August 25, 2005

To: Mike Mullen, Associate Dean for Academic Programs
    College of Agriculture

From: Gary L. Hansen
    Department of Community and Leadership Development

Re: Curriculum Proposals (GR05-01)

I have attached two curriculum proposals. One is an application for a new course CLD 650 Applied Community Communications. It is designed to function as a specialty elective in the Community and Leadership Development option in the MS program in Career, Technical and Leadership Education (CTLE).

The second proposal is for a minor change in an existing course. The proposal would change the title of CLD 682 from "Applied Research Methods" to "Research Methods." The purpose of the change is to have a general title which is accepted across discipline and university lines in the social sciences. The proposal would also cross-list CLD 682 as AED and FSC 682. Since 682 is appropriate for and needed by students in the Career and Technical Education option of the CTLE program, it would be very beneficial for it to be cross-listed as AED and FCS which are the prefixes used by Career and Technical Education so we can sort students by program option.

Both of these proposals have departmental support and I hope they are approved.
October 8, 2005

To: Graduate Curriculum Committee and College Faculty

From: Mike Mullen

Re: Community and Leadership Development Proposal (GR05-01)

Attached are two course proposals from CLD. The first is for a new course, CLD 650 – Applied Community Communications – designed to be an elective in the MS program in Career, Technical and Leadership Education.

The second proposal is a minor change in title and cross-listing for the existing course, CLD 682. The name will change from “Applied Research Methods” to “Research Methods” and will be cross-listed as AED/CLD/FCS 682.

Please direct comments on these proposals to me at mike.mullen@uky.edu by October 17, 2005.
Application for New Course

1. Submitted by College of Agriculture            Date  August 1, 2005
Department/Division offering course Community and Leadership Development

2. Proposed designation and Bulletin description of this course
   a. Prefix and Number   CLD 650
   b. Title   Applied Community Communications
       Transcript Title: Applied Community Communication
   c. Lecture/Discussion hours per week  3
   d. Laboratory hours per week   None
   e. Studio hours per week   None
   f. Credits   3

3. Course description
   Designed to familiarize students with advanced writing and editing techniques, common forms of workplace writing, audience analysis, content analysis, and graphic design tips and tools. Discussion will include some of the larger issues surrounding community communications, such as discourse communities, bias, and ethics.

4. Prerequisites (if any)   Graduate standing.

i. May be repeated to a maximum of   Not applicable

4. To be cross listed as   Does not apply

5. Effective date   Spring 2006

6. Course to be offered   Spring

7. Will the course be offered each year?   Yes

8. Why is this course needed?
   This course will be an elective in the Community and Leadership Development track of the recently-revised master's degree program in Career, Technical, and Leadership Education. It will support students seeking additional coursework in the area of community communications.

9a. By whom will the course be taught?   Deborah Witham

b. Are facilities for teaching the course now available?   Yes
10. What enrollment may be reasonably anticipated? Yes

11. Will this course serve students in the Department primarily? Yes
Will it be of service to a significant number of students outside the Department? No
Will the course serve as a University Studies Program course? No

12. Check the category most applicable to this course:
   X Traditional; offered in corresponding departments elsewhere
   Relatively new, now being widely established
   Not yet to be found in many (or any) other universities

13. Is this course applicable to the requirements for at least one degree or certificate at the University of Kentucky? Yes

14. Is this course part of a proposed new program? No

15. Will adding this course change the degree requirements in or more programs? If yes, explain the change(s) below. No

16. Attach a list of the major teaching objectives of the proposed course and outline and/or reference list to be used.
   Syllabus attached

17. If the course is a 100-200 level course, please submit evidence (e.g., correspondence) that the Community College System has been consulted. Does not apply

18. If the course is 400G or 500 level, include syllabi or course statement showing differentiation for undergraduate and graduate students in assignments, grading criteria, and grading scales. Does not apply

19. Within the Department, who should be contacted for further information about the proposed course?
   Dr. Lori Garkovich, Director of Graduate Studies 257-7581
Signatures of Approval

Department Chair

Date

Dean of the College

Date

10/8/05

Date of Notice to the Faculty

Undergraduate Council

Date

University Studies

Date

Graduate Council

Date

Academic Council for the Medical Center

Date

Senate Council (Chair)

Date of Notice to University Senate

ACTION OTHER THAN APPROVAL
CLD 650: Applied Community Communications

Professor
Dr. Deborah Witham
504 Garrigus Building
257-4657
dwitham@uky.edu
Office Hours:

Course
Spring 06
Date/Time
Room

Course Description
This course examines advanced writing and editing techniques, common forms of workplace writing (such as newsletters and web pages), audience analysis, content analysis, and graphic design tips and tools. Students will learn how to make effective stylistic choices and will discuss some of the larger issues surrounding community communications (discourse communities, appropriateness, tone, bias). Students will leave with the ability to communicate clearly in plain English, aided by simple and crisp design and layout, through the appropriate channel on the right reading level to a targeted audience.

Course Outcomes
Students who complete this course will be able to:
• write and edit at an advanced level,
• determine the appropriate writing level for materials/messages/audiences,
• eliminate bias from their writing and design,
• perform audience and content analysis,
• differentiate their writing for various communications channels,
• integrate graphic devices, images, and photographs into their work, and
• understand the ethical issues surrounding communications today.

Texts

Additional readings provided by the professor.

Grading
10 short assignments, 5 points each 50
Final project (includes in-class presentation) 40
Attendance, participation 10

100 points
Grading scale:

90 - 100 = A
80 - 89  = B
70 - 79  = C
60 - 69  = D
< 60    = E

Schedule
Week 1  Introduction
Week 2  Writing/ Editing – Basic Review
Week 3  Advanced Writing
        Assignment #1
Week 4  Advanced Editing
        Assignment #2
Week 5  Audience Analysis
        Assignment #3
Week 6  Content Analysis
        Assignment #4
Weeks 7/8/9  Graphic Design
             Assignments #5, 6
Week 10 Communication Channels
             Assignment #7
Week 11 Eliminating Bias from Writing and Design
             Assignment #8
Week 12 Writing for Special Audiences (based on age, literacy levels, diversity, etc.)
             Assignment #9
Week 13 Writing for the Web
             Assignment #10
Week 14 Student Presentations of Final Projects
Week 15 Student Presentations of Final Projects