

**PROGRAM PROPOSAL FORM**

- Preliminary Approval** – Check here when using this form for preliminary approval of a program proposal, and respond to the items in general terms.
- Final Approval** – Check here when completing this form after the Vice President for Instruction has given preliminary approval to a program proposal. For final approval, complete information must be provided for each item.

<b>Program Name:</b>	Broadcast Arts		<b>Program Code:</b> <span style="font-size: 1.5em; font-family: cursive;">9.0402</span>  <b>CIP Code:</b> <span style="font-size: 1.5em; font-family: cursive;">AABCA</span>
<b>Division and Department:</b>	HSS/HUM		
<b>Type of Award:</b>	<input checked="" type="checkbox"/> AA <input type="checkbox"/> AS <input type="checkbox"/> AAS <input type="checkbox"/> Cert. <input type="checkbox"/> Adv. Cert. <input type="checkbox"/> Post-Assoc. Cert. <input type="checkbox"/> Cert. of Comp.		
<b>Effective Term/Year:</b>	Fall 06		
<b>Initiator:</b>	Paulette Grotrian		
<b>Program Features</b> Program's purpose and its goals. Criteria for entry into the program, along with projected enrollment figures. Connection to other WCC programs, as well as accrediting agencies or professional organizations. Special features of the program.	The AA degree in Broadcast Arts is designed for the student interested in a career in advertising, public relations, broadcast journalism, and program production for radio and multi media. The program accommodates students transferring from Specs Howard School of Broadcast Arts to WCC. Additionally, students completing the program are prepared to transfer to a four-year institution to pursue a broadcast communication degree.		
<b>Need</b> Need for the program with evidence to support the stated need.	The broadcast industry is recommending a minimum of an AA degree to work in the industry, according to our colleagues at Specs Howard School of Broadcast Arts. Every area high school offers coursework in broadcasting. Both EMU and UM have undergraduate, as well as graduate programs, in this field, as do most four-year institutions.		
<b>Program Outcomes/Assessment</b> State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program.  Include assessment methods that will be used to determine the effectiveness of the program.	<u>Outcomes</u>	<u>Assessment method</u>	
	<ol style="list-style-type: none"> <li>1. Gain basic knowledge in radio production skills</li> <li>2. Gain basic communication skills, both verbal and written</li> <li>3. Gain preparation and delivery skills</li> <li>4. Prepare to enter a four-year school as a Broadcast Arts major</li> </ol>	<ol style="list-style-type: none"> <li>1. Follow-up of students' transfer acceptance</li> <li>2. Performance reviews from internships</li> </ol>	

Please return completed form to the Office of Curriculum & Assessment and email an electronic copy to [sjohn@wccnet.edu](mailto:sjohn@wccnet.edu) for posting on the website. *Logged 3/2/06 sej*

*328 for 9 list*

Curriculum	Semester 1	Course ID	Title	Credits	Prc/Coreqs
List the courses in the program as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list.	Semester 1	ENG 111	Composition	4	
		COM 101/	Fundamentals of Speaking	3	
		150 COM---NEW/	Intro to Radio Broadcasting	3	
		Math	Elective	3-4	
		Soc. Sci.	Elective	3	
	Semester 2	ENG 226	Composition II	3	YES
		COM 102/	Interpersonal Communication	3	
		COM 130/	Mass Communication	3	YES
		170 COM--NEW/	Advanced Radio Production	3	
		Soc. Sci.	Elective	3	
	Semester 3	COM 183	Persuasion <i>Adv Public Speaking</i>	3	
		160 COM---NEW	Broadcast Voice & Articulation	3	
		235 COM---NEW	Practicum Orchard Radio	3	
		155 COM---NEW	Writing for Broadcasting Media	3	
		Soc. Sci.	Elective	3	
		Arts/HUM	Elective	3	
	Semester 4	240 COM---NEW	Broadcast Internship	3	
		COM 142	Oral Interpretation	3	
		COM225	Intercultural Communication	3	
		Arts/HUM	Elective	3	
ENG 216		<i>Newsriting &amp; Reporting</i>			
MUS 175		<i>Audio Recording Technology I</i>			
Nat. Sci.	Elective	3-4			
<b>Budget</b>					
Specify program costs in the following areas, per academic year:	No new faculty or equipment needed.				
<b>Program Description for Catalog and Web site</b>	The Broadcast Arts program provides training in radio production and gives students basic knowledge of radio production and programming. The program emphasizes communication skills needed for jobs in a variety of fields, including advertising, public relations, broadcast journalism, and program production, and prepares students for transfer to a four-year institution.				

<b>Program Information</b>	<b>Accreditation/Licensure</b> – None needed
	<b>Advisors</b> – Paulette Grotrian, Bonnie Tew
	<b>Advisory Committee</b> – Under consideration
	<b>Admission requirements</b> – No additional
	<b>Articulation agreements</b> – Specs Howard School of Broadcast Arts To be articulated with EMU's and U of M's degrees
	<b>Continuing eligibility requirements</b> – Passing score on Computer & Information Literacy test

**Assessment plan:**

<b>Program outcomes to be assessed</b>	<b>Assessment tool</b>	<b>When assessment will take place</b>	<b>Courses/other populations</b>	<b>Number students to be assessed</b>

**Scoring and analysis plan:**

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric.
  
2. Indicate the standard of success to be used for this assessment.
  
3. Indicate who will score and analyze the data.

4. Explain how and when the assessment results will be used for program improvement.

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	Paulette Grotrian	<i>Paulette Grotrian</i>	2/6/06
Dean	Bill Abernethy	<i>Bill Abernethy</i>	02/09/06
Vice President for Instruction <input type="checkbox"/> Approved for Development <input type="checkbox"/> Final Approval	Roger M. Palay	<i>Roger M. Palay</i>	3/23/06
President	Larry Whitworth	<i>Larry Whitworth</i>	4/4/06
Board Approval			