



Academic Notes

ACADEMIC NOTES PUBLICATION SCHEDULE

Below is the publication schedule for the electronic copy of *Academic Notes* through May 5, 2014. All submissions for inclusion in *Academic Notes* are due in the Office of Academic Affairs no later than 11:00 a.m. on the Deadline for Items date shown below. Submissions must be in hard copy along with an email, zip drive, or CD with the same information. The electronic version must be formatted either in Word with pages with signatures scanned and inserted as a picture OR PDF saved as text and image. (Do NOT send PDF just saved as an image.) Information submitted to *Academic Notes* that is not accompanied by an electronic version or that is incomplete or unusable will be returned to the appropriate office. *Academic Notes* is available using Acrobat Reader at http://www.indstate.edu/academicaffairs/academic_notes.htm

During the summer months, *Academic Notes* is published every other week.

If you have questions, please contact Yvonne Russell in Academic Affairs, extension 3662.

ACADEMIC NOTES PUBLICATION SCHEDULE **FOR SPRING 2014**

<u>Deadline for Items</u>	<u>Issue Date</u>
March 28	April 7
April 4	April 14
April 11	April 21
April 18	April 28
April 25	May 5

CURRICULUM

INDEX

Item

Page

Undergraduate Proposals

New Courses

GS 499; RSCM 195, 205, 210.....	3
RSCM 225, 315, 332, 391, 415, 475	4
RSCM 480.....	5

Course Revisions

RSCM 135, 150.....	5
RSCM 231, 264, 331	6
RSCM 334, 340, 345	7
RSCM 355, 390, 420, 435	8
RSCM 447, 450, 462	9
RSCM 493.....	10

Course Revisions – Foundational Studies Credit

MUS 300	10
---------------	----

Course Reactivations

SPAN 400; RSCM 446.....	11
-------------------------	----

Course Eliminations

RSCM 136.....	11
RSCM 136L, 235, 236, 342, 451	13
RSCM 492, 495	13

New Programs

Nonprofit Leadership Minor	13
Outdoor Recreation Leadership Minor	15
Property-Casualty Insurance Certificate.....	16

Program Revisions

Liberal Studies-Human Interaction Major	18
Recreation and Sport Management Major	20
Recreation Management and Youth Leadership Minor	27
Sport Management Minor	29

Undergraduate Approvals

Course Revisions – Foundational Studies Credit

COMM 336	30
----------------	----

Program Revisions

Multidisciplinary Studies Minor	30
---------------------------------------	----

CORRECTIONS

Communication Major	32
---------------------------	----

UNDERGRADUATE PROPOSALS

NEW COURSES

COLLEGE OF ARTS AND SCIENCES: Interdisciplinary Studies

GS 499 - General Studies Capstone Project

1 credit

In this General Studies capstone project, students will work independently to produce a project that integrates the various disciplines they have studied, displays their ability to access and appropriately use information technology, and demonstrates effective oral and written communication strategies.

Note: Only open to General Studies Majors in their graduating semester.

A-F Grading

Effective term: Fall 2014

COLLEGE OF NURSING, HEALTH, AND HUMAN SERVICES: Kinesiology, Recreation, and Sport:

RCSM 195 - FIELD WORK SEMINAR

3 Credits

The goal of this course is to supply students with the knowledge and ability to discover and secure practical field experience in sport management.

A-F Grading

Effective term: Fall 2014

RCSM 205 - EXPERIENCE MANAGEMENT CYCLE I

3 Credits

This course, through community engagement, will dissect and reconstruct the recreation experience management cycle by focusing on the human/community development mission of the host organization and the desired psychological outcomes of the participants by exploring the planning, implementation, evaluation, marketing, and resources development stages of the cycle.

A-F Grading

Effective term: Fall 2014

RCSM 210 - MGMT PRINCIPLES IN SPORT

3 Credits

This course investigates contemporary administrative and leadership theory and practice with applications to the public, private, and non profit sport organizations.

A-F Grading

Effective term: Fall 2014

RCSM 225 - EXPERIENCE MANAGEMENT CYCLE II

3 Credits

This course, through community engagement, will reconstruct and complete the recreation experience management cycle by focusing on the human/community development mission of the host organization and the desired psychological outcomes of the participants by exploring the planning, implementation, evaluation, marketing, and resources development stages of the cycle.

A-F Grading

Effective term: Fall 2014

RCSM 315 - LEADERSHIP & ETHICS

3 Credits

This course will introduce leadership as a discipline of study and explore the development of leadership in public, private, and nonprofit sport and recreation service organizations in the 21st century.

A-F Grading

Effective term: Fall 2014

RCSM 332 - PUBLIC AND NONPROFIT FINANCE

3 Credits

This course is designed to provide the student with current information, methods, and processes used to manage the financial operations and records of public and non-profit agencies delivering recreation and leisure services, and to manage financial resources in order to meet the mission, goals, and objectives of the organization.

A-F Grading

Effective term: Fall 2014

RCSM 391 - Fieldwork

3 Credits

This course is designed to provide a practical work and learning experience under the direction of a qualified professional in the sport management industry.

A-F Grading

Effective term: Fall 2014

RCSM 415 - SPECIAL EVENTS MANAGEMENT

3 Credits

This course was designed to teach the theoretical foundations and practical applications of planning, implementing, and evaluating special events in the sport setting.

A-F Grading

Effective term: Fall 2014

RCSM 475 - GLOBAL DEVELOPMENT IN SPORT

3 Credits

The purpose of this course is to provide students with the foundation knowledge in the management of international sport organizations, teams, and programs.

A-F Grading

Effective term: Fall 2014

RCSM 480 - SALES MANAGEMENT IN SPORT

3 Credits

This course critically examines sales force management concepts and applications as they are implemented and evaluated in sport-related organizations.

A-F Grading

Effective term: Fall 2014

COURSE REVISIONS

COLLEGE OF NURSING, HEALTH, AND HUMAN SERVICES: Kinesiology, Recreation, and Sport:

RCSM 135 -INTRODUCTION TO RECREATION AND SPORT MANAGEMENT

3 credits

An introduction to the services and resources of the recreation and sport management profession. Study includes history of recreation and sport management, the impact of recreation and sport on communities and individuals, career opportunities in recreation and sport, and current issues.

Change title, number and description to:

RCSM 200 - INTRO REC MGT & YOUTH LDRSHIP

3 Credits

This course provides an introduction to public and nonprofit recreation management and youth leadership delivery systems through community engagement & service-learning, and examines the various management, historical, human development, social, and legal aspects associated with this discipline. Types of service delivery systems, and professional opportunities will be presented.

A-F Grading

Effective term: Spring 2015

RCSM 150 -INTRODUCTION TO NONPROFIT MANAGEMENT

3 credits

This course explores the role, history, operation, impact and future of nonprofit and philanthropic organizations in the context of recreation, youth serving and human service agencies, and hybrid social purpose organizations, with a particular emphasis on the benefits, impacts, and outcomes upon society.

Change title and description to:

RCSM 150 - INTRO NONPROFIT LDRSHIP & MGT

3 credits

This community engagement / service-learning course highlights the history, contributions, and complexity of the nonprofit sector, and the role of philanthropy on society. Emphasis is placed on the professional leadership and management competencies needed to work as a mission-focused executive/board member. Professional development opportunities will be highlighted.

A-F Grading

Effective term: Spring 2015

RCSM 231 - MANAGEMENT THEORY IN RECREATION AND SPORT MANAGEMENT I

3 Credits

Concepts of management as they relate to recreation and sport related agencies. This course covers organizational structure and theory, strategic planning, comprehensive planning, political and community organizations, and their impact on the delivery of recreation and sport services.

Change title, description and number:

RCSM 353 - MANAGEMENT PRACTICES IN RMYL I

3 Credits

Foundation and management practices for managing recreation and youth serving organizations. Course content includes organizational structure and theory, organizational and community planning, professional ethics and business practices in public and nonprofit settings.

A-F Grading

Effective term: Spring 2015

RCSM 264 - INTRODUCTION TO SPORT MANAGEMENT

3 credits

An introduction and overview of the business of sport and an examination of the various management aspects involved with sport, sport delivery systems, and issues related to amateur and professional sport organizations. Includes an investigation of sport management career opportunities.

Change title, description and number:

RCSM 100 - FOUNDATIONS OF SPORT

3 Credits

This course will focus on the nature and scope of sport management. Students will examine the breadth of sport related careers as well as engage in critical thinking about current sport management issues.

A-F Grading

Effective term: Spring 2015

RCSM 331 - MANAGEMENT THEORY IN RECREATION AND SPORT MANAGEMENT II

3 Credits

Advanced principles and methods of administration and management as they relate to leisure and sport related services in the public, private, voluntary, and business sectors. The course complements 231 by building on administration and management concepts and methods already introduced, plus explores additional material in the following areas: human resources, public relations, ethics, management by objectives, marketing, program evaluation, research, data analysis, and data reporting.

Change title, description and number:

RCSM 453 - MGT. PRACTICES IN RMYL II

3 Credits

Basic and advanced principles and practices of marketing, public relations and the various human resource systems within public, private and not-for-profit sectors of the leisure services and youth

work industries with additional emphasis placed on human diversity concerns and volunteer management.

A-F Grading

Effective term: Spring 2015

RCSM 334 - Financial Aspects of Recreation and Sport Management

3 credits

Principles and practices of financial management in sport and leisure settings with an emphasis on budgeting, income sources, pricing, grant seeking, fundraising, business planning, and capital budgeting.

Change title to:

RCSM 334 - FINANCIAL ASPECTS OF SPORT

3 Credits

Principles and practices of financial management in sport and leisure settings with an emphasis on budgeting, income sources, pricing, grant seeking, fundraising, business planning, and capital budgeting.

A-F Grading

Effective term: Spring 2015

RCSM 340 - GOVERNANCE AND STANDARDS OF AMERICAN SPORT

3 credits

Principles, history, and operation of sport governing bodies with emphasis upon legal authority, organizational structure, and function as applied to the governance of sport activities. The study of moral issues related to sport in intrinsic and extrinsic dimensions, and the development of a personal philosophy regarding sport responsibility in a sport management setting.

Change title, description and number:

RCSM 215 - GOVERNANCE & POLICY IN SPORT

3 Credit

This course will provide an overview of governance and policy development of national and international sport including the history, legal authority, structure, and function of various sport governing bodies.

A-F Grading

Effective term: Spring 2015

RCSM 345 - ADVANCED TOPICS IN PUBLIC RECREATION AND PARK ADMINISTRATION

3 Credits

This course examines the public sector and its role in the provision of recreation and park services that achieve individual, community, economic, and environmental benefits. The focus of this course will be on community development, political systems, and public administration.

Change title, number and add prerequisites to:

RCSM 455 - Advanced Public Rec/Park Admin

3 Credits

This course examines the public sector and its role in the provision of recreation and park services that achieve individual, community, economic, and environmental benefits. The focus of this course will be on community development, political systems, and public administration.

Prerequisite: RSCM 200

A-F Grading

Effective term: Spring 2015

RSCM 355 - COMMUNICATIONS AND MEDIA RELATIONS IN SPORT

3 credits

The application of communication theory and media relations in a sport environment. The application of communication theory and media relations in a sport environment.

Change of title to:

RSCM 355 - Public Relations in Sport

3 Credits

The application of communication theory and media relations in a sport environment.

A-F Grading

Effective term: Spring 2015

RSCM 390 - Internship Seminar

1 credit

Orientation to recreation and sport management internship. Emphasis is placed on identifying potential internship sites, preparation of cover letters and resume, becoming familiar with the internship manual, and internship requirements within each specialization.

Change title, credits, description and number to :

RSCM 300 - PRACTICUM ORIENTATION IN RMYL

3 credits

Orientation to and preparation for the RMYL Fieldwork and Internship requirements. Emphasis is placed on career planning and goal setting, and interview skills. Students will identify potential internship sites, prepare cover letters and resumes, and become familiar with the internship manual, and internship requirements.

A-F Grading

Effective term: Spring 2015

RSCM 420 - MARKETING APPLICATIONS IN RECREATION AND SPORT

3 credits

Application of economic and marketing principles to leisure and sport systems. Emphasis on organizing and analyzing the marketing process, planning the marketing mix, sports as a product, sport consumer markets, and the sports product market.

Change title to:

RSCM 420 - SPORT MARKETING

3 Credits

Application of economic and marketing principles to leisure and sport systems. Emphasis on organizing and analyzing the marketing process, planning the marketing mix, sports as a product, sport consumer markets, and the sports product market.

A-F Grading

Effective term: Spring 2015

RSCM 435 - LEGAL ASPECTS OF RECREATION AND SPORT MANAGEMENT

3 credits

Studying of local, state, federal legislation governing liability in recreation, park, and sport settings. Emphasis upon legal concepts most frequently dealt with in the workplace.

Change title to:

RCSM 435 - Legal Aspects of RCSM

3 Credits

Studying of local, state, federal legislation governing liability in recreation, park, and sport settings. Emphasis upon legal concepts most frequently dealt with in the workplace.

A-F Grading

Effective term: Spring 2015

RCSM 447 - ISSUES AND TRENDS IN RECREATION MANAGEMENT AND YOUTH LEADERSHIP

3 credits

A survey of research, issues, and trends in recreation management and youth leadership.

Change description and title to:

RCSM 320 - LEISURE PHILOSOPHY

3 Credits

This course is designed to provide the student with an understanding of the theoretical and philosophical components of leisure, recreation, and play, and their implications for society. The impact of leisure on individuals within the context of human development and well-being will also be a focus of this course.

A-F Grading

Effective term: Spring 2015

RCSM 450 - VENUE & EVENT DESIGN & MGT

3 Credits

This course has been designed to assist the student in understanding facility and event management. Further, the student will learn the steps of developing a sport facility for high schools, colleges and universities, sport agencies, and professional venues through reviewing specific sport area designs.

Change description and title to:

RCSM 450 - Facility Planning & Mgmt

3 Credits

This course has been developed to introduce students to the theories, principles, and applications of community based comprehensive planning of fitness, physical activity, recreation areas, and sport venues. It includes current practices in planning, design, and development.

A-F Grading

Effective term: Spring 2015

RCSM 462 -AMER HUMANICS MGT INSTITUTE

1 credit

This one hour course is specifically designed for students to attend the American Humanics Management Institute. The American Humanics Management Institute is an annual conference held for students preparing for graduation with American Humanics certification. The purpose of the annual AH Management Institute is to expose junior and senior American Humanics students to experiences they will encounter while working in nonprofit organizations. Students participate

in agency simulation, and workshops on current topics in the nonprofit sector, career exploration.

Change description and title to:

RCSM 462 - NONPRFT LDRSHP PROFSSNL EXP

1 Credit

This course is designed for students to participate in a nonprofit leadership professional development and networking experience to better understand nonprofit sector careers, which typically takes the form of attending a multi-day national conference. This course focuses on personal/professional development, explores emerging trends, and practices financial resource development strategies.

A-F Grading

Effective term: Spring 2015

RCSM 493 - AMER HUMANICS INTERNSHIP

3 credits

The internship is designed to give students in the American Humanics certificate program the opportunity to apply knowledge and skills in an actual work situation.

Change title and description to:

RCSM 493 - NONPROFIT SECTOR INTERNSHIP

3 credits

This course is a community-based experiential learning nonprofit sector internship where students negotiate internship goals and objectives and then are challenged and mentored by a nonprofit executive and a professor to integrate knowledge and theory learned in the classroom with practical application and skills development in a professional setting.

A-F Grading

Effective term: Spring 2015

COURSE REVISIONS
FOUNDATIONAL STUDIES CREDIT

COLLEGE OF ARTS AND SCIENCES: Music

MUS 300 - The History of Rock

3 credits

The purpose of this course is to deepen the student's awareness and understanding of the different ways human experience is reflected in popular musical arts and will emphasize the development of skills necessary to understand western popular music in a meaningful way. This will be accomplished through the study and evaluation of: basic music terminology, standard forms used within western popular music, stylistic elements that characterize musical periods and their artists; relationships between music and society; effective listening techniques; and prominent artists and selected works.

Foundational Studies Credit: [FS 2010: Upper-Division Integrative Electives]

A-F Grading

Effective term: Fall 2014

COURSE REACTIVATIONS

COLLEGE OF ARTS AND SCIENCES: Music

SPAN 400 - Stylistics

3 credits

A study of essential Spanish morphology, syntax, semantics, and linguistics as reflected in some representative authors.

A-F Grading

Effective term: Fall 2014

COLLEGE OF NURSING, HEALTH, AND HUMAN SERVICES: Kinesiology, Recreation, and Sport:

RCSM 446 -INTRODUCTION TO RESEARCH AND EVALUATION IN RECREATION AND SPORT MANAGEMENT

3 credits

Designed to introduce basic concepts and techniques of research with an emphasis on evaluation processes within recreation and sport management. Evaluation methodology is examined with emphasis on design, planning, and implementation. Includes basic statistical analysis methods related to research and evaluation.

Change title and description to:

RCSM 446 - NONPROFIT PROGRAM EVALUATION

3 credits

This course focuses on nonprofit program evaluation processes through logic modeling, mixed-methods research design, qualitative and quantitative data collection/analysis and management decision-making. Emphasis will be put on the role of formative evaluation in program development, volunteer and human resource development, communication, marketing, public relations, and fundraising.

A-F Grading

Effective term: Fall 2014

COURSE ELIMINATIONS

COLLEGE OF NURSING, HEALTH, AND HUMAN SERVICES: Kinesiology, Recreation, and Sport:

RCSM 136 - Fundamentals of Activity Planning

2 credits

Professional standards and methods of planning, delivering, and evaluating recreation programs in a variety of leisure settings. Activities such as sports, social recreation, active games, play, performing and fine arts, music, drama, and special events are discussed.

Prerequisites: Concurrent enrollment in RCSM 136L required, RCSM 135 or consent of

instructor.

A-F Grading

Effective term: Spring 2015

RCSM 136L - Activity Planning Laboratory

1 credit

Practical application and experience to support and compliment 136.

Prerequisites: Concurrent enrollment in RCSM 136 required. RCSM 135 or consent of instructor.

A-F Grading

Effective term: Spring 2015

RCSM 235 - Introduction to Recreation Management and Youth Leadership

3 credits

This course provides an introduction and overview of recreation management and youth leadership field, and examines the various management, human development, social, and legal aspects associated with this discipline. Types of service delivery systems, issues related to public and nonprofit organizations, and career and professional opportunities are also presented.

A-F Grading

Effective term: Spring 2015

RCSM 236 - Fundamentals of Group Leadership

3 credits **Description**

Theories, types, qualities, styles, levels, and principles of leadership in recreation and leisure services.

Prerequisites: RCSM 135, 136, 136L.

A-F Grading

Effective term: Spring 2015

RCSM 342 - The Nature of Play, Games, Leisure, and Recreation

3 credits

This course has been designed to acquaint the recreation and sport manager with the behavioral, historical, and philosophical dimensions of play, games, leisure, and recreation.

A-F Grading

Effective term: Spring 2015

RCSM 451 - Facility Management and Outdoor Design

3 credits

Principles and practices for facility operations, management, and maintenance of special use facilities such as aquatic facilities, fitness centers, community centers, ice rinks, and multi-purpose sport facilities.

Prerequisites: Completion of RCSM 331 or consent of instructor.

A-F Grading

Effective term: Spring 2015

RCSM 492 - Internship in Therapeutic Recreation

3 credits

This experience is actual field-work in a therapeutic recreation setting in which the student can practice his/her skills. Final agreements for the internship placement are completed by a member of the faculty. This internship is arranged for 40 hours per week and 12 weeks in duration. The student will be directed and evaluated by a qualified faculty member with appropriate on-site supervision by a Certified Therapeutic Recreation Specialist.

Note: (This course is for therapeutic recreation minors only)

A-F Grading

Effective term: Spring 2015

RCSM 495 - Sport Management Seminar

3 credits

Discussion of issues, trends, and impacts of sport management industry at the collegiate and professional levels. Emphasis is placed upon student capstone experiences and the sport marketplace.

A-F Grading

Effective term: Spring 2015

NEW PROGRAMS

COLLEGE OF NURSING, HEALTH, AND HUMAN SERVICES: Kinesiology, Recreation, and Sport:

Nonprofit Leadership Minor (24-31 credits)

CIP Code: 31.0301 Major Code:

Brief Summary:

This proposal is one portion of a broader revision to the B.S. in Recreation and Sport Management (RCSM) program by adding a minor in Nonprofit Leadership to departmental offerings. This proposal is simply taking the nationally-recognized and award-winning ISU Nonprofit Leadership Alliance Certification Program and converting it into a minor. The total number of required credit hours is 24, which is a bit high, but necessary so that all students completing the minor will receive the Nonprofit Leadership Alliance – Certified Nonprofit Professional (CNP) national credential. It should be noted that the Indiana State University Nonprofit Leadership Alliance Certification Program was recognized as the 2013 Sprint Campus Partner of the Year making us the #1 Nonprofit Leadership education program in the United States among 55 campus partners.

Student Learning:

In 2011, the national NLA office conducted a national revalidation study of the nonprofit education competencies/learning outcomes used as the basis for all NLA campus partners. The results of this study were published in: "The Skills the Nonprofit Sector Requires of Its Managers

and Leaders." There were 3,200 nonprofit executives and human resource professionals who responded to the study and provided input and feedback on the program learning outcomes. The output of this study was a revised set of NLA nonprofit education learning outcomes (or competencies) that are intended to guide each of the 55 campuses' curricular and co-curricular experiences and requirements. The full revalidation report can be found at:

<http://www.nonprofitleadershipalliance.org/cnp/revalidation.html#sthash.pYgWGQu2.dpbs>

The new 2012 NLA learning outcomes/competencies for curriculum guidance can be found at:

<http://www.nonprofitleadershipalliance.org/cnp/competencies.html#sthash.8OP843BZ.dpbs>

Shortly after the Revalidation Study was published, the NLA national office funded a Cohen Grant project for 5 NLA campus/executive directors and 2 national staff members to develop the 2012 Nonprofit Management and Leadership Competencies and Learning Outcomes Rubric. This rubric is a comprehensive learning outcomes assessment guide for campus/executive directors to use for program revisions and growth. This rubric was used in the development of this proposal.

The proposal to create a Nonprofit Leadership minor is based on: 1) the national NLA Revalidation Study of Competencies; 2) the national NLA Learning Outcomes Rubric; and 3) the growth and national recognition of the ISU Nonprofit Leadership Alliance Certification Program.

Proposed Catalog Copy:

Nonprofit Leadership Minor (24-31 credits)

CIP Code: 31.0301 Major Code:

The Nonprofit Leadership minor is an innovative course of study that prepares students for disciplinary-based careers in all nonprofit subsectors: faith-based; youth, human, and social services; environmental and conservation; animal-rights; fine, performing, and studio arts, humanities, and cultural; educational and historical; health and medical-related; and international non-governmental organizations. The minor leads to the Nonprofit Leadership Alliance credentialing as a Certified Nonprofit Professional (CNP). The minor compliments the following academic programs: human development and family studies, psychology, recreation management & youth leadership, sport management, social work, business, marketing, communication, public relations, criminology and criminal justice, theater, applied health sciences, and the University Honors Program-Leadership and Civic Engagement Concentration.

RCSM 150 - Intro Nonprofit Ldrshp &Mgt (3 credits)

RCSM 205 - Experience Management Cycle I (3 credits)

RCSM 310 - Nonprofit Ldrshp Practicum I (1 credit)

RCSM 332 - Public & Nonprofit Finance (3 credits)

RCSM 410 - Nonprofit Ldrshp Practicum II (1 credit)

RCSM 440 - Volunteer Management (3 credits)

RCSM 462 - Nonprft Ldrshp Profssnl Exp (1 credit)

RCSM 483 - Fundamentals of Fundraising (3 credits)

RCSM 489 - Advanced Nonprofit Admin (3 credits)

Internship (3 credits)

Note: All nonprofit internships must be in a nonprofit organization for a minimum of 300 contact

hours and count for a minimum of 3 credit hours via ISU. A minimum of five nonprofit leadership competencies must be significantly addressed through pre-determined internship goals and objectives. The following internship credits may qualify for nonprofit leadership internship credit.

Effective term: Fall 2014

**COLLEGE OF NURSING, HEALTH, AND HUMAN SERVICES: Kinesiology,
Recreation, and Sport:**

**Outdoor Recreation Leadership Minor (19-21 credits)
CIP Code: 31.0301 Major Code:**

Brief Summary:

The Outdoor Recreation Leadership Minor will offer a 19-21 credit hour minor to prepare students for careers in the outdoor recreation industry.

Student Learning:

This proposal is one portion of a broader revision to the B.S. in Recreation and Sport Management (RCSM) program. RCSM majors must select one of four concentrations: Recreation Management and Youth Leadership (RMYL), Sport Management (SPM), Recreation Therapy (RT), or Nonprofit Leadership (NPL). Currently, the SPM Program Faculty in the Department of Kinesiology, Recreation, and Sport are concurrently revising the Sport Management Concentration. The existing program offers students in RMYL a choice of two outdoor courses. The new program in RMYL will no longer require outdoor recreation courses. The faculty is proposing this minor in order to meet the needs of many students with a desire to be prepared for careers in the Outdoor Recreation Industry. The new minor will use existing approved RCSM courses.

Proposed Catalog Copy:

**Outdoor Recreation Leadership Minor (19-21 credits)
CIP Code: 31.0301 Major Code:**

The Outdoor Recreation Leadership minor is designed to prepare students for careers in the outdoor recreation industry. Potential careers include outdoor skill instruction, guiding, base camp management, adventure education, outdoor adventure education, environmental education, natural resource management, wilderness therapy, search and rescue, equipment manufacturing and sales, and outdoor business enterprises, including the adventure travel industry.

Courses are designed to offer a broad base of education, training, and experience in outdoor recreation, adventure programming, tourism, and facility operations. This minor complements the following majors on campus: Criminology, Earth and Environmental Sciences, Geography/Geology, Recreation Management and Youth Leadership, Science Education.

Required Courses [19-21 credit hours]:

- RSCM 262 – Outdoor Living Skills (3 credits) or RSCM 464 – Consortium on Outdoor Recreation (3 credits)
- RSCM 361 – Introduction to Outdoor Education (3 credits)
- RSCM 363 – Design and Facilitation of Adventure Challenge Experiences (1 credit)
- RSCM 363L – Design and Facilitation of Adventure Challenge Experiences Lab (2 credits)
- RSCM 369 – Expedition Leadership (3 credits)
- RSCM 393 – Outdoor Recreation Leadership Fieldwork (3 credits)
- RSCM 460 – Organization and Administration of Camping (3 credits)
- RSCM 449 – Independent Readings and Research (1-3 credits)

Effective term: Fall 2014

SCOTT COLLEGE OF BUSINESS: Accounting, Finance, Insurance and Risk Management

Property-Casualty Insurance Certificate (12 credits)

CIP Code: 52.1701 Major Code:

Brief Summary:

The purpose of this certificate is to provide career specific training for young professionals who want to advance their career in insurance, risk management and other related fields. The IRM program at the Scott College of Business has been successfully educating IRM major and minor students to be confident and responsible individuals with the knowledge and skills they will need for their life and career.

The insurance certificate program will consist of four selected insurance courses that are already in the IRM's curriculum. These courses in the IRM curriculum serve as the foundation for professional designations. The certificate program will help young professionals improve their understanding of insurance products and risk management. In addition, the certificate program will help them prepare for a few exams of eight required exams to earn the Chartered Property Casualty Underwriters (CPCU) designation, one of the highly sought insurance designations by insurance professionals. The certificate program also prepares students for the Associate in General Insurance (AINS) designation and the Certified Insurance Counselor (CIC) designation.

Student Learning:

There is a great need from both insurance industry and other relevant industries of this type of certificate program and continuing education opportunity.

According to Deloitte Consulting's *Talent 2020: Surveying the talent paradox from the employee perspective*, financial incentives and job advancement are identified as the two most effective incentives to remain with the current employer. Employees of insurance companies rated their

employers' HR/Talent efforts poorly, and 60% of the employees with less than two years of work experience intend to leave within the next year. Professional education (or training program) for young professionals can provide both the necessary education to encourage them to stay in the same employer/profession and the chance of being promoted within the organization.

Although large insurance companies like State Farm, Allstate, American Family, to name a few, offer in-house training of insurance for their employees, many other companies in the field of risk management and insurance cannot have such an in-house program. Instead, these companies may provide educational subsidy to employees so that they can buy study materials and self-study or enroll into a class offered from professional organization such as The Institutes.

This proposed insurance certificate program is designed to target young insurance and risk management professionals on a distance education setting. However, current Indiana State University students whose career interest is in the field of insurance and risk management may enroll into this proposed certificate program.

Rebecca Wray, Interim Director of Gongaware Center, performed a pilot survey with insurance and finance professionals. More than a half (11 respondents) of the survey participants replied that they have been working on a professional designation, which includes CPCU (36%), Certified Employee benefits Specialist (CEBS, 27%), Associate in Commercial Underwriting (AU, 18%), and three other designations. In addition, 14 of 21 respondents stated that they have a plan on working towards a professional designation. Although the survey found that most of the respondents have self-studied for a professional designation, 64% of respondents said they would consider completing this proposed insurance certificate program at the Scott College of Business.

Proposed Catalog Copy:

Property-Casualty Insurance Certificate (12 credits)

CIP Code: 52.1701 Major Code:

The Property-Casualty Insurance Certificate program will benefit young professionals and non-insurance and risk management students seeking career in insurance and risk management or relevant fields. The certificate program also helps students prepare for various professional designations.

Required Courses (12 credits)

INS 340 – Introduction to Risk and Insurance, 3 credits

INS 343 – Commercial Property Risk Management and Insurance, 3 credits

INS 344 – Commercial Liability Risk Management and Insurance, 3 credits

INS 437 – Insurance Operations

Effective term: Fall 2014

PROGRAM REVISIONS

COLLEGE OF ARTS AND SCIENCES: Interdisciplinary Studies

Liberal Studies – Human Interaction Major (31-49 credits)

CIP Code: 240101 Major Code: 2022

Brief Summary:

Repurpose the former Corrections Education Program for a General Studies bachelor's degree.

Student Learning:

Indiana State University has a need for a flexible baccalaureate degree to serve three related but distinct audiences:

1. The returning stop out: This is a typically older student who stopped out of college with significant credits and in good academic standing because life got in the way. He or she would like to finish a bachelor's degree but can't return full-time to pursue the original major or finds that major is no longer relevant to his or her life circumstances.
2. The stalled student in a professional major: This is a student who has completed significant portions of a major or pre-major but is unable to satisfy the professional qualifications or overcome a key qualifying course. Examples are students who can't complete the math sequence for business, pass the CASA for education, lacks the high GPA needed to get into nursing, etc. In other cases during the practicum or clinical phase of the major the student has an epiphany and decides the field just isn't for them.
3. The dabbler: This students has changed majors multiple times and has accumulated significant credits but not in any one major. He or she has reached the point where the need to graduate and move on with his or her life is acute.

In all of these cases the students will be served by a flexible but coherent degree program that would allow them to complete a baccalaureate with as few additional credits as possible yet still represent a curriculum that is tied together and has clear, rigorous outcomes that are valued by society and by employers.

A General Studies Committee was formed in late Fall 2013 to develop a General Studies program that is flexible, rigorous, and coherent. The General Studies Committee began meeting in early Spring 2014 and is proposing the following:

Curriculum

Students will complete the following requirements that pertain to every BS degree at ISU:

- Complete Foundational Studies Requirements
- Complete a minimum of 45 credits of upper division courses
- Complete a minimum of 120 credits
- Complete a minimum of 30 credits at ISU

For the General Studies Major, students will complete the following requirements:

- Complete a minor or the equivalent (adjudicated by the General Studies Council)
- Complete 5 UDIE courses beyond those required for Foundational Studies or complete a second minor or equivalent
- Compile a portfolio of all assignments completed in the UDIE courses taken after admittance to GS.
- Complete a 1 credit General Studies Capstone Project, GS 499
- Students must have completed a minimum of 75 credit hours with an overall GPA of at least 2.2 in order to add the major

Governance

The program will be housed in the Dean's office in the College of Arts and Sciences. Faculty oversight will be provided by a General Studies Council comprised of 3 faculty representatives from the College of Arts and Sciences, 1 representative from the Bayh College of Education, 2 representatives from the College of Nursing, Health, and Human Services, 1 representative from the College of Technology, and 1 representative from the Scott College of Business.

Representatives will serve 2 year staggered terms. Each College will determine how its representatives will be selected and the inaugural General Studies Council will establish by-laws and procedures for the Council and management of the program.

Learning Outcomes

1. Apply relevant theories and recognized bodies of knowledge to analyze and solve problems in real world situations.
2. Integrate various disciplines studied to develop an interdisciplinary perspective.
3. Access information using technology such as the internet, on-line libraries and databases and integrate information technology to assist in personal and career decision-making.
4. Demonstrate effective oral and written communication strategies.
5. Work collaboratively in diverse groups.

General Studies Capstone Project

The General Studies Capstone Project, GS 499, will be a one credit independent project directed by a faculty member where the student will demonstrate the Learning Outcomes for the General Studies Major. The faculty directing and evaluating these projects will receive a stipend (amount TBD).

Assessment

The assessment for the program will consist of evaluation of the General Studies Capstone Project as well as a portfolio developed from the UDIE courses taken (see attached assessment plan). The faculty supervising the project will provide assessment data to the General Studies Council.

Proposed Catalog Copy:

General Studies Major (31-49 credits)

CIP Code: 240101 Major Code: 2022

Students eligible for admission to the General Studies Major must have completed at least 75 hours with a cumulative grade point average of no less than 2.2 in all prior undergraduate coursework. Students will develop a program of study in conjunction with a General Studies advisor which will be approved by the General Studies Council.

Other Requirements:

1. Complete a minor or equivalent.
2. Complete 5 Upper Division Integrative Elective courses beyond those required for the Foundational Studies program OR complete a second minor or equivalent.
3. Complete GS 499, General Studies Capstone Project, in the final semester.

Effective term: Fall 2014

COLLEGE OF NURSING, HEALTH, AND HUMAN SERVICES: Kinesiology, Recreation, and Sport:

Recreation and Sport Management Major (48 credits)

CIP Code: 31.0301 Major Code: H224

Brief Summary:

This proposal is a broad revision of the Bachelor of Science in Recreation and Sport Management (RCSM) program. RCSM majors must select one of four concentrations: Recreation Management and Youth Leadership (RMYL), Recreation Therapy (RT), Sport Management (SPM), or Nonprofit Leadership (NPL). Program faculty agreed to reduce the number of shared/core courses to better address the diverse needs of the students within respective concentration(s) as well as more effectively meet the accreditation standards of multiple, and often times competing and conflicting, accrediting bodies. In short, the current RCSM curriculum does not serve any of the concentrations appropriately. By revising the curriculum as proposed, all RCSM concentrations will be able to move forward with their respective accreditations. Furthermore, student satisfaction feedback and assessment data suggest students and practitioners desire concentration specific programs of study.

The proposed changes will improve the program effectiveness, program reputation, job placement, and future program accreditation.

Student Learning:

Content of Recreation courses are guided by National Recreation and Park Association Accreditation Standards and the Certified Park and Recreation Professional (CPRP) certification exam competencies to prepare students for credentialing. Some assessment data suggests problems associated with forcing "mixed content" in classes to prepare both sport and recreation management students for increasingly specialized jobs. Faculty are confident the revised focus on

field specific competencies and context of the industry will improve our program and student success.

Content of Sport Management courses has been guided by the National Association for Sport and Physical Education, North American Society for Sport Management, and the Council on Sport Management Accreditation to prepare students for future employment in diverse areas of the industry.

Content of the Nonprofit Leadership (NPL) courses has been guided by the Nonprofit Leadership Alliance (www.nonprofitleadershipalliance.org). This proposal is one portion of a broader revision to the B.S. in Recreation and Sport Management (RCSM) program by adding a new concentration in Nonprofit Leadership to departmental offerings. This proposal is simply taking the nationally-recognized and award-winning ISU Nonprofit Leadership Alliance Certification Program and converting it into a concentration option for interested students. All students completing the NPL concentration will receive the Nonprofit Leadership Alliance – Certified Nonprofit Professional (CNP) national credential. It should be noted that the Indiana State University Nonprofit Leadership Alliance Certification Program was recognized as the 2013 Sprint Campus Partner of the Year making us the #1 Nonprofit Leadership education program in the United States among 55 campus partners. This new program offering is the next evolution in growing nonprofit education at Indiana State University.

In 2011, the national NLA office conducted a national revalidation study of the nonprofit education competencies/learning outcomes used as the basis for all NLA campus partners. The results of this study were published in: "The Skills the Nonprofit Sector Requires of Its Managers and Leaders." There were 3,200 nonprofit executives and human resource professionals who responded to the study and provided input and feedback on the program learning outcomes. The output of this study was a revised set of NLA nonprofit education learning outcomes (or competencies) that are intended to guide each of the 55 campuses' curricular and co-curricular experiences and requirements. The full revalidation report can be found at:

<http://www.nonprofitleadershipalliance.org/cnp/revalidation.html#sthash.pYgWGQu2.dpbs>

The new 2012 NLA learning outcomes/competencies for curriculum guidance can be found at:

<http://www.nonprofitleadershipalliance.org/cnp/competencies.html#sthash.8OP843BZ.dpbs>

Shortly after the Revalidation Study was published, the NLA national office funded a Cohen Grant project for 5 NLA campus/executive directors and 2 national staff members to develop the 2012 Nonprofit Management and Leadership Competencies and Learning Outcomes Rubric. This rubric is a comprehensive learning outcomes assessment guide for campus/executive directors to use for program revisions and growth. This rubric was used in the development of this proposal.

The proposal to create a Nonprofit Leadership concentration is based on: 1) the national NLA Revalidation Study of Competencies; 2) the national NLA Learning Outcomes Rubric; and 3) the growth and national recognition of the ISU Nonprofit Leadership Alliance Certification Program.

The proposed revision adds new courses, deletes out of date courses, and has increased the opportunities for experiential and/or service learning within the community.

Proposed Catalog Copy:

Recreation and Sport Management Major (48 credits)

CIP Code: 31.0301 Major Code: H224

The University offers a Bachelor of Science (B.S.) in Recreation and Sport Management.

The Recreation and Sport Management Program combines classroom based education, skill training, and field experience needed for careers and professional certification in recreation management and youth leadership, recreation therapy, sport management, and nonprofit leadership.

The program stresses the development of programming, leadership, and management skills in organizing, planning, and budgeting within professional, nonprofit, intercollegiate, youth, and public recreation and sport programs. Students in recreation therapy focus their learning and skill development in areas of health care such as physical rehabilitation, mental health, and long-term care.

Coursework includes 3 required core courses (9 credit hours)—plus a concentration selected from the following areas:

- Recreation Management and Youth Leadership
- Recreation Therapy
- Sport Management
- Nonprofit Leadership

In addition, all students will complete a fieldwork experience prior to an internship.

Community engagement, experiential education and leadership, and service-learning opportunities are major parts of the program. A few examples include projects with local agencies, off-site fieldwork experiences (with sport, park and recreation, nonprofit, and recreation therapy agencies), and internships.

The department has two honorary societies: Rho Phi Lambda and Phi Epsilon Kappa. In addition, the Nonprofit Leadership Student Association focuses on students with an interest in the nonprofit sector.

Upon graduation, students are encouraged to pursue the Certified Park and Recreation Professional credential or immediately sit for the Certified Therapeutic Recreation Specialist Examination, depending on their concentration. Those completing the Nonprofit Leadership concentration will qualify for the Certified Nonprofit Professional credential.

Bachelor of Science in Recreation & Sport Management with a concentration in Recreation Management and Youth Leadership (48 credits)

The Recreation Management and Youth Leadership (RMYL) Concentration of the Recreation and Sport Management Major prepares students to work in a variety of organizations, such as: public parks and recreation departments, park districts, park foundations/friends groups, state and national parks, organized camps, faith-based, health-related, and nonprofit youth organizations (e.g., Boys and Girls Clubs, YMCA, Boy Scouts, Girls Scouts, Camp Fire), as well as military bases, university recreation centers, outdoor recreation centers, and correctional facilities. Our graduates are also employed in a variety of for-profit organizations, such as ski resorts, amusement parks, water parks, cruise lines, conference centers, campgrounds, golf courses, resorts, hospitality, and tourism. The RMYL Concentration immerses students into the profession through campus/community engagement and service-learning opportunities that builds students' field experience, resume, certifications/credentials, and their professional network. The RMYL Concentration has a strong connection to state and national-level professional associations, which provides vast resources and opportunities for student professional development and post-graduation job acquisition. RMYL students also receive extensive paid and unpaid opportunities to work at the ISU Sycamore Outdoor Center (formerly the ISU Field Campus), as well as other professionally relevant student employment opportunities on-campus and in the community. The RMYL program places a strong emphasis on intentionally achieving human and community development outcomes through engineering experiences for people of all ages. The RMYL Concentration focuses on the following global outcomes: management; leadership, followership, and teamwork; critical thinking and problem-solving; decision-making; effective communication; values and ethical principles; and scope of the profession.

Recreation Management and Youth Leadership

Required Courses:

Recreation and Sport Management Foundational Core (9 credits)

- RSCM 315-Leadership & Ethics 3 credits
- RSCM 435-Legal Aspects of RSCM 3 credits
- RSCM 450-Facility Planning & Mgt 3 credits

Recreation Management and Youth Leadership Concentration (39 credits)

- ESPY 202-Psychology of Childhood and Adolescence 3 credits
- RSCM 200- Intro to RMYL 3 credits
- RSCM 205-Experience Management Cycle I 3 credits
- RSCM 225-Experience Management Cycle II 3 credits
- RSCM 300-Practicum Orientation in RMYL 3 credit
- RSCM 320-Leisure Philosophy 3 credits
- RSCM 332-Public & Nonprofit Finance 3 credits
- RSCM 353-Management Practices in RMYL I 3 credits
- RSCM 391-Fieldwork 3 credits

- RSCSM 453-Management Practices in RMYL II 3 credits
- RSCSM 455-Advanced Public Rec/Park Admin 3 credits
- RSCSM 491-Internship in Rec & Sport Mgt 6 credits

Bachelor of Science in Recreation & Sport Management with a concentration in Recreation Therapy (66 credits)

According to the American Therapeutic Recreation Association (ATRA), **Recreational Therapy (RT)** means a treatment service designed to restore, remediate and rehabilitate a person's level of functioning and independence in life activities, to promote health and wellness as well as reduce or eliminate the activity limitations and restrictions to participation in life situations caused by an illness or disabling condition. Recreational Therapy may also be referred to as *Therapeutic Recreation* or *Recreation Therapy*.

Recreation therapists work with clients to restore motor, social and cognitive functioning, build confidence, develop coping skills, and integrate skills learned in treatment settings into community settings. Intervention areas vary widely and are based primarily upon client interests. Examples of intervention modalities include creative arts (e.g., crafts, music, dance, drama, among others), sports, adventure programming, dance/movement, and leisure education.

Required Courses:

Recreation and Sport Management Foundational Core (9 credits)

- RSCSM 315-Leadership & Ethics 3 credits
- RSCSM 435-Legal Aspects of RSCSM 3 credits
- RSCSM 450-Facility Planning & Mgt 3 credits

Recreation Therapy Concentration (57 credits)

- ATTR 210-Human Anatomy for Allied Health Professions 2 credits
- ATTR 210 L-Human Anatomy for Allied Health Professions Laboratory 1 credit
- ATTR 225-Medical Terminology for Allied Health Professions 3 credits
- PE 220-Human Physiology for Allied Health Professions 2 credits
- PE 220L-Human Physiology for Allied Health Professions Lab 1 credit
- PSY 266-Developmental Psychology 3 credits
- PSY 368-Introduction to Abnormal Psychology 3 credits
- RSCSM 205-Experience Management Cycle I 3 credits
- RSCSM 225-Experience Management Cycle II 3 credits
- RSCSM 270-Introduction to Recreation Therapy 3 credits
- RSCSM 300-Practicum Orientation in RMYL 3 credit
- RSCSM 320-Leisure Philosophy 3 credits
- RSCSM 351-Foundations of RT 3 credits
- RSCSM 353-Management Practices in RMYL I 3 credits
- RSCSM 371-Recreation Therapy Methods 3 credits
- RSCSM 391-Fieldwork 3 credits
- RSCSM 475-Org & Admin of RT 3 credits
- RSCSM 472-Survey of RT Services 3 credits

- RSCSM 473-Aging and Leisure 3 credits
- RSCSM 491-Internship in Rec & Sport Mgt 6 credits

Bachelor of Science in Recreation & Sport Management with a concentration in Sport Management[(48 credits)

This program of study is designed to prepare students to work in a management capacity within the sport industry. There are three major segments of the sport industry that employ program graduates including sport performance (e.g., amateur and professional sports, private sport business, tax-supported sport business, membership-supported sport organizations, nonprofit sport organizations, sport education, and fitness and sport performance firms), sport production (e.g., equipment, apparel, and sport facilities), and sport promotion (e.g., promotional merchandising, promotional events, media, sponsorship sales and services, and endorsement sales and services).

Sport management is a field of study to prepare leaders/managers in sport business. Students will gain valuable experience interacting with the faculty and the professional community as they discuss the issues, trends, and impacts related to sport event management; finance, economics, and budgeting; marketing and promotions; sponsorship and sales; facility planning, design, and management; legal aspects and risk management; sport media and communications; broadcasting and journalism, policy development and governance; public relations, and globalization in amateur and professional settings.

Required Courses:

Recreation and Sport Management Foundational Core (9 credits)

- RSCSM 315-Leadership & Ethics 3 credits
- RSCSM 435-Legal Aspects of RSCSM 3 credits
- RSCSM 450-Facility Planning & Mgt 3 credits

Sport Management Concentration (39 credits)

- RSCSM 100-Foundations of Sport 3 credits
- RSCSM 195-Field Work Seminar 3 credits
- RSCSM 210-Mgt Principles in Sport 3 credits
- RSCSM 215-Governance & Policy in Sport 3 credits
- RSCSM 334-Financial Aspects of Sport 3 credits
- RSCSM 355-Public Relations in Sport 3 credits
- RSCSM 391-Field Work 3 credits
- RSCSM 415-Special Events Management 3 credits
- RSCSM 420-Sport Marketing 3 credits
- RSCSM 480-Sales Management in Sport 3 credits
- RSCSM 475-Global Development in Sport 3 credits
- RSCSM 491-Internship in Rec & Sport Mgt 6 credits

Bachelor of Science in Recreation and Sport Management with a concentration in Nonprofit Leadership (48 credits)

The Nonprofit Leadership (NPL) Concentration of the Recreation and Sport Management Major is an innovative course of study that prepares students for careers in all nonprofit subsectors: faith-based; youth, human, and social services; environmental and conservation; animal-rights; fine, performing, and studio arts, humanities, and cultural; educational and historical; health and medical-related; and international non-governmental organizations. The concentration leads to the Nonprofit Leadership Alliance credentialing as a Certified Nonprofit Professional (CNP). The NPL Concentration immerses students into the profession through campus/community engagement and service-learning opportunities that builds students' field experience, resume, certifications/credentials, and their professional network. The NPL Concentration has a strong connection to state and national-level professional associations, which provides vast resources and opportunities for student professional development and post-graduation job acquisition. NPL students also receive extensive paid and unpaid opportunities to work at professionally relevant student employment opportunities on-campus and in the community. The NPL program places a strong emphasis on mission-focused management, leadership, and governance. The NPL Concentration focuses on the following global outcomes: management; leadership, followership, and teamwork; critical thinking and problem-solving; decision-making; effective communication; values and ethical principles; and scope of the profession.

Required Courses:

Recreation and Sport Management Foundational Core (9 credits)

- RSCM 315-Leadership & Ethics 3 credits
- RSCM 435-Legal Aspects of RSCM 3 credits
- RSCM 450-Facility Planning & Mgt 3 credits

Nonprofit Leadership Concentration (39 credits)

- RSCM 150-Intro Nonprofit Ldrshp & Mgt 3 credits
- RSCM 205-Experience Management Cycle I 3 credits
- RSCM 225-Experience Management Cycle II 3 credits
- RSCM 310-Nonprofit Ldrshp Practicum I 1 credit
- RSCM 332-Public & Nonprofit Finance 3 credits
- RSCM 353-Management Practices in RMYL I 3 credits
- RSCM 410-Nonprofit Ldrshp Practicum II 1 credit
- RSCM 440-Volunteer Management 3 credits
- RSCM 446-Nonprofit Program Evaluation 3 credits
- RSCM 453-Management Practices in RMYL II 3 credits
- RSCM 462-Nonprft Ldrshp Profssnl Exp 1 credit
- RSCM 483-Fundamentals of Fundraising 3 credits
- RSCM 489-Advanced Nonprofit Admin 3 credits
- RSCM 493-Nonprofit Sector Internship 3 credits

- Competency Elective (Communication, Marketing, & Public Relations; Human Development) 3 credits
 - AHS 103-Human Development within the Family Context
 - AHS 237-Child Development
 - AHS 238-Adolescent Development
 - AHS 302-Health Promotion and Aging
 - AHS 436-Parent Education
 - COMM 368-Introduction to Public Relations
 - CRIM 423-Juvenile Delinquency
 - EPSY 202-Psychology of Childhood and Adolescence
 - EPSY 221-Developmental Psychology
 - EPSY 342-Growth and Development of the Young Child
 - MKTG 301-Introduction to Marketing
 - MKTG 310-Marketing for Nonprofit and Services Organizations
 - PSY 266-Developmental Psychology
 - PSY 362-Psychology of Personality
 - RCSM 200-Introduction to Recreation Management & Youth Leadership
 - RCSM 473-Aging & Leisure
 - SOC 421-Sociology of Aging and Retirement
 - SOC 472-Families in Later Life
 - SOWK 240-Family and Child Welfare
 - SOWK 241-Human Development and Ecological Systems
 - SOWK 382-Human Behavior in the Social Environment: A Synthesis
 - WS 200-Introduction to Women's Studies

Effective term: Fall 2015

COLLEGE OF NURSING, HEALTH, AND HUMAN SERVICES: Kinesiology, Recreation, and Sport:

Recreation Management and Youth Leadership Minor (18 credits)

CIP Code: 31.0301 Major Code:

Brief Summary:

This proposal is one portion of a broader revision to the B.S. in Recreation and Sport Management (RCSM) program. RCSM majors must select one concentration from the following: Recreation Management and Youth Leadership (RMYL), Sport Management (SPM), Recreation Therapy (RT), or Nonprofit Leadership (NPL). Currently, the SPM Program Faculty in the Department of Kinesiology, Recreation, and Sport are concurrently revising the Sport Management Concentration. Both RMYL/RT and SPM faculty have agreed to greatly reduce the number of shared/core courses to better address the needs of the students in each concentration, as well as more effectively meet the accreditation standards of multiple, and often times competing and conflicting accrediting bodies. This revision to the current Recreation Management and Youth Leadership minor is a prescribed set of 18 credit hours that focuses on

preparing students to work in traditional recreation management and youth leadership settings, as opposed to nine required credit hours with nine hours of directed electives. This revision corresponds with the RMYL concentration revisions.

Student Learning:

Content of our courses has always been guided by National Recreation and Park Association Accreditation Standards. We are also consulting the Certified Park and Recreation Professional Certification (CPRP) Exam competencies in order to prepare our students for credentialing. Some of our assessment data point to problems associated with forcing "mixed content" in our classes to prepare both sport and recreation management students for success. We are confident that the ability to focus on the competencies and context of our industry will improve our program and student success.

Proposed Catalog Copy:

Recreation Management and Youth Leadership Minor (18 credits)

CIP Code: 31.0301 Major Code:

The Recreation Management and Youth Leadership (RMYL) minor prepares students to work in a variety of organizations, such as: public parks and recreation departments, park districts, park foundations/friends groups, state and national parks, organized camps, faith-based, health-related, and nonprofit youth organizations (e.g., Boys and Girls Clubs, YMCA, Boy Scouts, Girls Scouts, Camp Fire), as well as military bases, university recreation centers, outdoor recreation centers, and correctional facilities. The recreation management and youth leadership minor consists of six courses focused primarily on recreation management and youth leadership issues, with particular attention given to public and nonprofit management, and professional youth work. Students can complete the minor as a resident student. The minor compliments the following academic programs: physical education, human development and family studies, psychology, social work, criminology and criminal justice, theater, and applied health sciences.

RCSM 200 - Intro to RMYL (3 credits)

RCSM 205 - Experience Management Cycle I (3 credits)

RCSM 225 - Experience Management Cycle II (3 credits)

RCSM 320 - Leisure Philosophy (3 credits)

RCSM 353 - Management Practices in RMYL I (3 credits)

RCSM 391 - Fieldwork: RMYL (3 credits)

Effective term: Fall 2015

**COLLEGE OF NURSING, HEALTH, AND HUMAN SERVICES: Kinesiology,
Recreation, and Sport:**

Sport Management Minor (18 credits)

CIP Code: 31.0301 Major Code: A924

Brief Summary:

This is a revision of the undergraduate minor in sport management. It coincides with the revision of the major. Sport management is a field of study to prepare leaders/managers in sport business. Students will gain valuable experience interacting with the faculty and the professional community as they discuss the issues, trends, and impacts related to sport event management; finance, economics, and budgeting; marketing and promotions; sponsorship and sales; facility planning, design, and management; legal aspects and risk management; sport media and communications; broadcasting and journalism, policy development and governance; public relations, and globalization in amateur and professional settings.

Student Learning:

The sport management minor is impacted by the major revision of the BS in Recreation and Sport Management with concentration in sport management program.

Proposed Catalog Copy:

Sport Management Minor (18 credits)

CIP Code: 31.0301 Major Code: A924

The sport management minor consists of six courses focused primarily on sport management issues, trends, and impacts. The student can complete the minor as a resident student. The minor blends well with business administration, finance, and marketing curricula and compliments journalism, physical education, radio-television-film, and recreation management majors.

Sport Management Minor (18 credits)

RCSM 210 – Mgmt Principles in Sport 3 credits
RCSM 215 – Governance & Policy in Sport 3 credits
RCSM 334 – Financial Aspects in Sport 3 credit
RCSM 355 – Public Relations in Sport 3 credits
RCSM 420 – Sport Marketing 3 credits
RCSM 435 – Legal Aspects of RCSM 3 credits

Effective term: Fall 2015

UNDERGRADUATE APPROVALS

COURSE REVISIONS **FOUNDATIONAL STUDIES CREDIT**

COLLEGE OF ARTS AND SCIENCES: Communication

COMM 436 - Creating Stories for American Film and Television

3 credits

Techniques and problems of writing for television and film, emphasizing dramas.

Prerequisites: COMM 290 or equivalent.

Foundational Studies Credit: [FS 1010: Fine and Performing Arts]

Change description, title, number, and prerequisites. Remove Foundational Studies credit to:

COMM 336 –Digital Storytelling

3 credits

A hands-on, step-by-step approach to learning the complex process of structuring visual stories. In addition to reading screenplays and analyzing digital/film stories, students will learn the principles used by screenwriting professionals to construct visual stories (whether for drama, advertising, or documentaries) that engage the audience's emotions and imaginations. Final projects will showcase student writing so they can experience the audience feedback so invaluable to the story-planning process.

Prerequisite: COMM 290

A-F Grading

Effective term: Fall 2014

PROGRAM REVISIONS

COLLEGE OF ARTS AND SCIENCES: Interdisciplinary Studies

Multidisciplinary Studies Minor (21 credits)

CIP Code: 240101 Major Code: 2023

Brief Summary:

This program will be the first Coordinated Program of Study for the minor in Multidisciplinary Studies. This minor is truly multidisciplinary and will introduce students to the ethical, business, and political issues that surround the field of genomic science and how they are interconnected to impact personalized medicine, healthcare, public policy, business/insurance/risk management, education and other science fields. Genomics has a far-reaching impact on humanity with numerous social and ethical issues to be addressed now and in the future. This minor will somewhat parallel, yet extend for undergraduates, the currently approved graduate program in Genomic Advocacy.

Approved Catalog Copy:

Multidisciplinary Studies Minor (21 credits)

CIP Code: 240101 Major Code: 2023

The Multidisciplinary Studies minor allows students to pursue a coherent, multidisciplinary course of study not duplicated by any existing ISU minor. It encourages students to engage in focused exploration of related disciplines in their areas of interest or in fields which complement their declared major. Students may design their own minor or, when available, select from designated concentrations already developed by faculty.

Required Course (3 credits):

- MST 401 - Seminar in Multidisciplinary Studies 1-3 credits

Elective Courses (18 credits):

Students submit a proposal to the intake adviser for Multidisciplinary Studies, which will be approved by a vote of the faculty in Multidisciplinary Studies. Once the proposal is approved, those courses constitute the approved list for the minor. Votes take place once per semester, in November for the fall and in March for the spring.

Additional Requirements:

- At least 9 of the 18 hours must come from the College of Arts and Sciences.
- At least 12 of the 18 hours must be at the 300 level or above.
- A maximum of 9 hours can come from any one discipline.

Designated Concentrations:

Genomic Advocacy:

Required Courses 15 credits

MST 401: Seminar in Multidisciplinary Studies 1-3 credits (3 credits required)

BIO 481: Genome Science 3 credits

PSCI 425: Policy Implication of Genomics 3 credits

INS 401: Business and Consumer Implications of Genomes 3 credits

PHIL 425: Bioethics of Genome Science 3 credits

Electives 6 credits

Select 2 of the following courses:

AHS 220: Public Health Concepts 3 credits

COMM 312*: Persuasion Theories 3 credits
COUN 433: Techniques of Counseling 3 credits
ECON 302: Economics of Health and Medical Care 3 credits
HRD 489: Adult Learners in Higher Ed and training 3 credits
PSY 240: Psychology of Health Behavior 3 credits
*requires pre-requisites

Effective term: Fall 2015

CORRECTIONS

The following corrections are reflected in ***bold and italics**:

UNDERGRADUATE APPROVALS

PROGRAM REVISIONS

COLLEGE OF ARTS AND SCIENCES: Communication

Communication Major (45 credits)

CIP Code: 090101 Major Code: 0535

Brief Summary:

We propose a substantial revision of the Communication major. The program was last revised in 2007. Specifically, we propose to:

1. Increase the core requirement from 5 courses (15 credit hours) to 8 courses (24 credit hours) by moving three courses previously identified as concentration requirements to the core: Comm 211 (Interpersonal Communication--currently 311); Comm 303 (Advanced Research); and Comm 312 (Persuasion Theories)
2. Redesign each existing concentration (substantially or minimally) while maintaining its five course array, as follows:
 - a. Human Communication becomes Communication and Culture; four of the HC courses are moved to the core or elective category (211 (currently 311), 303, and 312 to core; 261 to elective) four courses previously required in other concentrations or offered as electives are redefined to constitute the concentration (381, 383, 428, 483); 455 is retained as a requirement in the concentration.
 - b. Two courses currently required in Journalism are retained (309, 409); two are shifted to the elective category (270 and 373); one is revised significantly (327) and two new courses are created (308, 422).
 - c. Electronic Media is renamed Media Studies; two specialized production courses are defined as electives and two new courses replace them (330, 343 and 320, 420, respectively); the 300-level research course is moved to the core (303); one course is shifted from elective to concentration requirement (433) and 468 is retained as a requirement.

- d. The introductory course in Public Relations is renumbered to the 300-level; two courses are added in place of two that were shifted to the core (309, 455 and 303, 312, respectively), a course previously defined as an elective is moved to a requirement (466) and one course is retained in the concentration (470).
3. Reduce the elective requirement from 15 credit hours to 12 credit hours.
4. As a result of changes in core and elective requirements, we are increasing the required credit hours in the major from 45 to 51.
5. The minor program in Communication retains its design--students complete one concentration including any course pre-requisites. Changes in concentrations, including pre-requisites, change the number of hours required in the minor to 24 from a range of 18-24 currently.
6. Remove one course from Foundational Studies--currently 436 (proposed to change to 336) is removed from the FPA category.
7. Creation of six new courses (Concentration Courses: Intro to Journalism, Intro to Health Communication, Investigative Journalism, Community Journalism, Multimedia Production III; elective course: Media Performance). Investigative Journalism and Community Journalism are proposed as significantly revised replacements for existing courses; Media Performance replaces a course regularly offered as a topics course (214D).
8. Revisions in titles, descriptions, and pre-requisites of 34 courses (5 core; 17 concentration; 12 electives).
9. Banking of at least three courses (305, 311, all 445) depending on the numbers accepted for new and revised courses (note: we have banked more than 30 UG courses in the past two years as part of preparation for the new major with a clarified course index; two additional courses are being banked in a separate curricular proposal to revise our FS--Comm course array--215 and 302).

Student Learning:

We last revised our programs in 2007. That revision recognized changes in faculty resources and the need for a more coordinated curriculum that clarified for students that the degree awarded in the major is Communication with a focus in a specialized area of study within the discipline. The structure we designed in 2007 included four components--major core, concentration, electives, and a minor or equivalent program completed outside the department. The current revision of the major retains the coordinated structure developed for the 2007 program changes, but we make several significant revisions in the array of courses that populate each category and in course descriptions. Most importantly, the changes we propose underscore our commitment to ensure that our program reflects current research, theory, practice, and naming in our discipline. Changes also recognize the current profile of our faculty and of the number and profile of students who major in Communication. Our revision increases the required hours in the major from 45 to 51. We make this proposal mindful of the need to ensure that students can navigate requirements and complete degree plans in four years. We do not believe the increase of 6 hours creates an obstacle to students' progress toward degree completion. Sufficient "open electives" remain to support the minor requirement and to afford some "play as you learn" course choices.

History of this Proposal. Faculty began examining the major in anticipation of changes during the 2010-2011 academic year. Proposed changes reflect what we learned from student focus

groups scheduled during the spring 2011 term and from individual interviews conducted with students enrolled in a 200- and 400-level course in the fall 2010 and spring 2011 terms. The majority of the changes sought in this proposal were approved by the Communication faculty early in the fall 2011 term. In fact, course modification proposals were submitted to the Dean's office for preparation to be included in a major program change packet in October 2011. Changes in 14 courses and a list of 35 banked courses were processed between October 2011 and January 2013. We scheduled many of the courses proposed here as permanent replacements or as new classes using our topics course numbers and began substituting those revised offerings for the stated requirements in 2011-2012. It is safe to say that no major in Communication has completed the degree with fewer than 3-4 exceptions to address the "limbo" created by the pace of change in curricula of this complexity.

Faculty revisited the proposed major and minor in consultation with the new department chair throughout the 2012-2013 academic year. Substantive conversations occurred during faculty meetings held on April 29 and May 15, 2013. At the conclusion of the May meeting, the faculty voted to approve the proposal and authorized the curriculum committee chair to prepare a final copy of the package for review and final vote August 15, 2013. The package was approved unanimously. Minutes from the April, May, and August meetings are attached.

Rationale for Core Revisions

The proposed revision of the core seeks to clarify for students that they are earning a degree in Communication with a focus in a specific area of study. That is, our students graduate prepared as professionals in Communication with a knowledge base in a particular area of communication inquiry and practice--not with a degree in Journalism or Public Relations. We seek to more fully integrate core and concentration offerings, to be certain that core classes function as foundational courses. Specific changes in the core include adding Interpersonal Communication, Multimedia Production I, Advanced Research, and Persuasion Theories to our core offerings and removing the requirement of an Independent Project or Internship from the core.

We added two practice courses--Interpersonal Communication and Multimedia Production--because they both represent foundational learning experiences. It seems obvious that every student of Communication must graduate with at least basic understanding and skills in multimedia production. Interpersonal Communication provides relevant preparation to our concentrated focus areas (it was required by one concentration in the 2007 curriculum) and offers a focus that may grow, based on student interest and faculty resources.

An audit of enrollment patterns in our 2007 major demonstrated that nearly all of our students were completing both the advanced research course (303) and Persuasion Theories (312). We eliminated Comm 305, a duplicate of Comm 303, from the schedule of classes three years ago to create common second-course in the research sequence. In addition to recognizing the key role persuasion plays in the study of Communication, we noted that at least 1/2 of our majors were already required to complete Persuasion Theories and it would be a requirement in the new Health Communication concentration. Also, our review of elective choices indicated Persuasion Theories was selected regularly. We want our core to guide and engage students in inquiry and practice: we are confident that our revised core provides the opportunity for progressive experience with theory, research, and application that will facilitate student work in their areas of

concentration.

We moved the independent project or internship requirement to elective status for two reasons. First, we wanted to elevate those experiences by establishing pre-requisites that spoke to competency and ability to complete the courses successfully and, secondly, because such courses are delivered as overload work undertaken by faculty. We have been urged to make faculty work fully visible by eliminating or reducing required TBA courses and we recognize the need to ensure that faculty effectiveness in all arenas is not compromised by the obligation to teach what amounts to an additional course each term in a department that houses 300 or more majors and includes fewer than 10 permanent faculty. Concerns about faculty labor were less decisive than the desire to make it clear to students that representing the department as an intern, or engaging in independent research, or serving as a teaching or research assistant is a learning experience for which they should be fully prepared and be expected to demonstrate ability. These courses remain available as electives to students who meet the pre-requisites. We revised the required Communication Law class to guarantee that all majors complete an experiential learning component in an advanced level course.

Rationale for Reduction of an Elective and Omission of the Minor Requirement

We reduced the number of electives to 4 from 5 because we wanted to provide students opportunities for elective learning, but to protect open electives in light of increases in the core requirements. We debated the wisdom of retaining the requirement of an outside minor and decided that this might prove to be an impediment to students' timely completion of their degrees. For this reason, we have omitted the requirement of an outside minor for our new undergraduate degree program. We agree that we can profitably advise our majors to pursue minor programs of study if their interests and their capabilities warrant it.

Rationale for specific courses in concentration:

We propose minimal changes in the **Public Relations** program; we are adding Reporting, Contemporary Issues, and Organizational Communication, which replace Persuasion Theories, Advanced Research, and a course in "tactics." We stopped offering the tactics course two years ago, allowing students to substitute one of 2 other courses. These changes allow us to recognize the key role of inquiry-based writing and theory-driven research in Public Relations as well as ensuring that students encounter the important variable of organizational context in PR.

We made substantial revisions in content and/or focus in the other three existing concentrations.

Media Studies will now ensure that students develop higher order skills and understanding of multimedia production by completing a two-course sequence that follows the introduction required in our core. In addition, students will spend a course focused on writing for media, media theory, and media criticism. To allow majors to focus on writing, we have decided to remove the writing course from the Fine and Performing Arts category of the Foundational Studies program. We propose to change Comm 436 to COMM 336 and establish the appropriate pre-requisite. The FS Council chair and the Dean of the University College are both aware of this change; because the course enrolls fewer than 25 students and the majority of those enrolled are Communication majors, they both support the change. In combination, these courses demonstrate our commitment to preparing our students to work in multiple media contexts and offer perspectives as producers and consumers of media content.

Our **Journalism** concentration has suffered in the past few years from changes in our faculty so that the concentration included only two reporting courses and three skills courses that were loosely connected (photojournalism, publications design, and internet communication). The revised concentration clearly situates students in an intense study and practice of journalism as they complete an introduction to the profession and practice, reporting and advanced reporting, investigative, and community journalism. We are especially pleased to offer a concentration that restores the civic mission of journalism to the work our students will undertake.

Our **Human Communication** concentration was designed as a “general study” category and housed two skills courses, one class each in context, theory, and research. The theory, research, and one practice course are now part of the core. We used this opportunity to redesign the concentration so that it can function still as a general engagement with the discipline for students who may seek further study in Communication or intend to pursue professional or graduate degrees in law or business. The Communication and Culture concentration reflects our department’s long-time focus on the production, circulation, and consumption of communication practices in public contexts. The courses in the concentration feature this framework; students complete Political Communication, Gender Communication, Media & Identity, Organizational Communication, and an introductory course in the area of Communication & Culture. We anticipate that this new focus will attract more students than did Human Communication.

Approved Catalog Copy:

Communication Major (51 credits)

CIP Code: 090101 Major Code: 0535

**The degree in communication requires a combination of core courses, one concentration, and 12 credit hours of electives. Students who major or minor in Communication must earn a C or higher in each course required in these respective programs. COMM 202 and 202L are recommended for all majors who have not already completed the Foundational Studies Communication requirement.*

Core Requirements (24 credits)

COMM 204--Media and Society 3 credits
COMM 209--Introduction to Research in Communication 3 credits
COMM 211--Interpersonal Communication 3 credits
COMM 220--Multimedia Production I 3 credits
COMM 290--Media Writing 3 credits
COMM 303--Advanced Communication Research 3 credits
COMM 312--Persuasion Theories 3 credits
COMM 459--Communication Law 3 credits

Major Concentrations (15 Credits)

Every major will complete one of the following concentrations:

Communication and Culture Concentration

COMM 381 - Political Communication 3 credits
COMM 383 - Communication in Everyday Life 3 credits
COMM 428 - Media and Identity 3 credits
COMM 455 - Organizational Communication 3 credits
COMM 483 - Gender Communication 3 credits

Journalism Concentration

COMM 308 - Introduction to Journalism 3 credits
COMM 309 - Reporting I 3 credits
COMM 327 - Investigative Journalism 3 credits
COMM 409 - Advanced Media Writing 3 credits
COMM 422 - Community Journalism 3 credits

Media Studies Concentration

COMM 320 - Multimedia Production II 3 credits
COMM 336 - Digital Storytelling 3 credits
COMM 420 - Multimedia Production III 3 credits
COMM 433 - Media Criticism 3 credits
COMM 468 - Media Theory 3 credits

Public Relations Concentration

COMM 309 - Reporting I 3 credits
COMM 368 - Public Relations 3 credits
COMM 455 - Organizational Communication 3 credits
COMM 466 - Contemporary Issues in Public Relations 3 credits
COMM 470 - Campaign Planning 3 credits

Electives (12 Credits)

Every major will complete courses in addition to those required in the core and the declared concentration. Any three-credit-hour Communication course except Comm 202, those required in the core, and those required in a student's declared concentration may be used to satisfy an elective requirement in the major. A full listing of courses in Communication is available in the undergraduate catalog.

Effective term: Fall 2014