MINUTES OF THE UNIVERSITY SENATE
December 1, 1998

The December 1, 1998 meeting of the University Senate was called to order
by Chairperson Alarcon at 3:20 p.m. in the Alumni Auditorium of the Eberly
College of Business.

The following Senators were **excused** from the meeting: D. Ames, M. Anthony,
T. Ault, J. Baker, S. Barker, K. Barton, C. Bencich, R. Bravo, J. Bullard,
R. Camp, C. Carranza, F. Condino, B. Curey, R. DiStanislao, C. Dugan, S.
Ender, D. Foltz, V. Garcia, L. Gearhart, K. Hanrahan, A. Heckert, M. Hood,
D. Hulings, A. Joseph, R. Luckey, V. Mancuso, T. McDevitt, M. Rafoth, R.
Riesenman, D. Sadler, M. Sanchez, S. Shiring, H. Soltis, B. Walz, L.Wilson,
N. Zuraikat

The following Senators were **absent** from the meeting: A. Allen, M.
Ashamalla, C. Black, K. Brode, G. Brown, T. Brown, J. Bukartec, D.
DeCoster, G. Dicicco, J. DiFranco, J. Eck, B. Ender, J. Fisher, S.
Foresman, A. Giardullo, S. Glor-Scheib, K. Gresh, S. Holler, K. Jackson, R.
Johnson, M. Joyce, J. Knouse, K. Lehman, D. Marchant, S. McClure, C.
McCreary, W. McGonigal, B. Miller, C. Minus, S. Mukasa, M. Piwinsky, E.
Receski, D. Reed, D. Richardson, K. Rivosecchi, G. Runco, R. Russell, F.
Shering, J. Shuey, B. Vernon, R. Woan

The minutes of the November 3, 1998 Senate meeting were **ACCEPTED** with the
following change: Under the rationale for the proposed minor revisions to
the research requirements for the M.Ed in Early Childhood Education, the
second sentence is deleted which reads: Its only prerequisite is
successful completion of the program.

Agenda items were **APPROVED**.

REPORTS AND ANNOUNCEMENTS

PRESIDENT'S REPORT (Dr. Pettit)
The only thing I want to mention today is the so-called mascot issue, which
is about one-eighth of a much broader charge for this particular task
force. This is something on which I will want some kind of Senate input.
I do not intend to take a recommendation to the Trustees in December; the

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people want to give us. Thank you.

PROVOST'S REPORT (Dr. Staszkiewicz)
No report.

VICE CHAIRPERSON'S REPORT (Senator Cojocaru)
Student Congress members attended the Board of Student Governors meeting on November 7 and 8 in Edinboro. Student Congress assisted with a Swing Dance late night program held in the Multipurpose Room.

CHAIRPERSON'S REPORT (Dr. Alarcon)
We will be considering the Laser Print Charge Policy at today's meeting. You did not have this item on your agenda. Let me explain the circumstances that lead to my accepting to include this item at the eleventh hour.

The deadline for submissions of items for this month's meeting was Wednesday November 18. On Tuesday November 24 we (the senate secretary and I) received an e-mail message from Steve Jackson, chair of the Library and Educational Services Committee, requesting that we add the item to the agenda. My initial reaction was to decline, as the item was not included on the agenda that was posted that day. Earlier this week I received additional information, distributed to the members of ACPAC, about the proposed policy from Mr. Rick McFerron, interim director of Academic

university public computer labs charge a uniform per-page fee for laser printing, <u>that is just sufficient to cover the cost of operations, that fee</u> to be determined by the Academic Implementation Group (AIG) of the Academic Computing Policy Advisory Council (ACPAC), and that any surplus funds derived from these charges be earmarked for the maintenance and improvement of the university public computer labs, under the supervision of the Academic Computing Policy Advisory Council.

Motion to amend the main motion was **APPROVED** by hand vote: 56 in favor, 37 against, 2 abstentions.

A **motion** was made to table the amended motion and seconded. Motion **DEFEATED** by hand vote: 37 in favor, 41 against, 2 abstentions.

A **motion** was made to close debate and seconded. Motion **APPROVED** by hand vote: 45 in favor, 33 against, 2 abstentions.

Vote on the amended motion by hand vote: 40 in favor, 35 against, 5 abstentions.

NON-CREDIT COMMITTEE--Chairperson Nagendra

The Non-Credit Committee presented the following for Senate information:

Valarie Mancuso, Dean of Punxsutawney branch campus, provided an update to the committee regarding the progress of the Academy of Culinary Arts. She said that the enrollment continues at a capacity level of 110 students and 64 students have already submitted deposits for fall 99. The administrative structure has been split so that marketing, recruitment, budget and facilities are the responsibility of the Dean of the campus. Additionally the academic program and evaluation of the faculty members have been assigned to the academic department of Hospitality, Restaurant, and Institutional Management.

RESEARCH COMMITTEE--Chairperson Neusius
No report.

STUDENT AFFAIRS COMMITTEE--Chairperson Barker
No report.

UNIVERSITY DEVELOPMENT & FINANCE COMMITTEE--Chairperson Heckroth
No report.

ACADEMIC COMMITTEE--Chairperson Duntley

The Academic Committee presented the following for Senate Information:

This year brings the first retirements of persons who have been named University Professor. The intent of that title is that it belongs to the person from the time of awarding forever. In recognition of that status, the university will use the title **University Professor Emeritus** for these persons upon their retirement:

        Dr. John Fox
        Dr. Richard Magee
        Dr. Donald Walker

Note that given the unusual circumstances leading to a large number of recent retirements effective January 1, 1999, the Academic Committee will review a second set of nominations to be mic Commiommittee will

A.   Comparison of Old and New Programs

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EXISTING PROGRAM	NEW PROGRAM
Liberal Studies: (56-57sh) Mathematics: MA121 Natural Science: PY111/121-112/122 Social Science: PC101 Liberal Studies Electives: MA122, no courses with CH prefix.	**Liberal Studies: (56-57sh)** Mathematics: *MA123* Natural Science: PY111/121-112/122 Social Science: PC101 Liberal Studies electives: *MA124*, *GS111 or GS113*, no courses with CH prefix
College: (30sh) **Professional education sequence:** CM301 Technology for Learning and Instruction (3sh) ED242 Pre-student Teaching Clinical Experience I (1sh) ED342 Pre-student Teaching Clinical Experience II(1sh) ED441 Student Teaching (12sh) ED442 School Law (1sh) ED451 Teaching Science in the Secondary School (3sh) EP202 Educational Psychology (3sh) EP377 Educational Tests and Measures (3sh) FE202 American Education in Theory and Practice(3sh)	**College: (*32sh*)** **Professional education sequence:** CM301 Technology for Learning and Instruction (3sh) ED242 Pre-student Teaching Clinical Experience I (1sh) ED342 Pre-student Teaching Clinical Experience II(1sh) ED441 Student Teaching (12sh) ED442 School Law (1sh) ED451 Teaching Science in the Secondary School (3sh) EP202 Educational Psychology (3sh) EP377 Educational Tests and Measures (3sh) ***EX301 Education of Students with Disabilities in Inclusive Secondary Settings (2sh)*** FE202 American Education in Theory and Practice(3sh)

Major: (33-35sh)
Required courses:
CH113 Concepts in Chemistry (4sh)
CH114 Basic Inorganic Chemistry (4sh)
CH73MCID 15>BDCyq67.70C /P AMCID 27>BDC q67

B. Rationale for Change:

The Chemistry Education Program needs 4 semester hours of an earth science course to comply with NSTA standards for NCATE accreditation. GS111/112 (oceanography, geology) and GS113/114 (meteorology, astronomy) are designed specifically for secondary science education majors, have a laboratory component, and allow the students to choose an earth science course according to their interest.

The addition of EX301 Education of Students with Disabilities in Inclusive Secondary Settings satisfies the Special Education Competency Requirement for accreditation by the Pennsylvania Department of Education.

The rationale for the change from MA121/122 Calculus I and II for Business, Natural, and Social Sciences to MA123/124 Calculus I and II for Physics, Chemistry, and Mathematics is to better prepare the chemical education students for other required course work involving calculus.

Motion **APPROVED**.

The Curriculum Committee **moved** the approval of the following program revision, related course deletions, course revisions, and new course proposals for the B.S. in Communications Media.

A. Comparison of old and new programs

Bachelor of Science - Communications Media

Liberal Studies: As outlined in Liberal Studies **53-58**
section with the following specifications:
Social Science: PC 101
Liberal Studies electives: BE/CO/IM 101 (to be taken in
the freshman year), no courses with CM prefix, not to
include courses cross-listed with CM

Major: **42**

B. Rationale for Change

The revisions are needed to bring the program more in line with changes in
communications technology, standards and needs. Many of the changes

applicable in educational, industrial, and medical training programs. Experiences include technical layout and lettering; color; mounting and laminating; copying and reproduction techniques utilizing photography and xerography; photo silk screening and photo sketching.

New Course Number and Catalog Description
CM 240 Communications Graphics   3c-0l-3sh
Prerequisites: CM 101 or permission
Introduction to graphic design concepts and related processes and techniques for a variety of forms of presentation media including television, multimedia, and on-line communications for educational, corporate training, and communications specialists. Both two and three dimensional design, and basic animation concepts will be explored. Hands-on experiences using a variety of graphic software applications.

2. CM 249 Basic Audio Recording Techniques (includes number change)
   Old Course Description
   CM 449 Basic Audio Recording Techniques   3c-0l-3sh
   Prerequisites: CM 101, CM 403, permission
   Theory and practice of recording sound, developing an understanding of the language of sound recording as well as the ability to make sound recordings. Exposure to recording for various media including radio, music, motion pictures, television, multi-image, and slide and tape production. Material also appropriate for teachers who wish to make use of tape recorder in the classroom. Students will gain hands-on experience through labs and projects to be completed outside of class. Students will be expected to provide an audio tape recorder.

   New Course Description
   CM 249 Basic Audio Recording Techniques   3c-0l-3sh
   Prerequisites: CM 101, permission
   Theory and practice of recording sound, developing an understanding of the language of sound recording as well as the ability to make sound recordings. Exposure to recording for various media including radio, music, motion pictures, television, and multi-media production. Material also appropriate for teachers who wish to make use of tape recorder in the classroom. Students will gain hands-on experience through labs and projects to be completed outside of class. Students will be expected to provide an audio tape recorder.

3. CM 303 Scriptwriting
   Old Catalog Description
   CM 303 Scriptwriting   3c-0l-3sh
   Prerequisite: CM 101
   Required of Communications Media majors
   Introduction to the design of media materials and script writing. Style and techniques of writing will be analyzed. Classroom emphasis is on writing, critiques, and revision of designs and scripts. Scripts for audio, still projection, and motion picture and television productions will be written.

   New Catalog Description
   CM 303 Scriptwriting   3c-0l-3sh
   Prerequisites: CM 101, EN 101 and EN 202 (C or better) or permission of instructor
   Introduction to the design of media materials and script writing. Style and techniques of writing will be analyzed. Classroom emphasis is on writing, critiques, and revision of designs and scripts. Scripts for audio, multi-media presentations, and motion picture and television productions will be written.

4. CM 330 Instructional Design for Training and Development (includes name
   change)
   Old course title and catalog description
   CM 330 Communications Media in Training and Education   3c-0l-3sh
   Prerequisites: CM 101, 303
   The course reviews the historical growth and philosophies of the design
   and development of training and education products and processes. The
   student examines the principal roles and functions of human and material
   resource professionals for training (performance improvement), education
   (competency improvement), and development (personal and organizational
   growth).

   New course title and catalog description with new prerequisites
   CM 330 Instructional Design for Training and Development   3c-0l-3sh
   Prerequisites: CM 101, 240, EN 101 and 202 (C or better) or permission
   This course examines the systems approach for the design, development and
   evaluation of instructional material. Students will learn about the
   history of instructional design and development and the current status of
   the field. Each student will produce a self-instructional prototype that
   will require the student to systematically and creatively apply the
   concepts and rules learned in the class.

5. CM 349 Radio Production (includes number change)
   Old course number and catalog description
   CM 405 Radio Production   3c-0l-3sh
   Prerequisites: CM 101, 200, 403, 404, permission
   An introduction to production techniques as they pertain to radio. The
   student will be exposed to programming, scripting, producing programs,
   intros, outros, commercials, public service announcements, station
   identifications, and promotional announcements. The course will also
   deal with the interaction of a radio station with national networks and
   with the real-life concerns of deadlines.

   New course number and catalog description
   CM 349 Radio Production   3c-0l-3sh
   Prerequisite: CM 150 or permission of instructor
   An introduction to production techniques as they pertain to radio. The
   student will be exposed to programming, scripting, producing programs,
   intros, outros, commercials, public service announcements, station
   identifications, and promotional announcements. The course will also
   deal with the interaction of a radio station with national networks and
   with the real-life concerns of deadlines.

6. CM 354 Broadcast Regulation (includes number change)
   Old course number and catalog description
   CM 454 Broadcast Regulation   3c-0l-3sh
   Prerequisites: CM 404, permission
   This course delves into the areas of law affecting broadcasters. Topics
   covered are laws pertaining to cable television, station licensing and
   renewal, political broadcasting, libel, copyright, the right of reply,
   and privacy. The historical development of the FCC and its jurisdictions
   will also be examined. Case studies will be discussed along with the
   relevancy of some laws as they pertain to today's society.

   New course number and catalog description
   CM 354 Broadcast Regulation   3c-0l-3sh
   Prerequisites: CM 150 or permission of instructor
   This course delves into the areas of law affecting broadcasters. Topics
   covered are laws pertaining to cable television, station licensing and
   renewal, political broadcasting, libel, copyright, the right of reply,
   and privacy. The historical development of the FCC and its jurisdictions
   will also be examined. Case studies will be discussed along with the
   relevancy of some laws as they pertain to today's society.

7. CM 403 Broadcasting Newswriting (includes name change)
   Old Title & Catalog Description:
   CM 403 Writing for Broadcasting   3c-0l-3sh
   Prerequisites: CM 101, permission of instructor
   The course acquaints students with the various techniques in writing
   scripts for radio and television and makes them aware of the visual
   impact of television and the audio impact of radio. Students are made
   aware of the limitations of television and radio as well as their unique
   features.

   New Title & Catalog Description
   CM 403 Broadcast Newswriting   3c-0l-3sh
   Prerequisites: CM 101, EN 101 and EN 202 (C or better) or permission of
   instructor
   The course acquaints students with the various styles and script formats
   used in writing news scripts for radio and television. The course
   includes instruction in writing news stories for radio and television and
   an introduction to broadcast news production. Students will practice
   and work to improve writing skills in this area of broadcast writing.

8. CM 445 Applications and Techniques of Motion Pictures
   Old course number and catalog description
   CM 445 Applications and Techniques of Motion Pictures   3c-0l-3sh
   Prerequisites: CM 444, permission
   A survey of the role that motion picture film production plays in
   society. Major emphasis will be placed on the variety of applications
   with special consideration given to motion pictures as a tool to support
   research.

   New course number and catalog description
   CM 445 Applications and Techniques of Motion Pictures   3c-0l-3sh
   Prerequisite: CM 150 or permission of instructor
   A survey of the role that motion picture film production plays in
   society. Major emphasis will be placed on the variety of applications
   with special consideration given to motion pictures as a tool to support
   research.

9. CM 460 Emerging Trends in Communications Technology (includes name
    change)
   Old course title and catalog description
   CM 460 Alternative Systems of Communication   3c-0l-3sh
   Prerequisites: CM 404, permission
   The implications and capabilities of cable systems, the private and
   industrial utilization of non-broadcast services, the emergence of
   satellite CATV networking and the application of two-way cable response
   systems.

   New course title and catalog description with new prerequisites
   CM 460 Emerging Trends in Communication Technology   3c-0l-3sh
   Prerequisites: CM 150
   An introduction to the ever-changing world of telecommunication
   technologies, focusing on modern, computer-driven modes of information
   exchange. Students will get an opportunity to synthesize several of the
   technologies covered in the course and integrate them into a workable
   solution to a practical telecommunication problem.

10. CM 493 Internship
   Old Catalog Description, Prerequisites and Credits
   CM 493 Internship   var-6-12sh
   Prerequisites: Communications Media majors only; junior or senior
   status, permission
   Supervised professional work experience in communications media. Sites

reflect the academic goals of the department and are approved and
administered by a department coordinator. Location, duties, length of
internship, and hours are individually tailored to student career goals.
 Sites represent wide application of process and technology of
communications in business, education, allied health, or other agencies.
 Students may take 3 or more sh per semester (40 hours or more of
commitment=1 sh), and multiple experiences are possible; a maximum of 3sh
internship and/or field experiences are permitted towards a degree
program.

New Catalog Description, Prerequisites and Credits
CM 493 Internship   var-6, 9, 12sh
Prerequisites: CM 395, department approval
Supervised professional summer work experience in communications media.
Sites reflect the academic goals of the department and are approved and
administered by a department coordinator. Location, duties, length of
internship, and hours are individually tailored to student career goals.
Sites represent wide application of process and technology of
communications in business, education, allied health, or other agencies.
Students must complete 40 hours or of the internship work experience per
semester hour earned. A maximum of 15sh is applicable to an
undergraduate degree program from any combination of internship and
practicum experience.

F. New Courses

 1. CM 205 Media Presentation Skills   3c-0l-3sh
    Prerequisites: CM 150, CM majors only
    This course introduces students to basic presentation skills, emphasizing
    the use of media to enhance presentations. Students will research,
    organize and write presentations, design appropriate media and deliver
    presentations in various settings, including to large groups, on-camera
    and in groups with other students.

This is a production course that emphasizes advanced field production
techniques. Some of the topics covered will include; field lighting,
video post-production editing with A-B roll, on-line editing, and non-
linear editing. Students will gain hands-on experience through projects
and field trips.

6. CM 401 Media Field Studies   3c-0l-3sh
   Prerequisites: CM 101, junior standing and permission of instructor
   A hands-on course designed to help the students learn about the
   production process involving on-location production. The course will
   have three distinct phases: Students will begin with research and pre-
   production tasks on campus. Students may travel to a remote site to
   collect additional information and images and use those images to
   complete a production. Students will be responsible for travel expenses.

7. CM 440 Multimedia Production   3c-0l-3sh
   Prerequisites: CM 240 or permission of the instructor
   The student will learn the processes and techniques of planning,
   designing, and producing used with interactive multimedia. The course
   will provide hands on experiences in the use of graphics, audio,
   animation, video, and a

committee. Motion **APPROVED**.

Vote on motion to send back to committee. Motion **DEFEATED**.

site course delivery will be during IUP semester breaks (that is, December-January, May-June, or August).

- A total of ten standard graduate lectures (2 ½ hour sessions) per course will be imparted at host-site.
- The remaining portion of each course (four 2-½ hour sessions) will be offered through the web. E-mail will be used for receiving/feedback on assignments, homework, etc. The web site will be used for posting readings, solutions and discussion comments. Additionally, the web site will facilitate "Net-Meetings" /"Chat" sessions on specified topics.

Nature of Variability (Summary)

- Traditionally, Flex-MBA programs bring students to campus from around the world. The IUP Flex-MBA will reverse this model and will take the program to cohort groups around the world
- A large portion of the contact periods would be spent in a very intense study format.
- Two 1-week contact periods will be scheduled each term - one at the front and the second at the back end of each course.
- The equivalent of four class-sessions for each course will be delivered using various distance-education technologies, predominantly the Internet.

A. _Method of Delivery:_

For each course, ten out of the fourteen regular graduate classes will involve in-class lecture/discussions in the traditional format and the

Learning Resource/Equipment/Finances

- Tuition and fees for the entire cohort group will be paid in advance by the contracting organization/institution.
- Other related costs (faculty travel, boarding and lodging, etc.) will be paid by the contracting organization/institution.
- Currently, all research work related to MBA courses can be done by using Internet research tools as well as IUP electronic research databases (such as the Web-based Search Bank).

opportunities.
    3.   Impact on Existing Program:
        • There will be no detrimental impact on any of our existing
          programs. In fact, this will increase the visibility of IUP and
          thus help us recruit more students.
        • As an added benefit, such programs when located internationally
          will allow our faculty to gain invaluable international exposure.

The Graduate Committee and Graduate School will be informed in advance of each contract
signing for each offering of the Flex MBA Program. The information to be submitted shall
include the site and the names of the faculty involved.

NEW BUSINESS

Senator Bell questioned whether or not the Senate will reimburse students for printing
their own copy of the Senate agenda and minutes after the laser printing fee is in
place.

The meeting was adjourned at 5 p.m.

Respectfully submitted,

Cathleen Golden
University Senate Secretary