

**Department Chair Meeting Minutes**  
**College of Arts and Sciences**  
**February 25, 2014**

The meeting was called to order at 8:03 a.m. on Tuesday, February 25, 2014. Dr. Vagn K. Hansen, Dean of the College of Arts and Sciences, presided. Department Chairs present: Ms. Chiong-Yiao Chen, Dr. Paul Kittle, Dr. Brent Olive, Dr. Gregory Pitts, Dr. Christopher Purser for Dr. Yaschica Williams, Dr. Larry Adams, Dr. Bob Garfrerick, Dr. Claudia Vance, Dr. Francis Koti, Dr. Christopher Maynard, Dr. Cindy Stenger, Dr. David McCullough, Dr. Brenda Webb, Dr. Richard Hudiburg, Dr. Joy Borah, and Dr. Jerri Bullard. Dr. Craig Robertson was an invited guest. Debbie Tubbs took the minutes.

1. **Dr. Craig Robertson – Continuing Education.** Dr. Hansen invited Dr. Robertson to discuss the expansion of his responsibilities as the Director of Professional and Interdisciplinary Studies and Continuing Education. Dr. Robertson shared the history and goals of the Professional and Interdisciplinary Studies programs, his goal of developing more of an adult degree-seeking market for these programs, and the logical addition of continuing education as a way to tap the adult market. Currently, continuing education offers non-credit courses and certificates. His vision is for these non-credit courses and certificates to form a bridge to encourage these participants to enroll in credit bearing courses in the future with the possibility of these students approaching departments to receive some academic credit based on past experience and knowledge gained in these certifications to be counted toward a future degree. Support was expressed but concerns were acknowledged. Dr. Hansen stated he hoped that this discussion was the start of a process to develop a set of guidelines for the relationship between credit and non-credit activities and thanked Dr. Robertson for speaking with the department chairs. After Dr. Robertson left, discussion continued regarding the potential overlap between centers offering courses versus continuing education offering courses.
2. **Approval of Minutes from February 18, 2014.** The minutes were approved by consensus.
3. **Curriculum Change Proposal from the Department of Communications.** Dr. Pitts made a motion to revise the prerequisites for COM 370 **Feature Writing** and the motion was seconded, discussed, and **adopted**. The change deleted COM 220 and added EN 112 or EN 122 and the rationale was successful completion of these English composition courses will sufficiently prepare students for feature writing.
4. **Draft Proposal on Faculty Teaching Evaluations.** Dr. Hansen shared a handout that the COAD received from the Teaching Excellence Workgroup appointed by the Faculty Senate. He stated this was not for action but rather to gather ideas. After much discussion, there was consensus of strong support for the purchase of an effective instrument, after identifying what or who was to be evaluated and the purpose of the evaluation instrument. Dr. Hansen asked the department chairs to send specific ideas and suggestions to him by email.

5. **Report from COAD.** Dr. Hansen reported that the following topic was discussed:  
-University Advising. [After discussion among the departments chairs, concern was expressed over both student affairs and academic affairs directing different portions of what should be an academic affairs function. Questions and confusion arose over whether department chairs would still be involved in SOAR without being a university advisor and whether the process had changed since Amy Crews last spoke with this group. Dr. Bullard asked that this topic be placed on the next chair's meeting agenda.]
6. **Other.**  
-None

The meeting adjourned at 9:27 a.m.

**Undergraduate Curriculum Committee  
Curriculum Change Proposal Form**

**College Name:** Arts and Sciences    **Department Name:** Communications

Item(s) to be considered by the Undergraduate Curriculum Committee: (please check all spaces relevant to this proposed change)

- |   |   |
|---|---|
| <input type="checkbox"/> Proposed New Course(s)—attach one page syllabus                    | <input type="checkbox"/> Change in Course Description             |
| <input type="checkbox"/> Addition Of/Change in Course Fee                                   | <input type="checkbox"/> *New Major/Option/Concentration/Minor    |
| <input type="checkbox"/> Cross Listing of Course  | <input type="checkbox"/> Revised Major/Option/Concentration/Minor |
| <input type="checkbox"/> Inactivation of Course   | <input type="checkbox"/> New/Revised Certificate Program          |
| <input type="checkbox"/> Merger of Major/Option/Concentration/Minor                         | <input type="checkbox"/> Revised Admission Requirement            |
| <input checked="" type="checkbox"/> Revised Course Number/Title/Credit/ <u>Prerequisite</u> | <input type="checkbox"/> Editorial Change                         |
| <input type="checkbox"/> Other  |   |

Will this proposal result in the need for a Revised Faculty Roster Form? Yes ☐ No ☒

If yes, for whom: \_\_\_\_\_

Will the change require additions or deletions to the Major's Course List? Yes ☐ No ☒

List courses that will be added or deleted for EACH major affected by the curriculum change (see current Major's Courses List). Include major, course number, and title (e.g., "Add to Biology and Marine Biology – BI 498 Study of Pelagic Birds. \_\_\_\_\_

Brief Description and Rationale – (1) include catalog course prefix, proposed number, credit hours, title, description, prerequisite, if any; (2) include relevant information concerning UNA's mission and goals, student learning opportunities, impact on existing programs and financial implications (you must attach a copy of the current catalog page(s) with all suggested changes made using the *Guidelines and Style Manual*):

Change prerequisite, COM 370 Feature Writing:

1. Drop prerequisite COM 220

2. Add prerequisite EN 112 or EN 122

3. Rational: Successful completion of these English composition courses will sufficiently prepare students for Feature Writing.

Proposed Banner Course Title (30 character maximum): NA

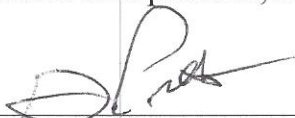
The proposed change(s) will be effective beginning: Fall semester 2014 year

If Addition of/Change in Course Fee, provide justification: NA

List the departments or programs on campus consulted on the issues of duplication, overlap, or impact on program: English

February 14, 2014  
Date Approved by Department Curriculum Committee

2-25-14  
Date Approved by College Curriculum Committee\*\*

  
Chair's Signature

  
Academic Dean's Signature\*\*

\*Proposals within this category require submission and approval by ACHE. Consult the VPAA Office for additional information.

\*\*Courses that are not specific to an academic department/college must be submitted through the VPAA Office and approved by the Council of Academic Deans prior to submission to the Undergraduate Curriculum Committee.

COM 328. (3) **Program Research.** An introduction to the research methods and findings used to evaluate telecommunication programs, with emphasis on the application of the research in decisions on program use and placement; techniques of rating services, program and commercial testing, profiling, and economic measure for both immediate and delayed feedback. Prerequisite: COM 256. (Fall even-numbered years)

COM 330. (3) **Group Communication.** Deals with communication theory and its applications to small groups within a variety of settings. Attention is given to the roles of the discussants and the emergence of group leaders as well as the influence communication variables have on each. (Fall)

COM 335. (3) **Television Appreciation: Programs and Perspectives.** Examination of the development of television programming content from 1948 to present. Students must have access to cable or satellite services for home viewing of classic television programs. (Offered on sufficient demand)

COM 340. (3) **Media Criticism.** Fundamentals of criticism with emphasis on content, visual literacy, programming genres, and social impact. Coursework will involve viewing and analysis of various types of media content. Prerequisite: COM 205. (Offered on sufficient demand)

COM 343. (1-3) **Production Projects.** Accentuated understanding of industry areas such as history, existing/emerging technologies, structure, regulation, operation, management, economics, social implications, or other anterior and posterior interests corresponding to film and digital media productions. Course fee: \$25.00 per credit hour. (Fall, Spring, Summer)

COM 356. (3) **Advanced Reporting.** A continuation of COM 220 with emphasis on the development of reportorial skills necessary for advanced news gathering and news writing. Prerequisite: COM 220. Course fee: \$30.00. (Spring)

COM 360. (2) **Speech Criticism and Analysis.** Methods of critiquing formal speeches, description of forms and styles. Permission of department and completion of COM 201 are required prior to enrollment. (Offered on sufficient demand)

COM 368. (3) **Editing.** The processes of copy editing, proofreading, headline writing, and newspaper layout. Prerequisite: COM 220. Course fee: \$30.00. (Fall)

COM 370. (3) **Feature Writing.** Theories, techniques, and practice in writing feature articles for newspapers and magazines. Prerequisite: ~~COM 220~~ EN 112 or EN 122. Course fee: \$30.00. (Fall)

COM 374. (3) **Public Relations Cases.** Study of individual cases in the practice of public relations. May include field trip. Prerequisite: COM 230. (Spring)

COM 380. (3) **Announcing.** A lecture-demonstration-performance course in effective oral and visual communications for radio and television, including techniques for delivering commercials, news, sports, interviews, features, and dramatic presentations. May include field trip. Prerequisites: COM 200, 240 or 241 and 242, 316. Course fee: \$30.00. (Offered on sufficient demand)



*Draft*

to COAD  
2/24/14

The Teaching Excellence workgroup appointed by the Faculty Senate sees two distinct situations that need to be addressed regarding instructor/course evaluations on campus.

*from  
Senate  
work  
group  
(T. Tanager)*

- 1- The current instrument in use has not been determined to be valid as a mechanism for evaluating teaching effectiveness/excellence. We request that the President establish a university committee with representatives from the faculty, department chairs, COAD, and the Office of Institutional Research to identify an instrument that will satisfy the university's needs for evaluating courses and instructors in a timely and appropriate manner.
- 2- In the interim, there still exists a need to streamline the evaluation process to alleviate the burden that the current practice of evaluating every section of every course every semester places on the department chairs and college deans.

In response to a request from Dr. Thornell to review and possibly revise the policy regarding the frequency of course evaluations, we propose the following:

- 1- The University should continue to conduct Course and Instructor evaluations. Although the instrument will likely be changing in the near future, it remains in the best interest of departments and faculty to evaluate every course listed in the catalog. Department Chairs should/will ensure that every course listed in the catalogs (undergraduate and graduate) is evaluated with the same frequency that it is offered. (I.E. at least one section of every course taught in any semester at UNA will be evaluated.)

Example 1: PY 201 is offered every semester; therefore the Psychology Department should have at least one section of PY 201 evaluated every semester.

Example 2: PY 385 is offered on sufficient demand; therefore the Psychology Department should have PY 385 evaluated every time it is offered.

In order to ensure that UNA continues to offer quality courses that fulfill the needs of our academic programs and students, courses should be evaluated at least as frequently as they are offered on campus *regardless of the faculty rank and tenure status of the instructor*. ALL COURSES WITH A MINIMUM OF 5 STUDENTS SHOULD BE EVALUATED.

To satisfy the university's needs to promote quality instruction,

- 2- All sections/courses taught by adjunct faculty should be evaluated.
- 3- All non-tenured instructors and professors (regardless of rank) should be evaluated in a minimum of ~~8 classes per year~~. *all classes?*
- 4- All tenured instructors and assistant professors should be evaluated in a minimum of 4 classes per year.
- 5- All tenured associate professors should be evaluated in a minimum of 3 classes per year.
- 6- All tenured (full) professors should be evaluated in a minimum of 2 classes per year.

Following this criteria, the department chair may determine with the faculty member which classes will be evaluated.