December 12, 2013

To: Dean Van Galen, Chancellor
    116 North Hall
    University of Wisconsin-River Falls

From: David P. Rainville, Chair
       Faculty Senate
       University of Wisconsin-River Falls

Re: UWRF Faculty Senate Motion 2013-14/31

At the December 11, 2013 meeting of the University of Wisconsin-River Falls Faculty Senate, motion 2013-14/31 was passed and is effective immediately. The motion is forwarded to you for your action.

1. A motion from the Academic Programs and Policies Committee (James Zimmerman Chair) to approve the following program changes:

   a. Program Creation Proposal: Clarification concerning directed electives for the Accounting Major (see attached)

   b. Program Change Proposal: revisions to the Professional Writing Emphasis (see attached)

Approved ✓

Disapproved

Dean Van Galen, Chancellor

Date 12/19/13
TRANSMITTAL for UNDERGRADUATE PROGRAMS:
Changes or Proposals

I. INFORMATION:

1. Program Title: Accounting
2. Department(s): Accounting and Finance
3. College(s): CBE
4. Proposal prepared by: Corcoran Date: 10.28.13
5. Check all that apply
   - New program
   - Change in course name
   - Change in number of credits
   - Change in major
   - Change in course content
   - Change in emphasis/option

6. Other Programs/Departments Consulted (Requires letters of comment from all Departments or Programs substantially affected):
   a.) CSIS
   b.) English
   c.)
   d.)
7. Catalog year (and semester) of Implementation: Semester Spring Year 2014
8. Have all courses in this program been approved? Yes ☑ No
   If “No” which courses have not been approved?
9. Attach Request Narrative
   Include in narrative on attached pages a rationale for the requested changes or creation of program.
   Include clarification concerning any courses that have not yet been approved. If requesting a program change also include a listing of course array for both the current and proposed program?
10. UNIT APPROVALS: Requires signatures of all Department Chairs and Deans whose programs will be substantially affected by the changes or proposal. Signature lines for the affected Departments and Colleges (noted in “6” above), are on the addendum to this form. These signatures should be obtained prior to review by all other shared governance levels.

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<td>Department Curriculum Committee Chair (optional)</td>
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<td>Department/Program Chair</td>
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<td>College Curriculum Committee Chair</td>
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<td>Dean of College</td>
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<td>University Curriculum Cmtt. Chair</td>
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<td>Academic Policy &amp; Program Cmtt. Chair</td>
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<td>Faculty Senate Chair</td>
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<td>Provost / Vice Chancellor</td>
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*NOTE: The master copy of this transmittal & accompanying documents must be filed in the Provost’s office upon final approval. The Provost’s office will notify all appropriate administrative offices [Registrar, Dean(s), Department Chair(s)] of approvals & necessary actions to implement changes.
The Directed Electives description for the Accounting Major should read:

Select six (6) credits from any 300-level or above: ACCT, MNGT, MKTG (not MKTG 311), FINC, ECON, or CSIS. Also include CSIS 161, 162; ENGL 251, 367.

No 9000 level courses (Transfer courses with no UNRF equivalent) may apply as directed electives.

Note: this is grammatical clarification of existing policy. There is no program change.
TRANSMITTAL for UNDERGRADUATE PROGRAMS: Changes or Proposals - Addendum

Signatures of Additional Department & Colleges Affected

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Marshall Toman

Actions
In response to the message from Charles Corcoran, Mon 4:30 PM
To:
M
Charles Corcoran; Hossein Najafi
Monday, October 28, 2013 10:03 PM
Hi, Charlie,

I'm fine with clarification.

Marshall
letters of support

Hossein Najafi

Actions
To:
M
Charles Corcoran
Monday, October 28, 2013 4:32 PM
Charlie,

The CSIS department is in support of this change.

~hossein

Hossein Najafi, PhD
Computer Science and Information Systems Department, Chair
University of Wisconsin, River Falls
410 S. 3rd St.
River Falls, WI 54022
715-425-3335
TRANSMITTAL for UNDERGRADUATE PROGRAMS:
Changes or Proposals

1. INFORMATION:
   Professional Writing Emphasis
   1. Program Title: English
   2. Department(s): CAS
   3. College(s):
   4. Proposal prepared by: Marshall Toman Date: 10-24-13
   5. Check all that apply
      ■ New program
      ■ Change in course name
      ■ Change in major
      ■ Change in course content
      ✔ Existing program
      ■ Change in number of credits
      ■ Change in minor
      ✔ Change in emphasis/option

6. Other Programs/Departments Consulted (Requires letters of comment from all Departments or Programs substantially affected):
   a. 
   b. 
   c. 
   d. Semester Spring Year 2014

7. Catalog year (and semester) of Implementation:
   Spring 2014

8. Have all courses in this program been approved? Yes No

   If "No" which courses have not been approved?

9. Attach Request Narrative
   Include in narrative on attached pages a rationale for the requested changes or creation of program.
   Include clarification concerning any courses that have not yet been approved. If requesting a
   program change also include a listing of course array for both the current and proposed program?

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    be substantially affected by the changes or proposal. Signature lines for the affected Departments and
    Colleges (noted in "6" above), are on the addendum to this form. These signatures should be obtained
    prior to review by all other shared governance levels.

   Signature Date
   Department Curriculum Committee Chair (optional)
   Department/Program Chair
   College Curriculum Committee Chair
   Dean of College
   University Curriculum Cmtt. Chair
   Academic Policy & Program Cmtt. Chair
   Faculty Senate Chair
   Provost / Vice Chancellor
   Chancellor

   10-24-13
   11/5/13
   11/5/13
   11/19/13
   12/3/13
   12/12/13
   12/19/13
   12/20/13

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final approval. The Provost's office will notify all appropriate administrative offices [Registrar, Dean(s), Department
Chair(s)] of approvals & necessary actions to implement changes.
Request Narrative for the Professional Writing Emphasis in the English Major

The Professional Writing Emphasis was planned as having a capstone course. In the initial stages of the program this course was ENGL 389, Special Topics. This special topics class was launched in tandem with the major emphasis and aligned with the brand new STC certification guidelines. These certification guidelines have since been refined and set in more concrete terms, allowing for the outcomes of this course to also be set in more concrete terms. Thus, the course content has been appropriately set, and we now wish to formalize this capstone course as a permanent course within the required courses in the major. Last year ENGL 494, Senior Seminar, was approved as this course. This request is now to substitute 494 for 389 in the required courses in the major.

Additionally, ENGL 366, Advanced Technical Writing, which was never taught on the UWRF campus, was replaced by ENGL 467, Advanced Technical Writing. We are dropping 366 from the directed electives category and adding 467.

Finally, in terms of changes to cross-listing done by other departments:

- COMS/MARC 311 has changed to MARC 311 (Persuasion) – drop CSTA/MARC 311 and replace with MARC 311 to category 3
- JOUR/MARC 370 has changed to MARC 370 (Public Relations), this course is no longer co-listed – drop JOUR/MARC 370 and replace with MARC 370 in category 2

Visually, the program changes are as follows.

English Major
Professional Writing Emphasis-Liberal Arts: 36 Total Credits
Required Courses 24 credits
ENGL 251 Advanced Composition 3 cr.
ENGL 266 Business Writing 3 cr.
ENGL 362 Introduction to Rhetorical Studies 3 cr.
ENGL 367 Technical Writing 3 cr.
ENGL 374 Cyberliteracy and Writing on the Web 3 cr.
ENGL 387 Technical and Professional Editing 3 cr.
ENGL 389 Special Topics: Writing Seminar in Professional Writing 3 cr. DROP
ENGL 494 Senior Seminar 3 cr. ADD
Directed Electives in Writing: 9 credits, choose three

ENGL 262 Creative Writing 3 cr.
ENGL 366 Advanced Technical Writing 3 cr. DROP
ENGL 467, Advanced Technical Writing 3 cr. ADD
ENGL 370 Writing Nonfiction 3 cr.
ENGL 371 Proposal Writing: Change Through Rhetoric 3 cr.
ENGL 372 Practicum: Peer Tutoring and Writing Instruction 3 cr.
ENGL 379 Internship 2-3 cr.
ENGL 389 Topics course in Rhetoric (Environmental Rhetoric, Contemporary Rhetoric) 3 cr.
JOUR 269 Feature Writing for Magazines and Newspapers 3 cr.
JOUR 360 Opinion Writing 3 cr.
JOUR370/MARC 370 Public Relations Principles 3 cr. DROP
**MARC 370 Public Relations 3 cr. ADD**
ART 225 Advertising Design I 3 cr.

**Directed Electives in Language: 3 credits, choose one**
COMS 311 Persuasion 3 cr. DROP
**MARC 311 Persuasion 3 cr. ADD**
ENGL 320 Structure of English 3 cr.
ENGL 321 English Language: History and Culture 3 cr.
ENGL 324 Survey of American Lit. I, Origins to 1900 (writing intensive) 3 cr.
ENGL 325 Survey of American Lit. II, 1900-1980 (writing intensive) 3 cr.
ENGL 331 Survey of English Lit. I, to 1800 (writing intensive) 3 cr.
ENGL 332 Survey of English Lit. II, 1800-Present (writing intensive) 3 cr.