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| For Academic Affairs and Research Use Only | |
| Proposal Number |  |
| CIP Code: |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

|  |
| --- |
| **[X]New Course, [ ]Experimental Course (1-time offering), or [ ]Modified Course (Check one box)** |

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

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| RONALD SITTON\_ 9/17/2020 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Brad Rawlins 9/17/2020 **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 9/23/2020  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Mary Elizabeth Spence 9/23/20 **Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Gina Hogue 9/24/2020 **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

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

Mary Jackson Pitts, PhD. , School of Media and Journalism, mpitts@astate.edu , 870-972-3361

1. **Proposed starting term and Bulletin year for new course or modification to take effect**

Spring 2021, Bulletin Year 2021-2022

**Instructions:**

*Please complete all sections unless otherwise noted. For course modifications, sections with a “Modification requested?” prompt need not be completed if the answer is “No.”*

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|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate “N/A” if no modification)* |
| **Prefix** |  | MDIA |
| **Number\*** |  | **4093** |
| **Title** |  | Media Ministry Campaigns |
| **Description\*\*** |  | Production and design of media ministry campaigns for large and small ministry organizations. |

***\**** (Confirm with the Registrar’s Office that number chosen has not been used before and is available for use. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

\*\*Forty words or fewer as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? Yes/No]**

(Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

1. YES Are there any prerequisites?
   1. If yes, which ones?

MDIA 3723 Media Ministry Technology

* 1. Why or why not?

Understanding of technology applied to the ministry needed in order to design and plan its use.

1. No Is this course restricted to a specific major?
   1. If yes, which major?
2. **Proposed course frequency [Modification requested? Yes/No]**

(e.g. Fall, Spring, Summer; if irregularly offered, please indicate, “irregular.”) *Not applicable to Graduate courses.*

Fall

1. **Proposed course type [Modification requested? Yes/No]**

Will this course be lecture only, lab only, lecture and lab, activity (e.g., physical education), dissertation/thesis, capstone, independent study, internship/practicum, seminar, special topics, or studio? Please choose one.

Lecture

1. **Proposed grade type [Modification requested? Yes/No]**

What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

Standard Letter

1. NO Is this course dual-listed (undergraduate/graduate)? No
2. NO Is this course cross-listed?

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross-listed course.)*

**a.** – If yes, please list the prefix and course number of the cross-listed course.

NA

**b.** – **Yes / No** Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

NA

1. YES Is this course in support of a new program?

a. If yes, what program?

Emphasis in Media Ministry (forthcoming)

1. NO Will this course be a one-to-one equivalent to a deleted course or previous version of this course (please check with the Registrar if unsure)?

a. If yes, which course?

**Course Details**

1. **Proposed outline** **[Modification requested? Yes/No]**

(The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

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| Week | Activities |
| Week 1 | Course Expectations  Understanding Media Ministry Audiences |
| Week 2 | Research Methodologies (Qualitative and Quantitative) |
| Week 3 | Media Ministry Clients |
| Week 4 | Media Ministry Audiences-Internal |
| Week 5 | Media Ministry Audiences- External |
| Week 6 | Media Ministry Audience Data Collection |
| Week 7 | Interpreting Audience Data |
| Week 8 | Media Ministry Campaign Tools-Legacy and Non Legacy Media |
| Week 9 | Media Ministry Campaign Outcomes |
| Week 10 | Media Ministry Campaign Creation |
| Week 11 | Media Ministry Content Creation |
| Week 12 | Media Ministry Content Creation |
| Week 13 | Media Ministry Timeline for Dissemination |
| Week 14 | Media Ministry Campaign Implementation |
| Week 15 | Media Ministry Campaign Implementation |

1. **Proposed special features** **[Modification requested? Yes/No]**

(e.g. labs, exhibits, site visitations, etc.)

Guest speakers

1. **Department staffing and classroom/lab resources**

No additional staffing and classroom/lab resources

1. Will this require additional faculty, supplies, etc.?

No additional staffing and classroom/lab resources at this time; may require adjunct if demand warrants

1. NO Does this course require course fees?

*If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

*No additional course fees*

**Justification**

**Modification Justification (Course Modifications Only)**

1. Justification for Modification(s)

Enter text...

**New Course Justification (New Courses Only)**

1. Justification for course. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

This capstone course seeks to fulfill the needs of ministry organizations to establish an understanding of their audiences through analysis of their current ministry outreach campaigns, and creation of a modified outreach campaign within the class. The current pandemic has increased the need among ministry officials to reach their audience in a streamlined platform. To that end, the goals of this particular course are:

* + Students will embrace free expression to adapt media messages to diverse and global audiences.
    - Outcome: Student will utilize research tools to measure media ministry audiences
      * Students will create qualitative and quantitative data collection instruments, administer the instruments, and interpret data.
  + Students will create media messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research
    - Outcome: Students will develop a media ministry campaign.
      * Students will implement the media ministry campaign.
  + Students will utilize creative critical thinking, concepts, perspectives and theories in the creation, interpretation, and evaluation of media messages and practices.
    - Outcome: Students will create media content to implement the media ministry plan.

b. How does the course fit with the mission of the department? If course is mandated by an accrediting or certifying agency, include the directive.

Arkansas State University’s creative media production combines experiential learning experiences with a strong educational foundation to prepare students for a diverse range of media careers. This course will provide content which will assist ministries as they develop media campaigns to reach diverse audiences.

c. Student population served.

Students within the Creative Media Production program

Non-CMP majors

Community members involved in media ministry at local churches

d. Rationale for the level of the course (lower, upper, or graduate).

Media Ministry Campaigns is an upper level undergraduate course. Students taking Media Ministry Campaigns should enter the course with a basic understanding of media production. Additionally, the Media Ministry technology course (MDIA 3723) will be a prerequisite for Media Ministry Campaigns.

**Assessment**

**Assessment Plan Modifications (Course Modifications Only)**

1. Do the proposed modifications result in a change to the assessment plan?

*If yes, please complete the Assessment section of the proposal*

**Relationship with Current Program-Level Assessment Process (Course modifications skip this section unless the answer to #18 is “Yes”)**

1. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

The Creative Media Production program outcomes are aligned with the university outcomes.

1. Students will create media messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.
2. Students will embrace free expression to adapt media messages to diverse and global audiences.
3. Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context.
4. Students will utilize creative critical thinking, concepts, perspectives and theories in the creation, interpretation, and evaluation of media messages and practices.
5. Considering the indicated program-level learning outcome/s (from question #19), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*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.*

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| **Program-Level Outcome 1 (from question #19)** | Students will create media messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research. |
| Assessment Measure | Advisory Board, Portfolio Website |
| Assessment  Timetable | Final projects will be included in student portfolios.  Portfolios will be evaluated in student’s senior years. |
| Who is responsible for assessing and reporting on the results? | The Creative Media Production (CMP) Program Coordinator will submit portfolios to the CMP Advisory Board for their evaluation.  The Advisory Board meets each September/January.  CMP faculty meets with CMP Advisory Board members to discuss evaluations.  Based on board feedback, CMP faculty to develop action plans.  The CMP Program Coordinator will enter data into Taskstream. |

*(Repeat if this new course will support additional program-level outcomes)*

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| **Program-Level Outcome 2 (from question #19)** | Students will embrace free expression to adapt media messages to diverse and global audiences. |
| Assessment Measure | Employer/Alumni Survey, Senior Knowledge Inventory |
| Assessment  Timetable | Final projects will be included in student portfolios.  Portfolios will be evaluated in student’s senior years. |
| Who is responsible for assessing and reporting on the results? | Senior Knowledge Inventory will occur each semester during the Portfolio course.  Information for the Employee Survey will be collected in the Internship course.  The Alumni Survey is sent to ASTATE CMP alumni two years following their graduation.  The CMP faculty will analyze data.  The CMP Program Coordinator will enter data into Taskstream. |

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| **Program-Level Outcome 3 (from question #19)** | Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context. |
| Assessment Measure | Employee/Alumni Survey, Senior Exit Survey, Senior Knowledge Inventory |
| Assessment  Timetable | Data collection and analysis will occur each semester. |
| Who is responsible for assessing and reporting on the results? | Senior Exit Survey and Senior Knowledge Inventory will occur each semester during the Portfolio course.  Information for the Employee Survey will be collected in the Internship course.  The Alumni Survey is sent to ASTATE CMP alumni two years following their graduation.  The CMP faculty will analyze data.  The CMP Program Coordinator will enter data into Taskstream. |

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| **Program-Level Outcome 4 (from question #19)** | Students will utilize creative critical thinking, concepts, perspectives and theories in the creation, interpretation, and evaluation of media messages and practices. |
| Assessment Measure | Employer/Alumni Survey, Senior Exit Survey, Senior Knowledge Inventory |
| Assessment  Timetable | Data collection and analysis will occur each semester. |
| Who is responsible for assessing and reporting on the results? | Senior Exit Survey and Senior Knowledge Inventory will occur each semester during the Portfolio course.  Information for the Employee Survey will be collected in the Internship course.  The Alumni Survey is sent to ASTATE CMP alumni two years following their graduation.  The CMP faculty will analyze data.  The CMP Program Coordinator will enter data into Taskstream. |

**Course-Level Outcomes**

1. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

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| **Outcome 1** | Students will embrace free expression to adapt media messages to diverse and global audiences. |
| Which learning activities are responsible for this outcome? | * Student will utilize research tools to measure media ministry audiences * Students will collect audience data regarding media ministry audiences. |
| Assessment Measure | Students will create qualitative and quantitative data collection instruments, administer the instruments, and interpret data. |

*(Repeat if needed for additional outcomes)*

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| **Outcome 2** | Students will create media messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research  . |
| Which learning activities are responsible for this outcome? | Students will develop a media ministry campaign using data collected. |
| Assessment Measure | Students will implement the media ministry campaign. |

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| **Outcome 3** | Students will utilize creative critical thinking, concepts, perspectives and theories in the creation, interpretation, and evaluation of media messages and practices. |
| Which learning activities are responsible for this outcome? | * Students will produce media content for the purpose of implementing the media ministry plan. |
| Assessment Measure | Students will create media content to implement the media ministry plan. |

**Bulletin Changes**

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| **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. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*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.** |

**CURRENT**

**Undergraduate Bulletin 2020-2021, pp. 511**

**MDIA 4093. Media Ministry Campaigns.** Production and design of media ministry campaigns for large and small ministry organizations. Prerequisite, MDIA 3723. Fall.

**MDIA 4103. Data Journalism** Mining, interpretation, and visualization of social problems through research, with emphasis on production of infographics. Fall.

**MDIA 4113. Specialized Reporting** Reporting on specialized topics, including diversity, healthcare, science, medicine, agriculture, religion, and the environment. Prerequisites, MDIA 3013 and MDIA 4053. Fall.

**PROPOSED**

**Undergraduate Bulletin 2020-2021, pp. 511**

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**MDIA 4103. Data Journalism** Mining, interpretation, and visualization of social problems through research, with emphasis on production of infographics. Fall.

**MDIA 4113. Specialized Reporting** Reporting on specialized topics, including diversity, healthcare, science, medicine, agriculture, religion, and the environment. Prerequisites, MDIA 3013 and MDIA 4053. Fall.