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**New Minor Proposal Form**

**[X ] Undergraduate Curriculum Council**

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Dr. Lillie Fears | 2/21/2017 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Dr. Osa Amienyi | 2/21/2017 |   **Department Chair:** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (If applicable)** |
| |  |  | | --- | --- | | Warren Johnson | 2/22/2017 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Deborah Chappel Traylor | 2/22/2017 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |

**i. Proposed Program Title**

Sports Media Minor

**ii. Contact Person** (Name, Email Address, Phone Number)

Mr. Collin Pillow, Instructor of Creative Media Production

**iii. Proposed Starting Date**

Fall 2017

**Minor Justification**

1. Justification for introduction of new minor:

The creation of this minor will allow students in sports allied programs, such as sports management, to obtain valuable production experience that would provide them a second career option.

2. New minor objective:

* Students will learn to apply the tools and technologies for broadcasting multimedia sports productions and sports journalism.
* Students will learn effective storytelling techniques.
* Students will learn to think critically, creatively, and independently as they create sports programming.
* Students will learn about developing entrepreneurial characteristics and apply those in a sports setting.

3. Provide the following:

a. Curriculum outline - List of required courses

|  |  |  |
| --- | --- | --- |
| **Course Number** | **Course Title** | **Credit Hours** |
| CMAC 1001 | Media Grammar and Style | 1 |
| CMAC 2003 | Media Writing | 3 |
| MDIA 2313 | Multimedia Production | 3 |
| MDIA 3053 | Sports Reporting | 3 |
| MDIA 3573 | Sports Production | 3 |
| MDIA 4563 | Sports Programming | 3 |
| MDIA 4573 | Sportscasting | 3 |

b. New course descriptions

No New Courses

4. Will the new minor be offered via distance delivery?

No

5. Mode of delivery to be used:

Traditional

6. Specify the amount of the additional costs required, the source of funds, and how funds will be used.

No additional cost is required. Students in the minor will use existing equipment and instruction.

**NEW MINOR ASSESSMENT**

**University Goals**

1. Please indicate the university-level student learning outcomes for which this new minor will contribute. Check all that apply.

|  |  |  |
| --- | --- | --- |
| * 1. **[ ]** Global Awareness | * 1. **[ ]** Thinking Critically | * 1. **[X ]** Information Literacy |

**MINOR Goals**

2. Justification for the introduction of the new emphasis. Must include:

1. Academic rationale (how will this minor fit into the mission established by the department for the curriculum?)  
   The creation of this minor will allow students in sports allied programs, such as sports management, to obtain valuable production experience that would avail them a second career option.
2. List goals for the minor (faculty, enrollment and/or curricular goals.)

* Students will learn to apply the tools and technologies for broadcasting multimedia sports productions and sports journalism.
* Students will learn effective storytelling techniques.
* Students will learn to think critically, creatively, and independently as they create sports programming.
* Students will learn about developing entrepreneurial characteristics and apply those in a sports setting.

1. Student population served.

Students with majors in liberal arts, sports management, creative media production, and broadcast journalism will be the primary population served by this minor, however it is open to all majors.

**Emphasis Student Learning Outcomes**

3. Please fill out the following table to develop a continuous improvement assessment process for this minor.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

***Note: Best practices suggest 4-7 outcomes per program; minors would have 1 to 4 outcomes.***

|  |  |
| --- | --- |
| **Outcome 1** | Students will perform the traditional role of the sports reporter and demonstrate how that role has changed in a multimedia news world. |
| Assessment Procedure Criterion | Direct: Students will create a portfolio website according to minor requirements  Indirect: External review of portfolio websites conducted by advisory board |
| Which courses are responsible for this outcome? | MDIA 3053 Sports Reporting  MDIA 3573 Sports Production  MDIA 4563 Sports Programming  MDIA 4573 Sportscasting |
| Assessment  Timetable | Students are assessed in the final upper level course taken in the final semester within the minor |
| Who is responsible for assessing and reporting on the results? | Department Chair |

*Please repeat as necessary.*

**Bulletin Changes**

|  |
| --- |
| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

**Department of Media Minors**

**Minor in Multimedia Journalism**

|  |  |
| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| CMAC 1001, Media Grammar and Style | 1 |
| CMAC 2003, Media Writing | 3 |
| MDIA 2013, Multimedia Reporting | 3 |
| MDIA 2313, Multimedia Production | 3 |
| Nine hours of upper-level electives offered in Multimedia Journalism | 9 |
| **Total Required Hours:** | **19** |

**Minor in Creative Media Production**

|  |  |
| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| CMAC 1001, Media Grammar and Style | 1 |
| CMAC 2003, Media Writing | 3 |
| MDIA 2313, Multimedia Production | 3 |
| Three hours of electives offered in Creative Media Production | 3 |
| Nine hours of upper-level electives offered in Creative Media Production | 9 |
| **Total Required Hours:** | **19** |

**Minor in Sports Media**

|  |  |
| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| CMAC 1001, Media Grammar and Style | 1 |
| CMAC 2003, Media Writing | 3 |
| MDIA 2313, Multimedia Production | 3 |
| MDIA 3053, Sports Reporting | 3 |
| MDIA 3573, Sports Production | 3 |
| MDIA 4563, Sports Programming | 3 |
| MDIA 4573, Sportscasting | 3 |
| **Total Required Hours:** | **19** |

**LETTER OF NOTIFICATION   
New Minor**

1. Institution submitting request:

Arkansas State University

2. Contact person/title:

Mr. Collin Pillow, Instructor of Creative Media Production

3. Phone number/e-mail address:

(870) 972-2821, [ccpillow@astate.edu](mailto:ccpillow@astate.edu)

4. Proposed effective date:

Fall 2017

5. Title of degree program: (Indicate if the degree listed above is approved for distance delivery)

BS in Creative Media Production

6. CIP Code:

09.0799

7. Degree Code:

**Radio, Television, and Digital Communication, Other.**   **(NEW)** Any instructional program in radio, television, and digital communications not listed above

8. Proposed name of new minor:

Sports Media Minor

9. Reason for proposed action:

The creation of this minor will allow students in sports allied programs, such as sports management, to obtain valuable production experience that would avail them a second career option.

10. New minor objective:

* Students will learn to apply the tools and technologies for broadcasting multimedia sports productions and sports journalism.
* Students will learn effective storytelling techniques.
* Students will learn to think critically, creatively, and independently as they create sports programming.
* Students will learn about developing entrepreneurial characteristics and apply those in a sports setting.

11. Provide the following:

* 1. Curriculum outline - List of courses in new minor – Underline required courses

CMAC 1001, Media Grammar and Style 1

CMAC 2003, Media Writing 3

MDIA 2313, Multimedia Production 3

MDIA 3053, Sports Reporting 3

MDIA 3573, Sports Production 3

MDIA 4563, Sports Programming 3

MDIA 4573, Sportscasting 3

* 1. Total semester credit hours required for minor

19

* 1. New courses and new course descriptions

No New Courses

* 1. Goals and objectives of minor

Our program is accredited by the ACEJMC body. We strive to prepare our students to possess 12 core competencies. They are:

1. understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances
2. demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
3. demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
4. demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
5. understand concepts and apply theories in the use and presentation of images and information;
6. demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
7. think critically, creatively and independently;
8. conduct research and evaluate information by methods appropriate to the communications professions in which they work;
9. write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
10. critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
11. apply basic numerical and statistical concepts;
12. apply tools and technologies appropriate for the communications professions in which they work.

* 1. Expected student learning outcomes
* Students will perform the traditional role of the sports reporter and demonstrate how that role has changed in a multimedia news world.
* Students will understand the ethical dilemmas faced by sports journalists, and how those challenges should be handled.
* Students will demonstrate knowledge of the contributions of women and minorities in sports media Students will learn the basic rules of the sports they cover.
* Students will create sports programming by applying tools and technologies appropriate for radio, television, web and mobile media.
* Students will demonstrate knowledge of the concepts and apply theories in the production and presentation of sports programming content.
  1. Documentation that minor meets employer needs

Sports broadcasting and multicasting has grown exponential since the first radio telecasts of the 1920s. Most will say that sportscasting began in 1921. The exact date is debatable (Fuller, 2008). Tennis matches and the 1921 World Series all received radio broadcast attention in 1921. In 1939, baseball received television broadcast attention as did boxing. From 1939 sports has been monetized to the benefit of all broadcasters. The sports media business generates more than $250 billion of revenue a year (www. sportsbusinessjournal.com; www.sportsbusinessdaily.com/journal/issues). Broadcasters and sports content industries are in need of trained professionals who know how to be sports broadcast executives, sports programmers, sports producers, sports reporters and media coordinators for college and professional sports as well as provide digital support to legacy media. Fuller (2008) writes that “the business of sport in the United States is one of the largest and fastest growing industries—more than double that of the auto industry, and seven times that of the movie industry” (p.30 College sports productions generate millions of dollars in revenue for broadcasters and peripheral industries. In 2001, the radio-television department at Arkansas State University began providing production support to the university’s athletic program. Each year, students work alongside faculty and staff to provide taped delayed broadcast of all ASU men’s football games, and all home men and women’s basketball games. In addition, students work to produce the coach’s programs for the football coach and the men’s basketball coach. All total some 3,500 student, faculty and staff hours are devoted to the productions each year. ESPN and ASU’s radio-television department work closely on many regional games that require crew. When ESPN needs crew members they automatically contact ASU looking for student workers because they are confident that the students are prepared to work the games. With this rich sports production tradition and the facilities to support it, it seems natural to propose a sports production emphasis to students wishing to enter the business. With increased channel availability and increases in web production, sports production will continue to grow and the need for employees is great. “In this highly competitive industry, broadcasters are less willing to provide on-the-job training and instead seek candidates who can perform the job immediately.” (<http://www.bls.gov/oco/cg/cgs017.htm>, retrieved 11-22-11, para.1). The Bureau of Labor Statistics projected job growth rate for producers/directors 2014-24: 9% (faster than average): <http://www.bls.gov/ooh/entertainment-and-sports/producers-and-directors.htm>  
The Bureau of Labor Statistics projected job growth rate for editors/camera operators 2014-24: 11% (faster than average): <http://www.bls.gov/ooh/media-and-communication/film-and-video-editors-and-camera-operators.htm>  
The Bureau of Labor Statistics projected job growth rate for Broadcast and Sound Engineering Technicians 2014-24: 7% (as fast as average):  
[http://www.bls.gov/ooh/media-and-communication/broadcast-and-sound-engineering-technicians.htm](http://www.bls.gov/ooh/media-and-communication/film-and-video-editors-and-camera-operators.htm)  
 References: Fuller, L.K. (2008). Sportscasters/Sportscasting: Principles and Practices, New York: Routledge. Shultz,B. (2005). Sports Media: Reporting, Producing, and Planning. Amsterdam: Focal Press.

* 1. Student demand (projected enrollment) for minor

20 students per year

* 1. Name of institutions offering similar programs or and the institution(s) used as a model to develop the proposed program option

Belmont University – Minor in Sports & Media  
Drexel University – Minor in Sports Media Production  
Samford University – Minor in Sports Media

Auburn University – Minor in Sport Communication

12. Institutional curriculum committee review/approval date:

13. Will the new minor be offered via distance delivery? No

If yes, indicate mode of distance delivery:

N/A

14. Explain in detail the distance delivery procedures to be used, if applicable:

N/A

15. Specify the amount of additional costs required for program implementation, the source of funds, and how funds will be used.

No additional costs are required to implement this proposed minor

16. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date: Click here to enter a date.

Board of Trustees Notification Date: Click here to enter a date.

Chief Academic officer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: Enter date.

Name (printed): Click here to enter text.