

1-11-2012

## CWU Faculty Senate Minutes - 01/11/12

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**REGULAR MEETING**  
**Wednesday, January 11, 2012, 3:10 p.m.**  
**BARGE 412**  
**Minutes**

**Senators: All senators or their alternates were present except:** Virginia Bennett, Anthony Diaz, Jason Irwin, Rodrigo Murataya, Don Nixon, Robert Pritchett, David Rawlinson, Allyson Scoville, Matthew Wilson,

**Visitors:** Michael Ogden, Kathy Temple, Sheryl Grunden, Marla Wyatt, Laura Milner

**CHANGES TO AND APPROVAL OF AGENDA –** Approved as presented.

**MOTION NO. 11-13(Appealed): APPROVAL OF MINUTES** of November 30, 2011

**COMMUNICATIONS** - None

**FACULTY ISSUES** - None

**PRESIDENT –** President is out of town.

**PROVOST –** Provost Levine reported that she is finding a home for General Education and is looking to have a half-time coordinator so there can be leadership for the vision. The SEOs implementation will reside within the Provost division through Dr. Pellett and Tom Henderson. The Provost indicated she will be starting a professional development center. She will be working on getting a coordinator for this center. She is very close to making the decision to abolish the print catalog. She is working on the academic calendar for 2013-14. Waiting for input from Jesse Nelson on how the students feel about these issues, as well as waiting for recommendation from the SOURCE committee as well as advising. Student Success is in the final process of reorganization. They are working on the organizational chart and by the end of February the organization should be in place. Provost Levine gave kudos to TEACH and the music program for recruiting international students. The Academic Planning Task force is on target and she is hearing good reports from the Deans. Provost Levine is working on meeting with all four colleges, student success and VFA in an open 90 minute session with a brief 10-15 minute speech. She would like the faculty and staff to know what is happening and an opportunity to ask questions. The Provost indicated she has direct report performance plans in place. She will be doing mid-term evaluations for each of her direct reports.

**Commencement/Honors Convocation – Sandy Colson/Linda Schactler –** Linda and Sandy provided a handout for the Senators (available for review in the Faculty Senate office). Linda indicated that the President's cabinet asked the individuals who organize commencement and honors convocation to look at what we are currently doing and try and focus it more on students and to connect student success at all levels. The group met in August and has met a couple of times during the fall. They have come to several conclusions. One, this is a very large subject and two it really needs to have more input. There will be a Task Force developed to take a more in-depth look at both commencement and honors convocation for 2012. They are looking at making some smaller changes this spring. Honors convocation has gotten longer each year. The committee's recommendation is to focus more on students and honor some of the others elsewhere to help shorten it up. Another recommendation is to ring students and faculty in by college at convocation. Sandy asked that any input be sent to her [colsons@cwu.edu](mailto:colsons@cwu.edu) or Linda at [schactler@cwu.edu](mailto:schactler@cwu.edu) or x-1384.

**OLD BUSINESS**

**REPORTS/ACTION ITEMS**

**SENATE COMMITTEES:**

**Academic Affairs Committee –** Chair Marla Wyatt reported that the committee will be meeting tomorrow for their first meeting this quarter and will be getting up to speed on their current charges.

**Bylaw and Academic Code Committee** – Chair Gary Bartlett reported that the committee met once last quarter due to some scheduling difficulties. They will be meeting this week. One of the main charges they are working on is to try and incorporate scholarly misconduct language into the dispute resolution process in the current Academic Code.

**Curriculum Committee** – Chair Kathy Temple reported the committee is working their way through stacks of curriculum proposals. The deadline for curriculum proposals is January 27<sup>th</sup>. The committee will be looking at policy language and standardizing curriculum terms after the majority of curriculum proposals are processed.

**Motion No. 11-14(Failed) [Hand count: 11 yea, 22 nay, 6 abstentions]:** “Accept Curriculum Committee’s recommendation to approve a new Quantitative Research Methodology and Analysis – Type A Certificate as shown in Exhibit A.”

**Motion No. 11-15(Approved, 2 abstentions):** “Accept Curriculum Committee’s recommendation to approve a new Professional Sommelier Certificate - Type C Certificate as shown in Exhibit B.”

**Motion No. 11-16(Approved, 1 nay, 1 abstention):** “Accept Curriculum Committee’s recommendation to approve a new Screenwriting Minor as shown in Exhibit C.”

**Motion No. 11-17(Approved, 1 nay 1 abstention):** “Accept Curriculum Committee’s recommendation to approve a new Screenwriting Specialization as shown in Exhibit D.”

**Motion No. 11-18(Tabled):** “Accept Curriculum Committee’s recommendation to approve a new B.S. Recreation and Tourism Specialization in Event Planning as shown in Exhibit E.”

**Motion No. 11-21(Approved):** Senator Čuljak moved to table the Motion 11-18 to allow time for the Communication department to work with the FCS department to get concerns addressed.

**Motion No. 11-19(Approved, 10 abstentions):** “Accept Curriculum Committee’s recommendation to approve a new Event Planning Minor as shown in Exhibit F.”

**Motion 11-22(Failed, 4 abstentions):** Senator Kerns moved to table the Motion No. 11-19.

**Motion No. 11-20(Approved 4 abstentions):** “Accept Curriculum Committee’s recommendation to approve a new Jazz Pedagogy Graduate Cognate as shown in Exhibit G.”

**CHAIR:** Chair Loverro encouraged faculty to attend the internationalization forum from 3-5 in the SURC ballroom. Provost Levine has traveled and recruited and made the first contacts, and she is now leaving it to the faculty as to what these partnerships will look like. These are not a top down decision.

**CHAIR-ELECT:** No report

**STUDENT REPORT:** Kelsey reported that the Student Academic Senate (SAS) met last week and went very well. They are looking at creating several sub committees on textbooks and curriculum. They are still trying to get more student senators as their goal is to get all departments represented. Richard DeShields is their new advisor.

**NEW BUSINESS** - Senator Čuljak asked if the Faculty Senate would establish days and times for Faculty Senate committees to meet. It is hard for faculty to attend meetings when the set date and/or time changes each quarter. Senator Herman brought forward a concern regarding the Library Advisory Committee that has been abolished. He asked if Faculty Senate would consider this issue and encourage the library to allow faculty to have a voice in library policy planning and function. His recommendation would be for the Faculty Senate to create a library committee that answers to Faculty Senate rather than the Provost or the Dean.

Meeting was adjourned at 4:38

# Exhibit A

The following curriculum proposal has been approved by the FSCC.

## Action Items

### NEW CERTIFICATE

#### Quantitative Research Methodology and Analysis – Type A

**Contact Person: Laura M. Milner, PhD**

The purpose of this certificate is to provide an interdisciplinary curriculum to any CWU student, no matter their major, a sufficient background in statistics and quantitatively driven primary data collection methodologies (specifically survey construction, polling, and experimental design) and secondary data collection strategies. This certificate is intended to expose students to the terminology and methods of the various disciplines. Such a certificate is intended to serve those students pursuing entry-level research positions and graduate school.

#### Required Courses:

MATH 130-Finite Math.....	5
MATH 311-Statistical Concepts.....	5
MATH 410A-Advanced Statistics I.....	3
LIB 345-Library Research Methods and Informational Literacy....	4
PSY 300-Research Methods in Psychology.....	5
POSC 312-Public Opinion & Political Communication.....	5
Any 400-level research course which has as a culminating.....	3 or more
experience a presentation to an audience outside of their classroom	

Certificate Program Total Credits: 30

#### **Additional Notes:**

A cumulative GPA of 3.0 must be earned in the program to be eligible for the certificate. The Math Department will consider course substitution petitions for courses like BUS 221 (Introductory Business Statistics) or PSY 362 (Introductory Statistics) as a substitute for Math 311 if the student demonstrates a history of competence in mathematical courses. Traditional research classes are preferred for the 400-level research course, but may include more individually tailored experiences like directed research, honors thesis, etc. as long as a professional presentation to clients, conference attendees, etc. are included in the credit earned.

**Required Summary Page  
For All Proposed Majors, Minors, Specializations, and Certificates**

*This form must accompany your proposal.*

*If it is not complete, the proposal and summary page will be returned to the originator.*

1. Provide a justification for the creation of this program. (How will this program enhance the curriculum of your department/college and the university? What specific need(s) is (are) being addressed that is (are) not being met in other programs?) Additional pages may be used.

The purpose of the ~~Interdisciplinary Studies~~ Certificate in ~~Social Science~~ Quantitative Research Methodology and Analysis is to provide an interdisciplinary curriculum to any CWU student, no matter their major, a sufficient background in statistics as well as quantitatively driven primary data collection strategies (survey construction, polling, experimental design), as well as secondary data collection strategies. CWU has great interest in fostering undergraduate research agendas, not only in the physical sciences but also in the social sciences. Currently few, if any, departments have the capacity in terms of faculty staffing and/or sufficient student interest, to offer a truly in-depth curriculum devoted to a wide variety of social science methodologies and statistics. Such a certificate offers an opportunity to students to pursue a documentable curriculum in primarily quantitatively driven research courses.

2. Attach a clean copy of the catalog narrative and program requirements.

3. Please indicate how this new program will impact existing programs in your department/college and the university. (Is this program replacing a deleted program or is it adding to your program offerings? If it is an additional program, how will the program be staffed? How many students do you expect to enroll in the new program over the next 5 years? How will FTE's be affected in existing programs? Is there long-term support for the program in terms of staffing and funding? Will the program impact enrollments in other departments or colleges, etc.?) Additional pages may be used.

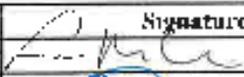
At this point, it is expected that less than 5 students per year will pursue this certificate thus impact is anticipated to be minimal. All of the courses in the certificate are pre-existing and in many cases, students will already be taking at least one of the courses as a part of their regular major.

4. Does this program include courses from outside the originating department?  Yes  No

If so, please list these courses below and obtain signature(s) or attach approval(s) letters, emails, etc. from all affected departments/chairs. Additional pages may be used.

List of courses outside originating dept.	Signature of dept chair or describe type of approval	Printed Name
Math 130, Math 211, Math 410A	See attached email	Aaron Montgomery
LIB 345	See attached email	Micrus Kieltyka
PSY 301	See attached email	Stephanie Stern
POSC 312	See attached email	Todd Schaefer

5. Please sign, print name, date, and forward to next applicable signatory.

	Signature	Printed Name	Date
Originator		Laura Milner	8.17.2011
Department Chair		Tracy Palett†	10-5-11
Provost or Designee (MS 7503)			
Registrar (for review - MS 7465)		SPODORSKI	10.18.11
Ctr for Teaching & Learning (If applicable - MS 7415)			
Graduate Studies (If applicable - MS 7510)			

# Exhibit B

## NEW CERTIFICATE

### Professional Sommelier Certificate – Type C

#### Contact Person - Amy Mumma

This certificate program focuses on learning the techniques involved in becoming a Sommelier. A Sommelier works in the dining aspects of the beverage industry including pairing food with wine, beer, spirits and other beverages along with managing the beverage component of a dining establishment. This certificate covers beverage and food pairing, wine service techniques and beverage management, cost and pricing structures, developing beverage lists, and includes a professional tasting component to cover wine, beer, spirits and other beverages. Graduates are prepared for food and beverage related careers in the dining and hospitality industry.

Students will be expected to spend significant amounts of time outside the classroom working on projects, field trips and assignments.

#### ADMISSION REQUIREMENTS

Students must complete the pre-admission requirements prior to admission into the Certificate.

Applicants must:

1. Be at least 21 years of age prior to the first day of class
2. Have a high proficiency with written and oral English language
3. Fill out and submit the certificate program application, including a written essay of personal motivation and goals
4. Sign and submit the written statement regarding personal and professional conduct and responsibility with regard to the use of alcohol
5. Upon approval of application, an in-person or telephone interview will be conducted between the program advisor and the prospective student. Permission of the advisor is required for admission.
6. Completed or currently enrolled in GWS 303, Major Wine Regions of the World.

#### FINANCIAL OBLIGATIONS

Because this is a self-supported program, no tuition waiver programs apply. Tuition for GWS classes may be higher than regular CWU tuition.

#### REQUIRED COURSES

GWS 303 – Major Wine Regions of the World	4 credits
GWS 405 – Beverage and Food Pairing for the Sommelier	4 credits
GWS 407 – Beverage Management and Service for the Sommelier	4 credits
GWS 409 – Applied Professional Tasting Analysis	4 credits
Total Credits	16

**Required Summary Page**  
**For All Proposed Majors, Minors, Specializations, and Certificates**  
*This form must accompany your proposal.*

*If it is not complete, the proposal and summary page will be returned to the originator.*

**1. Provide a justification for the creation of this program.** *(How will this program enhance the curriculum of your department/college and the university? What specific need(s) is (are) being addressed that is (are) not being met in other programs?)*  
 Additional pages may be used.

The CWU Sommelier Professional Certificate will be offered as part of the Global Wine Studies academic program. Currently the GWS program does not address wine and other beverages pairing with food and service techniques at dining establishments. Currently, in the U.S., approximately 50% of all wine is consumed in restaurants, but graduates must also possess knowledge of other alcoholic and non alcoholic beverages. Having this knowledge will help graduates of this Certificate obtain positions in the industry. There are no other Sommelier programs in Eastern Washington. Utilizing methods and techniques from the International Sommelier Guild and the Court of Master Sommeliers, this Certificate will be recognized in the beverage industry nationally and internationally.

**2. Attach a clean copy of the catalog narrative and program requirements.**

**3. Please indicate how this new program will impact existing programs in your department/college and the university.** *(Is this program replacing a deleted program or is it adding to your program offerings? If it is an additional program, how will the program be staffed? How many students do you expect to enroll in the new program over the next 5 years? How will FTE's be affected in existing programs? Is there long-term support for the program in terms of staffing and funding? Will the program impact enrollment in other departments or colleges, etc.?)* Additional pages may be used.

The Professional Sommelier Certificate will add to the current Global Wine Studies curriculum offerings. The current curriculum does not include food pairing and restaurant service which is a major part of the beverage industry. The program will be staffed by existing faculty and a lecturer in Continuing Education with a degree in Hospitality. The expected enrollment in year one is 10 students with a goal of 30 by year five. Students in the current Wine Trade Professional Certificate and BS in Global Wine Studies will act as feeders to enhance their skill set. The Sommelier Certificate will be self-supported through the Office of Continuing Education and also marketed to the beverage community.

**4. Does this program include courses from outside the originating department?**  Yes  No  
*If so, please list those courses below and obtain signature(s) or attach approval(s) (letters, emails, etc.) from all affected department chairs.*  
 Additional pages may be used.

List of courses outside originating dept.	Signature of dept chair or describe type of approval	Printed Name

**5. Please sign, print name, date, and forward to next applicable signatory.**

	Signature	Printed Name	Date
Originator		Amy Mouna	10/14/2011
Department Chair		Dorothy Chase	11/3/2011
College Dean		Clark	11/3/11
Provost or Designee (MS 7563)		Clark	11/3/11
Registrar (for review - MS 7465)		SPODCIBASKI	11.7.11
Ctr for Teaching & Learning (Ed.) (if applicable - MS 7415)			
Graduate Studies (if applicable - MS 7516)			

## **NEW MINOR**

### **Screenwriting Minor**

The screenwriting minor offers students a solid foundation in traditional screenplay format, conventional cinematic storytelling, theoretical approaches to screenwriting, adaptation of other media to the screen and screenwriting for non-traditional story structures.

Film and video studies majors specializing in production or critical studies who wish to add the screenwriting minor may not use these courses to satisfy elective requirements in their specializations.

#### Required Courses

COM 201 - Media and Culture	4
COM /ENG 267 - Screenwriting Fundamentals	4
COM 447 – Narrative Screenwriting I	4
COM 457 – Narrative Screenwriting II	5
COM 467 – Narrative Screenwriting III	5
ENG 344 - Film Theory and Criticism	5
FVS 250 - Introduction to Film and Video Studies	5

Select one of the following 4

- COM 328 – Scriptwriting for Interactive Entertainment (4)
- COM 327 – Scriptwriter in Development & Production (4)
- COM 337 – Documentary Scriptwriting (4)
- COM 356 – Writing for Screen Genre (4)
- COM /ENG 357 – Writing for Serial Media (4)

Total Credits: 36

**Required Summary Page**

**For All Proposed Majors, Minors, Specializations, and Certificates**

*This form must accompany your proposal.*

*If it is not complete, the proposal and summary page will be returned to the originator.*

1. **Provide a justification for the creation of this program.** *(How will this program enhance the curriculum of your department/college and the university? What specific need(s) is (are) being addressed that is (are) not being met in other programs?) Additional pages may be used.*

The Screenwriting minor will encourage students specializing in Film and Video Studies Production or Critical Studies to further develop valuable skills in writing for the screen. Filmmakers and scholars of film benefit from both studying and writing screenplays. This minor will give a solid foundation in screenplay format, conventional cinematic story/Eng. theoretical approaches to screenwriting, adapting other mediums to the screen, and screenwriting for non-traditional story structures. This minor will complement the new Screenwriting specialization in PVS, offering a concentrated emphasis in this unique medium. Numerous students from in and outside PVS have inquired about a potential minor in this area. Students pursuing careers in other disciplines of filmmaking who choose to minor in Screenwriting will add a valuable skill set that will serve them both creatively and professionally. Students outside of the Film and Video Studies program – Theater and Creative Writing majors, as well as artists of any genre or medium – will also benefit from the skills and knowledge offered in this minor.

2. **Attach a clean copy of the catalog narrative and program requirements.**

3. **Please indicate how this new program will impact existing programs in your department/college and the university.** *(Is this program replacing a deleted program or is it adding to your program offerings? If it is an additional program, how will the program be staffed? How many students do you expect to enroll in the new program over the next 5 years? How will FTE's be affected in existing programs? Is there long-term support for the program in terms of staffing and funding? Will the program impact enrollments in other departments or colleges, etc.?) Additional pages may be used.*

The Screenwriting minor is based upon student demand and is complementary to existing programs. The courses for the minor already exist, so the impact on the PVS program and affiliated departments (namely, Communication, English, and Theater) is relatively minimal. Present Faculty FTE already exist to cover the courses without undue budgetary burden. Several students from in and outside the PVS major have expressed serious interest in declaring the minor this year. We project the minor will begin with around 5-10 students, and reach a sustainable population of around 20 students within five years.

4. **Does this program include courses from outside the originating department?**  Yes  No

*If so, please list those courses below and obtain signature(s) or attach approval(s) (letters, emails, etc.) from all affected department chairs. Additional pages may be used.*

List of courses outside originating dept.	Signature of dept chair or describe type of approval	Printed Name
ENGL 344	Email approval received	George Drake

5. **Please sign, print name, date, and forward to next applicable signatory.**

	Signature	Printed Name	Date
Originator		Maria Sanders	
Department Chair		Phil Backlund	
College Dean		Michael Chinn	
Provost or Designee (MS 7513)			
Registrar (for review - MS 7465)		R Spodobalski-B	
Ctr for Teaching & Learning (Ed.) (if applicable - MS 7413)			
Graduate Studies (if applicable - MS 7510)			

# Exhibit D

## NEW SPECIALIZATION

### Screenwriting Specialization

Students who elect to pursue the screenwriting specialization will learn the key elements of creating scripts for film, serial media (TV, Webisodes, Mobisodes), and video games. Starting with the fundamentals, students will focus on story structure, plot, scene development, characterization and dialogue. As students advance through the required and elective courses, they will begin to hone their voice through a series of writing assignment designed to guide students toward mastering the basics of narrative storytelling in an environment designed to simulate the world of the professional screenwriter.

To complete the learning experience and help students prepare for the job market, all students pursuing the screenwriting specialization are expected to compile a portfolio. COM 327 "Scriptwriter in Development & Production" and FVS 489 "Senior Colloquium" are designed to facilitate this goal.

Those students wishing to continue on to graduate film school may also want to complete an independent scriptwriting project. FVS 492 "Practicum," and FVS 496 "Individual Study" are designed to fill this role.

### Required Courses

Film and Video Studies Core	25
COM /ENG 267 - Screenwriting Fundamentals	4
COM 327 – Scriptwriter in Development & Production	4
COM/ENG 357 – Writing for Serial Media	4
COM 447 – Narrative Screenwriting I	4
COM 457 – Narrative Screenwriting II	5
COM 467 – Narrative Screenwriting III	5

Select one of the following 4

COM 328 – Scriptwriting for Interactive Entertainment (4)

COM 337 – Documentary Scriptwriting (4)

COM 356 – Writing for Screen Genre (4)

Select one of the following 4

COM/ENG 353 - History of Narrative Film (4)

COM/ENG 354 - History of Television (4)

COM/ENG 355 - History of Documentary (4)

Elective Courses in Screenwriting 16

*Course credits taken above not used to satisfy a requirement may be used as elective credits. Students may repeat the following variable topic courses with different topics:*

*ENG 461, ENG 462, and ENG 463.*

COM 208 – Introduction to Public Relations Writing (4)

COM 369 – Writing for Broadcast Advertising (4)

COM 350 – Persuasion and Culture (4)  
COM 456 – History and Practice of Convergent Gaming (4)  
ENG 263 – Introduction to Creative Writing (5)  
ENG 304 – English Linguistics (5)  
ENG 320 – English Grammar (5)  
ENG 360 – World Cinema (5)  
ENG 364 – Fiction Writing (4)  
ENG 366 – Creative Nonfiction Writing (4)  
ENG 461 - Studies in American Film and Culture (5)  
ENG 462 - Studies in Film and/or Television Genres (5)  
ENG 463 - Studies in the Film Auteur (5)  
ENG 464 - Advanced Fiction Writing (4)  
ENG 466 - Advanced Creative Nonfiction Writing (4)  
FVS 491 - Workshop (1-6)  
FVS 492 – Practicum (2)  
FVS 496 - Individual Study (1-6)  
FVS 498 - Special Topics (1-6)  
FVS 499 – Seminar (1-6)  
TH 107 – Introduction to Theatre (4)  
TH 144 – Foundations of Acting (3)  
TH 166 - Theory of Play Production (3)  
TH 330 – Introduction to Playwriting (4)  
TH 430 – Script Writers Workshop (4)

.....

Total Credits:

75

**Required Summary Page**  
**For All Proposed Majors, Minors, Specializations, and Certificates**  
*This form must accompany your proposal.*

*If it is not complete, the proposal and summary page will be returned to the originator.*

1. Provide a justification for the creation of this program. (How will this program enhance the curriculum of your department/college and the university? What specific need(s) is (are) being addressed that is (are) not being met in other programs?) Additional pages may be used.

CWU's Film & Video Studies Program (FVS) is already seen as a "high demand" major and one of the fastest growing programs at the university attracting top students from throughout the Pacific Northwest. Feedback from students and graduates as a result of annual program assessments have shown a marked increase in demand for more courses in screen writing as well as a desire of many students to actually concentrate in this field. Creating a new "Screenwriting" specialization is seen as a natural fit with the expertise of the faculty within the program and a logical, "low to no cost" avenue for growth.

2. Attach a clean copy of the catalog narrative and program requirements.

3. Please indicate how this new program will impact existing programs in your department/college and the university. (Is this program replacing a deleted program or is it adding to your program offerings? If it is an additional program, how will the program be staffed? How many students do you expect to enroll in the new program over the next 5 years? How will FTE's be affected in existing programs? Is there long-term support for the program in terms of staffing and funding? Will the program impact enrollments in other departments or colleges, etc.?) Additional pages may be used.

FVS has grown from 14 majors and 5 graduates in Winter 2007 to 70 majors and 20 graduates Spring 2011! Along with this rapid growth, has come student demand for a Screenwriting specialization to partner with the existing Critical Studies and Production specializations. Staffing for the 8 additional courses (of which 2 are revisions of existing courses & 3 on alternate year rotations) are easily accommodated with existing program faculty. It is expected that, initially, a few current FVS students will shift into the new specialization with a possible (though minimal) shifting of declared majors from COM and ENG. Expected student numbers are anticipated to be around 8-10 in the first year growing to around 25-30 within 5 years. At this point, no budget impact is anticipated since most of the courses already exist and are presently being taught. But, as the FVS program itself continues to grow, additional faculty will need to be recruited to meet future demand.

4. Does this program include courses from outside the originating department?  Yes  No

*If no, please list those courses below and obtain signature(s) or attach approval(s) (letters, emails, etc.) from all affected department chairs. Additional pages may be used.*

List of courses outside originating dept.	Signature of dept chair or describe type of approval	Printed Name
ENG 263, 304, 370, 390, 394, 366, 461, 462	Original signed	George Drake
ENGL 463, 464, 466		
TH 107, 144, 166, 313, 330, 430	Original signed	Scott Robinson

5. Please sign, print name, date, and forward to next applicable signatory.

	Signature	Printed Name	Date
Originator		Michael R. Ogden	5/2/2011
Department Chair		Phil Backlund	5/2/2011
College Dean		Murji Morgan	5/16/2011
Provost or Designee (MS 7503)			
Registrar (for review - MS 7465)		R. Spodobalski-B	
Ctr for Teaching & Learning (Td.) (if applicable - MS 7475)			
Graduate Studies (if applicable - MS 7516j)			

# Exhibit E

## NEW SPECIALIZATION

### **B.S. Recreation and Tourism Specialization in Event Planning**

#### Recreation and Tourism Core Requirements

FCSG 220 - Leadership in Human Development	4
FCSG 230 - Program and Event Budgeting	2
FCSG 320 - Program Management and Planning	4
FCSG 379 - Professional Development and Internship Planning	3
FCSG 419 - Applied Research and Evaluation	3
FCSG 420 - Program Promotion and Advertising	5
HRM 381 - Management of Human Resources	5
OR RT 380 Supervision in the Hospitality Industry (5)	
IT 258 - Spreadsheet Applications	3
IT Applications Course (Approved by Advisor)	3
RT 201 - Introduction to Recreation and Tourism	3
RT 292 - Practicum (1-3) <i>Must be taken for 6 credits</i>	6
RT 309 - Facility Planning and Sustainable Design	4
RT 330 - Sustainable Resources for Recreation and Tourism	3
RT 484 - Legal Liability and Risk Management	4
RT 490 - Cooperative Education (1-12) <i>Must be taken for 12 credits</i>	1
 Total Core Credits:	 64

#### **Event Planning Specialization**

The Event Planning specialization prepares students for positions in special events coordination and operation, lodging sales and marketing, convention centers, destination marketing organizations, tourism planning, recreation and sports centers, and many others.

#### **Required Courses**

Recreation and Tourism Core	64
RT 373D - Convention and Meeting Management	5
RT 374 - Festivals and Events	3
RT 405 - Hospitality Catering	3
RT/GWS 452 - Regional Wine Tourism <b>OR</b>	
GWS 303 - Major Wine Regions of the World	4
RT 485 - Events Administration	4
Department Approved Electives	14
Choose from:	
COM 312 Introduction to non-profit leadership (3)	
COM 345 Business and Professional Speaking (4)	
FCSA 181 Fashion Show Production (2)	
NUTR 240 and NUTR 240LAB Introduction to Foods (4)	
RT 222 Recreation Programming and Activities (3)	
RT 381 Recreational Sports Management (3)	
RT 379 Cruise Line Operations (3)	
RT 393P Visitation: Hospitality (1-3)	
RT 498 Grant Writing for Recreation and Tourism (5)	
TH 360 Stage Management (3)	

**Total Credits:**

**97**

Required Summary Page:

Signed by: Communication, Nutrition, Theatre, Chairs, Dean, Registrar's.

**Question 1: Justification for the creation of the this program: EVENT PLANNING SPECIALIZATION**

We are pleased to have this opportunity to inform about the intent and content of the Recreation and Tourism (RT) program. RT was the first such degree in the state. Begun in 1947, RT has long offered two major specializations: Tourism Management, and Recreation Management (as well as minors). RT averages 140 majors, 35 minors, and 50 graduates a year. Within the field, (the two specializations of) recreation and tourism continue to grow closer together. The overlapping link between them is often "events." Events already play a large part in RT curriculum. The goal of this proposal is to formalize this direction and fulfill strong student interest by packaging that content into a **specialization, Event Planning.**

Meeting, Convention, and Event Planners (a Bureau of Labor SOC classification) enjoy a growth industry worldwide. Kittitas County Economic Development has identified events as a driver of the regional tourism economy. A private convention center is being built in Ellensburg. Careers in the recreation and tourism fields require event planning as a routine or occasional task. In preparing students for this task, the RT program is a leader in service learning and civic engagement events both on campus and in the community. All RT faculty members are Academic Service Learning Distinguished Faculty Fellows.

Some RT alumni and interns work in the multibillion dollar conventions and hospitality sector (e.g., at Microsoft, Columbia Hospitality, Destination Resorts and many other lodging establishments, event centers and venues, convention and visitor bureaus) while others emphasize recreational events at city departments of parks and recreation or community development. Toward this end, RT's course offerings have long included both hospitality event related courses (RT 309, 373D, 374, 405) as well as courses related to recreational event planning (RT 222, 381, 384). Event planning skills are also offered in FCSG 230, 320, 420.

At universities here and abroad, degree specialties (concentrations) in event planning are well established under the **hospitality, tourism, and recreation umbrella. Programs exist at top, doctorate-granting universities.** Some well-known examples of event planning programs are:

- Undergrad, master and doctorate level study in "Event and Meeting Management," and "Sports and Event Management" at George Washington University under Department of Tourism and Hospitality Management within the School of Business;
- Undergrad and graduate degrees in "Tourism and Events Management" at George Mason U within the School of Recreation, Health, and Tourism under Hospitality Management;
- "Event Planning & Management" concentration - BS Recreation, Parks, and Tourism Administration at Cal Poly;
- UNLV Harrah College of Hotel Administration's "Meeting and Event Management" to the doctorate level;
- Similar programs are well established under the field of hospitality, tourism and recreation at numerous other institutions including Northeastern U, Grand Valley, Temple, Johnson & Wales, and so on.

Tenured and adjunct RT faculty are experienced event planners and coordinators. As a Community Events & Recreation Director at the county level, Ken Cohen planned 100 community cultural events a year for 7 years, including festivals attended by 30,000. Barb Masberg created and chaired the Tourism Institute annual conference 2001- 09 and has worked events in hospitality. Dorothy Chase chaired conventions for professional associations (CITC, IABC – Intl Association Business Communicators) and chairs an annual community event where funds raised operate a county tourism attraction. Rob Perkins has chaired both community and thousand member statewide professional events. As city recreation professionals, adjuncts Jodi Hoctor, Jeff Hagler and Jeff Zeiger have coordinated countless festivals, sports tournaments, and events. RT is connected to many kinds of events.

RT participates in **professional development** through the International Festival and Events Association (IFEA), Washington and National Recreation and Parks Association (WPRA, NRPA), Washington Lodging Association, and the Washington Tourism Alliance. In Fall 2011, faculty and 20+ students attended the Northwest Event Show; Event Camp Vancouver 2011, event seminars at NRPA; and offered students regular webinars through IFEA. In Winter 2012, RT faculty will attend a one week Event Management School: the joint sponsorship of this inaugural training by two discrete professional associations, NRPA and IFEA, is an excellent example of the growing link between recreation and hospitality/tourism around events.

RT is already "internationalized" in terms of content and students, and is preparing for two or more Asian cohorts in 2012 or 2013. "MICE" [Meetings Incentives Conventions Expositions] is a growth industry in Asia, as it is here, and it is expected that this specialization will add an additional appeal. Some of the RT students traveling to Australia in 2012 will intern as event planners in agencies.

This event proposal has been suggested, reviewed, modified, and approved by the RT Advisory Board whose members represent municipal parks and recreation departments, the lodging industry, an event planning office of a large organization, and

a destination management organization [see attached letters of support]. These individuals on the Advisory Board are representative of the managers who host our interns and hire our graduates.

**Question 3: Indicate how this new program will impact existing programs in the department/college and the university.**

- \* The Event Planning Specialization will essentially formalize a popular track that has existed within the RT degree. As a degree holder with this specialization, the graduate should enjoy increased clarity of goals and credentials when seeking practicums, internships, and careers.
- \* There are currently 4 tenured faculty who cover RT courses (and FCSG courses that are taught within RT)
- \* Historically, about 15 credits of adjunct teaching is done by professionals in the region
- \* The program will be staffed by current RT faculty and only one new course will be introduced (RT 485)
- \* All required courses are taught in RT. Many current RT/FCSG core courses include aspects of event planning as a part of the curriculum
- \* Some elective options are provided by other departments (COM, NUTR, TH)
- \* Our expectation is that about 35 Majors will choose this specialization (175 over 5 years). This is based on numbers choosing the current RT 374 Festivals and Events course (maximum 49 in Spring 2011) and students' worksite choices for their practicums and internships
- \*FTE's should be affected positively
- \*Support for the RT program is expected to remain strong
- \*A full spectrum of event planning skills is not offered in any other program or department.
- \*The only impact foreseen on other programs is a positive one in that it may provide a complementary second major for smaller majors
- \* Some students currently electing the tourism specialization will likely switch to the event planning specialization

# Exhibit F

## NEW MINOR

### Event Planning Minor

This minor will give the student a solid understanding of special event programming and management. It will also provide experiential learning opportunities through event production. Students in various majors including global wine studies, business, the arts, communication and others may find this minor a beneficial supplement.

#### Required Courses:

FCSG 230 - Program and Event Budgeting	2	
RT 292 – Practicum	1	
RT 373D - Convention and Meeting Management	5	
RT 374 - Festival and Events	3	
RT 405 - Hospitality Catering	3	
RT 485 - Events Administration	4	
Department Approved Electives		8
Choose from:		
ADMG 385 - Business Communications and Report Writing (5)		
COM 312 Introduction to non-profit leadership (3)		
COM 345 Business and Professional Speaking (4)		
FCSG 320 Program Management and Planning (4)		
MKT 360 - Principles of Marketing (5)		
RT 222 - Recreation Programming and Activities (3)		
RT 381 - Recreational Sports Management (3)		
RT/GWS 452 Regional Wine Tourism (4)		
<b>Total Credits:</b>	<b>26</b>	

Required Summary Page:

Signed by: Communication, Management, ITAM, Chairs, Dean, Registrar's.

#### **Question 1: Justification for the creation of this program: EVENT PLANNING MINOR**

The Recreation and Tourism (RT) major currently consists of two specializations: Recreation Management Specialization, and Tourism Management Specialization. There are parallel minors: Recreation Management Minor, and Tourism Management Minor. (There is also a minor that crosses over with GWS, the Wine Trade and Tourism Minor). There are typically 35-40 minors in RT. With the introduction of Event Planning, RT wishes to retain this same structure of offering both a major specialization, and a minor.

As discussed under the Event Planning Major Specialization proposal, there is both a strong interest in event planning and a strong demand for it. Event planning as a full-time occupation has been on the increase over the past decade, giving rise to start-ups of event planning companies and event centers/venues. As well, professionals in varied fields find themselves responsible for planning and producing large and small events occasionally on behalf of their organizations. Still others lead fund-raising events for non-profit causes as part of their own community service. As a result of strong connections with a wide range of both for-profit and community agencies, RT can direct students to relevant volunteer and practicum experiences. With varying degrees of interest and involvement in events, then, minors could originate from a variety of majors.

It is expected that the Event Planning Minor (26 credits) would interest majors in programs such as Global Wine Studies (51 credits); BAS Food Service Management (61 credits); Communications (75 credits); Public Relations (75 credits); the arts; Business Administration, Administrative Management, and others.

A full spectrum of event planning skills is not offered in another program. Enthusiastic support was expressed by departments offering courses as electives (ADMG, COM, MKT).

**Question 3: Indicate how this new program will impact existing programs in the department/college and the university.**

- \*The Event Planning Minor is a new addition to the Recreation and Tourism program offerings; however only one new course is proposed for both the specialization and the minor: RT 485 Events Administration at 4 credits. A minor may increase some class sizes without requiring new sections.
- \*The minor can be staffed by current RT faculty and all required courses (except 485) are currently taught in RT
- \* Some suggested electives are provided by other departments (ADMG, COM, MKT)
- \*Our expectation is an enrollment of 15- 20 Minors (75 - 100 over 5 years) based on typical minor numbers
- \*FTE's should not be affected negatively in any program.
- \*RT generally has 35-40 Minors, drawn from Global Wine Studies, Public Relations, Communications, and others. Some of these may choose the Event Planning Minor rather than the Tourism Management Minor.
- \*Support for RT is expected to remain strong and international cohorts are anticipated
- \*The only impact foreseen on other programs is a positive one in that it provides a complement for majors requiring a minor or a major with lower credits
- \*Event Planning would be a particularly beneficial supplement for Global Wine Studies majors as GWS career paths such as tasting room manager involve event planning

# Exhibit G

## NEW GRADUATE COGNATE

### Jazz Pedagogy Cognate

Students are provided opportunities to study jazz pedagogy through the combined elements of informed jazz performance practice and demonstrated teaching/coaching of students, culminating in an appropriate pedagogical project or written document.

MUS 424 - Jazz Pedagogy 3

MUS 486 - Jazz Band Arranging 3

-OR-

MUS 485 Choral Arranging (3)

MUS 574 - Jazz Styles and History 3

MUS 600 - Graduate Cognate Project 1

Additional Courses 3

Minimum 3 credits from the following in  
any combination:

MUS 532 Big Band (1)

MUS 510 Vocal Jazz Choir (1)

These courses may be repeated for credit

Total credits 13

**Required Summary Page**

**For All Proposed Majors, Minors, Specializations, and Certificates**

*This form must accompany your proposal.*

*If it is not complete, the proposal and summary page will be returned to the originator.*



**1. Provide a justification for the creation of this program.** (How will this program enhance the curriculum of your department/college and the university? What specific need(s) is (are) being addressed that is (are) not being met in other programs?) Additional pages may be used.

The Master of Music cognate program has been a valuable addition to the master's program in music as it allows for recognition of study in a secondary concentration, chosen by the student. This is especially true of Teaching Assistant master's students as the allowed credit load per quarter (stipulated by the COSR) almost always means they are in residence for two years and need additional credits to fill out a program. There have been frequent requests in the last few years from master's students to pursue a cognate in jazz that would allow for enhancement of teaching skills coupled with study of jazz literature through performance and historical methods. While it is possible to take all courses listed in the Jazz Pedagogy cognate in one's program, it has not been possible to show this on the student Course of Study as a concentration. The creation of this particular cognate will allow for master's students in music to declare this secondary concentration and ultimately should increase master's student enrollment as this is something that will attract future students to the program.

**2. Attach a clear copy of the catalog narrative and program requirements.**

**3. Please indicate how this new program will impact existing programs in your department/college and the university.** (Is this program replacing a deleted program or is it adding to your program offerings? If it is an additional program, how will the program be staffed? How many students do you expect to enroll in the new program over the next 5 years? How will FTE's be affected in existing programs? Is there long-term support for the program in terms of staffing and funding? Will the program impact enrollments in other departments or colleges, etc.?) Additional pages may be used.

The Jazz Pedagogy cognate is something that has been requested many times by past graduate students, usually Teaching Assistants that see themselves teaching in either K-12 or college environments after CWI and want to concentrate on improving their skills in the jazz genre. The creation of this cognate will enhance the marketability of the master's program in music and over time may attract even more students. Based on past interest, we project approximately two master's students per year will list the Jazz Pedagogy cognate on their Course of Study. The impact on FTE will be minimal, both in terms of growth and contraction, as many that want this concentration already take the prescribed courses (and others) in the jazz area. Instituting this program will allow students to finally show this secondary concentration in their program. Because of the negligible effect on present FTE, there will be no impact of staffing and funding of this program on the music budget.

**4. Does this program include courses from outside the originating department?**  Yes  No  
 (If no, please list those courses below and obtain signature(s) or attach approval(s) (letters, emails, etc.) from all affected department chairs. Additional pages may be used.)

List of courses outside originating dept.	Signature of dept chair or describe type of approval	Printed Name

**5. Please sign, print name, date, and forward to next applicable signatory.**

	Signature	Printed Name	Date
Originator		Chris Brown	11/16/11
Department Chair		Todd Shiver	11/16/11
College Dean		Mary Margaret	16 Nov 11
Provost or Designee (MS 7518)			
Registrar (for review - MS 7465)			11.16.11
Dir for Teaching & Learning (Ed.) (if applicable - MS 7415)			
Graduate Studies (if applicable - MS 7516)		Wayne Shirk	11/16/11