

2

CURRICULUM PROPOSAL FORM

ADLINES:

REGULAR COURSE PROPOSALS: OCTOBER 23, 1998 FOR FALL, 1999 AND FEBRUARY 19, 1999 FOR SPRING, 2000
SHORT-TERM COURSE PROPOSALS: DECEMBER 11, 1998 FOR FALL, 1999 AND MARCH 26, 1998 FOR SPRING 2000

CCS

PROPOSAL TITLE: New Specialization in Writing Arts under Communications degree

SPONSOR/S: Dr. Diane Perrod, Professor Janice Rowan

DEPARTMENT: College Writing Department

CHECK ALL THAT APPLY:

UNDERGRADUATE GRADUATE

COLLEGE: _____

If LAS: History/Humanities
 Math/Sciences
 Social/Behavioral Sciences

* * * * *

TYPE OF PROPOSAL (Check ALL that Apply)

<input type="checkbox"/> General Education	<input checked="" type="checkbox"/> ^{2 new courses included} New Course (NOT Gen. Ed.)
<input type="checkbox"/> New Course in _____ Bank	<input type="checkbox"/> Name Change (Dept., School, Major)
<input type="checkbox"/> Existing course, Add To _____ Bank	<input type="checkbox"/> Changes in Degree Requirements
<input type="checkbox"/> Multicultural/Global Designation	<input type="checkbox"/> Changes Involve Gen. Ed. requirements
<input type="checkbox"/> Writing Intensive Designation	<input type="checkbox"/> Minor Changes to Existing Courses
<input type="checkbox"/> Literature Designation	<input type="checkbox"/> Course is NOT General Education
<input checked="" type="checkbox"/> New Minor/Concentration/Specialization ^{Coordinate Major}	<input type="checkbox"/> Course IS General Education
<input type="checkbox"/> New Major/Degree Program	
<input type="checkbox"/> Short Term Course Proposal	

DEPARTMENT
(SIGNATURE INDICATES APPROVAL)

Mark O'Hara 3/4/99

DEPT. CURRICULUM CHAIR / DATE DEPT. CHAIRPERSON / DATE

COLLEGE CURRICULUM COMMITTEE
DATE OF OPEN HEARING (if necessary) _____

APPROVED
 NOT APPROVED

COMMENTS:

Mark O'Hara 4/23/99

SIGNATURE DATE

ACADEMIC DEAN (& GRADUATE DEAN, for New Graduate Programs Only)

APPROVED
 NOT APPROVED

COMMENTS:

[Signature] 3/17/99

SIGNATURE (Academic Dean) DATE

SIGNATURE (Graduate Dean) DATE

New Specialization

1. Details:

Name Change From: Communication Liberal Arts B (deleted 1998-99)

Name Change To: Communication: Writing Arts

Sponsors: Dr. Diane Penrod, College Writing Department

Professor Janice Rowan, Chair, College Writing Department

2. Rationale:

a.) **Statement of Need.** The College of Communication in consultation with the College of Education has revised the "old" Communication major (Liberal Arts B track) to reflect the region's growing need for teachers trained in writing to meet the increasing literacy demands set by the state of New Jersey's Department of Education. This specialization within the College of Communication will be housed within the College Writing Department. Current Liberal Arts B track majors are advised by members of the College Writing Department.

The goal of the Communication: Writing Arts track is to provide Rowan undergraduate students in Elementary Education with a stronger background in composition and language use that complements the pedagogical models taught in the College of Education. For students who graduate with the specialization and decide not to pursue teaching careers, the specialization's emphasis on writing and language can make them employable in a number of careers, from sales to publishing.

b.) **Statements of curricular effect.** This "new" ^{specialization} Communication - Writing Arts, revamps the previous Liberal Arts B track in three distinct ways. Primarily, through a redistribution of course offerings and requirements, the proposed track reduces the total number of credit hours students are expected to have for graduation from 36 credit hours in the older Liberal Arts B track to 30 credit hours in the proposed Writing Arts track. This change is especially appealing for students who may have had to spend an extra semester or two on campus to complete course requirements for graduation under the previous coordinate major.

Programmatically, the proposed Communication: Writing Arts ^{specialization} offers students a wider range of courses that correspond to a teacher's future classroom needs. All but three of the courses in the proposed track are currently offered in the College of Communication course bank. The three new courses are forthcoming through the College Writing Department. These classes – The Writer's Mind, Writing, Research, and Technology, and Evaluating Writing (forthcoming proposal fall 1999) – specifically address expository and argumentative writing concerns with which future teachers should be familiar. These three courses would prepare students who graduate from the specialization in Communication - Writing Arts

with a broad knowledge base in expository, creative, and journalistic writing. This preparation benefits the students as teachers of writing, as advisors to school literary journals, yearbooks, and newspapers, and as individuals who understand the power of the written word.

c.) Merit of the Proposal: The College Writing Department believes in the spirit of the Rowan University Mission to establish intellectually-driven learning communities for Rowan students. The College Writing Department understands how critical writing is to building solid learning communities. Throughout the years our Department has been instrumental in establishing communities of writers on the Rowan campus -- from creating the Write to Learn program to developing specialized College Composition I and II courses to meet the disciplinary demands of the College of Engineering. To address the writing needs of other majors, the College Writing Department has developed special composition curricula for the Honors Program, the College of Fine and Performing Arts, and the College of Communication. The College Writing Department has the ability and the desire to offer its expertise to the College of Education in the form of the revised coordinate major.

The College Writing Department also acknowledges the importance for these learning communities to extend beyond Rowan's walls. Our faculty have provided workshops in many local school districts on the very issues we present in this proposed curriculum change. Several College Writing faculty have published in composition at the national and international levels, and many others regularly present papers at various important national and international writing conferences. In the College of Communication, the Professional Writing faculty are widely published as well. As the College Writing Department moves toward becoming a center for writing in our region, we believe strongly that Rowan undergraduates can benefit directly from studying writing content with our faculty and the Professional Writing faculty. Graduates with a coordinate major in Communication: Writing Arts will not only have a solid education in writing, they will also learn the many ways in which a writer can disseminate his or her understanding of the writing process to others.

3. Results of Consultation:

Parties consulted: Dean Antoinette Libro, Dean of the College of Communication; Dean Burton Sisco, Dean of the College of Education; Dr. Christy Faison, Associate Dean of the College of Education; Dr. Carl Calliari, Chair, Elementary Education; Dr. Cynthia Corison, Chair, Communication Studies; Dr. David Cromie, Chair, Public Relations; Dr. John Gallagher, Chair, Secondary Education; Dr. John Harris, Academic Advisor, Secondary Education; Dr. Richard Grupenhoff, Chair, Radio/Television/Film Department; Professor David Lloyd, Chair, Professional Writing; Ms. Helen Robinette, Academic Advisor, the College of Communication;

Professor Janice Rowan, Chair, College Writing Department; Ms. Kathy Small, Academic Advisor, the College of Education.

Letters are forthcoming and will be attached for review.

4. Summary of Curriculum: See attached for selection of courses in course bank. Course proposals for two new courses -- The Writer's Mind, Writing, Research, and Technology -- are included. The third new course, Evaluating Writing , is forthcoming for fall 1999 review.

5. Implementation time frame: Fall 1999. Students currently enrolled in Liberal Arts B track are advised by members of the College Writing Department. These students will finish the program under the old model. All new advisees beginning in Fall 1999 would adopt this proposed model.

6. Library Holdings and Computer Resources: Current library holdings and recent journal and book acquisitions through the College Writing Department library budget are adequate to implement the program. The recent purchase of 44 iMac computers and new software for asynchronous conferencing and web page construction make the Bozorth computer labs state-of-the-art for these new courses. New library acquisitions and computer resources can be addressed through the existing departmental budget.

7. Staffing: The College Writing Department's twelve full-time faculty members are able to teach the various courses offered in the revised coordinate major. Any future hires in the department will also be expected to teach some of the classes in the revised coordinate major. The full-time and three-quarter-time faculty housed in the College Writing Department would act as advisors to students in the coordinate major.

Academic advisement for graduation through the three academic advisors would continue as it now does under the current Liberal Arts Track B program.

Communication - Writing Arts courses would be offered in the currently available room spaces in Bozorth and Bunce Halls.

Student _____ Soc. Sec. No. _____ Date of Entry _____

Communication: Writing Arts

HOUSED IN THE DEPARTMENT OF COLLEGE WRITING

(T= course used in transfer. ONLY TWO COURSES MAY TRANSFER IN THE MAJOR.)

MAJOR REQUIREMENTS (15 s.h.) (Note: Prerequisites are in italics)

- | | | |
|---|--------------------------|-------------|
| 1. MASS MEDIA (<i>CC II or with permission of instr.</i>) | Date Taken <u>2/2017</u> | Grade _____ |
| 2. COMM. THEORY (<i>CC II or with permission of instr.</i>) | Date Taken <u>6/2017</u> | Grade _____ |
| 3. THE WRITER'S MIND | Date Taken _____ | Grade _____ |
| 4. WRITING, RESEARCH, AND TECHNOLOGY (30 s.h.) | Date Taken _____ | Grade _____ |
| 5. CREATIVE WRITING I | Date Taken <u>15/17</u> | Grade _____ |

RELATED ELECTIVES I. (6 s.h.)

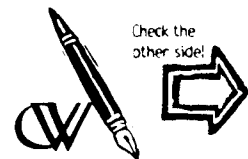
(SELECT 6 S.H. OR TWO COURSES FROM THE FOLLOWING OFFERINGS.)

- | | | |
|--|------------------|-------------|
| • WRITING IN THE WORKPLACE (75 s.h.) | Date Taken _____ | Grade _____ |
| • ADVANCED WRITING (<i>CC I, CC II, and 45 s.h.</i>) | Date Taken _____ | Grade _____ |
| • WRITING CHILDREN'S STORIES (30 s.h.) | Date Taken _____ | Grade _____ |
| • JOURNALISTIC WRITING I (<i>CC II</i>) | Date Taken _____ | Grade _____ |
| • CREATIVE WRITING II | Date Taken _____ | Grade _____ |

RELATED ELECTIVES II. (3 s.h.)

(SELECT 3 S.H. OR ONE COURSE FROM THE FOLLOWING OFFERINGS.)

- | | | |
|---|--------------------------|-------------|
| • INTRO TO ELECTRONIC MEDIA (<i>CC I</i>) | Date Taken _____ | Grade _____ |
| • INTRO TO ADVERTISING (30 s.h.) | Date Taken _____ | Grade _____ |
| • INTRO TO PUBLIC RELATIONS (<i>MASS MEDIA</i>) | Date Taken _____ | Grade _____ |
| • COMMUNICATION THROUGH LITERATURE & FILM I OR II (30 s.h.) | Date Taken <u>2/2017</u> | Grade _____ |





RECEIVED

APR 20 1999

COLLEGE OF COMMUNICATION
OFFICE OF THE DEAN

Office of the Dean, College of Education

April 16, 1999

Dr. Antoinette Libro
Dean,
College of Communications
Rowan University
201 Mullica Hill Road
Glassboro, NJ 08028-1701

Dear Dr. Libro:

Please accept this letter as evidence of my support for the proposed coordinate major -- Communication: Writing Arts. I understand that this is a revision of the existing coordinate major -- Communications: Liberal Arts (track B). I am pleased with the collaborative efforts of our colleges to develop a coordinate major for elementary education students that will assist them in becoming successful classroom teachers. I look forward to continuing our work together and wish you the very best with this new endeavor.

Sincerely,

Burton R. Sisco
Dean,
College of Education



*College of Communication
Office of the Dean*

March 19, 1999

Dr. Diane Penrod
College Writing Department
Bozorth Hall

Dear Diane:

I am pleased to write a letter in support of the newly designed Communication Coordinate Major for Elementary Education.

The department of College Writing provides a foundational orientation and philosophical perspective particularly appropriate for housing the coordinate major in writing. The major has been revised by faculty members from this department and now provides a stronger background in rhetoric, composition and language. Indeed, as a result of their affinity with this major, the department of College Writing has advised communication coordinate majors since the program's inception and, of course, would continue to do so under the new proposal.


This major will be known as the coordinate major in Communication: Writing Arts. The new curriculum reduces the total number of credit hours required, from 36 to 30 hours. Students who graduate from the Writing Arts coordinate major will be highly proficient as writers and will be able to perform many diverse tasks assigned to educators, including the advising of school publications such as newspapers, yearbooks, and magazines of creative expression; the composing and editing of newsletters; and the writing, design and supervision of various other written documents. Also, students will explore writing and research on the World Wide Web and writing for electronic communities, in keeping with the technological advancements and the challenges of cyberspace in the 21st Century.

The revised curriculum was reviewed by the College of Education and is responsive to their needs; however, this program is also capable of being a stand-alone major.

Page 2.

In summary, the coordinate major in Communication: Writing Arts responds to an ever-growing need for individuals who are proficient in writing and schooled in the writing arts. Diane, thank you very much for your leadership in this endeavor. I commend you and the department of College Writing for your ready response to this programmatic need and I am extremely pleased to support both the departmental shift and your newly revised coordinate major.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Toni Libro".

Toni Libro
Dean

c: Dean Sisco
M. Itzkowitz

ROWAN

January 11, 1999

Dr. Diane Penrod
College Writing Department
Bozorth Hall

Dear Dr. Penrod:

I have reviewed carefully your proposal for changing the current Communications-Liberal Arts B track coordinate major. The restructuring you propose will indeed benefit your majors in the ways you suggest.

I recommend without reservation that the curriculum committee approve the new program track.

Sincerely,



Timothy J. Viator, Acting Chair
Department of English
Rowan University



Department of Communication Studies

February 15, 1999

Dr. Diane Penrod
Department of College Writing
College of Communication
Rowan University

Dear Dr. Penrod,

The Department of Communication Studies wants to commend you with your new Writing Arts Coordinate major and fully support this proposal. The new coordinate major is quite worthy as it addresses new educational expectations as outlined by the State of New Jersey and prepares students for with skills needed as they confront the beginning of the 21st Century.

The strength of your proposal is that while incorporating some of the old "Liberal Arts" coordinate major, greater focus is now placed on writing and language skills as required by New Jersey's new mandate. The two new courses being proposed will certainly provide students with improved technical and language skills. The *Writing, Research, and Technology* course looks particularly interesting and I would assume will draw students from a variety of disciplines across the University. In fact, I would hope that many of our own majors would want to take this course. In addition, *The Writer's Mind* course is also of great value as it will provide the students with the means to understand the writing process and the means to evaluate and improve their own skills.

I know you have work very hard on this proposal for the past few years and I believe your efforts have paid off well. This is a strong and worthy proposal. The Writing Arts proposal does satisfy the necessary requirements of a coordinate major. In addition, I would argue that this coordinate major could, and should, be considered a "specialization" of its own standing in the College of Communication. I truly hope you see a speedy and worry-free passage of your coordinate major proposal.

Sincerely,

A handwritten signature in cursive script that reads "Cynthia L. Corison".

Dr. Cynthia L. Corison, Chair, Communication Studies
Rowan University
Glassboro, NJ 08028
(609) 256-4327



January 26, 1999

Dr. Diane Penrod
Assistant Professor
Department of College Writing
College of Communication - Bozorth Hall

Dear Dr. Penrod:

I have read your document outlining the new configuration of the Coordinate Major in Communication : Writing Arts, and I am impressed with the improvements you are proposing.

As you know, the Coordinate Major in Communication has been a viable program for many years; and the students who pursued the specialization were well-prepared for their future classroom experiences.

The specialization was originally designed to provide elementary education majors and other interested students, to be well-versed in the broad-based concepts of communication both for the classroom and also for corporate employment. The new focus of your proposal is exciting and definitely meets the requirement of the State of New Jersey's mandate to bring the new teacher into the millennium.

The need to provide technologically literate professionals in the classroom as well as corporate America, is addressed in both the curriculum in the proposal, and in the two specific courses you have included. I am particularly pleased with the course, **The Writer's Mind**. The course will be of great benefit, not only to the students who are actively pursuing the coordinate degree, but also to all other students across the academic population who will enroll in the course as the perfect opportunity to expand their writing skills.

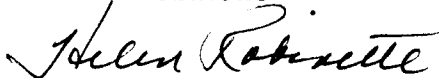
The upper-level course, **Writing, Research, and Technology**, will also provide our college community with the opportunity to improve the way we access data and the way we will be disseminating it in the future. I encourage you to consider requesting that both of these courses be designated as writing intensive. In as much as there are so few courses available across the curriculum that are designated writing intensive, the content and delivery of both of these courses make them eminently suited to this purpose.

I applaud the work that you and Janice Rowan have done over these past semesters

to make these changes relevant and viable for all students interested in this program. I fully support this proposal and will be willing to participate in any future discussions that may arise.

I look forward to the passage of this proposal, so that students entering the College of Communication may have the option to pursue the Writing Arts specialization. It is properly housed in the Department of College Writing, and the faculty that you and Professor Rowan represent are indicative of the excellence of the proposed specialization. Furthermore, the "open door" that you have extended to all students is particularly welcome. This reflects the concept of the learning community and will provide our University with a program of excellence. Congratulations!

Helen Robinette

A handwritten signature in black ink that reads "Helen Robinette". The signature is written in a cursive style with a large, looping initial "H".

Coordinator of Academic Advising
College of Communication