Undergraduate Curriculum Committee  
January 20, 2015 Meeting Minutes  
Library Conference Room  
3:30 pm to 5:00 pm  
Approved by the UCC on February 3, 2015

Attending: John Miecznikowski (Chair), Kathy Nantz, Rajasree Rajamma, Shah Etemad, Bruce Bradford, Shannon Reckinger, Ahmed Ebrahim, Sally Gerard, Michael Pagano, Glenn Sauer, Steve Bayne, David McFadden, Laura Nash, Terry-Ann Jones, Jim Simon

Regrets: Lynn Babington, Margaret McClure, Meredith Kazer, Ryan Duffy (student representative)

Invited Guests: Brian Walker, Shelley Phelan, Eileen O’Shea, David Gudelunas

The Chair opened the meeting noting Michael Pagano, Laura Nash, Lynn Babington, Cheryl Tromley, and Glenn Sauer will comprise the Interdisciplinary models subcommittee and thanked them for their efforts. This subcommittee will be meeting on January 23, 2015.

The Chair also noted that the social sciences core subcommittee discussions involved Michael Pagano, Terry-Ann Jones, Kathy Nantz, Brian Walker, Jim Simon, Marcie Patton and himself. The charge of this subcommittee is to determine the process by which a course is designated to have social and behavioral science core credit.

The Chair then made a motion to accept the minutes from the last meeting on December 2nd.

• Laura Nash made the motion to approve
• Bruce Bradford seconded
  Motion passed with 3 abstentions

The Chair then introduced the committee for the Health Sciences minor (Eileen O’Shea, Brian Walker, Sally Gerard, Shelley Phelan). Shelley Phelan was the spokesperson and gave a detailed description of the committees’ work. She explained the 3 targets of this piece:

1. minor available for any student as a future consumer
2. would assist pre-health students and enable non-science students to be more well-versed
3. this minor would help the largest growing sector and would have the largest impact on pre-health students

Shelley continued to elaborate on the value of this minor which would offer a broader background to specific courses and would affect and integrate independent projects. She stated that there is a need and demand for this well-rounded interface.
Rajasree Rajamma asked about the possible careers a health studies minor can have. She commented that a health studies minor may be attractive to marketing majors who are looking to work in the pharmaceutical industry or insurance industry.

The Chair thanked Shelley for meeting with the Department of Chemistry & Biochemistry in November 2014 regarding the Health Science minor. He suggested that the Committee change the course name of CH112 from General Chemistry to General Chemistry II, since that is the correct name of the course.

At the end of the discussion, Kathy Nantz made the motion to approve; Laura Nash seconded the motion; Motion passed unanimously.

The Chair then proceeded with the next order of business and recognized David Gudelunas who proceeded to describe the Public Relations major. David stated that this was pretty straightforward by adding one new course to Communications. He explained that this process would not develop a new program, but rather would create a more explicit and clearer path for students in Communication. This major would involve courses from many departments. It would cross over various other disciplines such as psychology, marketing, film/media and television, business, politics, and public administration. A lengthy discussion followed:

Kathy Nantz stated that in order to deliver effectively, the major would be interdisciplinary dependent.

David Gudelunas stated that he has received enthusiastic support for this major due to demand and has developed criteria for the major. He also stated that advising would be critical early on in the college and later in DSB as an elective.

David McFadden then stated that there is no need to rush into this and he feels there is skepticism in other departments and has concerns about moving forward with the major.

Jim Simon cited the importance of interdisciplinary courses and used the example of the international studies. We need to move toward developing an interdisciplinary model.

Laura Nash stated that including the PR major would allow for revisions in the curriculum that would benefit the students.

Kathy Nantz stated that the PR major allows for different variations of the Communications major and this would need to be articulated to students.

David Gudelunas agreed that there is a need for routine advising with interdisciplinary courses.
Rajasree Rajamma asked questions regarding the Public Relations major and the Marketing minor. Rajasree Rajamma observed that as the PR major requires 11 courses (33 credits), it will be difficult for a business major to double major who has to complete 16 business core classes and major classes, to double major in PR. David Gudelunas answered in the affirmative.

Rajasree Rajamma pointed out that marketing department has a PR course (MK 332: Public Relations), which may be similar to CO 102: Introduction to Public Relations offered by Communications department. While CO 102 is a required course that all PR major and minors must take, MK 332 is an elective course. She enquired how Communications will handle a situation where a Marketing major/ PR minor has already taken MK 332. Will they have to re-take CO 102. David Gudelunas responded that the issue will be resolved after discussing with the Marketing Department.

Jim Simon stated that the Public Relations major allows for the opportunity for better jobs and that 14 schools in AJCU have this major. It also is beneficial for students pursuing careers in media.

David McFadden again expressed his concerns regarding the structure of the major and the administration of the major, and as a result would like to table the discussion until he is convinced that this is ready to go forward.

David Gudelunas stated that he has reached out to all of the appropriate faculty and committees. All affected departments had multiple opportunities to attend meetings regarding the public relations major.

Jim Simon stated that he has the approval for resources and that there is a student demand for journalism and public relations.

Laura Nash stated her support.

Terry-Ann Jones stated that governance through the department makes sense logistically.

At the end of the discussion
Kathy Nantz made the motion to approve the Public Relations major;
Bruce Bradford seconded the motion;
11 in favor; 1 abstention; 1 opposed.
The motion passed.

The Chair stated that the social sciences committee would meet on Wednesday, January 21.

Laura Nash requested that the Chair communicate the U.S. and World Diversity stats to the Registrar. The Chair responded that he did communicate all of the U.S. and World Diversity
Course approvals with the Registrar during the Fall 2014 term and received confirmation from the Registrar’s office that the approvals were received.

Laura Nash announced that the Journalism major would be considered by the A & S CC in the next month or two.

Bruce Bradford made a motion to adjourn; Shah Etemad seconded the motion. The meeting adjourned at 4:35 pm.

Respectfully submitted,

Laura Martin