**Clayton State University**

**Undergraduate Curriculum Committee (UCC)**

**Meeting Minutes**

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| **Date:** March 15, 2019  **Presiding:** Carol White (chair)  **Present:** Shakil Akhtar,Khamis Bilbeisi, Keith Driscoll, David Greenebaum, Deborah Gritzmacher, Joanna Harris-Worelds, , Bryan LaBrecque, Catherine Matos, Mark May, CR Narayanaswamy, , David Plaxco, Joan Taylor, Carol White, David Williams (Sen. Rep.), Jill Lane, Joe Johnson (non-member), George Nakos (non-member)  **Not Present:** Ron Fuqua (D. Gritzmacher proxy), Emily Kilburg, (D. Gritzmacher proxy), Junfeng Qu (S. Akhtar proxy), Chris Ritter (D. Plaxo proxy), Rosario Vickery (C. White proxy), Rebecca Gmeiner, Latrina Walden  **Recorder:** Joanna Harris-Worelds |

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| **TOPIC** | **DISCUSSION** | **ACTION** |
| **CALL TO ORDER** | C. White called meeting to order at 12:08p.m.   * Motion to accept 2.18.19 minutes | * 2.18.19 minutes approved with no corrections |
| **OLD BUSINESS** | * None. | * None |
| **NEW BUSINESS**  **A&S: VPA**  **Course Modifications**  CMS 3700  JOUR 3011  JOUR 3012  CMS 2010  **New Course**  FILM 2400  **Course Deletion**  CMS 3310  **Course Modifications**  FILM 2100  FILM 3340  FILM 3341  FILM 3342  FILM 3410  FILM 3420  FILM 3820  FILM 4310  FILM 4320  FILM 4330  FILM 4331  FILM 4332  FILM 4410  FILM 4450  FILM 4490  FILM 4491  FILM 4492  **Course Modifications**  CMS/FILM 4410  FILM 4480  **Course Modification**  Free Electives Hours  **Business**  **New Courses**  MKTG 4450  MKTG 4112  MKTG 4111 | * C. White introduced agenda order. * J. Johnson presented modifications: adding a course to the Corporate Communications Minor and two courses to Media Design and Production Concentration. Intent is better align courses with current practices. * Motion to approve course additions. * J. Johnson explained changing the pre-requisite to ENGL 1101 for CMS 2010 to help students take more classes in their major during first year. * Motion to approve pre-requisite change. * J. Johnson explained changing CMS 2410 to an elective course and create FILM 2400 required course; desire of programs to split into two courses with different goals. CMS 2410 unchanged. FILM 2400 has no pre-req. * Q: Will 2400 become a pre-requisite for other courses? * R: Not currently. * Motion to approve new course. * Editorial comment post-approval (no desire to revote): Regarding library resources for FILM 2400, library does not hold Light & Lens publication and library holding for Photographer Handbook is 1977 edition. Reiterate that library needs funding to support students. * J. Johnson clarified CMS 3310 was replaced by FILM 2700 and cleaning up catalog. * Motion to approve course deletion. * C. White informed committee for course prefix changes that the previous course is an equivalent in BAF, but currently having system difficulty to confirm updates. * J. Johnson announced film studies and production department and faculty desire to update CMS pre-fix to FILM. The CMS pre-fix can confuse students. The pre-fix change leads to more program ownership. When reviewed, realized the CIP codes (Class of Instructional Programs) are outdated and faculty credentials to teach courses relates to CIP codes. There are no changes in course curriculum as same course numbers; only pre-fix change. * Q: When system fixed, does it deactivate CMS courses? * R: No; will have to offer CMS course for a short time. Catalog will reflect equivalent courses pre-fix in future. * C/Q: With the new CIP codes, want to make film production program for faculty well-qualified to teach film and there are media studies program, which included film. With previous CIP codes, are the only faculty who can teach those for film? * (Discussion of CIP codes and who is qualified to teach) * C: CIP code updates help credential faculty when hired to teach courses in the faculty’s subject background. * Q: For the film minor, any changes? * R: Pre-fix changes only to begin in Spring 2020. * C: If a CMS student (major/minor), how would the students know to take prefix FILM? * (Discussion potential effects of prefix changes upon students taking CMS/FILM courses.) * R: Updates to catalog/ grade sheets/ degree works would have equivalent course. * Motion to approve new prefix and CIP codes. * J. Johnson explained film production faculty desire to add pre-requisites to ensure students have appropriate background knowledge for courses. Reviewing students’ course comments verify lack of knowledge exists. * C: Film degree seems to have challenge to get students to graduation and could sequence delay graduation due to equipment, lab space and number of faculty? * R: Pre-requisite courses offered all semesters. * Q: Is the pre-requisite addition a course students must take for the program/degree? Helps to sequence program progression better? * C: Yes, pre-requisite is required. * Motion to approve pre-requisite changes. * C. White and J. Lane clarified section name change in Degree Works does not require a vote and more administrative in nature. The heading for Degree Works lifted from Catalog, so the wording will automatically update in Degree Works once Catalog changed. * J. Johnson stated the removal of film restriction allows the word ‘free’ to mean such. * Statement: Select the courses at any level, with the exception of film production or film criticism, a minimum grade of C is required. * (Discussion of other departments’ elective restrictions.) * C: Hope for removing restriction is to better partner with GA Film Academy (GFA) and Pinewood Studios. * C: It seems this allows an outside entity to control course offerings at CSU. * Q: Courses used for free electives, are they CSU courses? * C: If a student presents syllabi to demonstrate course subject matter is equivalent from other institutions, then course could count toward free electives. * (Discussion of course equivalency scenarios, articulation agreements, and experiential learning.) * Motion to remove free elective restriction (with the exception of film production or film criticism). * G. Nakos explained the three courses are marketing electives. All courses update curriculum to be similar to other institutions; will be cross listed with MBA courses. will eventually be a concentration. * C: Minor BAF typo error: MKTG 4111 CIP code 089999 should be 521499. * Q: What is viral math? Assumption is using data analysis when applied to social media. For 4112, concerned about pre-requisites content. * R: Is not a quantitative course. * Q: How is it (MKTG 4111) different from digital marketing? Is this consumer psychology and behavior? * R: Digital marketing for general understanding how the internet works, and addresses consumer behavior and marketing research. CMS course does not mention marketing. * C: There’s a course called Social Media and Communication Media Studies, which may be similar. There could be a future partnership and complementary. * Q: Are these courses too similar to current courses? * R: Maybe. There is different perspectives and approaches within one subject matter. * C: For MKTG 4112 course name be amended since CMS has “Social Media” as course name? * Motion to approve new course MKTG 4450. * Motion to approve new course MKTG 4111 with CIP code change. * Motion to approve new course MKTG 4112 with course name change to be “Social Media Marketing”. | * Approved course modifications unanimously. * Approved course modification unanimously and required second readings waived * Approved new course proposal unanimously and required second readings waived. * Approved course deletion unanimously and required second readings waived. * Approved course modification by majority vote with one opposed. * Approved course deletion unanimously and required second readings waived. * Approved elective restriction unanimously. * Approved new course unanimously and required second readings waived. * Approved new course with amendment unanimously and required second readings waived. * Approved new course with name change by majority vote with one opposed. |
| **ADJOURN** | Meeting adjourned at 1:22p.m. |  |

**Next Meeting (B):** Friday, March 15, 2019 at 1:00pm (immediately proceeds 12:00pm Meeting A) Location UC260