

# Cover Sheet: Request 11846

## Modify Production Track major

### Info

Process	Major Curriculum Modify Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	David Ostroff dostroff@ufl.edu
Created	9/21/2017 3:54:19 PM
Updated	9/27/2017 2:48:45 PM
Description of request	Replace RTV 3405 TV and American Society with an in-College elective to meet degree requirements

### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Telecommunicatio 012303000	David Ostroff		9/21/2017
No document changes					
College	Approved	JOU - College of Journalism and Communications	David Ostroff		9/22/2017
No document changes					
University Curriculum Committee	Commented	PV - University Curriculum Committee (UCC)	David Ostroff	Added to October agenda	9/22/2017
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			9/22/2017
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
Academic Assessment Committee Notified					
No document changes					
College Notified					
No document changes					

# Major|Modify\_Curriculum for request 11846

## Info

**Request:** Modify Production Track major

**Description of request:** Replace RTV 3405 TV and American Society with an in-College elective to meet degree requirements

**Submitter:** David Ostroff dostroff@ufl.edu

**Created:** 9/21/2017 3:54:19 PM

**Form version:** 1

## Responses

**Major Name** Telecommunication Production

**Major Code** RTV

**Degree Program Name** Telecommunication

**Undergraduate Innovation Academy Program** Yes

**Effective Term** Fall

**Effective Year** 2018

**Current Curriculum for Major** JOU 2040 Writing Mechanics\* (1)

MMC 1009 Introduction to Media and Communication \* (1)

MMC 3203 Mass Communications Ethics \* or

RTV 4432 Ethics and Problems in Telecommunication \* (3)

RTV 2100 Writing for Electronic Media \* (3)

RTV 3001 Introduction to Media Industries and Professions \* (3)

RTV 3101 Advanced Writing for Electronic Media \* (3)

RTV 3320 Electronic Field Production \* (3)

RTV 3405 Television and American Society (3)

RTV 3511 Fundamentals of Production \* (3)

RTV 3512 Electronic Field Production II (4)

RTV 4500 Telecommunication Programming (3)

RTV 4700 Telecommunication Law and Regulation (3)

RTV 4929C Senior Advanced Workshop in Telecommunication Production \* (3)

VIC 3001 Sight, Sound and Motion \* (4)

Electives inside college: 12 credits

**Proposed Curriculum Changes** JOU 2040 Writing Mechanics\* (1)

MMC 1009 Introduction to Media and Communication \* (1)

MMC 3203 Mass Communications Ethics \* or

RTV 4432 Ethics and Problems in Telecommunication \* (3)

RTV 2100 Writing for Electronic Media \* (3)

RTV 3001 Introduction to Media Industries and Professions \* (3)

RTV 3101 Advanced Writing for Electronic Media \* (3)

RTV 3320 Electronic Field Production \* (3)

RTV 3511 Fundamentals of Production \* (3)

RTV 3512 Electronic Field Production II (4)

RTV 4500 Telecommunication Programming (3)

RTV 4700 Telecommunication Law and Regulation (3)

RTV 4929C Senior Advanced Workshop in Telecommunication Production \* (3)

VIC 3001 Sight, Sound and Motion \* (4)

Electives inside college: 15 credits

**Pedagogical Rationale/Justification** Provides more flexibility for students in selecting courses, especially electives specific to experiences in video production.

**Impact on Enrollment, Retention, Graduation** None

**Assessment Data Review** SLO Assessment

Percentages of Students Below, Meeting, and Exceeding Expectations

Department of Telecommunication

Criterion for Success is 90% of Students Meeting or Exceeding Expectations

SLO Track 2012-13 2013-14 2015-16

1. Understands concepts and apply theories in the use and presentation of images and information.  
News

## Management

Production 11% Below 68% Meet 21% Exceed  
17% Below 48% Meet 35% Exceed  
21% Below 64% Meet 15% Exceed 0% Below 82% Meets 18% Exceed  
0% Below 81% Meet  
19% Exceed  
0% Below 68% Meets 32% Exceed 0% Below 46% meets 54% exceeds  
67% meets 33% exceeds  
5% below 61% meets 34% exceeds  
3. Apply the tools and technologies appropriate for the telecommunication professions  
News

## Management

Production 3% Below 30% Meet 67% Exceed  
22% Below 43% Meet 35% Exceed  
30% Below 52% Meet 18% Exceed 0% Below 15% Meets 85% Exceed  
0% Below 74% Meet 26% Exceed  
1% Below 68% Meets 31% Exceed 0% Below 46% meets 54% exceeds  
67% meets 33% exceeds

5% below, 58.5% meets 36.5% exceeds  
5. Think critically, creatively and independently News

## Management

Production 3% Below 46% Meet 51% Exceed  
39% Below 35% Meet 26% Exceed  
24% Below 67% Meet 9% Exceed 0% Below 65% Meets 35% Exceed  
0% Below 93% Meet 7% Exceed  
1% Below 65% Meets 34% Exceed 0% Below, 50% meets, 50% below  
67% meets 33% exceeds

2% Below, 67% meet, 32% exceeds  
6. Communicate correctly & clearly in forms & styles appropriate to the telecommunication professions, audiences & the purposes they serve. News

## Management

Production 3% Below 8% Meet 89% Exceed  
17% Below 43% Meet 40% Exceed  
28% Below 62% Meet 10% Exceed 0% Below 68% Meets 32% Exceed  
0% Below 48% meet 52% Exceed  
12.5% Below 62.5% Meets  
25% Exceeds 0% Below, 25% meets, 75% exceeds  
67% meets 33% exceeds

2% Below, 67% meets, 31% exceeds  
Department of Telecommunication Faculty Meeting  
April 9, 2016

Present: Babanikos, Lee, Leeps, Esterline, McNeely, Ostroff

1. The faculty discussed the assessment results for RTV 4929c, RTV 4302 and RTV 3304, collected in the Fall. A major topic was the relatively high number of “exceeds” expectations.

Regarding RTV 4929c, Babanikos noted that the assessments carried out earlier might have been too strict. He also noted, however, that in line with the purpose of the assessments, changes were made in earlier courses (Fundamentals of Production, and Electronic Field Production) to better prepare students for the Advanced Workshop. He also noted that the new EFP II course has been approved by the University, which will further improve students’ abilities when they enroll in 4929c. Finally he suggested that most of the focus should be on those who were meeting or exceeding expectations. Those who were below were often not focused on the course, perhaps because their career goals had changed before or while taking those courses.

Mark Leeps addressed issues with the News courses. He said that some of the increase in the number of “Below Expectations” for SLO 3 (Apply the tools and technologies appropriate for the telecommunication professions) may have been the result of a change in the video editing software, and that as students become proficient in earlier courses, it will improve). He also said that the results for SLO 5 (Think critically, creatively and independently) should improve as a result of changes in INC procedures, including requiring students to pitch story ideas, and do their own pre-reporting. However, he also noted that “independence” may not be a completely appropriate goal, since students in 4302 are expected to work in teams. Finally, he said that while Radio 2 and TV 2 are considered the most advanced courses, many of the students will take additional coursework, notably the “TV 3” experiences, in later semesters.

Faculty Discussion September 6, 2016

Members Present: Lee, Coffey, Wells, Chan-Olmsted, Grogan, Roberts, Krynski, Wright, Esterline, Babanikos, Leslie, McNealy, Sorel, Ostroff

Discussion of assessment results for students in the Management (and Strategy) track:

The student performance was consistent: the same students met expectations across the board, and the same was true of those who exceeded.

Because RTV 4800 had a small enrollment (9 students), the instructor was able to closely monitor their progress, which she believes led to overall improved performance.

The faculty agreed unanimously that additional instructional help is necessary to teach these courses. A joint hire with another department may be an approach to the issue.

How Assessment Data have been Used:

Based in part on previous assessments, changes in the industry/profession faculty in the Production and the Management tracks proposed several changes in curriculum, including new courses, modification of degree requirements, and changes in course titles. These were approved by the University in the Spring, 2016 term, and went into effect with the beginning of the 2016-17 academic year. Faculty members who teach in the Management and Strategy track report that students are enthusiastic about the changes. Future assessments will provide insight into how effective the changes are. These changes include:

Change the track name to Management and Strategy

The following courses were approved, and added to the choice of courses to meet the Management and Strategy degree requirements (courses may be taken by students in other tracks, and in other majors):

- Understanding Audiences
- Applications of Mobile Technology
- Social Media and Society
- Digital Game Systems and Applications
- Innovation in Media

Electronic Field Production II (added to degree requirements for Production Track.  
RTV 3001 was renamed Introduction to Media and Industries and Professions

**Academic Learning Compact and Academic Assessment Plan**None

## Production

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[Critical Tracking Model Semester Plan](#)

### Required Core Coursework

- JOU 2040 Writing Mechanics\* (1)
- MMC 1009 Introduction to Media and Communication \* (1)
- MMC 3203 Mass Communications Ethics \* or  
RTV 4432 Ethics and Problems in Telecommunication \* (3)
- RTV 2100 Writing for Electronic Media \* (3)
- RTV 3512 Electronic Field Production II (4)
- RTV 3001 Introduction to Telecommunication \* (3)
- RTV 3101 Advanced Writing for Electronic Media \* (3)
- RTV 3320 Electronic Field Production \* (3)
- ~~RTV 3405 Television and American Society (3)~~
- RTV 3511 Fundamentals of Production \* (3)
- RTV 4500 Telecommunication Programming (3)
- RTV 4700 Telecommunication Law and Regulation (3)
- RTV 4929C Senior Advanced Workshop in Telecommunication Production \* (3)
- VIC 3001 Sight, Sound and Motion \* (4)
- Electives inside college: ~~12 credits~~ 15 credits

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## Critical Tracking

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*Note that critical tracking is the same for all specializations of this major.*

Critical Tracking records each student's progress in courses that are required for entry to each major. Please note the critical-tracking requirements below on a per-semester basis.

Equivalent critical-tracking courses as determined by the State of Florida [Common Course Prerequisites](#) may be used for transfer students.

### Semester 1

- Complete critical-tracking course STA 2023
- 2.0 GPA on all work at all institutions

## Semester 2

- Complete 2 of 5 critical-tracking courses: ENC 1101, ECO 2013, MMC 1009, RTV 2100 (MMC 2100 can be substituted for RTV 2100), RTV 3001
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

## Semester 3

- Complete 2 additional critical-tracking courses
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

## Semester 4

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

## Semester 5

- Complete all critical-tracking courses

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## Model Semester Plan

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To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold.

Semester 1	Credits
<b>AMH 2020 United States Since 1877</b> <i>State Core GE-S</i>	3
<b>ENC 1101 Expository and Argumentative Writing</b> <i>State Core GE-C; minimum grade of C required</i>	3

IUF 1000 What is the Good Life	3
<b>STA 2023 Introduction to Statistics 1</b> <i>State Core GE-M; minimum grade of C required</i>	<b>3</b>
Physical or Biological Science <i>State Core GE-P or B; minimum grade of C required</i>	3
Total	15

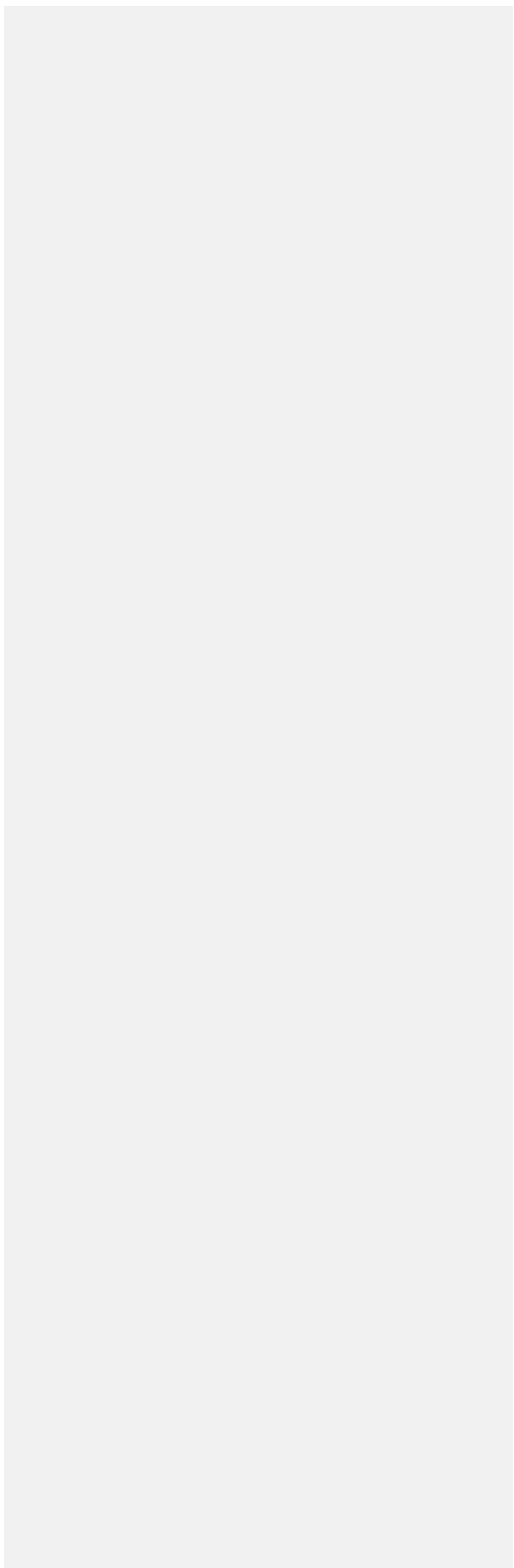
**Semester 2**

**Credits**

<b>ECO 2013 Principles of Macroeconomics</b>	<b>4</b>
MUL 2010 Experiencing Music <i>State Core GE-H/N</i>	3
THE 2000 Theatre Appreciation or ARH 2000 Art Appreciation <i>GE-H/D</i>	3
English elective <i>GE-C; ENC 1102 recommended; minimum grade of C required</i>	<b>3</b>
Mathematics <i>GE-M; minimum grade of C required</i>	3
Total	16

**Semester 3**

**Credits**



JOU 2040 Writing Mechanics 1

**MMC 1009 Introduction to Media and Communication** 1  
*Minimum grade of C required*

**RTV 3001 Introduction to Telecommunication** 3  
*Minimum grade of C required*

English elective 3  
*Minimum grade of C required*

Foreign language (*Minimum grade of C required*) or  
Quantitative option 3

Physical or Biological Science 3  
*GE-P or B; minimum grade of C required*

Total 14

Semester 4	Credits
POS 2041 American Federal Government <i>GE-S</i>	3
<b>RTV 2100 Writing for Electronic Media</b> <i>Minimum grade of C required; MMC 2100 is accepted in lieu of RTV 2100</i>	3
SPC 2608 Introduction to Public Speaking or ORI 2000 Oral Performance of Literature 1 <i>Minimum grade of C required</i>	3



VIC 3001 Sight, Sound and Motion <i>Minimum grade of C required</i>	4
Foreign language ( <i>Minimum grade of C required</i> ) or Quantitative option	3
Total	16

<b>Semester 5</b>	<b>Credits</b>
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PSY 2012 General Psychology <i>or</i> SYG 2000 Principles of Sociology ( <i>GE-S</i> )	3
RTV 3101 Advanced Writing for Electronic Media <i>Minimum grade of C required</i>	3
<del>RTV 3405 TV and American Society</del>	<del>3</del>
<del>Elective Inside College</del>	<del>3</del>
RTV 3511 Fundamentals of Production	3
Outside concentration	3
Total	15

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**Semester 6**

**Credits**

RTV 3320 Electronic Field Production <i>Minimum grade of C required</i>	3
Electives inside college	5
Elective outside college	5
Outside concentration	3
	Total 16

*For semesters 7-8, students must complete two professional courses.*

<b>Semester 7</b>	<b>Credits</b>
RTV 3512 Electronic Field Production II	4
RTV 4500 Telecommunication Programming	3
RTV 4929C Senior Advanced Workshop in Telecommunication Production <i>Minimum grade of C required</i>	3
Elective <i>Outside college</i>	3
Outside concentration	3
	Total 16

Semester 8		Credits
RTV 4432 Ethics and Problems in Telecommunication <i>Minimum grade of C required</i>		3
RTV 4700 Telecommunication Law and Regulation		3
Electives <i>Inside college</i>		7
Outside concentration		3
	Total	16

*Up to six credits of professional internship credit may count toward graduation.*