

All University Committee

Thursday, May 12, 2022

3:30 p.m.

Virtual via Google Meet

Committee Members in Attendance:

Laura Bayless, Deborah Benes, Joseph Cautela, Rachelle Dermer, Rala Diakite, Steve Fiedler, Sydney Kinz, Kerry Mcmanus, Daniel Sarefield, Elisabet Takehana, Kisha Tracy, Amy Wehe

Guests in Attendance:

Rob Carr, Mary Ann Barbato, Randy Howe, Charles Roberts, Mary Baker, Kyle Moody, Jon Krasner

Meeting called to order at 2:34 p.m.

Proposals to Consider for Recommendation of Approval

AUC 86: QR for MATH 1250

Motion: Steve Fiedler Second: Deborah Benes

Sponsor: Mary Ann Barbato

We did a QR designation for pre-calculus before which is similar to this course. We made adjustments to require a certain amount of applications for the designation.

Vote: 10/0/0 (Y/N/O)

AUC #53: Name Change of COMM 3025 from Social Media Campaigns to Social Media Advertising and Public Relations

Motion: Steve Fiedler Second: Deborah Benes

Sponser: Kyle Moody

- **Friendly amendment from Curriculum:** Add “The class broadly covers the topics of political, ethical, and organizational requirements of social media that are in COMM 2005 within the first two weeks of class, so the prerequisite of COMM 2005 has been removed.” to 5 Rationale for the Proposal

This name would be more representative to the class. This class is going to be focused on production in all 3 of these.

A Committee Member asked: Could this have been a registrar's note?

- It was discussed that this could not happen and it had to go through this process.

Vote: 10/0/0

AUC #54: COMM 3304 Name and Description Change

Motion: Steve Fiedler Second: Deborah Benes

Sponsor: Randy Howe

It has become an outdated title and from a previous concentration and since 2007 this has been rolled into Game and Graphic Design. With the new name change it has taken on more of a social media and future design. This proposal changes the title and removes some things we no longer do and add new things we will be doing.

Vote: 10/0/0

AUC #57: Professional Communication Concentration Name Change to Public Relations, Social Media, and Advertising

Motion: Steve Fiedler Second: Deborah Benes

Sponsors: Rob Carr

The field is growing rapidly and we expect this change to have attraction. It is also a better reflection of the concentration.

A committee member stated: I think this is great to see public relations as a growing field within Fitchburg State.

Vote: 11/0/0

AUC #59: COMM 3470: Course Name and Catalog Description Change

Motion: Steve Fiedler Second: Deborah Benes

Sponsor: Rob Carr

This program has moved from a traditional genre based course to a course that has ambitious media projects for real world clients. This has been going on for a decade and we think the course name should reflect this reality.

Vote: 11/0/0

AUC #60: New Required Courses in Public Relations, Social Media, and Advertising Production Concentration

Motion: Steve Fiedler Second: Deborah Benes

Sponsor: Rob Carr

We are interested in tightening and better integrating the curriculum of the concentration. We want to strengthen the reality from the past 15 years. This will strengthen the social media presence within this concentration. It is responsive to the increasing social media advertising.

Friendly amendment from AUC: Fix proposed catalog wording from COMM 4202 to COMM 4212

Vote: 11/0/0

AUC #61: Removal of COMM 3010 from the Communications Media Major and FSU Catalog

Motion: Steve Fiedler Second: Deborah Benes

Sponsor: Rob Carr

This is a response to the update and tightening in the concentration. This does not serve the curriculum. It is a good course but it does not fit in the program and model we have.

A committee member asked: I know it does not fit in your major, can other students take it as an elective?

- Representative answered: Yes. A good course at any institution. We can not find people to teach it and find a home for it. We are working hard to evolve the department and program. We have our hands full with the changes and updates we have made. I don't know where we would fit it. We are trying to advance the program as a whole.

A committee member asked: Is this a course that gets highly enrolled?

- Representative answered: No, it is under enrolled right now. We have 7 students right now and finished with 6. It was once highly populated but has declined to very few.

A committee member asked: Is the new minor in public relations open to all students?

- Representative answered: Yes. We have gotten a lot of positive responses.

A committee member asked: Can you tell me where instruction and visual reterics may come up?

- Representative answered: It is happening all the time. The client and student design relationship, on the design front working in a multimedia capacity. We are thinking about the functionality of all those pieces. We are thinking rhetorically and offering a delivery model. We are thinking conceptually, and critically.

A committee member asked: Are the Students who are in the old program getting the things they need to finish?

- Representative answered: We are continuing to offer the class until we are out of students who need it. The class will be held one more time.

Friendly amendment from AUC: Add to proposal summary a date of removal for after Fall 2022

Vote: 12/0/0 *(with the friendly amendment)*

AUC #77 Public Relations Minor

Motion: Steve Fiedler Second: Deborah Benes

Sponsor: Rob Carr

This is a 3 part multidisciplinary design. Create a strong foundation in public relation, and expand to different disciplines university wide. We have gotten great responses throughout the university. The premise of this program is very progressive. We see a lot of PR minors that are more of a journalist or business side at other universities but ours is unique because we are doing it through a communication standpoint and have gotten great responses.

A committee member asked: Did you have discussions with the business area?

- Representative answered: We did. We made some recommendations on courses that we thought would be a very nice match and they were not interested so we moved on.

Vote: 12/0/0

AUC #62 Move Comm Media Internship COMM 4880 from "Phase V" Major-wide Requirement to "Phase II" Concentration Sequence Requirement

Motion: Steve Fiedler Second: Deborah Benes

Sponsor: Charlie Roberts

This changes no requirements, credit hours, none of that. It literally is just moving files around a file cabinet. It allows us structurally to do a thing a couple of our concentrations are going to have to do. History shows that phases is how the major works and each phase has a specific concentration. Currently, all students have to take a 12 credit 40 hour week internship. Students can't do this until everything else is done. The career marketplace has changed a lot in the last 10 years. Some concentrations don't look like a 40 hour a week internship. In order to change that capstone internship,

we have to change it for all concentrations. This proposal is only changing the phase it is going into. Phase 5 does not exist anymore but it now lies in phase 2.

Vote: 12/0/0

AUC #65 Design Studio and Practice

Motion: Steve Fiedler Second: Deborah Benes

Sponsor: Jon Krasner

The current capstone requirement may not always be the best thing for every concentration. This concentration realizes the field is very broad, the program is not a major but a concentration. A full time internship is not the best option for many students. It considers all students in the concentration, it ensures that students develop strong design skills. This course has multiple components. This would be a 6 credit course in conjunction with or before with a part time internship. It encompasses a final project where they develop a thesis on a design of their choice. Also rework design work in the past for their portfolio to improve. It is absolutely critical that students understand the theory and develop over 4 years and be able to conduct research and stronger conceptual skills.

A committee member stated: Good job to all of the communication media department for the work of updating your program.

A committee member asked: I am curious about the choice to do a 6 credit? I thought it was typically 3 credits?

- Representative answered: It went through many iterations in the past 2 years. The department felt that 3 credits was too loose and that there is a really strong feeling that we want this to be a capstone with the rigor. I think that 6 and 6 is a happy medium.

A committee member stated that it says in the proposal 2 hours of lecture and 4 hours of studio. How will that be in the students schedule?

- Representative answered: We would meet 2 days a week in a double block to encompass studio work. Prerequisites to this is advanced graphic design. I think we want to have flexibility in this course to meet the dynamic of the audience we have. There will be a lot of opportunities to develop a strong work ethic. Most of our production courses we meet in the double block. 6 contact hours a week with faculty.

A committee member asked: Will this only be available to only communication media students and graphic design minors. Do you expect any other students?

- Representative answered: Because of the prerequisite this will mainly serve graphic design concentrations.

Vote: 12/0/0

AUC #66 Graphic Design Capstone

Motion: Steve Fiedler Second: Deborah Benes

Sponsor: Jon Krasner

- **Friendly amendment from Curriculum:** Add "COMM 4880 Internship should be updated to be offered as 6 or 12 cr. Day course offered every semester depending on the production concentration capstone requirement" to 4 Proposal Summary and 7 Catalog Language

Encompasses studio practice in the graphic design concentration. This will meet the needs of all students. This long overdue need for flexibility. Pretty similar to most national and international internships. Gives students the element of time. They will receive accountable and structural guidance by the graphic design faculty. This will deepen their connection with the design process. They will have an opportunity to explore those professional things in the profession instead of just the disciplines.

A committee member asked: Is this called capstone or internship?

- Representative answered: It would be called an internship, capstone was more conceptual.

A committee member asked: It looks like the 12 credit capstone already exists?

- This will add an option to take it for 6 credits.

A committee member asked: How would someone know which one they are signing up for?

- Representative answered: You can only sign up by red card, so the coordinator would ask which one.

We have always had 12 required, but a long time ago we had the 3,6,9,12 and then it got dropped from the catalog. It is just the workload that changes.

Friendly Amendment from AUC: Change 4XXX to 4880 anywhere it is stated

Vote: 12/0/0 (*With the friendly amendment*)

Other Business/ Closing Remarks

Kisha States: Thank you Sydney for taking the minutes in Deresa's absence. Thank you Deresa for taking them at the other meetings.

Kisha States: Thank you to everyone for coming to all the meetings and doing all the work. This is one of the toughest AUC committee's.

Kisha States: Thank you Amy for helping me out this year. This is not a one person job.

Amy States: Thank you Kisha for the loads of work you did.

Adjournment

Motion: Steve Fiedler Second: Deborah Benes

Meeting adjourned at 3:37 pm.

Vote: 12/0/0