

**Office of the President
California State University, Chico**



Executive Memorandum 21-025

October 22, 2021

From: Gayle E. Hutchinson, President

Subject: Approval of Significant Changes and a Name Change to the Minor in Instructional Design

Upon the recommendation of the Academic Senate and with the concurrence of the Provost, I approve Significant Changes and a name change to the Minor in Instructional Design within the Department of Media Arts, Design, and Technology, College of Communication and Education. The name of the minor will change to the **Minor in Social Media Production and Analysis**, and the number of units will be reduced from 24 to 21. These changes will be effective fall 2022.

Policy Title:	EM 21-025 Approval of Significant Changes and a Name Change to the Minor in Instructional Design
Contact:	Department of Media Arts, Design, and Technology
Supersedes:	
Revision:	
Enabling Legislation or Executive Order:	

Undergraduate Program Name Change

Current Program Name: Minor in Instructional Design

Propose Name Change to: Minor in Social Media Production and Analysis

Complete only if applicable

Program named above is:

Option within _____
(degree program name)

Minor

Certificate

Please attach the following required documents:

1. **Rationale for Change.** Provide as much detail as possible; rationale should address disciplinary convention, recruitment and employment issues, and titles used at other institutions. For Degree Name Changes see [Chancellor's Office requirements](#).
2. **Evidence of Consultation.** Provide evidence of consultation with faculty, students, and other stakeholders (staff, community members, etc.)
3. **Catalog copy of program.**

Required Signatures:

The Department of Media Arts, Design, & Technology
has reviewed and approved this name change:

Thomas Welsh
Thomas Welsh (Mar 11, 2021 20:55 PST)

Chair, Department Curriculum Committee

Mar 11, 2021

Date

Thomas Welsh
Thomas Welsh (Mar 11, 2021 20:57 PST)

Department Chair

Mar 11, 2021

Date

The College of _____
has reviewed and approved this name change:

Laura McLachlan

Chair, College Curriculum Committee

Mar 12, 2021

Date

Angie DeTherese

College Dean

Mar 12, 2021

Date

Send completed form to Curriculum Services at zip 128; SSC 464B

Note: The department will be notified of the dates for EPPC, Academic Senate, and, if applicable, WASC and Chancellor's Office review.

Minor in Social Media Production and Analysis

Rational for change:

**disciplinary convention, recruitment, and employment issues*

No new courses are being added for the minor, but reflect courses added or adapted previously including Social Media Photography and Social Media Storytelling; adapted content within courses including Technology and Communication, which now includes social media theory and analytics; existing courses including Social Media Technology; or current revision such as Programming and Audience Analysis, soon to be Media Analytics. Where appropriate, collaboration with other departments, including CAGD and JOUR, is ongoing. The minor has both student and department support as reflected in the student requests for a minor, contributed courses from CAGD and JOUR (email documentation available upon request from CAGD and JOUR) and MADT Department vote (confirmation available from MADT chair.)

Students in the Social Media Production and Analysis minor learn how to supplement, support and enhance their academic disciplines and professional interests with social media production and analysis. The social media minor supports a variety of disciplines, including, but not limited to, communication and education (media creation for online and hybrid eLearning environments); entrepreneurship and business (media creation for eCommerce and training); the humanities such as fine, recording and performance arts (transmedia applications supporting a variety of showcase, presentation and deliverables); and behavioral and social sciences (vlogging, audio podcasting, web design, internet of things and various forms of web media for social engagement and activism.)

Minor in Social Media Production and Analysis

Original Course	Rational for Deletion	New Course	Rationale for Addition or Substitution
MADT 101	This is an introduction to communications.	MADT 219 Social Media Technologies	This is introduction to social media platforms (which include communications), but is more appropriate for the minor.
MADT 102	This is an introduction to design.	MADT 218 Social Media Storytelling	This is a general introduction to social media creation (which includes design and production), but is more appropriate for the minor.
MADT 307	NA	NA	Kept, moved to electives
MADT 371	NA	NA	Kept, moved to electives
MADT 372	NA	NA	Kept, moved to electives
MADT 473	This is an advanced design course.	Electives (2 required, 1 upper division) (web design - new & move from req) MADT 222, MADT 314, MADT 322, JOUR 355 (production - new) CAGD 180, MADT 216, MADT 464 (education - moved from req) MADT 371, MADT 372 (analytics/policy - new) MADT 348, JOUR 301, JOUR 354	The added web design and production courses include design as well both traditional and emergent forms of production and post-production, including interactive, transmedia and multi-media storytelling modalities. The added analytics and policy streams include assessment, process and analysis of digital information as used by academics, government and industry. Students are encouraged to focus on 1 of the 4 specialty streams in the electives: (1) web design; (2) media production; (3) education and (4) data analysis and policy. Students take 2 elective courses, allowing them to focus on one of the four areas.
MADT 206	This is a general introduction to photography.	MADT 217 Social Media Photography	This is a general introduction to social media photography, but more appropriate for the minor.
MADT 222	NA	NA	Kept, moved to electives
MADT 322	NA	NA	Kept, moved to electives
		MADT 103 or JOUR 260	MADT 217-219 are not writing-intensive. MADT 103, JOUR 130 and JOUR 260 are approved writing courses, and 130 is an approved GE course. This fulfills writing while also being applicable to social media.

Titles of degree minors used at other institutions:

Social Media or (Minor in) Social Media
 Digital and Social Media Studies
 Digital Media Production
 Multi-media Production
 Social Media Strategies
 Digital Storytelling
 Multi-Media Storytelling
 Transmedia & Digital Storytelling

The Minor in ~~Instructional Design~~

Social Media Production and Analysis

Course Requirements for the Minor: ~~24~~ 21 units

The following courses, or their approved transfer equivalents, are required of all candidates for this minor.

~~6~~ 4 courses required:

MADT 101 Introduction to Communication	- 3.0 FS -
This course is also offered as JOUR 101.	
MADT 102 Design Thinking	- 3.0 FS -GE
MADT 217 Social Media Photography	3.0 FA GE
MADT 218 Social Media Storytelling	3.0 SP GE
MADT 219 Social Media Technologies	3.0 FS
MADT 307 Technology and Communication	3.0 FS GE
MADT 371 Media and Learning	- 3.0 FA -
MADT 372 Media for Instruction and Training	- 3.0 SP -
MADT 473 Design and Development of Instructional Products	- 3.0 FA -
Prerequisite: MADT 272.	

1 course selected from:

ENGL 335W Rhetoric and Writing (W)	3.0 FS GW W
Prerequisite: GE Written Communication (A2) requirement.	
JOUR 130W Professional Writing for Public Audiences (W)	3.0 FS GE W
Prerequisite: Open to GE Written Communication Ready Students	
JOUR 260W Writing for Mass Media (W)	3.0 FS W
Prerequisite: ENGL 130W or JOUR 130W	
MADT 103W Writing for Screen Media (W)	3.0 FS W
Prerequisite: ENGL 130W	

6 units selected from:

3 units must be upper-division

CAGD 180 Scripting and Programming for Computer Graphics	3.0 FS
Prerequisites: GE Critical Thinking (A3), GE Mathematics/Quantitative Reasoning (A4).	
JOUR 301 Data Journalism	3.0 FS
Prerequisite: JOUR 260W	
JOUR 354 Multiplatform Storytelling for News and Public Relations	3.0 FS
Prerequisite: JOUR 260W	
JOUR 355 Online Presentation of News and PR	3.0 FS
Prerequisite: JOUR 260W	
MADT 206 Introduction to Commercial Photography and Digital Imaging	3.0 FS
MADT 216 Introduction to Digital Audio in Media	3.0 FS
MADT 222 Basic Web Design	3.0 FS
MADT 314 Rich Internet Media Design I	3.0 FS
Prerequisite: MADT 222.	
MADT 322 Advanced Web Design	3.0 FA
Prerequisite: MADT 222.	
MADT 348 Programming and Audience Analysis	3.0 FA
Prerequisite: MADT 261 (with a grade of C or higher) or faculty permission.	
MADT 371 Media and Learning	3.0 FA
MADT 372 Media for Instruction and Training	3.0 SP
MADT 464 Advanced Video Editing	3.0 SP
Prerequisite: MADT 216 or MADT 218	





Jennifer K Underwood

Thu 2/25/2021 2:26 PM

To: Rebecca J Ormond



Great! And, absolutely, Clarke is aware of the conversation so feel free to confirm.

Thank you,

Jenn

Jennifer Underwood, M.A.
Lecturer, Advisor,
Computer Animation & Game Development
Chair, Faculty and Student Policies Committee
California State University, Chico

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Rebecca J Ormond

Thu 2/25/2021 2:10 PM

To: Jennifer K Underwood



Hi Jennifer,

We are hopefully closing in on the minor .. an insane number of updates but the CAGD 180 is still in our electives list (and it was a bloodbath of slashed courses - and its not over yet but so far..) so I think its gonna make the cut. I have been told I can't include any course unless I can show an email from the chair confirming they support the inclusion.

I've gone through you - so just wanted to make sure its okay to send an email to your chair to confirm CAGD support of CAGD 180 being in the Social Media Production and Analysis minor.



Clarke H Steinback
Tue 3/2/2021 12:44 PM
To: Rebecca J Ormond



Rebecca,

Yes, we have discussed the inclusion of CAGD 180. I, as chair, approve of its inclusion.

Thank you,
Clarke

On 3/1/2021 2:37 PM, Rebecca J Ormond wrote:

Hello Clarke,

I've been going through Jennifer Underwood (who reports she has discussed with CAGD) about including CAGD 180 in the electives list of our Social Media Production and Analysis Minor. I'm about ready to send it on to the curriculum committee - one box I have to check is that I've confirmed support (via chair, program director ect. - via email is fine) for including CAGD 180.

If you have any questions about the minor or need any information just let me know.

thanks



Aaron Quinn

Thu 3/4/2021 11:19 AM

To: Rebecca J Ormond



Dear Rebecca:

Thanks so much for involving J&PR in collaboration with your proposed/alterd minor. Our faculty has enthusiastically supported the inclusion of the courses in the proposal. We look forward to seeing it come to fruition. Please let me know if there are further opportunities to support the proposal as it goes through the vetting process.

Kindly,
Aaron

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Aaron Quinn, Ph.D.
Professor, Chair: Journalism & Public Relations
aquinn@csuchico.edu
Tehama Hall 207
www.csuchico.edu/jour
<https://www.facebook.com/ChicoJourPR>
<https://www.instagram.com/chicojourpr>

Spring 2021 Office Hours:
[Monday, 11 a.m. to 1p.m.](#)

We have support from the English department to add their rhetoric course to the writing block. I do not think this requires any change to the proposal, but wanted to let you know. They also wish to add another option to the writing block, technical writing. I told the chair that perhaps we could consider this next year as a minor change. But it does make sense to me.

Prof. Tom Welsh

Chair, Department of Media Arts, Design and Technology

Project Director: [MADTech Group](#)

CSU, Chico Office Hours: [Click Here](#)

Cell: 530-680-6230

Web: <http://twelsh.net>

----- Forwarded message -----

From: **Peter Kittle** <PKittle@csuchico.edu>

Date: Mon, Apr 12, 2021 at 9:10 AM

Subject: Re: Important question about Addition of ENG335W to New Minor

To: Thomas M Welsh <TWelsh@csuchico.edu>

Hi Tom,

Looks like a great program! Once it's in place, I'll be recommending it to our students.

I polled the Composition/Rhetoric faculty, and they do use social media posts regularly as elements for rhetorical analysis, so they felt that the course would fit well within your program. They also wondered whether ENGL 330W, Intro to Technical Writing, might work as well – while not focused on social media, that course does focus very closely on figuring out how to match writing tasks with the constraints of specific audiences and purposes, so there could potentially be some positive transfer. ENGL 335W is a course within our major's core requirements, so it's offered every semester, and ENGL 330W is UD GE, so also offered each semester (if those matter). We would be happy to welcome your students to either class.

Thanks,

Peter

From: Thomas M Welsh <TWelsh@csuchico.edu>

Date: Friday, April 9, 2021 at 12:22 PM

To: Peter Kittle <PKittle@csuchico.edu>

Cc: Chiara F Ferrari <cferrari@csuchico.edu>, Rebecca J Ormond <romond@csuchico.edu>,

Joshua L Moss <jlmoss@csuchico.edu>

Subject: Important question about Addition of ENG335W to New Minor

Hi Peter,

I am the Chair of the Department of Media Arts, Design, and Technology (MADT). We are moving a new minor in Social Media Production and Analysis through EPPC. One member of EPPC suggested we add English 335W to the writing block as an option. I have attached the proposed catalog changes that would include 335W in the writing block.

Undergraduate Program Significant Change

Social Media Production and Analysis

Program Name: _____

Program named above is (complete only if applicable):

- Option within _____
(degree program name)
- Minor
- Certificate

Will proposed changes affect Transfer Model Curriculum? Yes No If yes, explain:

Will proposed changes affect a subject matter preparation or credential program? Yes No
[EM 07-012](#)

Department Contact(s) w/phone #(s):

Thomas Welsh, Chair, Cell: 530-680-6230, Email: twelsh@csuchico.edu

Ann Wilson: Email: cawilson@csuchico.edu

Required Signatures

The Department of Media Arts, Design, and Technology
has reviewed and approved these significant changes


<u>Tom Welsh</u> <small>Tom Welsh (Apr 1, 2021 10:41 PDT)</small>	<u>Apr 1, 2021</u>
Chair, Department Curriculum Committee	Date
<u>Tom Welsh</u> <small>Tom Welsh (Apr 1, 2021 10:41 PDT)</small>	<u>Apr 1, 2021</u>
Department Chair	Date

The College of CME
has reviewed and approved these significant changes

<u>Laura McLachlan</u>	<u>Apr 1, 2021</u>
Chair, College Curriculum Committee	Date
<u>Angela Dethlefsen</u>	<u>Apr 2, 2021</u>
College Dean	Date

Note: The department will be notified of the dates for EPPC, Academic Senate, and, if applicable, WASC and Chancellor's Office review.

Proposal for Significant Changes

- I. Program name and level (undergraduate or graduate)
 - A. Academic year of intended implementation.
2022-23
 - B. Name of the department and college submitting the proposal.
 1. Identify the unit which will have primary responsibility for the program.
CME – MADT
 2. Name, title, and rank of the individual(s) primarily responsible for drafting the proposed program change.
Rebecca Ormond – Asst. Professor MADT
Tom Welsh – Professor & Chair MADT
Josh Moss - Asst. Professor MADT
Chiara Ferrari – Director Faculty Development
Associate Professor MADT
 3. How many declared students are currently in the program. **There are currently 0 (zero) students with a declared minor in Instructional Design and Technology. Should one or more students happen to declare the minor in Instructional Design and Technology prior to its conversion to Social Media Production and Analysis, they will receive advising on the pending change as well as options for completion of either minor.**
- II. Provide an **abstract**, no longer than one page, that describes why you are making these changes and how they are related to the University [Strategic Plan](#), the [Academic Plan](#), the [Diversity Action Plan](#) (see definition and Task 3.1) and your most recent academic program review.


The Social Media Production and Analysis minor is intended to expand and support diverse student population's success through craft based skills (production) and literacy (analysis) in social media technology (production) and platforms (analysis). For many years, the Media Arts Design and Technology department has prepared students in our majors for professional careers in the media industry. Within the major we have expanded our curriculum to reflect changes in the industry, notably the explosion of social media (we are also offering Social media GE courses). We recognize that today social media content and platforms are leveraged by both media professionals and non-media professionals alike to support a variety social, political and professional goals. This Minor reflects The College of Communication and Education's guiding commitment to "enable access and equity" for all students across a variety of disciplines by helping them to "craft meaningful, responsible & responsive narratives" as pertains to their goals, as part of our vision to "Educate the whole person."

No new courses are being added for the minor, but reflect courses added or adapted previously including Social Media Photography and Social Media Storytelling; adapted content within courses

including Technology and Communication, which now includes social media theory and analytics; existing courses including Social Media Technology; and current revisions such as Programming and Audience Analysis, soon to be Media Analytics. As a zero cost minor, The Social Media Production and Analysis minor supports the University strategic priority to create “resilient & sustainable systems.” In part, we are able to offer the Social Media Production and Analysis Minor “zero cost” through collaboration with other departments, including CAGD and JOUR, “emphasizing University-community partnerships that are collaborative, participatory, empowering, systematic and transformative” (University Strategic Plan Priority.) The minor has student, department and college support.

Students in the Social Media Production and Analysis minor learn how to supplement, support and enhance their academic disciplines and professional interests with social media production and analysis. The social media minor supports a variety of disciplines, including, but not limited to, communication and education (media creation for online and hybrid eLearning environments – Academic Plan Theme 2: Cultivating a Culture of Excellence in Teaching and Learning through appropriate technologies and training in their use); entrepreneurship and business (media creation for eCommerce and training; Academic Plan Theme 1: Prepare Students for Lifelong success); the humanities such as fine, recording and performance arts (transmedia applications supporting a variety of showcase, presentation and deliverables; Academic Plan Theme 1: Prepare Students for Lifelong success); and behavioral and social sciences (vlogging, audio podcasting, web design, internet of things and various forms of web media for social engagement and activism; Diversity Action Plan priority 3: as co-curricular program fostering diversity competencies and engagement .)

Note: There are currently no plans to require advising holds for this Minor. However, students will be urged to seek advising on a regular basis, preferably once per semester, to ensure progress towards completion.

III. Resources and program support.

A. Indicate additional faculty or staff support positions needed to implement the program changes.

No additional faculty or staff positions needed to implement program changes.

B. Indicate changes in or additional space and facilities that will be needed.

No additional space or facilities will be needed to implement program changes.

C. List additional library resources, equipment, and other specialized materials that will be needed. Provide evidence of consultation with the Library Dean indicating that the program can be supported by the library.

No additional library resources, specialized equipment or specialized materials will be needed.

D. A statement from the responsible administrator(s) should be attached to the proposal. This statement should indicate a commitment to provide resources to support the program.

*See attached (screen capture inserted here)

MEMORANDUM

TO: Academic Senate

FROM: Angela Trethewey, Dean



RE: Social Media Minor

DATE: March 31, 2021

I fully support the Department of Media Arts, Design and Technology's proposal for the Social Media Minor. The minor will provide students with opportunities to develop relevant skills with a deeper understanding of the role of social media in our lives. As the minor makes use of extant courses, I do not anticipate additional resources being required of this minor. Should enrollments surge, I am prepared to support the minor going forward. I hope EPPC and the full Academic Senate give this proposal their full support, as I do.

IV. Program details.

A. For undergraduate degree programs, is the degree matched to an associate degree as "similar" according to SB 1440? If so, please explain how the proposed changes will affect the Transfer Model Curriculum (TMC). If you have questions or need help please contact the Articulation Officer in the Office of the Registrar.

The Minor in Social Media Production and Analysis is not matched to an associate degree.

B. Total number of units required for the revised program. Indicate if this is a change from the current number of units and the reason for the change. If this is a high unit program, please indicate whether you will be asking for any modification for General Education requirements.

The Minor in Social Media Production and Analysis is 21 units & no modification to General Education requirements needed.

IV. Program Details

C. List courses required for the program that are added, deleted, or changed. Mode of delivery is either regular, on-line, or hybrid. More than one mode of delivery can be indicated. Please add rows as necessary with one row for each course.

Course Number	Course Title	Units	FS	Change	Prereqs.	Course Description (if New Course)	Mode of Delivery
MADT 101	Introduction to Communication	3.0	FS	Deleted		NA	
MADT 102	Design Thinking	3.0	FS	Deleted		NA	
MADT 217	Social Media Photography	3.0	FS	Added		NA	Regular & Online
MADT 218	Social Media Storytelling	3.0	FS	Added		NA	Regular & Online
MADT 219	Social Media Technology	3.0	FS	Added		NA	Online
MADT 307	Technology and Communication	3.0	FS			NA	Regular & Online
MADT 371	Media and Learning	3.0	FA	Deleted		NA	
MADT 372	Media for Instruction and Training	3.0	SP	Deleted		NA	
MADT 473	Design and Development of Instructional Products	3.0	FA	Deleted		NA	
MADT 103W	Writing for Screen Media	3.0	FS	Added		NA	Regular & Online
JOUR 130W	Professional Writing for Public Audiences	3.0	FS	Added		NA	Regular & Online
JOUR 260W	Writing for Mass Media	3.0	FS	Added		NA	Regular & Online
ENGL 335W	Rhetoric and Writing (W)	3.0	FS	Added		NA	Regular & Online
MADT 206	Intro to Commercial Photo and Digital Imaging	3.0	FS	Deleted		NA	
CAGD 180	Scripting & Programming for Computer Graphics	3.0	FS	Added		NA	Regular & Online
MADT 216	Intro to Audio Production	3.0	FS	Added		NA	Regular & Online
MADT 222	Basic Web Design	3.0	FS			NA	Regular & Online
JOUR 301	Data Journalism	3.0	FS	Added	Prerequisite: JOUR 260	NA	Regular & Online
MADT 314	Rich Internet Media Design I	3.0	FS		Prerequisite: MADT 222	NA	Regular & Online

MADT 322	Advanced Web Design	3.0	FA		Prerequisite: MADT 222	NA	Regular & Online
MADT 348	Programing and Audience Analysis	3.0	FA	Added		NA	Regular & Online
JOUR 354	Multiplatform Storytelling for News & Public Relations	3.0	FS	Added	Prerequisite: JOUR 260	NA	Regular & Online
JOUR 355	Online Presentation of News and P.R.	3.0	FS	Added	Prerequisite: JOUR 260	NA	Regular & Online
MADT 371	Media and Learning	3.0	FA	Added		NA	Regular & Online
MADT 372	Media for Instruction and Training	3.0	SP	Added		NA	Regular & Online
MADT 464	Advanced Video Editing	3.0	SP	Added	Prerequisite: MADT 218 or MADT 216	NA	Regular & Online

E. For new, changed, and/or deleted courses identify the primary faculty responsible for those courses and how the shift in responsibilities will be accounted for by the program.

No new courses required for the Minor

F. Explanation of any special program characteristics (e.g., terminology, credit units required, types of coursework, etc.).

No special program characteristics required for the minor.

G. Provision for meeting accreditation requirements, where applicable, and anticipated date of accreditation request.

Not applicable.

H. Other program requirements.

1. Undergraduate programs: Catalog number and title of the current Graduation Writing Assessment (GWAR) course and replacement course, if applicable.

The following are approved “lower” division W-courses, MADT 103W Writing for Screen Media, JOUR 130W Professional Writing for Public Audiences and JOUR 260W Writing for Mass Media. Upper Division W-Courses are in or specified by the major (GWAR) so not applicable.

2. Undergraduate programs: Catalog number and title of current department-designated upper-division writing course(s) and replacement, if applicable. See [EM 17-009](#)

NA

3. Graduate programs: Indicate how the graduate literacy requirement is met.

NA

4. Graduate programs: indicate the culminating activity options for the program

NA

I. For undergraduate programs, include a revised [Major Academic Plan](#) (MAP) with the proposal. If you have questions or need help, contact [Academic Advising Programs](#).

(see attached suggested MAP for minor – reference images inserted below)

California State University Chico				
Minor: Social Media Production and Analysis Minor				
Catalog Year: proposed Fa22				
Degree Units: 21				
Semester 1		Semester 2		Comments
MADT 217 Social Media Photography GE course (or)	3	MADT 217 Social Media Photography GE course (or)	3	
MADT 218 Social Media Storytelling GE course	3	MADT 218 Social Media Storytelling GE course	3	
Course in Major- see major advisor		Course in Major- see major advisor		
Courses in GE (217 or 218 count in Arts C1)				
Total Units	3	Total Units	3	
Semester 3		Semester 4		
MADT 307 Upper Division GE course	3	1 course from WEB design stream (or)	3	
Course in Major- see major advisor		1 course from Production stream (or)		
		1 course from Education stream (or)		
		1 course from Analysis Stream		
Total Units	3	Total Units	3	

Semester 5		Semester 6		Comments
1 course from WEB design stream (or)	3	1 course from WEB design stream (or)	3	
1 course from Production stream (or)		1 course from Production stream (or)		
1 course from Education stream (or)		1 course from Education stream (or)		
1 course from Analysis Stream		1 course from Analysis Stream		
Total Units	3	Total Units	3	
Semester 7		Semester 8		
1 course from WEB design stream (or)	3	1 course from WEB design stream (or)	3	
1 course from Production stream (or)		1 course from Production stream (or)		
1 course from Education stream (or)		1 course from Education stream (or)		
1 course from Analysis Stream		1 course from Analysis Stream		
Total Units	3	Total Units	3	

(Optional) Elective streams are mapped as followed

Electives (2 required, 1 upper division)
(web design)
MADT 222, MADT 314, MADT 322 or JOUR 355*
*students need to take JOUR 260W pre-req in core

(production)
CAGD 180, MADT 216, MADT 464

(education)
MADT 371, MADT 372 + elective in interest area
(Analysis*)
MADT 348, JOUR 304, JOUR 354*)
*students need to take JOUR 260W pre-req in core

J. Complete catalog copy for the revised program, including full degree requirements, admission, and completion requirements. See the current University Catalog for correct format and follow it exactly. Before the proposal is submitted to Curriculum Services (for undergraduate programs) or to the Office of Graduate Studies (for graduate programs), it may be helpful to review catalog copy with Academic Publications.

See attached full catalog copy.

The Minor in ~~Instructional Design~~

Social Media Production and Analysis

Course Requirements for the Minor: ~~24~~ 21 units

The following courses, or their approved transfer equivalents, are required of all candidates for this minor.

6 ~~4~~ courses required:

MADT 101 Introduction to Communication	- 3.0 FS -
This course is also offered as JOUR 101.	
MADT 102 Design Thinking	- 3.0 FS -GE
MADT 217 Social Media Photography	3.0 FA GE
MADT 218 Social Media Storytelling	3.0 SP GE
MADT 219 Social Media Technologies	3.0 FS
MADT 307 Technology and Communication	3.0 FS GE
MADT 371 Media and Learning	- 3.0 FA -
MADT 372 Media for Instruction and Training	- 3.0 SP -
MADT 473 Design and Development of Instructional Products	- 3.0 FA -
Prerequisite: MADT 272.	

1 course selected from:

ENGL 335W Rhetoric and Writing (W)	3.0 FS GW W
Prerequisite: GE Written Communication (A2) requirement.	
JOUR 130W Professional Writing for Public Audiences (W)	3.0 FS GE W
Prerequisite: Open to GE Written Communication Ready Students	
JOUR 260W Writing for Mass Media (W)	3.0 FS W
Prerequisite: ENGL 130W or JOUR 130W	
MADT 103W Writing for Screen Media (W)	3.0 FS W
Prerequisite: ENGL 130W	

6 units selected from:

3 units must be upper-division

CAGD 180 Scripting and Programming for Computer Graphics	3.0 FS
Prerequisites: GE Critical Thinking (A3), GE Mathematics/Quantitative Reasoning (A4).	
JOUR 301 Data Journalism	3.0 FS
Prerequisite: JOUR 260W	
JOUR 354 Multiplatform Storytelling for News and Public Relations	3.0 FS
Prerequisite: JOUR 260W	
JOUR 355 Online Presentation of News and PR	3.0 FS
Prerequisite: JOUR 260W	
MADT 206 Introduction to Commercial Photography and Digital Imaging	3.0 FS
MADT 216 Introduction to Digital Audio in Media	3.0 FS
MADT 222 Basic Web Design	3.0 FS
MADT 314 Rich Internet Media Design I	3.0 FS
Prerequisite: MADT 222.	
MADT 322 Advanced Web Design	3.0 FA
Prerequisite: MADT 222.	
MADT 348 Programming and Audience Analysis	3.0 FA
Prerequisite: MADT 261 (with a grade of C or higher) or faculty permission.	
MADT 371 Media and Learning	3.0 FA
MADT 372 Media for Instruction and Training	3.0 SP
MADT 464 Advanced Video Editing	3.0 SP
Prerequisite: MADT 216 or MADT 218	



MEMORANDUM

TO: Academic Senate

FROM: Angela Trethewey, Dean

RE: Social Media Minor

DATE: March 31, 2021

I fully support the Department of Media Arts, Design and Technology's proposal for the Social Media Minor. The minor will provide students with opportunities to develop relevant skills with a deeper understanding of the role of social media in our lives. As the minor makes use of extant courses, I do not anticipate additional resources being required of this minor. Should enrollments surge, I am prepared to support the minor going forward. I hope EPPC and the full Academic Senate give this proposal their full support, as I do.

Angela Trethewey

Meriam Library
California State University, Chico

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MEMORANDUM- Library Resources

To: Thomas Welsh

From: Jodi Shepherd

Date: April 5, 2021

Subject: Library materials support for the Minor in Social Media Production and Analysis

Within the assigned call number ranges for this discipline, the number of titles which fall into these areas are not expansive. There are 545 print titles and 313 in the assigned call numbers of the Media Arts, Design, & Technology. Since this discipline is interdisciplinary, there are many more titles outside the assigned call number range which could be utilized by faculty and students. It is recommended that instructional faculty work with their librarian to acquire additional texts as needed to enhance our holdings for the discipline.

The databases which students in this major would utilize could include:

- Communication & Mass Media Complete
- Art Source
- Ebsco
- Sage
- Proquest
- Wiley

As this minor utilizes existing courses, the library is able to support the minor.

We have support from the English department to add their rhetoric course to the writing block. I do not think this requires any change to the proposal, but wanted to let you know. They also wish to add another option to the writing block, technical writing. I told the chair that perhaps we could consider this next year as a minor change. But it does make sense to me.

Prof. Tom Welsh

Chair, Department of Media Arts, Design and Technology

Project Director: [MADTech Group](#)

CSU, Chico Office Hours: [Click Here](#)

Cell: 530-680-6230

Web: <http://twelsh.net>

----- Forwarded message -----

From: **Peter Kittle** <PKittle@csuchico.edu>

Date: Mon, Apr 12, 2021 at 9:10 AM

Subject: Re: Important question about Addition of ENG335W to New Minor

To: Thomas M Welsh <TWelsh@csuchico.edu>

Hi Tom,

Looks like a great program! Once it's in place, I'll be recommending it to our students.

I polled the Composition/Rhetoric faculty, and they do use social media posts regularly as elements for rhetorical analysis, so they felt that the course would fit well within your program. They also wondered whether ENGL 330W, Intro to Technical Writing, might work as well – while not focused on social media, that course does focus very closely on figuring out how to match writing tasks with the constraints of specific audiences and purposes, so there could potentially be some positive transfer. ENGL 335W is a course within our major's core requirements, so it's offered every semester, and ENGL 330W is UD GE, so also offered each semester (if those matter). We would be happy to welcome your students to either class.

Thanks,

Peter

From: Thomas M Welsh <TWelsh@csuchico.edu>

Date: Friday, April 9, 2021 at 12:22 PM

To: Peter Kittle <PKittle@csuchico.edu>

Cc: Chiara F Ferrari <cferrari@csuchico.edu>, Rebecca J Ormond <romond@csuchico.edu>,

Joshua L Moss <jlmoss@csuchico.edu>

Subject: Important question about Addition of ENG335W to New Minor

Hi Peter,

I am the Chair of the Department of Media Arts, Design, and Technology (MADT). We are moving a new minor in Social Media Production and Analysis through EPPC. One member of EPPC suggested we add English 335W to the writing block as an option. I have attached the proposed catalog changes that would include 335W in the writing block.



Jennifer K Underwood

Thu 2/25/2021 2:26 PM

To: Rebecca J Ormond



Great! And, absolutely, Clarke is aware of the conversation so feel free to confirm.

Thank you,

Jenn

Jennifer Underwood, M.A.
Lecturer, Advisor,
Computer Animation & Game Development
Chair, Faculty and Student Policies Committee
California State University, Chico



Rebecca J Ormond

Thu 2/25/2021 2:10 PM

To: Jennifer K Underwood



Hi Jennifer,

We are hopefully closing in on the minor .. an insane number of updates but the CAGD 180 is still in our electives list (and it was a bloodbath of slashed courses - and its not over yet but so far..) so I think its gonna make the cut. I have been told I can't include any course unless I can show an email from the chair confirming they support the inclusion.

I've gone through you - so just wanted to make sure its okay to send an email to your chair to confirm CAGD support of CAGD 180 being in the Social Media Production and Analysis minor.



Clarke H Steinback
Tue 3/2/2021 12:44 PM
To: Rebecca J Ormond



Rebecca,

Yes, we have discussed the inclusion of CAGD 180. I, as chair, approve of its inclusion.

Thank you,
Clarke

On 3/1/2021 2:37 PM, Rebecca J Ormond wrote:

Hello Clarke,

I've been going through Jennifer Underwood (who reports she has discussed with CAGD) about including CAGD 180 in the electives list of our Social Media Production and Analysis Minor. I'm about ready to send it on to the curriculum committee - one box I have to check is that I've confirmed support (via chair, program director ect. - via email is fine) for including CAGD 180.

If you have any questions about the minor or need any information just let me know.

thanks



Aaron Quinn

Thu 3/4/2021 11:19 AM

To: Rebecca J Ormond



Dear Rebecca:

Thanks so much for involving J&PR in collaboration with your proposed/alterd minor. Our faculty has enthusiastically supported the inclusion of the courses in the proposal. We look forward to seeing it come to fruition. Please let me know if there are further opportunities to support the proposal as it goes through the vetting process.

Kindly,
Aaron

--

Aaron Quinn, Ph.D.
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Spring 2021 Office Hours:
[Monday, 11 a.m. to 1p.m.](#)