

SUNY BROCKPORT

College Senate
State University of New York College at Brockport
350 New Campus Drive
Brockport, NY 14420-2925
(585) 395-2586 (Fax) 395-2246

COLLEGE SENATE
SUNY College at Brockport
JUN 6 2007
350 New Campus Drive
Brockport, NY 14420-2925

Resolution # 35
2006-2007
COLLEGE SENATE

RECEIVE

MAY 29 2007

SUNY BROCKPORT
PRESIDENT'S OFFICE

TO: Dr. John R. Halstead, College President

FROM: The College Senate: *May 7, 2007*

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

SUBJ: **Program Change to the Journalism Major** Routing #53 06-07 UC

Signed: *Jeffery T. Lasbrook* Date: *5/18/07*
(Dr. Jeffery T. Lasbrook, 2006-07 College Senate President)

Please fill out the bottom portion and return document to the College Senate Office.

TO: The College Senate President

FROM: College President

- RE:
- I. Decision and Action Taken on Formal Resolution (circle choice)
 - a. Accepted
 - *Implementation Effective Date: *Fall 2007*
*Date resolution will begin to be used by the College. (i.e. spring, fall, when included in catalog, etc.)
 - b. Deferred for discussion with the Faculty Senate on ___/___/___
 - c. Unacceptable for the reasons contained in the attached explanation
 - ⇒ II, III. Response to Recommendation or Other/FYI
 - a. Received and acknowledged *6/1/07*
 - b. Comment: _____

DISTRIBUTED BY PRESIDENT'S OFFICE TO: *President's Cabinet*

DISTRIBUTE ALSO TO: Originator, Academic Advisement, Registrar (as appropriate)

Signed: *J. Halstead* Date: *6/1/07*
(Dr. John R. Halstead, President, SUNY College at Brockport)

**COLLEGE SENATE OFFICE
RESOLUTION PROPOSAL COVER PAGE**

Routing Number	#53 06-07 UC
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ROUTING NUMBER TO BE ASSIGNED BY SENATE OFFICE

DEADLINE FOR SUBMISSIONS: FEBRUARY 23

Incomplete proposals or proposals received after the deadline may not be reviewed until next semester.

INSTRUCTIONS:

- Submit only complete proposals.
- Proposals must be prepared individually in Word format using committee guidelines (guidelines online).
- Fill out this cover page for each proposal (available online at www.brockport.edu/collegesenate) and insert it electronically as the front page of your document.
- Email whole proposal with cover page as one attachment to senate@brockport.edu and facprez@brockport.edu.
- All updates must be resubmitted to the Senate office with the original cover page including routing number.
- Questions? Call the Senate office at 395-2586 or the appropriate committee chairperson.

1. PROPOSAL TITLE:

Please be somewhat descriptive, for example, *Graduate Probation/Dismissal Proposal* rather than *Graduate Proposal*.

Program change to Journalism Major

2. BRIEF DESCRIPTION OF PROPOSAL:

- | |
|--|
| <ul style="list-style-type: none"> • Move CMC 324 (Advanced Media Writing) from being a requirement to the list of Journalism electives • Take CMC 325 (Specialized Writing) from the list of electives and make it a requirement (essentially, swap the positions of CMC 324 & 325) |
|--|

3. ANTICIPATED DATE OF IMPLEMENTATION:

Fall 2007

Enter date this will be effective if passed by the Senate.

4. SUBMISSION & REVISION DATES: PLEASE PUT A DATE ON ALL UPDATED DOCUMENTS TO AVOID CONFUSION.

<i>First Submission</i>	<i>Updated on</i>	<i>Updated on</i>	<i>Updated on</i>
February 21, 2007	4/18/07		

5. SUBMITTED BY: (contact person)

<i>Name</i>	<i>Department</i>	<i>Phone</i>	<i>Email</i>
Joseph Chesebro	Communication	X5125	jchesebr@brockport.edu

6. COMMITTEES TO COPY: (Senate office use only)

Standing Committee	Forwarded To	Date
<input type="checkbox"/> Enrollment Planning & Policies	Committee	2/23/07, 4/18/07
<input type="checkbox"/> Faculty & Professional Staff Policies	Executive Committee	5/1/07
<input type="checkbox"/> General Education & Curriculum Policies *	Senate	5/7/07 announced
<input type="checkbox"/> Graduate Curriculum & Policies	Senate President's Signature	
<input type="checkbox"/> Student Policies	College President's Signature	
<input checked="" type="checkbox"/> Undergraduate Curriculum & Policies	To Vice Provost	
	Other	

*(ROUTING NUMBER IS A CHRONOLOGICAL NUMBER SEQUENCE FOLLOWED BY ACADEMIC YEAR AND COMMITTEE INITIALS – Please use routing number and title in all references to proposals.)

Items 1-8, as required when proposing major changes:

- I. Completed cover letter. Please see the preceding page.
- II. Side-by-side comparison. Please see the appendix, and note that changes are in red ink.
- III. Rationale: CMC 325 is a more essential course than CMC 324, so it makes more sense to have it as a required course, so that all JRN graduates gain feature writing experience. The name change simply makes the title more accurate.
- IV. Description of new courses: there are none.
- V. Staffing Issues: Nothing is being added, so staffing issues will not change.
- VI. Administration commentary
 - a. Dept. Chair: Please see the attached letter
 - b. Dean of School of Arts and Performance: Please see the attached letter.
- VII. No new resources or facilities are needed (beyond those needs which already are being addressed)
- VIII. Not applicable.

Journalism Major

Change(s): CMC 325 moves from elective to required, and replaces 324, which moves from required to elective. No new courses or credits are being added.

Old	Credits	New	Credits
Core Requirement	27	Core Requirement	27
CMC 202 Principles of Communication*	3	CMC 202 Principles of Communication*	3
CMC 210 Communication Revolutions*	3	CMC 210 Communication Revolutions*	3
CMC 224 Newswriting*	3	CMC 224 Newswriting*	3
<u>Or</u> CMC 243 Radio and TV Writing*		<u>Or</u> CMC 243 Radio and TV Writing*	
CMC 321 Mass Media Reporting & Research	3	CMC 321 Mass Media Reporting & Research	3
CMC 324 Advanced Media Writing	3	CMC 325 Specialized Writing (324 becomes elective)	3
CMC 468 Media Law	3	CMC 468 Media Law	3
CMC 493 Contemp Jrnalism Issues & Problems	3	CMC 493 Contemp Jrnalism Issues & Problems	3
Any two of the following:	6	Any two of the following:	6
CMC 373 Crit Perspectives on Mass Comm		CMC 373 Crit Perspectives on Mass Comm	
CMC 438 History of American Journalism		CMC 438 History of American Journalism	
CMC 463 Media and Society		CMC 463 Media and Society	
CMC 467 Mass Comm Theory and Research		CMC 467 Mass Comm Theory and Research	
Electives		Electives	
Choose 9 credits from:	9	Choose 9 credits from:	9
CMC 322 Editorial Methods & Practice		CMC 322 Editorial Methods & Practice	
CMC 325 Specialized Writing		CMC 324 Advanced Media Writing (325 becomes required)	
CMC 327 Publication and Web Design		CMC 327 Publication and Web Design	
CMC 332 PR Principles and Practices		CMC 332 PR Principles and Practices	
CMC 334 PR Methods and Cases		CMC 334 PR Methods and Cases	
CMC 366 Broadcast Journalism		CMC 366 Broadcast Journalism	
CMC 432 Public Relations Campaigns		CMC 432 Public Relations Campaigns	
CMC 466 Advanced Broadcast Journalism		CMC 466 Advanced Broadcast Journalism	
CSC 105 Internet and Web Publishing		CSC 105 Internet and Web Publishing	
*Min C Required		*Min C Required	
TOTAL	36	TOTAL	36

DATE: February 21, 2007

TO: College Senate

From: Joseph Chesebro, Chair, Communication

RE: Proposed Changes to Communication Journalism Major

Senators, I am writing in support of the proposed change because it will enhance our program. The rationale for the change has been provided, and I am in support of the proposal. In closing, thank you for considering these revisions.

DATE: February 21, 2007

TO: College Senate

From: Francis X. Short, Dean, School of Arts & Performance

RE: Proposed Changes to Communication Journalism Major

I support the Communication department's proposal to change its Journalism program by making CMC 324 an elective, renaming CMC 325 to "Feature Writing," and making CMC 325 a requirement for the major. This revision essentially involves "trading" one former elective course for one former required course; the number of credits remains the same. It does not require any new resources and does not necessitate any staffing changes. Given that there are no new costs and that there is a sound rationale for making these changes, I endorse the proposal.

Thank you for the consideration.