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## Agenda for the November 15, 2012 CAA Meeting

**Items Approved:** 12-78, JOU 2850, Sports Media Relations (New Course)  
12-79, Sports Media Relations Minor (New Minor)  
12-81, English Language Mastery Requirements for International Undergraduate Admission Purposes (Revised Requirements)

**Items Pending:** 11-117, Review of Integration, Instructional Practices, and Effectiveness of EIU's four University Learning Goals (Ongoing)  
11-132R, Course Proposal Format Form (Revised Form)  
12-66, EIU 4100G, Senior Seminar: Advanced Interdisciplinary Studies in Matters of Culture. (Revised Course)  
12-82, HIS 3385, American Maritime History since 1400 (New Course)  
12-83, BUS 4000, Business Ethics (New Course)  
12-84, OPD 3020, Principles of Organizational and Professional Development (New Course)  
12-85, OPD 4430, Research in Organizations (New Course)  
12-86, Applied Engineering & Technology: General Concentration (Revised Concentration)

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### Council on Academic Affairs Minutes

November 15, 2012

The November 15, 2012 meeting of the Council on Academic Affairs was held at 3:00 p.m. in Room 4440, Booth Library.

**Members Present:** Dr. Collins, Ms. English, Ms. Eskew, Ms. Green, Dr. Klarup, Dr. Lucas, Dr. Reid, Ms. Ruholl, Dr. Steinke, and Dr. White.

**Members Absent:** Dr. Rhoads, Dr. Throneburg, and Ms. Upton.

**Staff Present:** Ms. Fopay.

**Guests Present:** Dr. Gisondi, Journalism; Ms. Markham, *Daily Eastern News*; and Ms. Marilyn Thomas, International Students & Scholars.

#### I. Approval of the November 8, 2012 CAA Meeting Minutes.

The minutes of November 8, 2012 were approved as written.

#### II. Communications:

##### a. College Curriculum Committee Minutes:

1. Minutes of the October 31, 2012 College of Arts & Humanities Curriculum Committee meeting.
2. Minutes of the November 9, 2012 College of Sciences Curriculum Committee meeting.

#### III. Committee Reports:

1. Dr. Reid reported on the Committee for the Assessment of Student Learning.
2. Dr. White reported on the Program Analysis Steering Committee.
3. Dr. Lucas reported on the Electronic and Online Learning Materials Taskforce.

#### IV. Items Added to the Agenda:

1. 12-82, HIS 3385, American Maritime History since 1400 (New Course)
2. 12-83, BUS 4000, Business Ethics (New Course)
3. 12-84, OPD 3020, Principles of Organizational and Professional Development (New Course)
4. 12-85, OPD 4430, Research in Organizations (New Course)
5. 12-86, Applied Engineering & Technology: General Concentration (Revised Concentration)

Dr. Steinke moved and Dr. Klarup seconded the motion to add these items to the agenda.

**V. Items Acted Upon:**

**1. 12-81, English Language Mastery Requirements for International Undergraduate Admission Purposes (Revised Requirements).**

Ms. Thomas presented the proposal and answered questions of the council. In addition, she explained that the last bulleted item in the rationale should be removed from the proposal since it was pertinent to the Council on Graduate Studies rather than CAA.

Dr. Collins moved and Ms. Green seconded the motion to approve the proposal. The motion passed unanimously.

The proposal (**See Attachment A**), with revisions, was approved, effective Fall 2013.

**2. 12-78, JOU 2850, Sports Media Relations (New Course).**

Dr. Gisondi presented the proposal and answered questions of the council. The council requested revisions to the proposal.

Ms. Green moved and Dr. Steinke seconded the motion to approve the proposal. The motion passed unanimously.

The proposal, with revisions, was approved, effective Fall 2013.

**JOU 2850. Sports Media Relations. (3-0-3) On Demand.** This course provides insights into the roles and duties performed by sports media relations professionals. JOU 2850 examines the fundamentals of sports media relations, which includes working with the media, athletes and coaches, managing crisis situations, recording statistics, writing game reports, organizing press conferences, and managing game events. Prerequisite: JOU 2101 (May not be taken concurrently.) WI

**3. 12-79, Sports Media Relations Minor (New Minor).**

Dr. Gisondi presented the proposal and answered questions of the council.

Ms. English moved and Dr. Reid seconded the motion to approve the proposal. The motion passed unanimously.

The proposal (**See Attachment B**) was approved, effective Fall 2013.

**VI. Pending:**

1. 11-117, Review of Integration, Instructional Practices, and Effectiveness of EIU's Four University Learning Goals (Ongoing)
2. 11-132R, Course Proposal Format Form (Revised Form)
3. 12-66, EIU 4100G, Senior Seminar: Advanced Interdisciplinary Studies in Matters of Culture. (Revised Course)

**VII. Meeting Adjournment:**

The meeting adjourned at 3:25 p.m.

The next meeting will be held at 3 p.m. on Thursday, November 29, 2012.

*–Minutes prepared by Ms. Janet Fopay, Recording Secretary*

The current agenda and all CAA council minutes are available on the Web at <http://www.eiu.edu/~eiucaa/>. In addition, an electronic course library is available at <http://www.eiu.edu/~eiucaa/elibrary/>.

## \*\*\*\*\* ANNOUNCEMENT OF NEXT MEETING \*\*\*\*\*

November 29, 2012

Conference Room 4440 – Booth Library @ 3:00 p.m.

**Agenda:**

1. 12-83, BUS 4000, Business Ethics (New Course)
2. 12-66, EIU 4100G, Senior Seminar: Advanced Interdisciplinary Studies in Matters of Culture. (Revised Course)

## Pending:

1. 11-117, Review of Integration, Instructional Practices, and Effectiveness of EIU's Four University Learning Goals (Ongoing)
2. 11-132, Course Proposal Format Form (Revised Form)
3. 12-82, HIS 3385, American Maritime History since 1400 (New Course)
4. 12-84, OPD 3020, Principles of Organizational and Professional Development (New Course)
5. 12-85, OPD 4430, Research in Organizations (New Course)
6. 12-86, Applied Engineering & Technology: General Concentration (Revised Concentration)

**Approved Executive Actions:**

CAH

Effective Fall 2013

1. Revise the prerequisites for CMN 4500A and 4500B.

**CMN 4500A - Topics in Electronic Media Production I.**

(2-2-3) On Demand. A detailed examination of specific theories and practices related to electronic media production. Specific topics will vary according to student demand, availability, and interest of faculty. Prerequisites and Notes: ~~Completion of CMN 2010, 2020, 2030, 2040 with a grade of C or better, and CMN 2525 and CMN 3520 or CMN 2525, 2575 and CMN 3540 or permission of instructor.~~ **CMN 2550 or CMN 2575 or permission of instructor.** May be repeated when topics vary. Credits: 3

**CMN 4500B - Topics in Electronic Media Production II.**

(2-2-3) On Demand. A detailed examination of specific theories and practices related to electronic media production. Specific topics will vary according to student demand, availability, and interest of faculty. Prerequisites and Notes: ~~Completion of CMN 2010, 2020, 2030, 2040 with a grade of C or better, and CMN 2525 and CMN 3520 or CMN 2525, 2575 and CMN 3540 or permission of instructor.~~ **CMN 2550 or CMN 2575 or permission of instructor.** May be repeated when topics vary. Credits: 3

**CMN 4500D - Topics in Electronic Media Production III.**

(2-2-3) On Demand. A detailed examination of specific theories and practices related to electronic media production. Specific topics will vary according to student demand, availability, and interest of faculty. Prerequisites and Notes: ~~Completion of CMN 2010, 2020, 2030, 2040 with a grade of C or better, and CMN 2525 and CMN 3520 or CMN 2525, 2575 and CMN 3540 or permission of instructor.~~ **CMN 2550 or CMN 2575 or permission of instructor.** May be repeated when topics vary. Credits: 3

**CMN 4500E - Topics in Electronic Media Production IV.**

(2-2-3) On Demand. A detailed examination of specific theories and practices related to electronic media production. Specific topics will vary according to student demand, availability, and interest of faculty. Prerequisites and Notes: ~~Completion of CMN 2010, 2020, 2030, 2040 with a grade of C or better, and CMN 2525 and CMN 3520 or CMN 2525, 2575 and CMN 3540 or permission of instructor.~~ **CMN 2550 or CMN 2575 or permission of instructor.** May be repeated when topics vary. Credits: 3

**Pending Executive Actions:**

None.

## **Attachment A**

### **International Applicants**

#### **Standard and Conditional Admission for Undergraduate Applicants**

Undergraduate international applicants must submit a complete packet of admission materials to the Office of International Students and Scholars. A complete packet for undergraduate applicants includes an international application, an application fee, an approved financial affidavit form, official raised seal transcripts from high school and college (if applicable), and documentation of English mastery. The approved financial affidavit form must verify the applicant's financial status for study. For undergraduate applicants the raised seal transcript or original copy of national examinations must document completion of secondary education, comparable to that awarded by a United States high school. The high school transcript must also verify that the applicant earned a minimum GPA of 2.0 on a 4.0 scale. Official college or university transcripts (if applicable) for each institution previously attended are required to be considered for admission.

English language mastery for undergraduate applicants for admission may be documented in one of the following ways:

1. Submission of a score of 500 or higher on the paper-based Test of English as a Foreign Language (TOEFL), a score of 61 or higher on the internet-based TOEFL, or a minimum International English Language Testing System (IELTS) score of 6.0 (academic module).
2. Submission of evidence of residency in a nation whose official language is English.
3. Submission of evidence of successful completion of 24 semester hours of college credit at a regionally accredited college or university in the United States.
4. Submission of evidence of a Level 112, Certificate of Completion from an ELS Language Center located in the United States.
5. Submission of evidence of successful completion of three years of high school in the United States and an ACT composite standard score of at least 18 (SAT 860).
6. Submission of Completion of Grade Pre-1 on the STEP EIKEN Test.
7. Submission of a score 69 or higher on the Michigan English Language Assessment Battery (MELAB).
8. Submission of successful completion of two terms (one semester) of English for Academic Purposes 2 (Level 6) from the Center for English as a Second Language program (CESL) at Southern Illinois University – Carbondale.
- 9. Submission of Kaplan International Colleges Certificate of Achievement at the Proficiency Level.**
- 10. Submission of successful completion of Level 9 at one of The Language Company centers in the United States**

Admission to EIU and an approved financial affidavit form are required in order for the Office of International Students and Scholars to issue SEVIS Form I-20 or DS-2019. Applicants who meet all of the requirements for admission, but do not meet the criteria for English mastery may be offered Conditional Admission.

Conditional admission may be offered to undergraduate international applicants who meet the criteria for admission to EIU except for English language mastery. Conditional admission is granted only by the Office of International Students and Scholars. Undergraduates with conditional admission status must provide evidence of meeting English language mastery to the Office of International Students and Scholars by submitting a score of 500 or higher on the paper-based TOEFL, a score of 61 or higher on the internet-based TOEFL, a minimum International English Language Testing System (IELTS) score of 6.0 (academic module) or completion of Level 112, Certificate of Completion from an ELS Language Center located in the United States prior to permission to enroll in classes.

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**Attachment B****Sports Media Relations Minor**

This minor provides insights into the roles and duties performed by sports media professionals by offering courses that enable students to examine and practice skills related to the fundamentals of sports media relations, which includes working with the media, athletes and coaches, managing crisis situations, recording statistics, writing game reports, marketing teams, organizing press conferences, and managing game events.

**Required Courses – Total Semester Hours 22**

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| • JOU 2101 – News Writing.                             | Credits: 3 |
| • KSS 2761 – Intro to Sports Management.               | Credits: 3 |
| • JOU 2850 – Sports Media Relations.                   | Credits: 3 |
| • JOU 3002 – Introduction to Multimedia Journalism.    | Credits: 3 |
| • JOU 3401 – Practicum (Sports Information).           | Credits: 1 |
| • JOU 3706 – Sports Writing.                           | Credits: 3 |
| • JOU/CMN 3953 - Perspectives on Sports and the Media. | Credits: 3 |
| • JOU 3820 – Publicity Methods.**                      | Credits: 3 |
| or JOU 4919 – Public Relations Techniques.**           |            |

\*\* Journalism majors will take PR Techniques; non-majors will take Publicity Methods.