hours: 82

**2. Identification of the proposed program changes:**

* Deletion of upper level art history electives ART 300, 301, 302, 303
* Revised listing of upper level art history electives for studio concentration to include: ART 305, 315, 316, 408, 409, 410
* Revised listing of upper level art history electives for graphic design concentration to include: ART 305, 315, 316, 403, 408, 409, 410

**3. Detailed program description:**

|  |  |
| --- | --- |
| BFA Visual Arts studio concentration hrs. | BFA Visual Arts studio concentration (proposed) hrs. |
| ART 130 Design 3 | ART 130 Design 3 |
| ART 131 3-D Design 3 | ART 131 3-D Design 3 |
| ART 140 Drawing 3 | ART 140 Drawing 3 |
| ART 240 Drawing 3 | ART 240 Drawing 3 |
| ART 340 Drawing 3 | ART 340 Drawing 3 |
| ART 341 Drawing 3 | ART 341 Drawing 3 |
| ART 440 Drawing 3 | ART 440 Drawing 3 |
| ART 105 History of Art to 1300 3 | ART 105 History of Art to 1300 3 |
| ART 106 History of Art since 1300 3 | ART 106 History of Art since 13003 |
| 2 upper-level elective art history courses 6  selected from the following menu:  ART 300, 301, 302, 303, 312, 313, 314, 325, 334, 390, 401, 403, 405, 407, 445, 494,  PHIL 305 | 2 upper-level elective art history courses 6  selected from the following menu:  **ART 305**, 312, 313, 314, **315, 316,** 325, 334, 390, 401, 403, 405, 407, **408, 409, 410,** 445, 494, PHIL 305 |
| Any four of the following basic studios 12 | Any four of the following basic studios 12 |
| ART 220 Ceramics | ART 220 Ceramics |
| ART 231 Graphic Design | ART 231 Graphic Design |
| ART 243 Digital Media | ART 243 Digital Media |
| ART 250 Printmaking | ART 250 Printmaking |
| ART 260 Painting | ART 260 Painting |
| ART 270 Sculpture | ART 270 Sculpture |
| ART 280 Weaving | ART 280 Weaving |
| 2 upper-level elective studio courses 6 | 2 upper-level elective studio courses 6 |
| 9 upper-level studio courses in one medium 27 | 9 upper-level studio courses in one medium 27 |
| ART 432 Portfolio 3 | ART 432 Portfolio 3 |
| ART 434 Capstone Seminar 1 | ART 434 Capstone Seminar 1 |
| Total semester hours 82 | Total semester hours 82 |

|  |  |
| --- | --- |
| BFA Visual Arts Graphic Design concentration  hours | BFA Visual Arts Graphic Design concentration  (proposed) hours |
| ART 130 Design 3 | ART 130 Design 3 |
| ART 131 3-D Design 3 | ART 131 3-D Design 3 |
| ART 140 Drawing 3 | ART 140 Drawing 3 |
| ART 240 Drawing 3 | ART 240 Drawing 3 |
| ART 340 Drawing 3 | ART 340 Drawing 3 |
| ART 341 Drawing 3 | ART 341 Drawing 3 |
| ART 440 Drawing or ART 431 Illustration 3 | ART 440 Drawing or ART 431 Illustration 3 |
| ART 105 History of Art to 1300 3 | ART 105 History of Art to 1300 3 |
| ART 106 History of Art since 13003 | ART 106 History of Art since 13003 |
| 2 upper-level elective art history courses 6  selected from the following menu:  ART 300, 301, 302, 303, 312, ART 313, 314, 325, 390, 401, 405, 407, 445, 494, PHIL 305 | 2 upper-level elective art history courses 6  selected from the following menu:  **ART 305**, 312, 313, 314, **315, 316**, 325,390, 401, **403**, 405, 407, **408, 409, 410**, 445, 494,  PHIL 305 |
| Any three of the following basic studios 9 | Any three of the following basic studios 9 |
| ART 220 Ceramics | ART 220 Ceramics |
| ART 250 Printmaking | ART 250 Printmaking |
| ART 260 Painting | ART 260 Painting |
| ART 270 Sculpture | ART 270 Sculpture |
| ART 280 Weaving | ART 280 Weaving |
| 2 upper-level elective studio courses 6 | 2 upper-level elective studio courses 6 |
| ART 231 Graphic Design 3 | ART 231 Graphic Design 3 |
| ART 243 Digital Media 3 | ART 243 Digital Media 3 |
| ART 330 Graphic Design 3 | ART 330 Graphic Design 3 |
| ART 334 Survey of Graphic Design 3 | ART 334 Survey of Graphic Design 3 |
| ART 343 Digital Media, Time Based 3 | ART 343 Digital Media, Time Based 3 |
| ART 430 Graphic Design 3 | ART 430 Graphic Design 3 |
| ART 432 Portfolio 3 | ART 432 Portfolio 3 |
| ART 433 Package Design 3 | ART 433 Package Design 3 |
| ART 438 Advanced Computer Graphics 3 | ART 438 Advanced Computer Graphics 3 |
| Select one course from each of the following pairs | Select one course from each of the following pairs |
| ART 331 Visual Thinking or  JOUR 343 Print Design 3 | ART 331 Visual Thinking or  JOUR 343 Print Design 3 |
| ART 436 Electronic Illustration or  AMS 308 Graphic Communications 3 | ART 436 Electronic Illustration or  AMS 308 Graphic Communications 3 |
| ART 434 Capstone Seminar 1 | ART 434 Capstone Seminar 1 |
| Total semester hours 82 | Total semester hours 82 |

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

* New art history offerings overlap the topics covered in ART 300, 301, 302, and 303, rendering them unnecessary courses for our students.
* The department has had a series of art history courses individually approved but neglected to revise the program they were intended to serve. This action will ensure BFA majors are aware of all upper level art history electives available to them via the ICAP audit system.

**5. Proposed term for implementation and special provisions (if applicable):** 201130

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

Art Department/Division: 01/31/2011

Potter College Curriculum Committee 03/03/2011

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachment: Program Inventory Form**

Proposal Date: Feb 1, 2011

**Potter College of Arts and Letters**

**Department of English**

**Proposal to Create a New Minor Program**

**(Action Item)**

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

**1. Identification of program:**

* 1. Program title: Minor in Teaching English as a Second Language (TESL)
  2. Required hours in minor program: 19
  3. Special information: None.

Catalog description: The minor in Teaching English as a Second Language (TESL) will prepare students interested in linguistics and language teaching to pursue teaching opportunities in private corporations or overseas in both corporations and public schools. The minor in Teaching English as a Second Language requires a minimum of 19 credit hours, including either ENG 104, 302, 304 (or the equivalent), ENG 407, 408, 469, 470, and 471. In addition, all students will be required to complete one year of international language classes at the college level. ENG 104, 302, or 304 (or equivalent) is a prerequisite for ENG 407. English 407 is the prerequisite for 408. ENG 471 (Practicum) must be completed at the end of coursework. Students completing the TESL minor will also receive the undergraduate TESL endorsement.

**2. Rationale:**

* 1. Reason for developing the proposed minor program: Currently we offer an undergraduate endorsement in TESL that must be earned in addition to a major and a minor. This adds at least a semester to a student’s college career. The program is substantial enough to stand as a minor. English and various Education majors will be particularly interested in pursuing this option, though it will be open to all. Students earning teacher certification at any level could strengthen their credentials and their flexibility with this minor. Students not pursuing teacher certification would be credentialed to teach in private schools in the U.S. and in language schools or businesses abroad. Globally, there is a rising need for trained professionals in the field of teaching English as a second or foreign language.
  2. Projected enrollment in the proposed minor program: Based on inquiries from our students and the demand in public and private schools for TESL instruction, we estimate we will have 15 minors the first year and project steady moderate growth thereafter.
  3. Relationship of the proposed minor program to other programs now offered by the department: The coursework parallels the endorsement program already offered for Education majors. Students completing the minor would at the same time earn the endorsement, the preferred credential.
  4. Relationship of the proposed minor program to other university programs: There is no overlap with any other degree programs in other departments with the exception of the international language requirement, which could increase enrollment in Modern Languages.
  5. Similar minor programs offered elsewhere in Kentucky and in other states (including programs at benchmark institutions): The University of Northern Iowa, Brigham Young University, Northwestern, Missouri State, James Madison, and Penn State all offer minors in TESL. In Kentucky, UL, EKU, Murray, and Georgetown offer the TESL Endorsement but not the minor. Ours would be the only TESL minor in the state, a clear advantage.
  6. Relationship of the proposed minor program to the university mission and objectives: As a leading American university with international reach, it is important that we develop programs that provide our students opportunities to expand their horizons beyond the US context and learn how to be citizens of the world. A linguistic understanding of language diversity accompanied by the real-world skills this program provides will prepare our students to be good international citizens as well as to pursue career options both here and abroad. In addition, since few U.S. universities provide linguistics-related majors or minors, this program will give students an advantage should they apply to graduate programs in linguistics and/or TESL.

**3. Objectives of the proposed minor:** Students who complete this program will gain a theoretical understanding of how languages are learned (most specifically, how English is learned by non-native speakers), different methodologies associated with language instruction and learning, and practical experience in the classroom application of this knowledge. This program will prepare students to become ESL instructors in public schools (if they have teacher certification), to become ESL instructors in private institutions or corporations in the U.S. or abroad, and to successfully pursue graduate work in linguistics and/or TESL.

**4. Curriculum:**

ENG 104 Introduction to Linguistics OR 302 Language and Communication OR 304 English Language (or the equivalent)

ENG 407 Linguistic Analysis: A study of current linguistic theory that includes the important levels of language as a means of communication, as well as various theories and applications of linguistic theory to other fields of study, particularly language teaching. (3)

ENG 408 Sociolinguistics and Psycholinguistics: A study of how sociology and psychology contribute to the study of linguistics. Emphasis is given to social and regional dialects, first and second language acquisition, and speech production. (3)

ENG469 Theories of Second Language Acquisition**:** A study of theories, methods, and approaches for teaching English as a second or foreign language and of other foreign languages. (3)

ENG 470 TESL Materials and Methods: A course designed to develop skills, procedures, and strategies for teaching and utilizing materials and for developing teacher-made materials to teach ESL/EFL and for other international languages. (3)

ENG 471: TESL Practicum: Supervision, observation, and instruction in public schools or other appropriate settings, culminating in the production of a portfolio. The class consists of 30 clock teaching hours and 15 class hours.  (4)

Additional Requirement: One year of college level international language instruction

**5. Budget implications:** None.

**6. Proposed term for implementation:** Fall 2011.

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

TESL Committee 020/8/2011

English Department 02/25/2011

PCAL Curriculum Committee 030/3/2011

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachment: Program Inventory Form**