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Academic Policy Advisory Committee meeting minutes, April 17, 2001

Minnesota State University Moorhead

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April 17, 2001
APAC Minutes

Members Present: Midgarden, chairperson; Borchers, Conteh, Dalhouse, Dobitz, Edverson, Gracyk, Jeppson, Klenk, Missiras, Neuman, Shimabukuro, Shoptaugh, Shreve, Weckler.

Approval of the 3/20/01 APAC minutes.

Shreve moved. Conteh seconded.

Motion carried unanimously.

1. Mass Communications

Mass Communications faculty members, C.T. Hanson, Martin Grindeland, Regene Radniecki, Dan Johnson and Susanne Williams were present to answer questions.

- a. The committee had no concerns with changing the course title of MC 365: Ad Media Strategies to: Media Planning.

b. New Courses:

Conteh moved. Edverson seconded to approve the following new courses:

- MC 240: Radio Programming and Production (3 cr.)
- MC 241: Radio Practicum (1-3 cr.)
- MC 251: Desktop Video (3 cr.)
- MC 305: Imaging in Advertising and Public Relations (3 cr.)
- MC 351: Interactive Online Communication (3 cr.)
- MC 352: e-Communications (3 cr.)
- MC 353: Audio and Video Online Production (3 cr.)
- MC 415: Gender and the Media (3 cr.)
- MC 427: Fundraising in Public Relations (3 cr.)

Motion carried unanimously.

- c. **Increase the range of student internship (MC 469) credits from 1-3 credit to: 1-15 credits and change the hours needed to earn each credit from one hundred hours to the hours per credit standard of MSUM.**

Missiras moved. Shimabukuro seconded to approve.

Motion carried unanimously.

- d. **Program Changes to the following Emphases:**

Shimabukuro moved. Edverson seconded to approve the following:

Modification of the Advertising Emphasis

- A. Add MC 251 Desktop Video (3) as a required course
- B. Add MC 301 (3) Ad, News and PR Online as a required course
- C. Add MC 305 (3) Imaging in Advertising and Public Relations as a required course
- D. Add MC 351(3) Interactive Online Communication as a required course
- E. Add MC 352 (3) e-Communications as a required course
- F. Drop MC 272 (3) Television Production as a required course
- G. Add as Recommended Electives:
 - MC 240 Radio Programming and Production
 - MC 353 Audio and Video Online Production
 - MC 331 Photo Editing
 - MC 415 Gender and the Media

The above changes in the Advertising Emphasis will modify the total number of required Professional Courses from 24 to 36 credits, as well as adding courses to the Recommended Electives.

Modification of the Broadcast Journalism Emphasis

- A. Drop MC 272 (3) Television Production as a required course
- B. Drop MC 372 (3) TV Directing as a recommended elective
- C. Add as Recommended Electives:
 - MC 272 (3) Television Production
 - MC 240 (3) Radio Programming and Production
 - MC 251 (3) Desktop Video
- D. Correct Bulletin copy to read that MC 341 Television News

Writing is a variable credit course with 1 to 3 credits as opposed to the current listing of one credit in the current Bulletin [the 97-99 Bulletin that listed MC 341 correctly as a 1 to 3 credit course that's repeatable]

The above changes in the Broadcast Journalism Emphasis decrease the required Professional Courses from 21 to 19 credits and modify the Recommended Electives.

Modification of the Integrated Advertising and Public Relations Emphasis

- A. Add MC 251 (3) Desktop Video as a required course
- B. Add MC 301 (3) Ad, News and PR Online as a required course
- C. Add MC 305 (3) Imaging in Advertising and Public Relations as a required course
- D. Add MC 351(3) Interactive Online Communication as a required course
- E. Add MC 352 (3) e-Communications as a required course
- F. Add as a recommended elective MC 272 (3) Television Production
- G. Add as a recommended elective MC 415 (3) Gender and the Media
- H. Add as a recommended elective MC 427 (3) Public Relations Fundraising

The above changes in the Integrated Advertising and Public Relations Emphasis will modify the total number of required Professional Courses from 33 to 48 credits, as well as adding courses to the Recommended Electives.

Modification of the Online Journalism Emphasis

- A. Add MC 251 (3) Desktop Video as a required course
- B. Add MC 305 Imaging in Advertising and Public Relations as a required course
- C. Add MC 351 (3) Interactive Online Communication as a required course
- D. Add MC 352 (3) e-Communications as a required course
- E. Delete MC 330 (3) Photojournalism as a required course and list it as a recommended elective
- F. Add as a recommended elective MC 415 (3) Gender and the Media

The above changes in the Online Journalism Emphasis will modify the total number of required Professional Courses from 33 to 45 credits, as well as adding courses to the Recommended Electives.

Modification of the Public Relations Emphasis

- A. Add MC 251 (3) Desktop Video as a required course
- B. Add MC 301 (3) Ad, News and Public Relations Online as a required course
- C. Add MC 305 (3) Imaging in Advertising and Public Relations as a required course
- D. Add MC 351 (3) Interactive Online Communication as a required course
- E. Add MC 352 (3) e-Communications as a required course
- F. Add as recommended electives:
 - MC 240 (3) Radio Programming and Production
 - MC 308 (3) Broadcast Journalism
 - MC 331 (3) Photo Editing
 - MC 353 (3) Audio and Video Online Production
 - MC 415 (3) Gender and the Media
 - MC 427 (3) Public Relations Fundraising

The above changes in the Public Relations Emphasis will modify the total number of required Professional Courses from 24 to 39 credits, as well as adding courses to the Recommended Electives.

Adjustments in Required Credits for the various Emphases

- A. Advertising goes from 45 credits to 57 credits
- B. Broadcast Journalism goes from a minimum of 42 credits to a minimum of 41 credits
- C. Integrated Advertising and Public Relations goes from 54 credits to 69 credits
- D. Online Journalism goes from 54 credits to 66 credits
- E. Public Relations goes from 45 credits to 60 credits

Motion carried unanimously.

2. Legal Studies

Redesign to create a major (Action)

Missiras moved. Borchers seconded to approve the Legal Studies major.

The hearing for this proposal was held at the 3/20/01 APAC meeting. The committee discussed if the suggestions made at the 3/20/01 APAC meeting had been talked about amongst the Task Force members. The Task Force members will consider those suggestions but had not changed the original proposal. It was suggested that after two years, the progress of the major be reported back to APAC. Two of the Political Science faculty members expressed their disapproval of the program.

Motion carried with the vote of 5 yes and 4 abstentions.

3. Business Administration

The committee had no concerns with changing the course description for the following courses:

MKTG 310: Principles of Marketing (3 cr.)

MKTG 315: Industrial Marketing (3 cr.)

MKTG 330: Personal Selling (3 cr.)

MKTG 421: Consumer Behavior (3 cr.)

The committee had no concerns with changing the name and course description of BUS 498: Business Policy to: Business Policy and Strategy.

New Course:

Missiras moved. Edvenson seconded to approve.

MGMT 442: Compensation and Benefits (3 cr.)

Tom Pearce was present to answer questions. He stated that this course was taught twice as a topics course and making it a regularly offered course will assist students seeking a Human Resource minor or major.

Motion carried unanimously.

The order of the agenda was changed.

4. Economics Department

The committee had no concerns regarding changing the prerequisite of ECON 204: Principles of Economics II: Macro (3 cr.) to: ECON 202 “or consent of instructor.”

5. English Department

Sandy Pearce was present to answer questions. VP Midgarden explained that ENGL 190 and 290 have been removed from the agenda. The English Department is attempting to provide a good approach for transfer students who lack the requisite credits to satisfy liberal studies division A, and needs more time to think about the issue.

Shreve moved. Edvenson seconded to approve reducing the B.S. Degree in English (Teaching Communications Arts/Literature) from 48 to 47 credits.

ENGL 496: Literature Capstone will be removed from the required category and moved to the elective category which reduces the degree by 1 credit.

Motion carried unanimously.

VP Midgarden briefly reported on her testimony at the Higher Education Finance Committee against the General Education Credit Transfer bill proposed by Senator Kinkel.

6. Music Department

Michael Missiras and James Harley were present to answer questions.

The committee had no concerns with changing course description for the following courses:

- MUS 111: The Art of Listening (3 cr.)
- MUS 333: Teaching General Music K-12 (3 cr.)
- MUS 334: Secondary School Choral Methods (2 cr.)

The committee had no concerns with changing the title, course description and prerequisites (where noted) for the following courses:

- MUS 301: Music of the 20th Century (3 cr.) to: Western Music of the 20th Century
- MUS 381: Electronic Music (3 cr.) to: Audio Production I (prerequisites: MUS 204, MUS 281 or permission of instructor)
- MUS 481: Audio Production (2 cr.) to: Audio Production II
- MUS 482: Music Synthesis (2 cr.) to Digital Audio II (prerequisites: MUS 382)

New Courses:

Missiras moved. Borchers seconded to approve the following new courses:

- MUS 218: Electronica: Music and the Influence of Technology (2 cr.) (Approved by the Liberal Studies Committee for D credit at their 4/6/01 meeting)
- MUS 281: Introduction to Music Technology (2 cr.)
- MUS 382: Digital Audio I (3 cr.)
- MUS 420: New Music Ensemble (1 cr.)
- MUS 584: Projects in Sound Reinforcement and Concert Recording (1-2) (Approved by the Graduate Committee on 3/29/01)

Motion carried unanimously.

7. Change in the Honor Program Recruitment Process by recruiting in the fall as well as spring semester.

Michael Hughey was present to answer questions.

Dalhousie moved. Shimabukuro seconded to approve the change in the Honor Program recruitment process to which makes students eligible who achieved a 3.5 GPA during spring semester, even if their fall semester GPA was lower than 3.5.

Hughey stated that approximately 50 students enrolled in the Honors program fall semester and an additional 60-65 students would have qualified the second semester. He stated that GPA is the only criteria to be enrolled in the program but he welcomes suggestions regarding changing standards. He sent a letter to faculty members asking them to refer students to him that may qualify or are close to qualifying for the Honors program.

Motion carried unanimously.

The order of the agenda was changed again.

8. Retroactive Withdrawal Statute of Limitations Proposal

Janet Haak Aarness was present to answer questions.

Dalhousie moved. Edvenson seconded to approve the policy that a student can no longer request a retroactive withdrawal after 5 years have passed since the semester in question.

The committee discussed how this policy would affect students who were granted Academic Forgiveness, the need to remind faculty to keep grading and attendance records and/or give them to the department when they leave the University, that this policy could not be appealed, and the need to inform students of the new policy.

Motion carried unanimously.

9. Change the Graduation Honors Requirement to:

Students who complete at least 43 credits at MSUM as candidates for baccalaureate degrees may graduate with honors.

Theodore Gracyk stated that the Nursing Department submitted this request and it was discussed by the Directors and Chairpersons from the College of Education & Human Services. They proposed that the current 64 credits be reduced to 43. John Tandberg gave statistics on the percent of students that graduate with honors and the policies from some other institutions. He suggested 60 credits, if the policy is changed. The committee will act on this proposal at the next APAC meeting.

10. Elementary & Early Childhood Education

The committee had no concerns with the following prerequisite changes for the following courses:

- | | |
|---|--|
| ➤ EECE 234: Play and Development | ➤ EECE 449: Linguistics in Reading |
| ➤ EECE 341: Reading/Language Arts I | ➤ EECE 467K: Practicum: Infants and Toddlers |
| ➤ EECE 375: Contemporary Methods in Early Childhood Literacy | ➤ EECE 467K: Practicum: Pre-Primary |
| ➤ EECE 388: Classroom Assessment | ➤ EECE 474: Methods in Teaching Elementary Science & Environmental Education |
| ➤ EECE 425: Improvement of Instruction in Reading and Language Arts | ➤ EECE 475: Reading and Language Arts II |
| ➤ EECE 445: Remedial and Corrective Reading | ➤ EECE 476: Methods in Teaching Elementary Social Studies |

(This was approved at the Graduate Studies Committee on 3/29/01 and the Teacher Preparation Committee on 4/10/01)

Certificate in Literacy Instruction

The committee had no concerns with removing English 561: Introduction to Descriptive Linguistics (3 cr.) from the choice of requirements. (This course is no longer offered by the English Department.) Certificate credits remain at 14 credits.

11. 2002/2003 and 2003/2004 Academic Calendars

John Tandberg was present to answer questions. He stated that these calendars match the Tri-College University calendars. The committee discussed the following items:

A three week break between fall and spring semester:

- NDSU also has a three week break between semesters.
- This was popular with the MSUM Calendar Committee and other faculty.
- This would allow more time between semesters to notify students that they are on probation or suspension.

A fall semester breather in October:

- Tandberg noted that the Student Senate wants the “breather” day fall semester
- Faculty on the Calendar Committee was split on their vote for the “breather”
- The Biology department does not approve of the “breather” because it would interfere with their scheduled labs.
- Move the breather day to the Thanksgiving break, allowing students an extra day for travel.
- How students utilize the “breather” day.
- How other universities issue a “breather” for their students.

Instructional Days:

- There are 73 instructional days fall semester and 75 instructional days spring semester.

Grading Day/Deadline:

- The timeline when grades are due at the end of each semester.
- How the Registrar’s office tries to accommodate the grading deadline for faculty that have late finals.
- The time constraints for reporting grades to students has been relieved somewhat because students can receive their grades via the internet (grades used to be mailed to the students which meant all grades needed to be entered prior to the mailing date).

The 2002/2003 and 2003/2004 Academic Calendars will be discussed at the 4/19/01 IFO Meet & Confer.

Meeting adjourned at 6:00 p.m.

Gloria Riopelle