

Council on Academic Affairs
Minutes
September 19, 2002

The September 19, 2002 meeting of the Council on Academic Affairs was held at 2:00 p.m. in the Arcola/Tuscola Room.

Members present: Dr. Bock, Mr. Deedrick, Ms. Grenda, Dr. Helsel, Dr. Marlow, Dr. Methven, Dr. Owen, Ms. Samuels, Ms. Sartore, Dr. Tidwell

Members absent: Dr. Dietz, Dr. Fewell

Staff present: Dr. Herrington-Perry, Dr. Lord, Ms. McDivitt

Guests present: M. Borzi, J. Chambers, S. Harvey, S. Miller, M. Mills

I. Minutes:

The minutes of September 12, 2002 were approved as written.

II. Communications:

Dr. Marlow indicated that Dr. Hoadley, Assistant Vice President of Academic Affairs for Technology, will be sending a memo to instructors of the Technology-Delivered Courses regarding their obligation to provide additional information for the course proposal format. The responses will be submitted to CAA as electronic attachments to Julie McDivitt, csjmc2@eiu.edu, no later than October 15, 2002. This item will be addressed at the November 7, 2002 CAA meeting.

III. Item Added to the Agenda:

1. 02-31, EIU 4199G, The Politics of Human Rights, Honors

Dr. Tidwell moved and Ms. Sartore seconded the motion to add this item to the agenda. Voting will take place later.

IV. Agenda Items Acted On:

Proposed revisions of the Speech Communication Curriculum were acted on as follows:

1. 02-28h, SPC 3100, Persuasion.

Dr. Mark Borzi presented the proposal and answered questions of the council. The motion passed unanimously. This action approves the following item, effective Spring 2003:

SPC 3100(2300). Persuasion. (3-0-3) On Demand. PERSUASION. This class will study symbolic communication intended to influence beliefs, attitudes, values, and behaviors. The course will focus on the critical assessment of persuasive messages, with additional attention to the theories and research behind persuasive message construction.

2. 02-28i, SPC 3750, Computer Mediated Communication I.

Dr. Mark Borzi presented the proposal and answered questions of the council. The motion passed unanimously. This action approves the following item, effective Spring 2003:

SPC 3750, Computer Mediated Communication I. (3-0-3) On Demand. CMC I. This course explores the role of message construction and delivery strategies in effective communication in technological environments.

3. 02-28j, New/Revised Options, Concentrations, and Minors.

Dr. Mark Borzi presented the proposal and answered questions of the council. The motion passed unanimously. This action approves the following items, effective Spring 2003:

The following action will eliminate concentrations in Interpersonal/Organizational, Mass Communication, Public Communication, and General Speech.

SPEECH COMMUNICATION (B.A.)

Major

The Department of Speech Communication is a community of students and faculty interested in exploring the complex and dynamic nature of communication in multiple contexts. Students develop critical thinking skills, a sense of social and ethical responsibility, the ability to develop effective message strategies, and the ability to successfully live within complex social environments.

Graduation from the program requires a grade of C or better in each of the department's four core classes (SPC 2010, 2020, 2030, 2040) and submission of a student portfolio.

Communication Studies Option

The Communication Studies Option is designed to provide students the opportunity to develop the knowledge, skills, and abilities necessary to effectively manage communication in their personal, professional, and public lives. The program provides for both breadth of study in communication and depth in a particular area of specialty. A Communication Studies graduate would be well prepared for positions in both the private and public sector, which have high communication demands, and where the use of sophisticated message strategies are necessary for success.

Department Core: SPC 2010, 2020, 2030, 2040	12 hrs
Option Core: SPC 2520, 2630, 3100, 3470, 3660, 3710	18 hrs
Electives (selected in consultation with an advisor).....	<u>15 hrs</u>
TOTAL	45 hrs

<u>First Year</u>			
<u>First Semester</u>		<u>Second Semester</u>	
Courses	Hours	Courses	Hours
ENG 1001G.....	3	ENG 1002G.....	3
SPC 1310G OR MAT	3	SPC 1310G OR MAT	3
HUMANITIES/ FINE ARTS	3	SCIENCE W/LAB	4
SOC / BEHAV	3	HUMANITIES/ FINE ARTS	3
FLG OR ELECT	3	FLG OR ELECT.....	3
Total	15	Total.....	16

<u>Second Year</u>			
<u>First Semester</u>		<u>Second Semester</u>	
Courses	Hours	Courses	Hours
SOC/BEHAV	3	HUMANITIES/ FINE ARTS.....	3
SCIENCE	3	SOC/BEHAV.....	3
SPC 2010 OR 2030..	3	SPC 2010 OR 2030..	3
SPC 2020 OR 2040..	3	SPC 2020 OR 2040..	3
SPC 2630 OR 3100..	3	SPC 3100 OR 2630..	3
Total.....	15	Total.....	15

<u>Third Year</u>			
<u>First Semester</u>		<u>Second Semester</u>	
Courses	Hours	Courses	Hours
SPC 2520 OR 3710..	3	SPC 2520 OR 3710 ..	3
SPC 3470 OR 3660..	3	SPC 3470 OR 3660 ..	3
SPC ELECT	3	SPC ELECT.....	3
ELECT	3	ELECT	3
ELECT.....	3	ELECT	3
Total.....	15	Total	15

<u>Fourth Year</u>			
<u>First Semester</u>		<u>Second Semester</u>	
Courses	Hours	Courses	Hours
ELECT OR SENIOR	3	ELECT OR SENIOR	

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SEMINAR.....		SEMINAR.....	3
SPC ELECT.....	3	SPC ELECT.....	3
ELECT.....	3	SPC ELECT.....	3
ELECT.....	3	ELECT.....	3
ELECT.....	3	ELECT.....	3
Total.....	15	Total.....	15

Corporate Communication Option

Communication is identified as one of the top skills required in any organization. This option provides students with the knowledge, values, perspectives and skills necessary to understand the roles, functions, strategies, and management of positions within organizations with high communication demands.

Department Core: SPC 2010, 2020, 2030, 2040.....	12 hrs
Option Core: SPC 2630, 2650, 3100, 3300, 3650, 4650.....	18 hrs
Electives (selected in consultation with an advisor).....	15 hrs
TOTAL	45 hrs

First Year		Second Semester	
First Semester		Second Semester	
Courses	Hours	Courses	Hours
ENG 1001G.....	3	ENG 1002G.....	3
SPC 1310G OR MAT	3	SPC 1310G OR MAT	3
HUMANITIES/ FINE ARTS.....	3	SCIENCE W/LAB	4
SOC / BEH	3	HUMANITIES/ FINE ARTS	3
FLG OR ELECT	3	FLG OR ELECT	3
Total	15	Total.....	16

Second Year		Second Semester	
First Semester		Second Semester	
Courses	Hours	Courses	Hours
SOC/BEHAV	3	HUMANITIES/ FINE ARTS	3
SCIENCE	3	SOC/BEHAV	3
SPC 2010 OR 2030..	3	SPC 2010 OR 2030 ..	3
SPC 2020 OR 2040..	3	SPC 2020 OR 2040 ..	3
SPC 2650 OR ELECT	3	SPC 3650 or ELECT	3
Total.....	15	Total	15

Third Year		Second Semester	
First Semester		Second Semester	
Courses	Hours	Courses	Hours
SPC 3930 OR ELECT	3	SPC 3300 OR ELECT	3
SPC 3300 OR ELECT	3	SPC 4650 OR ELECT	3
SPC 3100 OR ELECT	3	SPC 3100 or ELECT	3
SPC ELECT	3	SPC ELECT	3
SPC ELECT	3	SPC ELECT	3
Total.....	15	Total.....	15

Fourth Year		Second Semester	
First Semester		Second Semester	
Courses	Hours	Courses	Hours
ELECT OR SENIOR	3	ELECT OR SENIOR	3
SEMINAR.....		SEMINAR.....	
SPC ELECT	3	SPC ELECT	1-3
SPC ELECT	3	ELECT.....	3
ELECT.....	3	ELECT.....	3
ELECT.....	3	ELECT.....	3
Total.....	15	Total.....	15

Mass Communication Option

This option provides students with a well-rounded approach to understanding the role of mass communication in creating and sustaining social systems. The concentrations in this option provide students with either a practical or theoretical orientation to the study of electronic media.

Concentration in Electronic Media Production

This concentration is designed to provide the knowledge, values, perspectives and skills necessary to understand the roles, functions, and operations of various electronic media. This program of study is focused on balancing theoretical issues with practical experience.

Department Core: SPC 2010, 2020, 2030, 2040.....	12 hrs
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Concentration Core: SPC 2520, 2525, 2575, 3100, 3300 and select one of the following

Radio: SPC 2550, SPC 3520

Video: SPC 3540, SPC 4540..... 21 hrs

Electives (selected in consultation with an advisor)..... 12 hrs

TOTAL 45 hrs

First Year

<u>First Semester</u>		<u>Second Semester</u>	
Courses	Hours	Courses	Hours
Eng 1001.....	3	ENG 1002.....	3
SPC 1310 OR MAT	3	SPC 1310 OR MAT ..	3
HUMANITIES/ FINE ARTS.....	3	SCIENCE W/LAB	4
SOC / BEH	3	HUMANITIES/ FINE ARTS.....	3
SPC 2525.....	3	SPC 2575	3
Total.....	15	Total.....	16

Second Year

<u>First Semester</u>		<u>Second Semester</u>	
Courses	Hours	Courses	Hours
SPC 2520.....	3	HUMANITIES/ FINE ARTS.....	3
SPC 2550 OR 3540..	3	SPC 3100 or 3520	3
SPC 2010 OR 2030..	3	SPC 2010 OR 2030..	3
SPC 2020 OR 2040..	3	SPC 2020 OR 2040..	3
FL1 or ELECT	3	FL2 or ELECT.....	3
Total.....	15	Total.....	15

Third Year

<u>First Semester</u>		<u>Second Semester</u>	
Courses	Hours	Courses	Hours
SCIENCE	3	SOC/BEHAV	3
SOC / BEHAV	3	SPC 3530 OR 3300..	3
SPC 3100 OR 4540..	3	SPC ELECT	3
SPC 3530 OR 3300.....	3	ELECT.....	3
SPC ELECT	3	ELECT.....	3
Total.....	15	Total.....	15

Fourth Year

<u>First Semester</u>		<u>Second Semester</u>	
Courses	Hours	Courses	Hours
ELECT OR SENIOR	3	ELECT OR SENIOR	3
SEMINAR.....		SEMINAR.....	
SPC ELECT	3	SPC ELECT.....	3
ELECT.....	3	ELECT.....	3
ELECT.....	3	ELECT.....	3
ELECT.....	3	ELECT.....	3
Total.....	15	Total.....	15

Concentration in Electronic Journalism and Communication

This concentration is designed to provide the knowledge, values, perspectives and skills necessary to understand the roles, functions, and operations of broadcast news.

Department Core: SPC 2010, 2020, 2030, 2040..... 12 hrs

Select 17 to 18 hours from..... 17 - 18 hrs

JOU 2101, 3000, 4101, 4102

SPC 2525, 2575, 3610, 3620, 3540, 4275

Select 6 hours from 6 hrs

JOU 3001, 3950, 3701, 3702

SPC 2550, 3750, 4030, 4540

Electives (selected in consultation with an advisor)..... 9 hrs

TOTAL 44-45 hrs

First Year

<u>First Semester</u>		<u>Second Semester</u>	
Courses	Hours	Courses	Hours
ENG 1001.....	3	ENG 1002.....	3
SPC 1310 OR MAT	3	SPC 1310 OR MAT ..	3
HUMANITIES / FINE ARTS.....	3	SCIENCE w/LAB	4
SOC / BEHAV	3	HUMANITIES/ FINE ARTS.....	3
SPC 2525.....	3	SPC 2575	3

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Total.....	15	Total.....	16
Second Year			
<u>First Semester</u>		<u>Second Semester</u>	
Courses	Hour	Courses	Hours
	s		
SOC / BEHAV	3	HUMANITIES /	
SCIENCE	3	FINE ARTS	3
SPC 2010 OR 2030	3	SOC / BEHAV	3
SPC 2020 OR 2040	3	SPC 2010 OR 2030	3
JOU 2101	3	SPC 2020 OR 2040	3
		JOU 3000	3
Total.....	15	Total.....	15

Third Year			
<u>First Semester</u>		<u>Second Semester</u>	
Courses	Hour	Courses	Hours
	s		
SCIENCE	3	SPC 2550 OR 2520..	3
SPC 2520 OR 2550..	3	SPC 3620	3
SPC 3540	3	SPC ELECT	3
SPC 3610	3	ELECT.....	3
FLG OR ELECT	3	FLG OR ELECT	3
Total.....	15	Total.....	15

Fourth Year			
<u>First Semester</u>		<u>Second Semester</u>	
Courses	Hour	Courses	Hours
	s		
ELECT OR SENIOR		ELECT OR SENIOR	
SEM	3	SEM	3
SPC 4540	3	SPC ELECT	3
SPC ELECT	3	ELECT	3
ELECT.....	3	ELECT.....	3
ELECT.....	3	ELECT.....	3
Total.....	15	Total.....	15

Concentration in Media Studies

This concentration provides students with a theoretical understanding of the role of media in creating and sustaining social systems.

Department Core: SPC 2010, 2020, 2030, 2040	12 hrs
Concentration Core: SPC 2520, 2525, 3100, 3530, 4750, 4770	18 hrs
Electives (selected in consultation with an advisor).....	<u>15 hrs</u>
TOTAL.....	45 hrs

First Year			
<u>First Semester</u>		<u>Second Semester</u>	
Courses	Hours	Courses	Hours
ENG 1001	3	ENG 1002	3
SPC 1310 OR MAT	3	SPC 1310 OR MAT..	3
HUMANITIES /		SCIENCE w/LAB.....	4
FINE ARTS	3	HUMANITIES/	
SOC / BEHAV	3	FINE ARTS	3
FLG or ELECT	3	FLG or ELECT	3
Total	15	Total	16

Second Year			
<u>First Semester</u>		<u>Second Semester</u>	
Courses	Hours	Courses	Hours
SOC / BEHAV	3	HUMANITIES /	
SCIENCE	3	FINE ARTS	3
SPC 2010 OR 2030 ..	3	SOC / BEHAV	3
SPC 2020 OR 2040 ..	3	SPC 2010 OR 2030 ..	3
SPC 2520 OR 2525 ..	3	SPC 2020 OR 2040 ..	3
		SPC 2520 OR 2525 ..	3
Total	15	Total	15

Third Year			
<u>First Semester</u>		<u>Second Semester</u>	
Courses	Hours	Courses	Hours
SPC 3100 OR 3530 ..	3	SPC 3100 OR 3530 ..	3

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SPC ELECT	3	SPC ELECT	3
SPC ELECT	3	SPC ELECT	3
ELECT	3	ELECT	3
ELECT	3	ELECT	3
Total	15	Total	15

Fourth Year

<u>First Semester</u>		<u>Second Semester</u>	
Courses	Hours	Courses	Hours
ELECT OR SENIOR SEM	3	ELECT OR SENIOR SEM	3
SPC 4750 or 4770	3	SPC 4750 or 4770....	3
ELECT	3	ELECT	3
ELECT	3	ELECT	3
ELECT	3	ELECT	3
Total	15	Total	15

Public Relations Option

The field of public relations demands a variety of skills in all forms of communication, analysis, critical thinking and technology from its professional practitioners. Professionals must be responsive in a complex and diverse organizational environment to multiple and often competing demands. The public relations option prepares students to function effectively in this dynamic environment. Program emphasis is in preparing students for corporate, agency, nonprofit and other public relations positions.

Department Core: SPC 2010, 2020, 2030, 2040	12 hrs
Option Core: JOU 2901, 3302, SPC 2650, 3100, 3500, 3960, 4919, 4920	22 hrs
Electives (selected in consultation with an advisor)	12 hrs
TOTAL	46 hrs

First Year

<u>First Semester</u>		<u>Second Semester</u>	
Courses	Hours	Courses	Hours
ENG 1001	3	ENG 1002	3
SPC 1310 OR MAT	3	SPC 1310 OR MAT..	3
HUMANITIES / FINE ARTS	3	SCIENCE w/LAB.....	4
SOC / BEHAV	3	HUMANITIES/ FINE ARTS	3
FLG or ELECT	3	FLG or ELECT	3
Total	15	Total	16

Second Year

<u>First Semester</u>		<u>Second Semester</u>	
Courses	Hours	Courses	Hours
SOC / BEHAV	3	HUMANITIES / FINE ARTS	3
SCIENCE	3	SOC / BEHAV	3
SPC 2010 OR 2030 ..	3	SPC 2010 OR 2030 .	3
SPC 2020 OR 2040 ..	3	SPC 2020 OR 2040 .	3
SPC 2650 OR 3100	3	SPC 2650 or 3100	3
Total	15	Total	15

Third Year

<u>First Semester</u>		<u>Second Semester</u>	
Courses	Hours	Courses	Hours
SPC 3500 OR ELECT	3	SPC 3500 OR ELECT	3
SPC 3960 OR ELECT	3	SPC 3960 OR ELECT	3
JOU 2901	2	JOU 3302.....	2
SPC ELECT	3	SPC ELECT	3
ELECT	3	ELECT	3
ELECT	1-3		
Total	15 - 17	Total	14

Fourth Year

<u>First Semester</u>		<u>Second Semester</u>	
Courses	Hours	Courses	Hours
ELECT OR SENIOR SEM	3	ELECT OR SENIOR SEM	3
SPC 4919	3	SPC 4920.....	3
SPC ELECT	3	SPC ELECT	3
ELECT	3	ELECT	3
ELECT	3	ELECT	3

Total 15 Total 15

Speech Communication Minor

This minor provides students with a way to enhance their educational experience by participating in a program of study that provides a well-rounded approach to understanding the role of communication in society and how to engage in effective communicate strategies in multiple social contexts.

Department Core: SPC 2010, 2020, 2030, 2040 12 hrs
Electives (selected in consultation with an advisor, 9 hours must be upper division) 12 hrs
TOTAL 24 hrs

4. 02-30, Grade Corrections

Sue Harvey, Records, presented the proposal and answered questions of the Council. The following was approved to be effective Fall 2002:

Faculty may correct grades when an error in grade assignment has been made. Grade Assignment/Change Forms are available through the departmental office. The form requires the signature of the faculty member and department chair. Any change of a final grade from A, B, C, D, or F to a grade of I, W, WP or WF must be accompanied by written documentation and receive approval from the student’s academic dean’s office (in addition to the approvals of the instructor and department chair).

Faculty members are responsible for mailing or delivering the form to the Records Office. Forms presented to Records Office by students will not be accepted.

The meeting adjourned at 2:40 p.m. Submitted by Julie McDivitt, Recording Secretary.

All Council Minutes and Agenda are available on the Web at <http://www.eiu.edu/~eiucaa/>. In addition, an electronic course library is available at <http://www.eiu.edu/acaffair/courselibrary.htm>.

Effective September 5, 2002, CAA minutes, agendas, and summaries of CAA actions will be distributed via a listserv, caa-list. To subscribe, send an email to majordomo@eiu.edu. In the text of your email, enter the following two lines:

subscribe caa-list
end

**ANNOUNCEMENT OF NEXT MEETING
September 26, 2002
Arcola/Tuscola Room @ 2:00 p.m.**

Agenda

1. 01-18, [Proposal to Establish a Speaking-Across-the-Curriculum Committee](#) (pending)
2. 02-31, EIU 4199G, The Politics of Human Rights, Honors

Approved Executive Actions

COS

1. Designate BIO 1200G, BIO 1300G, BIO 3510, BIO 3520, BIO 3612, BIO 3614, BIO 3800, BIO 3950, BIO 4810, BIO 4814, BIO 4942, BIO 4944, BIO 4954 as writing intensive, effective Fall 2002.

AH

Effective Spring 2003

1. Designate all SPC courses as “On Demand.”
2. Modify description of SPC 3520 from:

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Study of equipment and techniques involved in producing radio programs; announcing, scripting, writing and producing. Practical experience in a variety of production experiences. Prerequisite: SPC2525, 2550. **MC 915**

to :

Study of equipment and techniques involved in producing radio programs; announcing, scripting, writing, and producing. Practical experience in a variety of production experiences. **Students will be required to complete laboratory hours at WEIU-FM.** Prerequisite: SPC 2525, 2550. **MC 915**

3. Eliminate the following courses effective Spring 2003:

SPC 2100 Listening
SPC 2320 Discussion
SPC 3550 Advanced Broadcast Announcing
SPC 4830 Language Habits in Human Affairs
SPC 4860 Psychology of Speech

4. Change title of SPC 2550 Basic Broadcast Announcing to Broadcast Announcing, effective Spring 2003.

5. Add the following courses to the list of writing intensive classes:

SPC 2020 Research Methods
SPC 3300 Interviewing
SPC 3650 Organizational Communication
SPC 3660 Communication and Conflict
SPC 4770 TV Criticism

5. Change number from SPC 4470 Small Group Communication to SPC 3470 Small Group Communication

Pending Executive Actions

Proposed revised Speech Communication prerequisites are as follows:

SPC Prerequisite Changes

Course	Current	New
SPC 3230	SPC 1310G and SPC 2300 or Permission of Instructor	SPC 1310G
SPC 3470 (currently 4470)	None	SPC 2030 or Permission of Instructor
SPC 3500	SPC 2520 or Permission of Instructor	None
SPC 3520	SPC 2520	SPC 2525 and SPC 2550
SPC 3540	SPC 2520 or Permission of Instructor	SPC 2525 or Permission of Instructor
SPC 3610	SPC 2520 or JOU 2001 and JOU 2101 and JOU 3000	SPC 2520 or JOU 3000
SPC 3620	SPC 2520 or JOU 2010, SPC 3540 and SPC 3610 or Permission of Instructor	SPC 2610
SPC 4420	SPC 2650 or 2520 or Permission of Instructor	SPC 2520 and SPC 2650 or Permission of Instructor