Potter College of Arts & Letters

# Office of the Dean

**745-2345**

**REPORT TO THE POTTER COLLEGE CURRICULUM COMMITTEE**

Date: November 4, 2010

Potter College of Arts and Letters Departments submit the following items for consideration:

1. Call to Order
2. Consideration of October 4, 2010 Minutes

###### New Business

|  |  |
| --- | --- |
| **Type of Item** | **Description of Item & Contact Information** |
| Information | **Temporary Course (Spring 2011)**  COMM 493 Companion to Capstone in Communication  Contact: Larry Snyder, [lawrence.snyder@wku.edu](mailto:lawrence.snyder@wku.edu), 745-3957 |
| Information | **Temporary Course (Spring 2011)**  COMM 528 Communication in the Nonprofit Sector  Contact: Jennifer Mize-Smith, [jennifer.mize.smith@wku.edu](mailto:jennifer.mize.smith@wku.edu), 745-5147 |
| J&B |  |
| Consent | **Revise Course Grading System**  JOUR 448 Advertising Internship of Practicum  Contact: Jo-Anne Ryan, [jo-anne.ryan@wku.edu](mailto:jo-anne.ryan@wku.edu), 745-3828 |
| Consent | **Revise Course Grading System**  JOUR 458 PR Internship of Practicum  Contact: Jo-Anne Ryan, [jo-anne.ryan@wku.edu](mailto:jo-anne.ryan@wku.edu), 745-3828 |
| Consent | **Revise Course Grading System**  JOUR 491 Internship or Practicum  Contact: Jo-Anne Ryan, [jo-anne.ryan@wku.edu](mailto:jo-anne.ryan@wku.edu), 745-3828 |
| Consent | **Revise Course Prerequisites/Corequisites**  BCOM 466 Directing Television and Film  Contact: Jo-Anne Ryan, [jo-anne.ryan@wku.edu](mailto:jo-anne.ryan@wku.edu), 745-3828 |
| Theatre and Dance |  |
| Action | **Revise a Program**  630 B.A. Dance  Contact: Carrie Brueck, [carrie.brueck@wku.edu](mailto:carrie.brueck@wku.edu), 745-3142 |

Proposal Date: 10/25/2010

**Potter College of Arts & Letters**

**Department of Communication**

**Proposal to Create a Temporary Course**

**(Information Item)**

Contact Person: Larry Snyder, [Lawrence.snyder@wku.edu](mailto:Lawrence.snyder@wku.edu), 745-3957

1. **Identification of proposed course**
   1. Course prefix (subject area) and number: COMM 493
   2. Course title: Companion to Capstone in Communication
   3. Abbreviated course title: Capstone Companion
   4. Credit hours: 2
   5. Schedule type: L
   6. Prerequisite or corequisite: COMM 300  
      Corequisite: COMM 494

Prerequisite: COMM 200. Senior standing, for departmental majors only.

WKU catalog of entry pre-Fall 2010

* 1. Course description: Companion course to COMM 494 Capstone in Communication

1. **Rationale**
   1. Reason for offering this course on a temporary basis:   
      This course is being offered on a temporary basis until a permanent course can be created. The Department of Communication revised the two undergraduate majors (#522 and #792), and in the process revised the course credit hours for COMM 494 from 3 to 1 (approved for Fall 2010). Students following the old curricula (WKU catalog prior to Fall 2010) will be left 2 hours short of the required hours for the majors. This course will allow those students not to be penalized for the revision in hours to COMM 494.
   2. Relationship of the proposed course to courses offered in other academic units: No relationship
2. **Description of proposed course**
   1. Course content outline:   
      This portfolio-style course enables Corporate and Organizational Communication and Communication Studies majors to assess and refine knowledge and skill competencies.
   2. Tentative text(s): None
3. **Second offering of a temporary course (if applicable)**
   1. Reason for offering this course a second time on a temporary basis: Still need to accommodate students following the old curricula so that they do not end up 2 hours short. We anticipate that this will be the last term requiring the adjustment.
   2. Term course was first offered: Fall 2010
   3. Enrollment in first offering: 30
4. **Term of Implementation: Spring 2011**
5. **Dates of review/approvals:**

Communication Department: 3/18/2010

PCAL Curriculum Committee \_\_11/4/2010\_\_\_\_\_\_\_\_

PCAL Dean \_\_\_\_\_11/4/2010\_\_\_\_\_\_\_\_

UCC Chair \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Provost: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachment: Course Inventory Form**

Proposal Date: September 28, 2010

**Potter College of Arts and Letters**

**Department of Communication**

**Proposal to Create a Temporary Course**

**(Information Item)**

Contact Person: Dr. Jennifer Mize Smith, [Jennifer.mize.smith@wku.edu](mailto:Jennifer.mize.smith@wku.edu), 745-5147

1. **Identification of proposed course**
   1. Course prefix (subject area) and number: COMM 528
   2. Course title: Communication in the Nonprofit Sector
   3. Abbreviated course title: Comm in the Nonprofit Sector
   4. Credit hours and contact hours: 3
   5. Type of course: S
   6. Prerequisites/corequisites: none
   7. Course catalog listing: Survey of organizational communication issues and the ways in which they are uniquely situated in and applied to nonprofit organizations and philanthropy.
2. **Rationale**
   1. Reason for offering this course on a temporary basis:

In recent years, communication scholars have directed attention to the uniqueness of communication processes and challenges found in the nonprofit sector. Given the increasing importance of nonprofit organizations and the growing number of career opportunities in the nonprofit sector, it is important to offer a course that explores the communication issues related to working and volunteering in a nonprofit context.

* 1. Relationship of the proposed course to courses offered in other academic units: This course would be the only graduate course focused on nonprofit communication offered in the department. Because the Communication graduate program is an applied communication program, this course complements other courses by offering the opportunity to apply communication theory and concepts to a nonprofit context.

1. **Description of proposed course**
   1. Course content outline

Major topics covered in this course include the following:

Overview and Historical Development of the Third Sector in the U.S.

Communication among Nonprofit Stakeholders – Discourse, Practices,

Roles, Identification, Socialization, Work-life Policies, Organizational

Support

Nonprofit Organizational Discourse and Identity

Corporate Philanthropy and Workplace Giving

Role of Technology in Nonprofit Organizations

Organizational Change and Collaboration

* 1. Tentative text(s) and course materials:

Readings will include but are not limited to the following:

Ashcraft, K. L., & Kedrowicz, A. (2002). Self direction or social support?

Nonprofit empowerment and the tacit employment contract of organizational communication studies. *Communication Monographs, 69,* 88-111.

Bhattacharya, C. B., Rao, H., & Glynn, M. A. (1995). Understanding the bond of

identification: An investigation of its correlates among art museum members. *Journal of Marketing, 59*(4), 46-57.

Bradshaw, P. (2002). Reframing board-staff relations: Exploring the governance

function using a storytelling metaphor. *Nonprofit Management & Leadership, 12,* 471-481.

Brown, W. A., & Yoshioka, C. F. (2003). Mission attachment and satisfaction as

factors in employee retention. *Nonprofit Management & Leadership, 14,* 5-18.

Daley, J. M., Netting, E. F., Angulo, J. (1996). Languages, ideologies, and

cultures in nonprofit boards. *Nonprofit Management & Leadership, 6,* 227-240.

Della-Piana, C. K., & Anderson, J. A. (1995). Performing community:

Community service as cultural conversation. *Communication Studies, 46,* 187-200.

Hammack, D. (2002). Nonprofit organizations in American history. *American*

*Behavioral Scientist, 45,* 1638-1674.

Hoye, R. (2004). Leader-member exchanges and board performance of voluntary

sport organizations. *Nonprofit Management & Leadership, 15,* 55-70.

Jaskyte, K. (2004). Transformational leadership, organizational culture, and

innovativeness in nonprofit organizations. *Nonprofit Management & Leadership, 15,* 153-168.

Lewis, L. (2005). The civil society sector: A review of critical issues and research

agenda for organizational communication scholars. *Management Communication Quarterly, 19,* 238-267.

Lewis, L. K., Hamel, S. A., & Richardson, B. K. (2001). Communicating change

to nonprofit stakeholders: Models and predictors of implementers’ approaches. *Management Communication Quarterly, 15,* 5-41.

Mael, F., & Ashforth, B. E. (1992). Alumni and their alma mater: a partial test of

the reformulated model of organizational identification. *Journal of Organizational Behavior,13*(2), 103-123.

Marx, J. D. (1999). Corporate philanthropy: What is the strategy? *Nonprofit and*

*Voluntary Sector Quarterly, 28,* 185-198.

McComb, M. (1995). Becoming a travelers aid volunteer: Communication in

socialization and training. *Communication Studies, 46,* 297-316.

Ostrander, S. O., & Schervish, P. G. (1990). Giving and getting: Philanthropy as a

social relation. In Jon Van Til’s (Ed.), *Critical issues in American philanthropy: Strengthening theory and practice* (pp. 67-98). San Francisco: Jossey-Bass.

Pitt-Catsouphes, M., Swanberg, J. E., Bond, J. T., & Galinsky, E. (2004). Work-

life policies and programs: Comparing the responsiveness of nonprofit and for-profit organizations. *Nonprofit Management & Leadership, 14,* 291-312.

Ruud, G. (1995). The symbolic construction of organizational identities and

community in a regional symphony. *Communication Studies, 46,* 201-221.

Ruud, G. (2000). The symphony: Organizational discourse and the symbolic

tensions between artistic and business ideologies. *Journal of Applied Communication Research, 28*, 117-143.

Saidel, J. R., & Cour, S. (2003). Information technology and the voluntary sector

workplace. *Nonprofit and Voluntary Sector Quarterly, 32,* 5-24.

Shaw, M. M. (2003). Successful collaboration between the nonprofit and public

sectors. *Nonprofit Management & Leadership, 14,* 107-120.

Smith, J.M. (2004, November). *Identification among nonprofit board members:*

*Exploring and managing multiple targets*. Paper presented at the meeting of the National Communication Association, Chicago, IL.

Smith, J. M., Arendt, C., Lahman, J. B., Settle, G., Duff, A. (2005). Framing the

work of art: Spirituality and career discourse in the nonprofit arts sector. *Communication Studies, 57,* 25-46.

Tidwell, M. V. (2005). A social identity model of prosocial behaviors within

nonprofit organizations. *Nonprofit Management & Leadership, 15,* 449-467.

Trethewey, A. (1997). Resistance, identity, and empowerment: A postmodern

feminist analysis of clients in a human service organization. *Communication Monographs, 64,* 281-301.

1. **Second offering of a temporary course (if applicable)**
   1. Reason for offering this course a second time on a temporary basis: This course has been offered one time on a temporary basis and is currently on the Graduate Council agenda to become a new course. The department would like to offer this course in Spring 2011 because students in their second year of the program need an elective that has not been offered during their time in the program. Offering this course will remedy constraints of limited faculty resources by providing more diverse courses in the program.
   2. Term course was first offered: Fall 2008
   3. Enrollment in first offering: 7
2. **Term of Implementation:** Spring 2011
3. **Dates of review/approvals:**

**\_\_\_\_X\_\_\_\_**Department/Division: \_\_\_\_April 20, 2010\_\_

\_\_\_\_PCAL\_\_Curriculum Committee \_\_11/4/2010\_\_\_\_\_\_\_\_

\_\_\_PCAL\_\_\_Dean \_\_11/4/2010\_\_\_\_\_\_\_\_

UCC Chair \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Provost: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachment: Course Inventory Form**

Proposal Date: October 17, 2010

**Potter College of Arts and Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Grading System**

**(Consent Item)**

Contact Person: Jo-Anne Ryan jo-anne.ryan@wku.edu 745-3828

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: JOUR 448
  2. Course title: Advertising INTERNSHIP OR PRACTICUM
  3. Credit hours: 3

**2. Current course grading system:** pass/fail

**3. Proposed course grading system:**  Standard letter grade

**4. Rationale for revision of course grading system:** The School of Journalism & Broadcasting adopted an internship policy in fall 2003 that changed all internship/practicum courses to letter grading. The recent publication of the course catalog lists pass/fall as the grading system. Recent past catalogs did not. This proposal will correct/update the catalog.

**5. Proposed term for implementation:** summer 2011

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

SJ&B Curriculum Committee: October 20, 2010

School of Journalism & Broadcasting October 22, 2010

Potter College Curriculum Committee \_\_11/4/2010\_\_\_\_\_\_\_\_

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

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

**Attachment: Course Inventory Form**

Proposal Date: October 17, 2010

**Potter College of Arts and Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Grading System**

**(Consent Item)**

Contact Person: Jo-Anne Ryan jo-anne.ryan@wku.edu 745-3828

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: JOUR 458
  2. Course title: PR INTERNSHIP OR PRACTICUM
  3. Credit hours: 3

**2. Current course grading system:** pass/fail

**3. Proposed course grading system:**  Standard letter grade

**4. Rationale for revision of course grading system:** The School of Journalism & Broadcasting adopted an internship policy in fall 2003 that changed all internship/practicum courses to letter grading. The recent publication of the course catalog lists pass/fall as the grading system. Recent past catalogs did not. This proposal will correct/update the catalog.

**5. Proposed term for implementation:** summer 2011

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

SJ&B Curriculum Committee: October 20, 2010

School of Journalism & Broadcasting October 22, 2010

Potter College Curriculum Committee \_\_11/4/2010\_\_\_\_\_\_\_\_

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

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

**Attachment: Course Inventory Form**

Proposal Date: October 17, 2010

**Potter College of Arts and Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Grading System**

**(Consent Item)**

Contact Person: Jo-Anne Ryan jo-anne.ryan@wku.edu 745-3828

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: JOUR 491
  2. Course title: INTERNSHIP OR PRACTICUM
  3. Credit hours: 3

**2. Current course grading system:** pass/fail

**3. Proposed course grading system:**  standard letter grade

**4. Rationale for revision of course grading system:** The School of Journalism & Broadcasting adopted an internship policy in fall 2003 that changed all internship/practicum courses to letter grading. The recent publication of the course catalog lists pass/fall as the grading system. Recent past catalogs did not. This proposal will correct/update the catalog.

**5. Proposed term for implementation:** summer 2011

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

SJ&B Curriculum Committee: October 20, 2010

School of Journalism & Broadcasting October 22, 2010

Potter College Curriculum Committee \_\_11/4/2010\_\_\_\_\_\_\_\_

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

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

**Attachment: Course Inventory Form**

Proposal Date: October 17, 2010

**Potter College of Arts and Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Prerequisites/Corequisites**

**(Consent Item)**

Contact Person: Jo-Anne Ryan jo-anne.ryan@wku.edu 745-3828

**1. Identification of course:**

* 1. Course prefix (subject area) and number: BCOM 466
  2. Course title: Directing Television and Film
  3. Credit hours: 3

**2. Current prerequisites requirements:** BCOM 376 and 379

**3. Proposed prerequisites:** BCOM 367 and 379

**4. Rationale for the revision of prerequisites/corequisites/special requirements:**

BCOM 376 *Film for Television* is now an elective in the broadcasting major. BCOM 367 *Field Production* (along with preliminary coursework BCOM 266 *Basic TV Production* and BCOM 366 *Video Editing*) will provide the necessary techniques in videography, lighting, and audio.

**5. Effect on completion of major/minor sequence:** none

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

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

SJ&B Curriculum Committee: October 20, 2010

School of Journalism & Broadcasting October 22, 2010

Potter College Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

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

**Attachment: Course Inventory Form**

Proposal Date: October 5, 2010

**Potter College of Arts and Letters**

**Department of Theatre and Dance**

**Proposal to Revise A Program**

**(Action Item)**

Contact Person: Carrie Brueck, [carrie.brueck@wku.edu](mailto:carrie.brueck@wku.edu), 270-745-3142

**1. Identification of program:**

* 1. Current program reference number: 630
  2. Current program title: B.A. Dance
  3. Credit hours: 44

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

We propose to implement an entry assessment and third semester application process for students pursuing a B.A. in Dance. Students intending to major in dance would be assessed prior to beginning the dance program. After receiving a written assessment of their technical dance skills from the dance faculty, those students choosing to pursue the degree would be enrolled as “seeking admission.” Students may then formally apply for full admittance to the Dance B.A. after the completion of two semesters (transfer students must complete at least 15 hours at WKU).

Students seeking admission must meet the following minimum requirements before applications for the B.A. in Dance will be accepted:

* Maintained an overall GPA of at least 2.5;
* Completed 8 credit hours of dance technique;
* Taken or currently be enrolled in a 300-level technique course (ballet, jazz, modern)

Students denied admission into the B.A. in Dance program may appeal that decision by submitting a written appeal to the Department Head. The Department Head will meet with the dance faculty to discuss the appeal.

**3. Detailed program description:**

|  |  |  |
| --- | --- | --- |
| **REQUIRED COURSES** | **CREDIT HOURS** | **NOTES** |
| PERF 175: University Experience | 2 |  |
| PERF 120: Rehearsal & Production I | 1 |  |
| PERF 121: Rehearsal & Production II | 1 |  |
| BIOL 131: Human Anatomy & Physiology | \* | *\*Tallied as part of the General Education requirements in this concentration* |
|  |  |  |
| **One of the following technical courses:** |  |  |
| THEA 250: Stage Electrics | 3 |  |
| THEA 241: Costume Technology | 3 |  |
|  |  |  |
| **Ballet Technique Courses**  (2 credits each) | 8 | *Initial placement based on demonstrated skill level. Must achieve at least level 5 in either Ballet or Jazz and level 3 in a second genre.* |
| **Modern Technique Courses**  (2 credits each) | 4 | *Initial placement based on demonstrated skill level. Must achieve at least level 5 in either Ballet or Jazz and level 3 in a second genre.* |
| **Jazz Technique Courses**  (2 credits each) | 4 | *Initial placement based on demonstrated skill level. Must achieve at least level 5 in either Ballet or Jazz and level 3 in a second genre.* |
| DANC 200: Dance Pedagogy | 3 |  |
| DANC 235: Dance Improvisation | 3 |  |
| DANC 310: Choreography I | 3 |  |
| DANC 350: Dance History | 3 |  |
| DANC 420: Choreography II | 3 |  |
|  |  |  |
| Upper division restricted electives in dance or related areas. | 6 |  |

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

The B.A. in Dance requires that students meet a level 5 in either ballet or jazz and a level 3 in a second technique to graduate. This assessment and application process is intended to maximize student success within the dance program.

In Spring 2010, the dance program was evaluated by the National Association of Schools of Dance, our national accrediting agency. The visiting evaluators strongly recommended that we implement an audition process.

This application process is in line with the audition processes at all of Western Kentucky University’s benchmark schools that offer a B.A. in dance: Ball State, Eastern Michigan University, Montclair State University, and Oakland University.

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

Entry assessment auditions offered during the 2011-12 school year, full implementation in Fall 2012

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

Department of Theatre and Dance: \_\_\_October 5, 2010\_\_

Potter College Curriculum Committee \_\_11/4/2010\_\_\_\_\_\_\_\_

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

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

**Attachment: Program Inventory Form**