



The College at
BROCKPORT
STATE UNIVERSITY OF NEW YORK

350 New Campus Drive
Brockport, New York 14420
585-395-2586 * 585-395-2006 (fax)
senate@brockport.edu
brockport.edu/collegesenate

Resolution **2017-18 #39**
College Senate

Supersedes Res #: _____

TO: Dr. Heidi Macpherson, College President

FROM: The College Senate:

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

SUBJ: **Media Production Minor** (#34_17-18 *update*)

Implementation Effective Date**: 8/20/18

Signed: *Mingh* Date: 4/4/18
(Sandeep Singh, 2017-18 College Senate President)

Signed: *Eileen Daniel* Date: 4/4/18
(Dr. Eileen Daniel, Vice Provost, The College at Brockport)

****Implementation of resolution requires final approval from SUNY- State Education Department.**
___ YES NO

Please fill out the bottom portion and follow the distribution instructions at the end of this page.

TO: Dr. Sandeep Singh, College Senate President

FROM: Dr. Heidi Macpherson, College President

RE: **→** I. Decision and Action Taken on Formal Resolution (circle choice)
a. Accepted
b. Deferred for discussion with the Faculty Senate on ___/___/___
c. Unacceptable for the reasons contained in the attached explanation.
d. Comments:

Signed: *Heidi Macpherson* Date: 4/5/18
(Dr. Heidi Macpherson, President, The College at Brockport)

DISTRIBUTION:
The College Senate will forward the resolution signed by the College Senate President to the Vice Provost for determination as to whether the implementation of the resolution requires final approval from SUNY-State Education Dept. The Vice Provost will then forward the resolution with that designation to the College President. Upon approval, the College President will forward copies of resolutions to his/her staff who will, in turn, forward copies to their staff and to the College Senate. The College Senate Office will post resolutions to the College Senate Web at <http://www.brockport.edu/collegesenate/resolutions>.

**COLLEGE SENATE OFFICE
RESOLUTION PROPOSAL COVER PAGE
DEADLINE FOR SUBMISSIONS:
JANUARY 31**

Incomplete proposals will be returned and proposals received after the deadline may not be reviewed until next semester.

Routing Number <i>Routing # assigned by Senate Office 2017-2018</i>	34_17-18UC <i>Use routing number and title in all reference to this proposal.</i>
This Proposal Replaces Resolution	

INSTRUCTIONS

- Use committee guidelines available at brockport.edu/collegesenate/proposal.html.
- Prepare ONE complete document in **Word format or PDF**: include this proposal cover page, the detailed proposal, and any relevant supporting data or documentation, including letters of support from your department chair and dean, if applicable, as well as letters of support or dissent (or evidence that such letters were sought) from all affected programs, departments, or units at the College.
- **Locate the Resolution # and date this proposal will replace at our "Approved Resolutions" page on our Web site.**
- Email completed proposal to senate@brockport.edu. (General Education Proposals and questions go to kgay@brockport.edu in the Vice Provost's Office first.)
- Make revisions on the paperwork emailed to you from the Senate office that shows the assigned routing number on top. Submit updated document to senate@brockport.edu.
- Questions? Call the Senate office at 395-2586 or the appropriate committee chairperson.

1. PROPOSAL TITLE: Please be somewhat descriptive, ie. *Use a course number and/or title, indicate if for GED code, etc.*

A new Media Production Minor in the Journalism, Broadcasting and Public Relations Department

2. BRIEF DESCRIPTION OF PROPOSAL:

The Journalism, Broadcasting and Public Relations Department wants to launch a new minor in Media Production. No minors currently exist in the Journalism and Broadcasting Major. The minor will require 18 credits total.

3. WILL ADDITIONAL RESOURCES AFFECTING BUDGET BE NEEDED? X NO ___ YES Initially, no additional resources would be needed. If the minors grow, adjuncts may need to be hired for specific classes. **EXPLAIN**
YES

4. DESCRIBE ANY DATA RELATED TO STUDENT LEARNING OUTCOMES ASSESSMENT USED AS PART OF THE RATIONALE FOR THE REQUESTED SENATE ACTION.

Because students minoring in our department will be taking the same classes as majors, we will be measuring one or more of our five SLOs in classes offered by the minor.

5. DESCRIBE THE IMPACT, IF ANY, THAT THESE CHANGES WILL HAVE ON STUDENT ELIGIBILITY FOR THE EXCELSIOR SCHOLARSHIP.

No impact

6. DESCRIBE THE IMPACT, IF ANY, THAT THESE CHANGES WILL HAVE ON TRANSFER STUDENTS AND THEIR ABILITY TO TRANSFER SEAMLESSLY AS MANDATED BY SUNY POLICY.

None

7. ANTICIPATED EFFECTIVE DATE:

Fall 2018

8. SUBMISSION & REVISION DATES: PLEASE DATE ALL REVISED DOCUMENTS TO AVOID CONFUSION.

<i>First Submission</i>	<i>Updated on</i>	<i>Updated on</i>	<i>Updated on</i>
1/30/2018			

9. SUBMITTED BY: (contact person)

<i>Name</i>	<i>Department</i>	<i>Phone</i>	<i>Email</i>
Marsha Ducey	Communications	585-395-5835	

10. COMMITTEES: (Senate office use only)

Standing Committee	Forwarded To	Dates Forwarded
<input type="checkbox"/> Executive Committee	Standing Committee	1/30/2018
<input type="checkbox"/> Enrollment Planning & Policies	Executive Committee	
<input type="checkbox"/> Faculty & Professional Staff Policies	Senate	
<input type="checkbox"/> General Education & Curriculum Policies	Passed GED's go to Vice Provost	
<input type="checkbox"/> Graduate Curriculum & Policies	College President	
<input type="checkbox"/> Student Policies	OTHER	
<input checked="" type="checkbox"/> Undergraduate Curriculum & Policies	REJECTED -WITHDRAWN	

NOTES:

RATIONALE FOR THE NEW MINOR: Faculty in the new Department of Journalism, Broadcasting and Public Relations would like to grow our program. One way to do so is to offer minors. We currently have no minors in the program. We would like to a minor in Media Production. We believe this minor would be beneficial in particular to majors in Sports Administration, Education, Art, Film Studies, and Theatre, among others. According to the U.S. Bureau of Labor Statistics, jobs for film and video editors and camera operators are expected to increase 12 percent – “faster than average” – through 2026. This minor would provide a valuable skill set to students.

ENTRANCE REQUIREMENTS: None

PROGRAM REQUIREMENTS: As mentioned previously, there are currently no minors in our major. No new courses would be needed. Below is a list of proposed requirements, rotation and credits for the Media Production Minor. Please note that classes in the Journalism, Broadcasting and Public Relations Department will be labeled JRB instead of CMC effective Fall 2018.

Media Production Minor: Students must take 18 credits from the list below: 6 credits from the required courses and 12 credits from the electives.

Required:

JRB 200 Intro to Digital Video & Audio (every semester)

JRB 243 Media Writing (every semester)

Electives (choose four):

JRB 227 Mobile Journalism (every semester)

JRB 324 Writing for Social Media (every semester)

JRB 327 Web Publication & Design (every semester)

JRB 343 Media Performance (every semester)

JRB 346 Audio Production (every spring semester; prereq. JRB 200)

JRB 348 Video Production (every spring; prereq. JRB 200)

JRB 349 Broadcast Management (odd year fall)

JRB 353 Media Sales & Marketing (every spring)

JRB 358 Advanced Shooting and Editing (odd year fall)

JRB 445 Advanced Audio Production (odd year spring; prereq. JRB 346)

JRB 446 Advanced Video Production (every spring; co-req. JRB 348)

JRB 448 Live TV Production (every fall; off campus at RCTV; prereq. JRB 348)

JRB 455 Motion Graphics I (even years fall; prereq. JRB 200 and JRB 358 or JRB 358)

STAFFING ISSUES: No staffing issues are anticipated to start. To start, we can accommodate 5-8 Media Production minors. We are committed to overloading courses as needed to get our minors completed by their graduation. As the minor grows, we will revisit and change our course offerings as needed. As the minor grows, we may need to hire adjuncts to help support the minor, depending on how large the minor becomes.

RESOURCES, FACILITIES NEEDED: Nothing new or special at this point.



The College at
BROCKPORT
STATE UNIVERSITY OF NEW YORK

Jan. 29, 2018

Dear College Senators:

The faculty in the new Journalism, Broadcasting and Public Relations Department request approval for a Media Production Minor. The Journalism and Broadcasting Major currently has no minors. Adding the minor will allow the program to grow as well as provide students with production skills sought after in the marketplace. According to the U.S. Bureau of Labor Statistics, jobs for film and video editors and camera operators are expected to increase 12 percent – “faster than average” – through 2026.

Faculty in this department envision this minor as benefitting students taking majors including but not limited to Sports Management, Film Studies, Education, Art, Graphic Design, and Theatre. No additional faculty are needed to launch this minor.

We see this minor as beneficial to students because upon completing it, they can add the minor to their resumes and showcase an additional marketable skill set that they learned at The College at Brockport.

Thank you for considering our request. Please feel free to contact me with any questions or concerns.

Sincerely,

Marsha Ducey

Marsha Ducey, Ph.D.
Interim Co-Chair for Journalism, Broadcasting and PR, Department of Communication
Associate Professor of Journalism



The College at
BROCKPORT
STATE UNIVERSITY OF NEW YORK

School of Arts and Sciences

January 29, 2018

College Senate
The College at Brockport Brockport, NY
14420

Dear College Senate:

I have reviewed the proposal to create a Media Production minor submitted by Dr. Marsha Ducey. The proposed minor creates a new option for students interested in media production. The curriculum of the minor provides students with hands on experience. This new minor has the potential to contribute to growing the media production program since it will attract current and incoming students. The media production minor requires no new resources. Therefore, I support the proposal to create the Media Production minor.

Sincerely,

Jose Maliekal
Dean, School of Arts and Sciences

350 New Campus Drive • Brockport, New York 14420-2983 • (585) 395-5806 • Fax: (585)395-5808 • www.brockport.edu