

5-7-2007

Program Change to Communication, Broadcasting Track

The College at Brockport, College Senate

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SUNY BROCKPORT

College Senate
State University of New York College at Brockport
350 New Campus Drive
Brockport, NY 14420-2925
(585) 395-2586 (Fax) 395-2246

Resolution # 38

2006-2007

COLLEGE SENATE

COLLEGE SENATE
SUNY College at Brockport
JUN 6 2007
350 New Campus Drive
Brockport, NY 14420-2925

TO: Dr. John R. Halstead, College President

FROM: The College Senate: *May 7, 2007*

RE: ⇨ I. Formal Resolution (*Act of Determination*)
II. Recommendation (*Urging the Fitness of*)
III. Other, For Your Information (*Notice, Request, Report, etc.*)

RECEIVED

MAY 29 2007

SUNY BROCKPORT
PRESIDENT'S OFFICE

SUBJ: ***Program Change to Communication, Broadcasting Track***
Routing #54 06-07 UC

Signed: *Jeffrey T. Lashbrook* Date: *5/18/07*
(*Dr. Jeffrey T. Lashbrook, 2006-07 College Senate President*)

Please fill out the bottom portion and return document to the College Senate Office.

TO: The College Senate President

FROM: College President

RE: ⇨ I. Decision and Action Taken on Formal Resolution (circle choice)
a. Accepted
• *Implementation Effective Date: Fall 2007
*Date resolution will begin to be used by the College. (i.e. spring, fall, when included in catalog, etc.)
b. Deferred for discussion with the Faculty Senate on ___/___/___
c. Unacceptable for the reasons contained in the attached explanation
II, III. Response to Recommendation or Other/FYI
a. Received and acknowledged ___/___/___
b. Comment: _____

DISTRIBUTED BY PRESIDENT'S OFFICE TO: *President's Cabinet*

DISTRIBUTE ALSO TO: Originator, Academic Advisement, Registrar (as appropriate)

Signed: *J. Halstead* Date: *6/1/07*
(Dr. John R. Halstead, President, SUNY College at Brockport)

**COLLEGE SENATE OFFICE
RESOLUTION PROPOSAL COVER PAGE**

Routing Number	#54 06-07 UC
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ROUTING NUMBER TO BE ASSIGNED BY SENATE OFFICE

DEADLINE FOR SUBMISSIONS: FEBRUARY 23

Incomplete proposals or proposals received after the deadline may not be reviewed until next semester.

INSTRUCTIONS:

- Submit only complete proposals.
- Proposals must be prepared individually in Word format using committee guidelines (guidelines online).
- Fill out this cover page for each proposal (available online at www.brockport.edu/collegesenate) and insert it electronically as the front page of your document.
- Email whole proposal with cover page as one attachment to senate@brockport.edu and facprez@brockport.edu.
- All updates must be resubmitted to the Senate office with the original cover page including routing number.
- Questions? Call the Senate office at 395-2586 or the appropriate committee chairperson.

1. PROPOSAL TITLE:

Please be somewhat descriptive, for example, *Graduate Probation/Dismissal Proposal* rather than *Graduate Proposal*.

Program change to Communication, Broadcasting Track

2. BRIEF DESCRIPTION OF PROPOSAL:

<ul style="list-style-type: none"> • Addition of one required course, CMC 200 (Introduction to Digital Video/Audio), which will raise the number of credits for the major from 36 to 39 • This course will be a prereq. for CMC 346 & 348 • Add CMC 317 as a broadcasting elective • Drop BUS 335 and THE 124 as broadcasting electives

3. ANTICIPATED DATE OF IMPLEMENTATION:

Fall 2007

Enter date this will be effective if passed by the Senate.

4. SUBMISSION & REVISION DATES: PLEASE PUT A DATE ON ALL UPDATED DOCUMENTS TO AVOID CONFUSION.

<i>First Submission</i>	<i>Updated on</i>	<i>Updated on</i>	<i>Updated on</i>
February 21, 2007	5/1/07		

5. SUBMITTED BY: (contact person)

<i>Name</i>	<i>Department</i>	<i>Phone</i>	<i>Email</i>
Joseph Chesebro	Communication	X5125	jchesebr@brockport.edu

6. COMMITTEES TO COPY: (Senate office use only)

Standing Committee	Forwarded To	Date
<input type="checkbox"/> Enrollment Planning & Policies	Committee	2/23/07, 5/1/07
<input type="checkbox"/> Faculty & Professional Staff Policies	Executive Committee	5/1/07
<input type="checkbox"/> General Education & Curriculum Policies *	Senate	4/23/07 - 5/7/07 vote
<input type="checkbox"/> Graduate Curriculum & Policies	Senate President's Signature	
<input type="checkbox"/> Student Policies	College President's Signature	
<input checked="" type="checkbox"/> Undergraduate Curriculum & Policies	To Vice Provost	
	Other	

* follow special Gen Ed procedures for submission of General Education proposals at "How to Submit Proposals" on our Website.

*(ROUTING NUMBER IS A CHRONOLOGICAL NUMBER SEQUENCE FOLLOWED BY ACADEMIC YEAR AND COMMITTEE INITIALS – Please use routing number and title in all references to proposals.)

Items 1-8, as required when proposing major changes:

- I. Completed cover letter. Please see the preceding page.
- II. Side-by-side comparison. Please see the appendix, and note that changes are in red ink.
- III. Rationale:
 - a. CMC 200: This course would provide students with skills that are fundamental to more upper-division skills in the major. By teaching them in this course how to set up a camera, prepare a shoot, record audio, adjust lighting, etc., we will enable more advanced ground to be covered in subsequent courses. This is why the course will be listed as a prereq. for CMC 346 & 348.
 - b. CMC 317 is an interviewing course, and it makes sense that broadcasting professionals should have the option to develop skills as an interviewer, and that such a course should count towards the broadcasting major.
 - c. Drop BUS 335 and THE 124. It's very hard for non-business majors or minors to even get into a business course, so we should not have this on our list of electives. THE 124 no longer is being offered, so it should be removed from our list of electives.
- IV. Description of new courses:
 - a. CMC 200: This course introduces students to the fundamental terminology, concepts, and techniques of digital videography and digital audio. Students will be introduced to the various technical aspects of video and audio production. Students examine the basic techniques of production including camera operation, tripods, lenses, framing and composition, lighting, and editing. Students also will learn the basics of the audio production process, including sound recording, basic mixing concepts, and digital audio recording.
- V. Staffing Issues
 - a. We are able to add CMC 200 because this year we've welcomed a new full-time faculty member in the broadcasting area. Her arrival has been an important part of this first phase of revisions we're proposing. To accommodate her shift into this course, we can offer one fewer section of a multiple section course, offer fewer special topics electives, or utilize a faculty member from a different area of the department who often is free to teach one of the broadcasting courses also taught by the person who will teach CMC 200.
- VI. Administration commentary
 - a. Dept. Chair: Please see the attached letter
 - b. Dean of School of Arts and Performance: Please see the attached letter.
- VII. No new resources or facilities are needed (beyond those needs which already are being addressed)
- VIII. Not applicable.

DATE: February 20, 2007

TO: College Senate

From: Joseph Chesebro, Chair, Communication

RE: Proposed Changes to Communication Broadcasting Major

Senators, I am writing in support of these proposed changes because they will enhance our program. The rationale for each change has been provided and I believe it is justified. Regarding any staffing changes that this proposal might require, we have addressed at least three ways the staffing issue can be handled without requiring any new resources.

In closing, thank you for considering these revisions.

DATE: February 20, 2007

TO: College Senate

From: Francis X. Short, Dean, School of Arts & Performance

RE: Proposed Changes to Communication Broadcasting Major

I support the Communication department's proposed changes to its Broadcasting program. Most changes (revising the list of electives, changing a course number) are minor and will require no additional resources or staffing adjustments. Although the addition of a new course (CMC 200) has implications for staffing, the department has taken this into consideration and Dr. Chesebro has discussed options with me. The faculty plan to address this issue in a number of ways. First, they will offer fewer sections of multiple section courses or electives. For example, in the Fall, they plan to offer one section of CMC 243, Radio & TV Writing, as opposed to the usual two. They also have the option to offer their elective special topics course with less frequency. Finally, one full time faculty member who teaches in a different area of the department is able to teach CMC 243 when needed, so she provides additional flexibility for course coverage. So I am convinced the department can absorb staffing the new course by manipulating schedules and faculty workloads. Should any of these changes result in increased student demand for the program, that demand will have to be addressed through the normal faculty allocation process or other methodologies.

Thank you for the consideration.

Communication Broadcasting Major

Change(s):

- New required course, CMC 200 (the course has been registered). Must have a minimum of “C” in this course, and this course is a prereq. for CMC 346 348
- CMC 317 added to the list of possible electives
- BUS 335 & THE 124 removed from the list of possible electives

Old	Credits	New	Credits
Core Requirement	15	Core Requirement	18
CMC 202 Principles of Communication*	3	CMC 200 Intro Digital Video* (new requirement; course has been registered). This will be a prereq. for CMC 346 & 348.	3
CMC 242 Fundamentals of Radio/TV*	3	CMC 202 Principles of Communication*	3
CMC 243 Radio/TV Writing I	3	CMC 242 Fundamentals of Radio/TV*	3
CMC 467 Mass Comm Theory and Research	3	CMC 243 Radio/TV Writing I	3
CMC 496 Comtemporary Broadcast Issues	3	CMC 467 Mass Comm Theory and Research	3
		CMC 496 Comtemporary Broadcast Issues	3
Specialization Courses (all are required)	9	Specialization Courses (all are required)	9
CMC 343 Broadcast Announcing		CMC 343 Broadcast Announcing	
CMC 346 Radio Production		CMC 346 Radio Production	
CMC 348 Television Production		CMC 348 Television Production	
Electives		Electives	
Choose 12 credits from:	12	Choose 12 credits from:	12
CMC 312 Argumentation and Debate		CMC 312 Argumentation and Debate	
CMC 319 Propaganda and Persuasion		CMC 317 Interviewing (added as an elective)	
CMC 324 Advanced Media Writing		CMC 319 Propaganda and Persuasion	
CMC 327 Publication and Web Design		CMC 324 Advanced Media Writing	
CMC 353 Broadcast Sales and Marketing		CMC 327 Publication and Web Design	
CMC 358 TV Directing and Field Produc		CMC 353 Broadcast Sales and Marketing	
CMC 366 Broadcast Journalism		CMC 358 TV Directing and Field Produc	
CMC 373 Critical Studies in Mass Comm		CMC 366 Broadcast Journalism	
CMC 445 Advanced Radio Production		CMC 373 Critical Studies in Mass Comm	
CMC 446 Advanced TV Production		CMC 445 Advanced Radio Production	
CMC 466 Advanced Broadcast Journalism		CMC 446 Advanced TV Production	
CMC 468 Media Law		CMC 466 Advanced Broadcast Journalism	
CMC 475 Communication Internship		CMC 468 Media Law	
CMC 495 Sr Honors in TV/Radio Prod		CMC 475 Communication Internship	
ART 311 Introduction to Video		CMC 495 Sr Honors in TV/Radio Prod	
BUS 335 Introduction to Marketing		ART 311 Introduction to Video	
CSC 105 Internet and Web Publishing		CSC 105 Internet and Web Publishing	
THE 124 Voice and Diction			
		BUS 335 & THE 124 have been removed from the electives list	
*Min C Required		*Min C Required	
TOTAL	36	TOTAL	39