

UNIVERSITY FACULTY SENATE FORMS

Academic Program Approval

This form is a routing document for the approval of new and revised academic programs. Proposing department should complete this form. For more information, call the Faculty Senate Office at 831-2921.

Submitted by: Rebecca Worley, Director, IMM

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Department: English

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Date: Wednesday, October 16, 2013

Action: Revise requirements for Interactive Media Minor to allow students to either complete Comm 408 or an approved internship as Comm 364

Effective term: 14F (Fall 2014)

Current degree BA

Proposed change leads to the degree of: BA

Proposed name: not applicable

Revising or Deleting:

Undergraduate minor: Interactive Media Minor (IMM)

List new courses required for the new or revised curriculum. How do they support the overall program objectives of the major/minor/concentrations)?

(Be aware that approval of the curriculum is dependent upon these courses successfully passing through the Course Challenge list. If there are no new courses enter "None")

No new courses. If students select the internship option instead of Comm 408, they can receive credit for that internship through COMM 366, the internship/independent study course in the Department of Communication. That course is already established; it is "new" only as an acceptable course substitution for students in the Interactive Media Minor.

Although Comm 366 currently offers variable credit, 1-3, students availing themselves of the internship option will need to complete the course for 3 credit hours as an acceptable substitution for the 3-credit Comm 408 course. Although the Communication department will be primarily responsible for registration of students who want to complete internships, internship courses are also available in the three other departments that students could use should specific circumstances indicate. Faculty representatives from the four University departments will make all such decisions during the student's application procedure.

Explain, when appropriate, how this new/revised curriculum supports the 10 goals of undergraduate education: <http://www.ugs.udel.edu/gened/>

Because the proposed change includes an option for an internship, this modification fulfills many of the 10 General Education goals, especially number 7. Applying academic knowledge acquired in the classroom to the exigencies of the real world is what an internship does best. Given the tasks that students will undertake in completing their new media internships, they will have to think critically to solve problems and address issues (#2). Because these internships will focus on new media as communication, students will exercise their oral and written communication skills, and most definitely their information technology skills (#1). As a team member working with others in an organizational

setting, they will also need to work both independently and collaboratively (#3). Because many, although not all, student internships focus on the needs of non-profit organizations, students will be directly engaged in fulfilling their citizenship responsibilities (#4). And, finally, it is the goal of the Interactive Media Minor to encourage students to think of diverse and alternative ways of addressing problems (#5) and to use their creativity, technical skills, and aesthetic values in implementing solutions (#8).

Identify other units affected by the proposed changes:

(Attach permission from the affected units. If no other unit is affected, enter “None”)

The Interactive Media Minor is a cross-disciplinary program jointly administered by the English, Art, Communication, and Computer Science departments. These four departments are therefore those affected. However, since the course substitution takes place in the Communication department, it is the unit most affected by this change.

Describe the rationale for the proposed program change(s):

(Explain your reasons for creating, revising, or deleting the curriculum or program.)

Currently students in the Interactive Media Minor (IMM) complete 4 required courses, plus 2 elective courses, for a total of 18 credits. Other than those 2 elective courses, the minor offers students little flexibility. We propose offering them the option of completing the minor by doing an internship (Comm 366) or taking Comm 408, New Media Project Development, the current capstone course in the minor. The core curriculum will remain unchanged; students can still complete the minor by taking the four inter-departmental courses, plus two electives. However, they will have the option of completing an internship instead of taking Comm 408.

Students in the minor have long been encouraged to practice and hone their skills through internships. In fact, the description of the Interactive Media Minor in the university catalog states that students are “strongly encouraged to participate in an internship experience as one of these courses.” Modifying the requirements for the minor further encourages students to take advantage of this option.

As the capstone course in the sequence of requirements, Comm 408 has consistently focused on the practical application of skills learned in previous courses. Based on service learning projects with local non-profit organizations, the course asks students to plan and develop communication strategies, to design prototypes, and to recommend new media applications such as web sites, streaming video, electronic communication, or other interactive features. A well-designed internship does the same.

Depending upon the student’s interests, such experiential education would also provide some flexibility for students who wish to focus on visual communication, content development, social outreach, computer applications, or some other facet of new media.

Although Comm 366, that department’s internship course, would be the logical option for internship credit, all of the departments involved with the Interactive Media Minor have internship courses available. Depending upon the nature of the internship and students’ preferences, they could also register for internship credit through English, Art, or Computer Science, all of whom have established internship courses. The IMM faculty member from that department would supervise the internship.

Finally, during discussion of this option, IMM faculty also agreed on a procedure for approving such requests. Prior to the term in which they plan to complete their internships, students will petition the committee for approval by submitting a detailed job description, work schedule, sponsor information, and a one-page justification of their choice. They will also specify which department and faculty member they plan to work with, as well as the internship course number. The committee as a whole will review all such petitions and must approve them before students can register for the internship.

Program Requirements:

(Show the new or revised curriculum as it should appear in the Course Catalog. If this is a revision, be sure to indicate the changes being made to the current curriculum and **include a side-by-side comparison** of the credit distribution before and after the proposed change.)

The only change is the option to complete either an internship (Comm 366) or Comm 408 as the final capstone course.

See the attached sheet for this side by side comparison

ROUTING AND AUTHORIZATION: (Please do not remove supporting documentation.)

Department Chairperson _____ Date _____

Dean of College _____ Date _____

Chairperson, College Curriculum Committee _____ Date _____

Chairperson, Senate Com. on UG or GR Studies _____ Date _____

Chairperson, Senate Coordinating Com. _____ Date _____

Secretary, Faculty Senate _____ Date _____

Date of Senate Resolution _____ Date to be Effective _____

Registrar _____ Program Code _____ Date _____

Vice Provost for Academic Affairs & International Programs _____ Date _____

Provost _____ Date _____

Board of Trustee Notification _____ Date _____

Revised 02/09/2009 /khs